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The World's Foremost Amusement Weekly

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Vol. 51. No. 8



CIRO RIMAC

YEAH... I YAM THE ONLY
ONE IN SHOW BUSINESS
WHO DON'T READ THE
BILLBOARD... WANNA
MAKE SUMPIN' OUTTA IT?



The Billboard

Vol. 51
No. 8

The World's Foremost Amusement Weekly

February 25,
1939

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SWING MUSIC STILL ON TOP

Leaders in Paramount Poll

1938	1937	1936
1. Benny Goodman	Benny Goodman	Guy Lombardo
2. Tommy Dorsey	Guy Lombardo	Glen Gray
3. Sammy Kaye	Shep Fields	Fred Waring
4. Guy Lombardo	Tommy Dorsey	Benny Goodman
5. Kay Kyser	Eddy Duchin	Shep Fields
6. Larry Clinton	Horace Heidt	Hal Kemp
7. Gene Krupa	Fred Waring	Eddy Duchin
8. Eddy Duchin	Hal Kemp	Louis Armstrong
9. Hal Kemp	Glen Gray	Rudy Vallee
10. Glen Gray	Sammy Kaye	Ray Noble

Band Poll Used as Guide to N. Y. Paramount 1939 Bookings

Goodman, T. Dorsey, Clinton, Spitalny, Krupa, Kemp, Gray among poll leaders set for bookings this year—rising bands signed before salaries skyrocket

NEW YORK, Feb. 18.—Paramount Theater band popularity poll, which is supposed to be a barometer of public musical tastes, shows that the public still favors swing bands for entertainment fare. At the end of the third year of the poll Benny Goodman came out on top of the heap, as he did in 1937, with Tommy Dorsey running a close second and Sammy Kaye trailing along in third position. Despite reports that ballot boxes are stuffed when band leaders make their appearance at the Paramount, Harry Kalchman, Para booker, says that the theater is still guided by the poll because the box-office records show this procedure to be practical and money-making. Kalchman says that they know if the vote was given a Tammany jolt when the records don't hold each other up from week to week.

The poll, nevertheless, is an important factor in rating bands for out-of-town engagements and the big guys in the business are after an honest vote because it gives them an idea of just how popular they are and what they can do to improve if they slip. In this connection one top-flight band leader fired his press agent for stuffing 3,000 ballots in the box. He thought he was doing his boss a favor, but it turns out he wasn't.

Several comparative newcomers find themselves on the top of the heap in the 1938 voting, but at the same time several standard bands have slipped way down. Guy Lombardo, who came out first in the 1936 poll and in '37 went down into the second notch to make way for Goodman, is in fourth position for the 1938 poll. Lombardo, incidentally, is one of the few poll leaders who haven't been set for a repeat date in 1939, and as far as is known, will not be. Kay Kyser, who hasn't figured in on the 10-best division of any of the other polls, is in fifth place, and he was hot enough for the Strand a short time after that (now appearing) at \$12,000 per week. Larry Clinton and Gene Krupa, the latter strictly a newcomer, followed in seventh and eighth positions, and Hal Kemp and Glen Gray, who did much better in other years, wound in as 9 and 10.

Of the leaders in the poll, those set on repeat dates for 1939 include Goodman, T. Dorsey, Clinton, Spitalny, Krupa, Kemp and Gray. Chick Webb, who was 13 on the list, has also been booked for a repeat date. Kalchman also says that he has his eyes on several up-and-coming bands and is keeping a close check on their radio popularity and record sales. Only when he feels that the particular band will not slip, will he book it six months or more in advance. In line with this, Henry Busse, who hasn't played a local theater four months ahead.

Paramount is taking these chances (See SWING MUSIC on page 8)

L. A. Project Still Up in Arms Following Ullman Resignation

LOS ANGELES, Feb. 18.—Settlement of internal strife in local FTP project here was no nearer solution this week following resignation of James Ullman. It was announced by officials of the government theatrical group. While it was claimed Ullman declared he found the local situation hopeless after 10 weeks on the job, those close to FTP here stated that Ullman overlooked the fact that FTP is strictly a relief project. This group claims that Ullman wanted to produce hits that would make a big splash in Hollywood, but because of recent personnel cuts was unable to do so. Hallic Flanagan, national director of FTP, who is now in Frisco, was reported headed here to straighten out local mess. Until she arrives in town there is little prospect of a new head being named. It was claimed before Ullman stepped out that he authorized L. B. Gornblum, attorney for local Actors' Equity, and

Gladden James, proxy of Theatrical Democratic Club, to go over books and try to find if recent claims of discrimination by ousted group were true. According to FTP officials, no one but government employees may go over federal records, therefore Gornblum and James were assertedly refused admittance to the books.

In their stead, Martin Kline, who was approved by Equity, has been given the task of going thru records to see if any of those now on FTP should be cut off. Kline is a government man and has access to the records.

Altho unfavorable publicity in the dailies has affected future production schedule, the two FTP shows remaining in town are still doing capacity biz. *Run Little Chillun* is slated to continue through the year if "take" continues. *Two a Day at the Hollywood Playhouse* is still holding up, according to reports.

Volpone, which recently closed at the Belasco after good biz, was claimed to have been yanked due to church groups objecting to risqué theme. FTP countered that play was due to close anyway, as Louis Lytton, who played the lead, was called to Frisco, where FTP will present tabloids of recent successes to the fair crowd.

While general public has been led to believe recent cut in FTP rolls here was confined to actors, it was stated by project that the 339 people released were from every department. Publicity office, which formerly had 11 people, has been sliced to five.

Only new play scheduled for production is *High Top*, slated to open at the Belasco.

Carroll Sues Musicians for Cavanaugh \$600

LOS ANGELES, Feb. 18.—Earl Carroll has filed suit in Municipal Court seeking the return of \$600 assertedly paid to Musicians' Local 47 in straightening out the Ray Cavanaugh case, which threatened for a time to delay the opening of Carroll's new night spot in Hollywood.

It was claimed by Cavanaugh early in December that Carroll engaged him as musical director and brought him in from New York. It was asserted after Cavanaugh arrived he was turned down and the job given to Ray Noble. Cavanaugh filed a protest with Local 47, and the union officials, assertedly found that Carroll was at fault and made him pay up \$600, which Cavanaugh stated was due him.

Spokesman for Carroll claims Cavanaugh came to the Coast on his own. It was claimed that Cavanaugh was put to work by Carroll after he arrived in town but due to excessive salary demands was let out. It was then that Cavanaugh assertedly took his troubles to the union.

Carroll countered by having his girls picket union headquarters, bearing signs, "Musicians are unfair to Hollywood showgirls."

At the hearing in Municipal Court this week both counsel for the union and Carroll agreed to a continuance and the case was set over until March 1st.

Big at Carroll's new, misery is still holding up. Take is hitting around \$40,000 a week.

There is still a decided possibility that Carroll may road-show his present floor show, *Broadway to Hollywood*. There was talk of Carroll sending his show to the San Francisco fair.

In the meantime audition calls have been issued in Hollywood for a new show. Since the opening the entire show has been smoothed out and speeded up.

13 Rolloplanes Sold During Tampa Fair; One Deal 36G Cash

TAMPA, Fla., Feb. 18.—Eyerly Aircraft Co., thru Abner K. Kline, on Wednesday closed a \$36,000 cash deal with the Amusement Corp. of America here for eight Super Rolloplanes. Four of these units will be operated on the Royal American Shows in a group, which idea was originated by Elmer Volare. Two each will be placed back to back on the Beckmann & Greety Shows and Rubin & Cherry Exposition.

Kline also sold two Super Rolloplanes to Lee Cuddy, off to be placed on the Johnny J. Jones Exposition and the other on Henries Bros. Shows; one to Earl Purdie for the World of Mirth Shows, one to George Lucas for the Dodson World's Fair Shows and one to Chet Dunn for the Cotlin & Wilson Shows.

All of these sales were made during the Tampa fair. Kline feels very proud of this record, especially since he was supposed to be on vacation in Florida. The Eyerly factory, he states, has been working full time since the first of the year.

AEA Council Fails To Act On Co-Op Plan

NEW YORK, Feb. 18.—Since the plan for co-operative theaters, as recommended by a special Equity committee on experimental groups, is contingent on the Dramatists' Guild's willingness to forego the minimums of its basic agreement, Actors' Equity council yesterday took no action on the committee's report pending Guild concessions if any. The outline, the settling up protection should such productions be taken over by commercial producers, calls for an Equity experimental board to govern the working conditions of these groups. The stipulations have not won the confidence of top executives, who doubt that the dramatists will agree to the suggested conditions.

The crux of the plan requires playwrights to turn over production rights for one year to the group involved, an idea wholly out of joint with the aims of the Dramatists' Guild contract. Further, the committee sets forth, should a producer take up the option on such (See AEA COUNCIL on page 8)

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"Roadside" Is Season's Finale For Brattleboro

NEW YORK, Feb. 18.—For its fourth and final production of the season the Brattleboro Theater resurrected Lynn Riggs' "American comedy," *Roadside*, from the ashes of an 11-performance run under Arthur Hopkins' negle back in 1930 and is presenting it for a "limited engagement at the St. Felix Street Playhouse in Brooklyn.

The Brattleboro people in the two seasons they have been ensconced in this attractive little theater in the shadow of Brooklyn's Academy of Music have displayed a knowledge of play-producing that is fundamentally right. Although their selection of material has more often than not been something less than that, Riggs' rowdy and at times amusingly imagined work is, as a play, the best thing the group has done this year, but it falls far short in every department of the high standard set last spring by the Brattleboro's initial offering, *The Man Who Ate the Popover*.

Riggs takes for his central character the roughest, toughest, heartiest two-gun adventurer in the Indian territory of 1905, the background against which the author paints his two-act canvas. Strong, bold strokes are applied to the picture, the brush dipped in the vivid colors of spirited characterizations and pungent, pithy dialog. But it's a picture (See *ROADSIDE* 18 on page 8)

Garden Becomes Roseland

DETROIT, Feb. 18.—New Gardens Center Ballroom, operated by Whitfield F. Jackson, is being rechristened the Roseland Ballroom this week. Policy of old-time dancing prevails, Dave Wilborn's septa crew continues on the band stand.

CIRO RIMAC

(This Week's Cover Subject)

CIRO RIMAC, one of the outstanding exponents of Latin rhythms in the entertainment field today, comes from Lima, Peru, where he gained recognition as that country's best dancer, as well as building up a wide reputation as a composer and band leader. While he, together with his wife, featured dancer in the Rimac act, and his band were touring South America in 1931 he was spotted by an RKO official, who promptly booked them for appearances in this country. The show lasted four years, extended into Canada and generally was so successful that a European tour followed in 1935-36, culminating in an appearance in Charles S. Cochran's London revue hit, "Follow the Sun."

Returning to this country for a while, the Rimacs received cash to repeat their tour abroad and once more invaded European capitals with such marked success that they toured around for a couple of years, finally coming back here in October of last year. Shortly thereafter Rimac and his troupe went into the Hollywood Restaurant, New York, for a five-week run, cut short because of the spot's closing. The engagement spanned part of December and January, and immediately upon its conclusion Rimac was booked for a theater tour deal started at Loew's State, New York, the first week in February. Toronto is the next stop for the troupe.

Altho Ciro is a musician, his profession is really that of a dancer. He and Rosalie, his wife, are experts at the Mambo, known in this country as the Calypso; they have taught many movie stars the intricacies of the dance, as well as the rumba, tango, etc. Chirilo Rey (Rimac's jumbo) is also an accomplished dancer and is featured prominently in the act. Chirilo also attends to the comedy and proves his adptness on the saxophone. Others in the troupe are Carito, jumba dancer, and 10 musicians.

"Liability for Accidents"

In this issue, in the Carnival Department, is the 18th of a new series of legal opinions of special interest and benefit to people in all lines of show business. One of these articles appears in the last issue of each month. The author, Leo T. Parker, is a well-known writer and lawyer.

Possibilities

CLEANED BY MEMBERS OF THE BILLBOARD STAFF

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

SHOWMEN INTERESTED IN SPECIFIC "POSSIBILITIES" MAY ADDRESS THEM IN CARE OF THE NEW YORK OFFICE OF THE BILLBOARD, 1564 BROADWAY.

For VAUDE

SILVIA SIMS—nefty brunet swing singer, caught last week at Firenze Restaurant, New York. Looks like a pugnaacious Kate Smith, but sings in rigorous hotcha Frances Faye style. Has pose, commands attention and acts over rhythm songs in dynamic fashion. Something of a new comer, but with a bit of polishing she should do all right.

For NIGHT SPOTS

DUCKY YONTZ — comedy singer with Don Bestor's Band, Playing Loew's State, New York, last week. He showed enough talent to book practically a show-stop. Has more than enough ability to enable him to do a single in either night clubs or vaude. Features novelty tunes, such as *Jimmy Had a Nickel*, etc.

Mexico's Gov't Theater

NEW ORLEANS, Feb. 18.—An official of the Mexican Government made it known here this week that Mexico is planning government backing of legit troupes to give plays for peasants thru-out the republic and in leading cities of United States and South and Central America "to spread idea of Mexico's latest policies." The troupe, made up of best known professionals of Mexico, will be incorporated as the Domestic Theater of Propaganda. Its tour of several months is hoped to "develop ideas of solidarity and benefit to the collectivity," the government has announced.

Grosses Booming In Kentucky

LOUISVILLE, Feb. 18.—From reports of the night spots and other show places, the public spent from 15 to 20 per cent more in January, 1939, than was spent in January, 1938. The blue ribbon goes to the technicolor feature of 20th-Fox, Kentucky, which had a record-breaking run at the Strand of six weeks. The nearest thing to this was *Sunny Side Up*, with five continuous weeks at the same house in November, 1939.

The National Roller Derby ran at the Jefferson County Armory for 430 weeks to record-breaking crowds Donald Budge, in a professional tennis match against Ellsworth Vines, played to 4,800 people, and the Kentucky-Notre Dame basketball game January 7 drew 7,000 people.

All of the night spots are adding to the number of floor-show acts, which has greatly improved business.

The Junior Board of Trade is sponsoring the appearance of Paul Whiteman's Orchestra and show February 17 as the main attraction of a shopping festival, and prizes are offered to out-of-town shoppers. A queen will be selected and given \$75 for spending money the day she spends in Louisville.

Tommy Dorsey is booked for March 11 in the Horse Show Pavilion of the State Fairgrounds, his appearance being in connection with the Warm Springs Foundation campaign on behalf of infantile paralysis victims.

North Dakota Tax Proposed

BISMARCK, N. D., Feb. 18.—A flat amusement ticket tax of 5 cents on tickets from 14 to 50 cents, 10 cents on tickets from 51 cents to \$1, and 15 cents on anything over \$1 has North Dakota showmen fighting. A proposed bill carrying such a tax rate is being prepared for introduction in the State Assembly here, with showmen countering with a suggestion of an amusement levy of 4 per cent.

Chakeres Acquires 3 More

SPRINGFIELD, O., Feb. 18.—Phil Chakeres, general manager of Chakeres Theaters, Inc., has purchased the Louvee and Virginia theaters, Wallston, O., from the Guilfoyle Amusement Co. Last Monday (13) Chakeres took over Belle Opera House, Hillsboro, O. Chakeres' theaters in Ohio now number nine.

What To Know About Federal Income Taxes

By HERBERT H. LEVSES

(Certified Public Accountant and Tax Consultant, New York)

THIS article, the second in a series of three, lists deductions and exemptions to which you are entitled.

1. **Contributions**—to non-profit organizations operating exclusively for religious, charitable, scientific, literary or educational purposes; or for prevention of cruelty to children or animals. Deduction may not exceed 15 per cent of your net income figured without considering the contributions.

2. **Interest**—all interest paid during the year except on loans made to carry tax-free government obligations. (Example: Interest on a mortgage.)

3. **Taxes**—all taxes except inheritance, gift taxes and Federal income taxes. Include local sales taxes, luxury and amusement taxes, auto license, real estate taxes. The tax must be such as is paid by the buyer and not by the manufacturer or seller; thus the Federal cigaret tax is paid by the manufacturer and is not deductible; gasoline taxes, depending upon the State where purchased, may or may not be deductible.

4. **Losses**—from fire, storm, theft, etc., not covered by insurance, are deductible. Losses on property purchased as if business venture are governed by a highly technical phase of the law.

5. **Bad Debts**—may be deducted in the year when determined to be uncollectible.

6. **Business Expenses**—will be discussed in the next article.

7. **Personal Exemptions**—Single, or married and not living with spouse, \$1,000; single, and head of the family, \$2,500; married, \$2,500 (if each spouse files a separate return, the exemption may be divided in any proportion). Dependents, \$400 each; if only for part of the year, must be prorated. Must be person, other than a spouse, dependent upon and receiving chief support from the taxpayer, and under 18 years of age or unable to support themselves because of physical or mental handicap.

8. **Earned Income Credit**—to be deducted before computation of normal tax; amounts to 10 per cent of net income where net income is \$3,000 or less. Where net income is over \$3,000, the credit is 10 per cent of earned income or 10 per cent of net income, whichever is lower, but at least \$300.

Thru Sugar's Domino

VAUDEVILLE'S decline, which we hope to be able to continue to refer to as being in the past, was caused among other factors by the practice of laxy and short-sighted managers of buying names from other fields that drew fabulous back-breaking salaries and created a slight flurry at the box office—in the beginning anyway—but failed to entertain the customers with their quickie acts. It is well for today's show business that a thoroughgoing parallel cannot be drawn between the vaudeville of yesterday and the orchestra field of today. But it is worthy of comment that the orchestra industry came pretty close to pulling a similar ditch act but recovered in time, thanks to the fact that there is a more plentiful supply of brains in the orchestra field than there was among the smug graft-fattened bookers of vaudeville's last hysterical days.

The orchestra business has just succeeded in surviving a cycle that played emphasis on the head man being a cool looker, or a slightly worn name from another field. Right now it is clearly a matter of a successful leader being qualified to entertain rather than merely look pretty, altho good looks when not overemphasized have never been a drawback in any branch of our business. Not long ago any handsome and graceful lad could stand up before a band and pass off as a leader. They got away with it in theaters, but when the trend to depicting became manifest they couldn't stand the gaff and out went the movie juvenile suit clothing store dummies. The public didn't do any picketing, stage any boycotts or take part in any other kind of positive protest. They didn't have to in this case. They simply stayed away from the phonies but poured their silver and bills into the tills of the band leaders who deservedly earned their bread and board.

It is no longer absolutely necessary for a leader to possess a good voice or a Gable physique. Star musicianship does the trick and the public is wiser today than it has ever been, thanks to the screen, radio and records, on what is musicianship according to its own down-to-earth standards. In vaudeville's healthy days—before screen stars' personal appearances—a good performer could work his way up from a bit in an act to an act of his own. He would rise generally on the basis of pure merit and wouldn't have to compete with washed-up movie names. It's that way in the band field today, thanks to the public as much as the generalship of the men who are behind the scenes in the booking end of the business. Witness the phenomenon of Gene Krupa, a drummer in Benny Goodman's Band. Krupa stepped from a great band and started on his own and almost on the top because the public had already— even before he left the Goodman Band—recognized his merit as a performer rather than as a box-office curio who wears badly.

Since Krupa turned the trick about a dozen others have followed. It is pleasing to note that today band bookers are building star instrumentalists in their bands in the hope of eventually leading them out on their own. This is constructive. In such effort lies the bright future of the band business. The vaudeville showmen couldn't turn the trick with pretty boys and girls and the band business couldn't either. The difference is that the bandmen woke up before it was too late. The vaudeville wise guys never woke up at all; they were still sleeping when they were swept away into oblivion. Whatever is now being done and will continue to be done to bring back stage shows into the country's theaters involves a breed of men as different as night and day from the boys who permitted the field to go to smash because they knew no better and didn't want to learn.

Ticket Code Case Held Up

NEW YORK, Feb. 18.—Clogged court calendar has held up adjudication since Tuesday of the injunction suit brought by the Acme Theater Ticket Office against the League of New York Theaters over the theater ticket code which regulates the distribution and price of theater tickets. Case is expected to be called Monday.

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Broadway Beat

By GEORGE SPELVIN

DURING the introduction of celebs on a recent Sunday evening in the New Yorker's Terrace Room, emcee Mark Plant missed one and the crowd called his attention to him. The overlooked celeb was Mickey Rooney, who was hiding behind a pillar at the time; it was said his contract forbade his taking bows—but a more likely reason for his reticence was that MGM had told him to stay out of night spots. . . . *I Must Love Someone*, panned by the critics, did some neat advertising; it ran excerpts from the pans along with excerpts from the shellacking that *Tobacco Road* took way back in the middle ages and suggested that the critics weren't always right. . . . The musicians in Radio City, flitting from one commercial to another, are as busy as anyone could hope to be, but musician Bill Madden's even busier; he holds in front of his hands at Atlantic City's Traymore Hotel, one combo for dancing and the other for classical stuff; he conducts the Shore's Symphony Orchestra; he prepares programs for three weekly CBS broadcasts, and in his spare time he practices for his concert debut at Town Hall. . . . The bill opening at the Paramount Wednesday has several twists: Hal Kemp is on the stage and Cafe Society is on the screen, and Kemp recently married Martha Stephenson, one of cafe society's high priestesses; Tony Martin, also on the stage, was once turned down for a job with Kemp's Band; Shirley Ross is in the film—and Judy Starr, Kemp's vocalists, started her career under the name of Shirley Ross (which is her real handle), but changed it when Paramount began giving the screen player a build-up. . . . Bill Boehnel, of *The World-Telly*, vacillated

between upper and lower cage for the title of the screen version of *One Third of a Nation* in his review.

Topa Killilea's press agency of the pooch show at the Garden last week marked his ninth consecutive year in that capacity. He's a legman at police headquarters for *The World-Telly*—formerly of the City News staff, formerly of *The Sun*, formerly of the Ringling-Barnum show, formerly secretary to Courtney Ryley Cooper, formerly with the Guy Lombardo Esso road show, formerly tub thumper for the New York State Fair. But the pups are his favorites. It was, incidentally, a swell show, with the newly introduced obedience tests taking the spotlight away from the judging. It was a popular victory, too, for the Dobberman who took best in show honors away from a group of heavy favorites, including Mrs. Sherman Hoyt's poodle, an extremely popular cocker, and the great Normay-Saddler, straight-haired fox terrier. The judging was long-drawn-out and exciting—and Mr. Spelvin was mildly surprised in the middle of it to hear the young lady next to him murmuring over and over again, "Please God, please God, make him pick the Dobberman, the Dobberman!" Maybe it was mental telepathy that did it.

A former dance directress of a local night club is trying to get her job back by threatening to take the club's best customer away to another spot. . . . In an announcement of Ethel Barrymore in *Whitcomb's The Memphis Commercial Appeal* said, Colonel McElravy reported brick reservations at the Auditorium box office for her performance. . . . What, no confetti! . . . The March cover of *Esquire* is based on an ice-skating routine as done at the Iridium Room of the St. Regis by Sam Jarvis and Mary Simpson. . . . Earl Ash is now a part owner of the House of Chan. . . . Where To Go goes on the news stands this week as a rival to *Cosmo*; it will sell for a nickel and will contain about 38 pages. . . . Don Gillette has become p. a. for the American Arbitration Association. . . . Frances Constock is trying to organize a badminton tournament among performers in local shows.



Palmini was wild. He had the best spot on the midway. He could always stop the crowd with his hocus pocus. But then Uncle John joined the show with an animal act and a Lafayette sound system. "You look like the Forgotten Magician," said the bearded lady to Palmini. "There's your magician!" he screamed, pointing down the midway to Uncle John drawing the crowds with his Lafayette Sound System.

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England Goes for Rep; Vaude Houses Switch

LONDON, Feb. 18.—Repertory is gaining in favor in London area. Usual procedure is for resident company to present a different play each week.

Brixton Theater on south side of Thames has returned to rep after season of pantomime. King's Theater at Hammersmith in west has adopted rep policy after many years featuring touring companies in drama and musicals.

Two latest recruits to rep mean displacement of vaude. On February 6 New Cross Empire went over to resident company. This house on Moss Circuit, directed by George Black, has been played by many American vaude artists. Same day Balham Hippodrome, after many vicissitudes and recent promising season of vaude, changed over to policy of rep. Balham is an indie house. Black venture attributed to success of rep at General Theaters' Penge Empire, another former vaude theater.

Chi Legit on Upturn

CHICAGO, Feb. 18.—Signs point to activity in all four Loop legit houses again with opening announcements of *What a Life* at the Eltinger February 26 and *I Married an Angel* at the Grand Opera House March 7. Original casts in both cases, each house will relight for the first time in a month.

The Harris registered with another hit, *Kiss the Boys Goodbye*, now continuing successfully in its sixth week. The next-door Selwyn His *Bachelor* Born in its second week and looks good to roll up a comparatively healthy run.

The Federal Theater in the meantime is holding on to *The Mikado*, Uncle Sam's biggest hit here since he invaded the show business. It is in its 23d week at the Great Northern and going a-cash trade. Blackstone, which housed *The Copperhead* for seven weeks, goes into action again Saturday with *ET's* ballet version of *Caractac*, produced by Ruth Page and Bentley Stone.

Two Out of Two for Chat.

CHATTANOOGA, Feb. 18.—Ethel Barrymore in *Whitcomb's* played to a packed house at the Bijou here last

LOW COST MONEY ORDERS FOR MAILING

People in show business are finding this Postal Telegraph service a simplified and inexpensive way to make remittances, pay bills, etc. All you have to do is go to the nearest Postal Telegraph Office, purchase the Money Order and mail it yourself. And the cost is surprisingly low—as little as 5 cents.

Postal Telegraph

When speed is essential telegraph money orders at low cost.
 Every telephone is a POSTAL TELEGRAPH office.

STOCK TICKETS
 ONE ROLL... \$ 2.00
 FIVE ROLLS... 8.50
 TEN ROLLS... 15.50
 FIFTY ROLLS... 35.00
 100 ROLLS... 65.00
 ROLLS 1,000 EACH.
 Double Coupons.
 Double Price.

TICKETS
 of Every Description for Theatres, Operas, Circuses, World, Stage, County and Street Fairs, Waterbed, Steamship, Restaurant, Lunch, Concerts, Races and Sporting. Tell us your needs and let us serve you.

THE TOLEDO TICKET COMPANY
 Phone (from anywhere), ADams 7810. TOLEDO, O., U. S. A.

SPECIAL PRINTED
 Roll of Machine... 10,000... \$ 6.95
 20,000... 9.85
 50,000... 12.75
 100,000... 20.00
 1,000,000... 150.50
 Double Coupons.
 Double Price.

THE WORLD OUR FIELD.

Thursday evening, the second sellout of the Bijou's two big stage performances of the season!

The season of 1938 had been a bad one here, with only two of a large number of touring Broadway shows getting out of the red. This season only two big shows have played here, but both have done box-office business. Getting out of Georgia with its only casualties being a few casual injunctions, *Tobacco Road* came to Chattanooga early in January, and at the Bijou it turned them away the first time since "the good old days."

This was followed by Miss Barrymore in *Whitcomb's*, which filled every seat in the house at top prices. Capacity of the Bijou is 846.

Alfred Lund and Lynn Fontanne are booked for the Tivoli, Chattanooga's big movie house, February 22. Reports are that advance sale for their *Idiot's Delight* is largest since *Grapes Pasture*. Indications are that it will do a sellout at the Tivoli, which has 2,200 seats.

HOTEL RALEIGH
 Where You Can Sleep Anytime—DAY OR NIGHT
 648 No. Dearborn St., CHICAGO.
 Single Rooms, \$10.00—Double, \$17.00 per Week.
 Bath, Hairdresser, 2 minutes walk to Loop.
 Newly Decorated and Painted Through.

PHOTO REPRODUCTIONS
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 Write for Complete Price List.
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THEATRE EQUIPMENT NEW & USED
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Radio Survey of Mason City, Iowa

HIGH USE OF RADIOS IN MASON CITY DURING DAY REDUCES FIGURES AVAILABLE ON ANALYZING SPONSOR IDENTIFICATION PERCENTAGES

Sponsor identification standings of daytime programs reported by Mason City, Ia., residents as their favorites are presented in this issue of The Billboard. The figures are from a survey prepared by the Market Research Corp. of America. Radio owners who state they have not used their radios the day they are interrogated by survey investigators are asked to name their favorite program or programs and the sponsors thereof. As to be expected, serial shows predominate in the daytime shows named as preferred.

It will be noted that even the leading favorite, "Pretty Kitty Kelly," does

not have many favorite mentions. This is because radio use in Mason City, both for the day and night listening periods, hit unusually high figures, and only a small portion of the listeners provided the figures on sponsor identification. For this reason it is emphatically stressed that The Billboard does not even offer these figures to be construed in any way as conclusive evidence of either Mason City's favorite programs or actual sponsor identifications of the various programs offered. It should also be explained, that The Billboard surveys are designed primarily to investigate listening habits in the various cities surveyed, not to ascertain favorite

programs. Figures on favorite programs are a by-product.

Granting that the figures are not conclusive, it is nevertheless interesting to note that sponsor identification percentages do not run very high. Whether these same percentages would be extended were more listeners interviewed cannot, of course, be stated.

There are really only two programs which, on the basis of the figures offered, indicate strong sponsor identification, these being "David Harum" and "Guiding Light."

The full list of programs and figures for each is on this page.



WTAM Denies Ban On Gene and Glenn

CLEVELAND, Feb. 18.—Vernon Fribbles, manager of WTAM, has denied that Gene and Glenn, radio act, would be denied the use of the station, or that any sponsor was exerting pressure to have them kept off the air locally or that any situation existed inside the studio that would keep them out of the studio.

"Any limitation on Gene and Glenn will be that imposed by Walter W. Knight, the manager of the Cleveland Food Show, who has them under contract for the food show," said a station spokesman. "No one has brought any pressure to bear on us." Knight could not be reached, but sources close to him, and his past usages, point to his such restriction. Knight has encouraged his performers to appear over the air in sample matches so long as the appearance was not a show, in the belief that the publicity helps his gate. Of course he never has allowed daily performances, but rumors in Cleveland had it that Gene and Glenn would not get a syllable or second over the station.

Gene and Glenn are a native Cleveland act, and were discovered by John Royal. They were at one time the most popular act with the Cleveland regional audience, and still are popular here.

The rumors concerning them took two forms: (1) A sponsor was said to have asked that they not be given time on the air in any program of any nature that was broadcast in the Cleveland area; and (2) a feud between certain powers in WTAM and Gene and Glenn would result in the station refusing to grant them studio facilities for their network program.

They will arrive in Cleveland February 27 and spend the day. They will return March 17 for the run of the Cleveland Food Show in Public Auditorium.

A local advertiser is considering a contract using the Gene and Glenn program. If it is signed, the boys will certainly broadcast over WTAM, according to NBC officials here.

CBS-WBS Deal Pends Solving "Problems"

NEW YORK, Feb. 18.—Much depends on the "working out of certain collateral agreements," in the purchase of control of World Broadcasting System by the Columbia Broadcasting System. Announcement was made this week that contracts have been signed by William E. Paley, CBS head, and Percy Deutsch, WBS head, by which CBS "may" acquire the transcription company.

Primary reason claimed behind the CBS purchase is the chain's need for recording studios for its recently purchased American Record Corp. CBS can use World's studios, located in the former headquarters of NBC at 711 Fifth avenue, New York, as well as using the studios for broadcasting purposes. CBS is exceedingly hard pressed for broadcasting space.

One of the problems concerning the purchase involves present contracts World has with stations which are members of its "Gold group," recently formed transcription network organized by the way to foster sales. Some of these stations are NBC affiliates, and since World acts as sales agents for them on any business, it would mean that CBS subsidiary is selling against CBS affiliate stations.

Announcement said World personnel would not be changed.

CBS laughs at the idea it might move into the old NBC building. CBS has been talking its own building for some time.

Knox Reeves' New Faces

MINNEAPOLIS, Feb. 18.—Knox Reeves Advertising Agency has added five new men. Russell Neff, formerly with WXYZ, Detroit, became assistant to Lloyd Griffin, radio director; Robert E. Wick, formerly editor of Country Club Review, and R. T. DeVany and Mark Forgette, formerly sports continuity writer and announcer at WMFG, Hibbing, Minn., will work with Brad Robinson, director of sports advertising. Jim Hill, from Lord & Thomas Chicago office, added to copywriting staff.

NBC Marches On

SIoux CITY, Ia., Feb. 18.—KSCJ here will join the National Broadcasting Co. September 24. This brings total NBC affiliates to 169. Station is associated with Sioux City Journal.

Tappe Joins Agency

NEW YORK, Feb. 18.—Louis Tappe, formerly continuity editor of WINS, has been appointed copy and production chief of Weill & Wilkins Advertising Agency.

CINCINNATI, Feb. 18.—Boone County Jamboree, WLW show, has been booked for 20 new road dates in Indiana, Ohio and Kentucky towns. Dates run into March.

Pronto Fold, "Circle" Rumor

HOLLYWOOD, Feb. 18.—Unconfirmed rumor dashing all over Hollywood is that as soon as a replacement show can be found Kellogg's will yank its costly Sunday evening program, The Circle. Program has had tough sledding since its start January 15. No confirmation can be obtained from J. Walter Thompson agency, adhering to its policy of keeping mum.

Circle is the season's most expensive show, starting off with a \$25,000 weekly talent line-up, including Ronald Colman, Cary Grant, Charles Lombard, Lawrence Tibbett and Chloë and Groucho Marx. Formulas of having the actors pretend they were sitting around just talking has not been able to get going. Colman quit the show a fortnight ago, disaffected.

If the program flops it will probably go on record as included among radio's costliest flops, ranking close to The Gibson Family.

CORPUS CHRISTI, Tex., Feb. 18.—T. H. Lantz & Associates, advertising and marketing counselors, have opened offices here. Associated with Lantz are Jack Sharpe, president of the local AFM musicians' union, in charge of talent; T. H. Putnam, marketing; Eddie Cope, public relations, and Collier Mize, market research.

Ex-Baldwin Station Starts Staff Shuffle

NEWPORT NEWS, Va., Feb. 18.—One of the first reforms to be made in the set-up of WOH, ownership of which recently transferred from James W. Baldwin to Colonial Broadcasting Corp., of which Raymond D. Bottom, local newspaper publisher, is head, will be reorganization of the news department.

This expected change will transfer Eddie Travis, ace reporter, from the newspaper to post of news editor for the radio, with a contemplated schedule of six regular broadcasts daily. Wires will be run directly to newspaper editorial offices and a booth set up there. AP service supplementing Transradio news now being used.

E. Ellsworth Bishop remains as station manager.

Baldwin was formerly managing director of the National Association of Broadcasters.

McKee Chi Wasey Head

CHICAGO, Feb. 18.—Homer McKee became manager of the local Erwin Wasey & Co. office this week, succeeding C. R. Vall. McKee headed his own ad firm until a year ago, when he joined forces with Erwin Wasey. W. J. Marshall, formerly with the New York office, will be associated here with McKee. Vall will hold a position with the firm's New York office.

Product			Per-			Fav-		
Mentions			centage			orite Mentions		
Pretty Kitty Kelly (Wonder Bread)	12	75%	12	75%	12	Ma Perkins (Oxydol)	6	67%
Wonder Bread	8	17%	8	17%	8	Oxydol	4	67%
Messies Bakery	1	3%	1	3%	1	Don't Know	2	33%
Don't Know	29	75%	29	75%	29	Major Bowes (None)	5	
Kitty Keane (Dreft)	10	60%	10	60%	10	Coffee	1	20%
Dreft	6	60%	6	60%	6	Phynoth	1	20%
Don't Know	4	40%	4	40%	4	Chrysler-De Soto Cars	1	20%
Mary Martin (Ivory Soap)	7	22%	7	22%	7	Don't Know	2	40%
Ivory Soap	2	22%	2	22%	2	Pepper Young's Family (Camay)	4	
Ivory Flakes	2	22%	2	22%	2	Camay	2	50%
Don't Know	5	56%	5	56%	5	Camay	1	25%
Vic and Sada (Crisco)	9	44%	9	44%	9	Don't Know	1	25%
Crisco	4	44%	4	44%	4	Church in the Wildwood	6	
Oxydol	1	12%	1	12%	1	Marshall Swift Cleaners	3	75%
Don't Know	4	44%	4	44%	4	Marshall Swift	1	25%
Backstage Wilk (Dr. Lyons Tooth Powder)	6	17%	6	17%	6	Irene Basley	3	
Dr. Lyons Tooth Powder	1	17%	1	17%	1	None	2	67%
Tooth Paste Lyons	1	17%	1	17%	1	Don't Know	1	33%
Tooth Powder	1	17%	1	17%	1	Life Can Be Beautiful (Ivory Soap)	3	
Don't Know	3	50%	3	50%	3	Ivory Soap	1	33%
Betty and Bob (Gold Medal Flour)	3	17%	3	17%	3	Don't Know	2	67%
Gold Medal Flour	1	17%	1	17%	1	Young Wilder Brown (Cal-Angelini)	3	
Flour Pillsbury	1	17%	1	17%	1	Haley's MO	1	33%
Wheaties	1	17%	1	17%	1	Don't Know	2	67%
Don't Know	3	50%	3	50%	3	Coffee Pot Inn	2	
Guiding Light (White Naphtha Soap)	6	83%	6	83%	6	Folgers	1	50%
B. & G. Soap	5	83%	5	83%	5	Bitternut Coffee	1	50%
Don't Know	1	17%	1	17%	1	Chil Alone (Quaker Oats)	2	
David Harum (Babe)	6	33%	6	33%	6	Quaker Oats	1	50%
Babe	3	33%	3	33%	3	Don't Know	1	50%
Don't Know	1	17%	1	17%	1	Betty Wells (None)	2	
						None	2	100%

Bills on Copyrighted Music Introduced to Legislatures

MINNEAPOLIS, Feb. 18.—Bill introduced in Legislature here seeks to curb music combinations controlling copyrighted music. Chief provision calls for publication of all copyrights owned by different members of the licensing organizations.

HARTFORD, Conn., Feb. 18.—Legislature will have a public hearing on bill, introduced this month, which provides that copyright owners selling or licensing public performance rights must file lists with secretary of state. Bill, while permitting blanket licensing by music combinations, provides that owners using the music may acquire portions of the copyrights at prices to be determined by individual owners, not the combination.

SANTEE P. N. M., Feb. 18.—Bill similar to the Connecticut measure has been introduced here and is now before the House, Senate has already passed it.

Ralston Goes NBC

CHICAGO, Feb. 18.—Ralston Purina switches its Inside Story program from CBS to all NBC Coast-to-Coast hook-up March 7, shunning a second 13-week option with the former because, according to reports, the sponsor could not get together with the web on rebroadcast rates. Show was started only over the West Coast leg of the CBS net and piped there from WBBM here, but sponsor's change is in line with wanting more coverage, too. Gardner agency, St. Louis, doing the handling.

RADIO'S PATRIOTIC TREND

Talking Shop

By JERRY FRANKEN.

Slightly Skeptical

Announcement by NBC this week that part of its plan to shoot the Blue work an awful of stuff to make it go up and at them clients, by building new shows with "top-notch artists" leaves me singularly unimpressed. I admit, too, that it is not fair to judge a horse that isn't even born, but things just come to mind that make me wonder. Question one, of course, is obvious—where is NBC going to get these names and it so blithely mentions? This, of course, is no reflection on Doc Rockwell, the star of the first of these shows, since Rockwell is a comic I've always enjoyed and should have been a radio headliner long ago. There are loads of agents and producers who have been trying to scrub up just such names for ages, and, among other things, have been steadily unsuccessful in selling those they had to NBC, known far and wide for its rather bizarre, to say the least, system of auditioning. And again, without casting reflection on Doc Rockwell, I can't help but think that NBC will fall short of its goal if this new, fine and fancy policy means taking performers who are fairly well known and trying to give them new garb. Rockwell, possibly others, will more than likely fit the bill, but certainly not enough.

NBC had a budding plan about a year ago really to get after the business of finding—and building—new talent, but nothing happened. Both NBC and Columbia stopped this building-up process years ago, and Mutual doesn't bother with talent at all. If the NBC plan means that the web is really going to try to build headliners from unknowns, then it's medal worthy.

Somehow there's one thing I can't get thru my skull. Radio is the first to say that it is today the world's greatest medium of propaganda. Then why can't this same propaganda be used to make something where almost nothing existed a short while ago? Who, for instance, heard of Tyrone Power a few years ago? But Darryl Zanuck took him, had a press department go to work, spotted Power in films with established stars, and so built another star. This same process is now going on for Nancy Kelly, a radio alumna, and Richard Greene. Radio helped in building them all—guest stars and the like—but can't seem to do it itself.

I hope the talk about the film producers putting the squeeze on radio appearances of their contract stars comes thru. It will help radio. It will mean the networks will have to get into show business a little more. It will mean a break for talent. It will mean an improvement in programming.

And all I want is for somebody to tell me it can't be done.

Buffalo Stations Revise Personnel

BUFFALO, Feb. 19.—With housecleaning time just approaching local radio stations are starting bright and early. Practically every one has had changes of personnel or management within the past two weeks. At WEBR C. Robert Thompson replaced Hervey C. Carter as station director. Thompson came here only four months ago from Columbia, Q., where he managed WCOL. He was program director at WEBR. William E. Doerr, long associated with this station, resumed his old position as commercial manager. A new announcer, Edward Tuboika, was hired last week.

At the Buffalo Broadcasting stations, WGH and WKBW, Roger Baker, popular sports announcer, around these parts, takes a better job with WLW and WSAI, Cincinnati.

When just changed music directors, Bob Armstrong, a member of the staff, replaced Erwin Glucksman.

LEONARD CAMPBELL was re-elected prez of the Rochester (N. Y.) musicians' union for the 26th year. Harry Waterhouse holds over as secretary and treasurer. Campbell won this time only by a 2-1 vote.

Local 802 Vs. Science

NEW YORK, Feb. 18.—This week Dr. T. K. Peters, who is in charge of the "Crypt of Civilization"—the gimmick at the New York World's Fair wherein specimens of present-day living are being buried, to be opened in the year 8113—appeared on Dave Eisman's Nobby Lobby show. So a recording was made to be buried with the other stuff there. Idea is to have the show rebroadcast in the 82d century.

A few days after the record was made officials of Local 802, musicians' union, told Harry Salter, ork leader, and Young & Rubicam, agency on the show, that the men in Salter's Band would have to be paid the regular extra commercial fee for making the disc.

Morris Selling Joke Quiz Show

NEW YORK, Feb. 18.—William Morris office is selling a new quiz show built along the lines of Information Please but with all questions involving jokes. Principal idea is to have one of the board of experts supply a last line to a gag supplied by the emcee.

Talent line-up when last set up had Milton Berle as emcee, the board including Hope Williams, Jay C. Flippen and Harry Hershfeld.

Show looks hot for a summer replacement spot.

WLW Seeks Tele License

CINCINNATI, Feb. 18.—In an application to the Federal Communications Commission yesterday, Station WLW sought permission for an experimental license to transmit signals that may be converted to visible images. It is believed to be the first time a commercial station outside of New York had made such an application. The application seeks use of a band from 50,000 to 54,000 kilocycles for test purposes only.

RAY CALDWELL was re-elected prez of the Buffalo musicians' union; Al Demski is the new v.-p., and John Hassler is re-elected secretary.

MBS Forces Thought Exclusive Station Deals Touch Monopoly

WASHINGTON, Feb. 18.—Mutual's chairman, Alfred J. McCooker, summarized his company's attitude toward network broadcasting Wednesday before the Federal Communications Commission hearing on monopoly and chain broadcasting. When asked by FCC counsel for suggestions which would relieve the restrictive influences on network organization, McCooker replied that exclusivity clauses should be trimmed from five years to possibly one year, certainly no shorter. Exclusivity terms in the contracts with station affiliates written by rival networks were a bane to the Mutual system, and testimony thruout MBS' brief appearance at FCC pointed toward this condition. No little bit of Mutual's attitude had its foundation in a remark made before the same FCC committee by NBC's Hedges, who termed the Mutual organization "parasitic." Great resentment against this description, coming from the pioneer web was quite evident among Mutual officials. The group of independent and co-operative stations because of this prepared their entire appearance around a point to prove to the FCC that Mutual was no parasite.

Probably the most important contribution for this purpose was a map which showed only stations still unaffiliated with a national network. Since most if not all stations so situated are low powered and stuck away in the sticks, their desirability from a standpoint of serving wide areas with national programs was deemed negligible. Testimony in explaining this map made it clear

Following Swing in U.S. Thinking; Increase in Patriotic Programs

NEW YORK, Feb. 18.—Paralleling a marked increase thruout the country in selling America to Americans is a noticeable trend on the part of radio to foster a similar line of propaganda in its programs. It is apparent that the trend is really getting under way now, stemming from the increased interest and concern over foreign dictatorships and the fact that the United States may be involved if and when war breaks out, abroad. For some months now Walter Winchell has been devoting several minutes of his Sunday night commercial to campaigning along these lines, just as he has been doing in his daily columns. Behind the whole trend is the principal purpose of stopping the progress of anti-democratic methods in the United States.

Typical example is a new program starting February 21 over CBS with Senator Taft, Ohio Republican, and Representative Smith, Illinois Democrat. Called "Foundations of Democracy," the program will be strongly anti-dictator in its material and tenor. Program will compare life in a democracy and dictatorship, as one example.

At the same time, the CBS American School of the Air has been boosting Americanism for several months now. Program, which has been on the air for several years, did not heretofore, enter the patriotic field. NBC has its American School Series, of which the same is true.

It is believed that Hendrik Willem Van Loon, starting a new program on NBC tomorrow (Sunday), on which he has been given carte blanche by the network, will devote considerable time to discussing dictatorships and Fascism, of which he has long been a leading critic. WMCA has a new program called America Marches On, which it is getting on transcriptions from KFWB, Warner Bros. station in Hollywood. Program, with Warner stars and writers, is also definitely along patriotic lines. WMCA is getting the show off a swap basis and will soon start sending a similar type show to the Hollywood outlet.

WMCA started in the patriotic trend some months ago, first step being open-

ing and closing the broadcast day by playing the National Anthem. Station also had Johannes Steel, news commentator, who has been criticizing dictatorial policies for his time on the air.

This same station also started a show Sunday called the Tolerant Philosopher. Basis of the program being to defend tolerance and fight against intolerance. Program is sponsored by the Chelsea Presbyterian Church of New York. George L. Dick, a layman, is the "philosopher" and will speak from the church pulpit.

A program produced by the office of Education of the Interior Department, broadcast on CBS and called American All Immigrants All, is another sharp attack on dictatorship. Harold Ickes, interior secretary, has long been an outspoken critic of regimentation abroad and is also one of the chief American targets of foreign newspapers. Program gets after racial intolerance and other phases of Fascism. A third CBS show along these lines is What Price America.

Trell Yocum Quits Y&R; Joins Compton

NEW YORK, Feb. 18.—Trell Yocum, manager of the new business department of Young & Rubicam, has resigned to become a vice-president and director of Compton Advertising Agency.

Move is significant in that Yocum has been successful in lining up new business for Y&R. Change is effective April 15.

Frisco Fair Signs For AFRA Scale

SAN FRANCISCO, Feb. 18.—American Federation of Radio Artists and the Golden Gate International Exposition have set contract for network broadcasters participating in Treasure Island programs. Signing of AFRA was last hurdle in completely unionizing the fair.

Terms of the agreement, according to Vic Connor, AFRA representative, were a 5-day 40-hour week for announcers; \$55 weekly scale, and a bonus fee when called upon to write network shows.

Radio singers and actors at the expo will be paid same scale as exists in present agreement between AFRA and the networks.

Hope Lauded as New Radio Star of 1938

MILWAUKEE, Feb. 18.—Listener poll conducted by Milwaukee Journal gave Bob Hope the honor of being the "brightest new star in 1938." Edgar Bergen and Charlie McCarthy were chosen as best comedians and as conductors of best liked program. Jack Benny ran second among comics. For poll's eighth consecutive year, Russ Winnie, sports commentator on WTJM, led over Bob Eison and Ted Husing. Nancy Grey, WTJM commentator, chosen top among women talkers for seventh consecutive season. Don Ameche topped Bing Crosby for emcee honors, with Rudy Vallee third.

Poll conducted for past nine years. Edgar A. Thomson is Journal's radio editor.

Disgruntled Legislator Files Anti-WOW Bill

OMAHA, Feb. 18.—A bill which would prohibit an insurance company from operating a radio station only in furtherance of its business, aimed indirectly at WOW here, has been filed in the Nebraska State Legislature.

WOW is owned and operated by the Women of the World Life Insurance Co. The bill was filed by Senator Sam Klaver, Omaha, who was denied an application for a local station last year.

Broadcasters Oppose FCC Bill But Hesitate at Speaking Out

WASHINGTON, Feb. 18.—Legislation, especially the highly controversial measure espoused by Chairman McNinch of the Federal Communications Commission which would mow the FCC down to three men, continued to occupy much of the minds of the industry. Capital thought this week, with a last-minute surprise supplied by Senator Wallace H. White Jr. Ordinarily a mild-mannered member of the upper body, White lashed out at the bill introduced by Senator Wheeler, describing it as crudely drawn and one aimed at a life and death control over the nation's communications. It is motivated by politics, he declared, and expressed the opinion that it was a "threat to the country."

In criticizing the measure he devoted much attention to Chairman McNinch's arguments for the bill, saying that little over a year ago McNinch himself was utterly sold on seven commissioners as compared to a dozen number. He claimed the present reason for McNinch's attitude is that not all of the Communications Commissioners would agree with him on politics.

In the meantime broadcasters are attempting to oppose the Wheeler-McNinch bill without committing themselves. Rather than put their views on paper, broadcasters in town this past week-end decided to visit with Wheeler, who as chairman of the Senate Committee on Interstate Commerce in charge of the bill, has great influence in pushing or retarding the proposal. The Montana senator was told that a three-man commission was not acceptable to the industry—at least that was the idea they were trying to convey without going in too deep.

General impression around Washington is that radio believes that the press will fight its battle against a more centralized control of the FCC because its philosophy approaches control of the press. To a certain extent the press is against McNinch's idea—as is clear from the Stanley High article in *The Saturday*

Evening Post, regarded a blow to McNinch's chances to get the three-man agency idea across. The NAB, on the other hand, is attempting to avoid taking a position at this point, but listens with satisfaction to accounts of individual member activities against the bill. McNinch is still committed to a course of "selling" the three-man agency, although now he knows that the opposition is well defined and growing.

Before the question is finally put away an investigation seems slated, with a possibility that an even greater number of the commissioners will be on the FCC. Talk now is that White has a bill for a nine-man FCC. White himself is non-committal but does concede that the matter is worth a thought.

The present situation is one reason the NAB decided to bring the annual convention back to the East instead of going to San Francisco. Too much chance of Congress bringing up radio while all of the radio men were out West was the moving consideration when topic of convention came up at the NAB executive committee meeting.

AEA COUNCIL

(Continued from page 3)
A production for a commercial venture not more than 25 per cent of the profits, from any source whatsoever, shall go to the experimental group. If any of the actors are not absorbed by the commercial showing they still collect for the

Paging Sanka Coffee

NEW YORK, Feb. 18.—Report was around recently that *We the People* wanted to get Frank James, Jesse's brother, for a shot on the show. J. H. Corrado, of Sioux City, Ia., writes *The Billboard*: "The writer was ahead of the fatal shot . . . in 1904. I was under the impression that Frank James died about 15 years ago. 'It must be two other fellows that *We the People* are to air soon.'"

run of the show. No one of the company is so bound to the group that he cannot leave for a paying job any time. No more than three performances of any play can be given unless sanctioned by the experimental board.

Paul Dufresne views the board idea as unhealthy in that it offers temptations to tamper with prevailing Equity standards. He summed up the situation with: "Why should there have to be an experimental board to govern working conditions already set up by a major board?"

SWING MUSIC

(Continued from page 3)
because up-and-coming bands can use the prestige of advance Paramount booking and, from the booker's angle, the salary is normal. An example of a fast-jumping band salary is Artie Shaw, who last October was offered to theaters at union scale and they wouldn't take a chance. Three months later the Strand paid Shaw \$6,500 a week; he is getting \$8,500 a week for a Cleveland date, and now his agents are trying to get \$10,000.

NAPA Wins Second Record Suit; Decision Same as in WDAS Case

WILMINGTON, N. C., Feb. 18.—National Association of Performing Artists gained an important decision here when the Federal Court held, in the case of Fred Waring versus Richard Austin Dunlea, that an interpretive artist has a property right in interpretations. Case was tried under Judge L. M. Meekins of United States District Court of North Carolina, Wilmington Division.

North Carolina case hinged upon use of an electrical transcription on WMPD, whose president and operator is Dunlea. Discs were made for use on the *Play* program, and each disc had a restrictive notice to that effect. Court held that "to allow respondent (Dunlea) to benefit financially by complainant's work and skill would be an unfair trade practice and equity will enjoin such an effort on the part of the respondent."

Court held further, "It appears to this court that complainant has created by his efforts and talents a distinctive style in the interpretation of musical numbers. He desires to sell or license such renditions. This presents the first question: Does complainant have such

an interest in his unique rendition that it is a distinct and separable property right. My answer is yes."

Case is essential to similar to that involving Fred Waring and WDAS in Philadelphia a few years ago. Waring won his suit also.

Maurice J. Speiser, counsel for the NAPA (which now includes the membership of American Society of Recording Artists), says the North Carolina decision will be considered by the New York courts now adjudicating the Paul Whiteman case against WNPV. Whiteman decision, however, will not be dependent upon decision rendered in Waring versus Dunlea.

Even if Whiteman is found to have signed over his rights to Radio Corp. of America, such a decision will still mean that such rights existed and will be of immense import to the NAPA cause.

Maurice J. Speiser, NAPA exec. has finished drafting a new copyright bill designed to cover new uses for music which have arisen since outmoded Act of 1909.

AFRA Signs Key Mutual Station

NEW YORK, Feb. 18.—Representatives of American Federation of Radio Artists and WOR, key Mutual network station, this week signed agreements covering wages and conditions of performers on both commercial and sustaining programs. Controversy are same as those signed with National Broadcasting Co. and Columbia Broadcasting System. George Heller, AFRA exec. signed for the union and Alfred McCosker, president of WOR, for the station. Negotiations were amicable.

WOR, Mutual outlet in Chicago, will be next in line, and then remaining Mutual stations are expected to follow shortly.

Other remaining AFRA problems now are pacting of transcription companies and independent stations. When concluded AFRA, like the American Federation of Musicians, will have agreements with nets, indie and waxworks.

HOLLYWOOD, Feb. 18.—Plicker stars who appear on Coast-to-Coast, commercial air shows were in a ditch this week when AFRA announced it was putting the screws on enforcing new pact with agencies. Some confusion was caused here until it became definitely known that film stars appearing on local commercials will not be affected.

AFRA put a crew in the field to check all t. c. shows hitting the air lanes out of Hollywood. Network reps, who have agreed to enforce pact, were also in on the check-up to see that singers, actors and announcers had AFRA cards.

Those entering broadcasting stations were halted as they went to work and forced to show paid-up cards. Those who had no cards were allowed to sign applications and appear on their respective shows. Big shots who appear on SAC show were hooked as they entered station portals and forced to ink the applications.

AFRA stated it was putting one captain on each Coast-to-Coast show to check the entire cast. According to present plans, no t. c. show will be allowed to go on the air until all members are checked in.

N. Y. Station Publicity Chart

NEW YORK, Feb. 18.—Compilation of publicity breaks garnered in radio columns and "best bet boxes" for New York City stations for the period from December 26, 1938, to January 21 is highlighted by the fact that most stations have gained in free lineage over the same period for 1937-'38. The trade believes this is due to a general loosening up by New York dailies, following the reverse of that during the latter portion of 1937 and the early portion of 1938. After *The New York American* was junked by the Hearst group *The Sun* cut down considerably on its radio department. Recently, however, *The Sun* and other papers have relaxed on their anti-radio-space fight.

This compilation shows that WOR is back in fourth spot, where it was replaced in the last tabulation by WMCA. Only other station to move up is WNEW. Practically all stations save WFAP, WQXR, WNEW and WINS, have managed to get more space than during the same period of 1937-'38. Biggest gainers were WABC, WOR, WMCA and WHN.

Stations	1939			1938		
	F	C	OT	F	C	OT
WABC	894	209	1,102	738	282	1,020
WJZ	644	180	824	610	183	793
WFAP	508	181	728	587	183	780
WOR	338	129	467	373	128	400
WMCA	327	93	420	226	84	310
WINS	201	28	245	137	47	184
WQXR	79	20	105	114	38	152
WNYC	63	31	94	42	22	64
WNEW	78	16	94	80	20	100
WEPD	70	17	87	72	13	85
WINS	49	3	52	49	31	80
Totals	3,340	843	4,183	3,947	1,042	4,989

Revelation 'Backy May Use Network

NEW YORK, Feb. 18.—Philip Morris Co. is reported considering a network program for its pipe tobacco, sold under the brand name of Revelation Tobacco. Agency is now compiling results of a survey it made among tobacco distributors as to various leading pipe smokers. Survey was made thru station men who were asked to contact the distributors or jobbers in their territory. Several hundred stations were on the inquiry list.

Revelation has used spot, no network time and is not heavily advertised.

Sentimental Oldsters Go for Press Stunt

NEW YORK, Feb. 18.—What set out as a publicity stunt for Lanny Ross has taken strong hold with a gang of radio veterans. Ross tossed a luncheon yesterday for those in radio more than 10 years and an offshoot of the feed was a decision to form a Microphone Club. While the offshoot took shape, actually, before the lunch, Ben Bernie, Frank Munn, Graham MacNamee, Johnny Johnston and a flock of others took the idea to their bosoms, set up membership and other committees and are really going to make it stick—they say. Meeting is scheduled shortly to elect officers, but they're calling him President Ross already.

Another semiradio club being organized is being formed by reporters, for trade and daily publications writing on advertising news. Group plans a rib show for the June convention of the American Federation of Advertisers.

'ROADSIDE' IS

(Continued from page 4)
without a theme or motif, set along the side of a road, it tells how the terror of the territory succumbs to the equally strong-willed daughter of an itinerant plainsman while the law enforcers—unsuccessfully, of course—to enter up with him for demolishing the town's jail, jailer and judge during a drunken spree.

Played by a cast of uniformly capable actors and directed with enough appreciation of its humorous and dramatic overtones by Harold Johnson, the script managed to provide a couple of hours of entertainment despite its pointlessness. Anthony Ross, coming over from the Broadway sector to rejoin temporarily the group of which he was a member in Vermont during past summer seasons, does a forthright job in the leading role. He fits every measurement and requirement of the part and plays it with a sure, unaffected touch. The character is the focal point of the whole play, the force that co-ordinates it, and the work could not possibly stand up without the gusty heartiness Ross brings to the role.

Joan Wheeler is not far behind in the delivery of a performance calling for equal spirit and strength of characterization. Her acting complements that of Ross in holding the play together. Housley Stevens Jr. and William Nichols provide some of the production's lightest moments as a pair of happy-go-lucky clads, and the rest of the cast, particularly Don McHenry, Norman Leavitt and Anthony Blair, lend efficient support.

Johnson's direction could have had a lighter, more inclusive quality, especially in the second act, but as a whole was paced well enough. The two settings by Joseph Franck were adequate.

Daniel Richman.

Ex-Gov Scores Heavily as Actor

NEW YORK, Feb. 18.—The Gambol Club threw St. Valentine's Day Lambol in honor of Colie Harold Hoffman, former Governor of New Jersey. Sunday night at the clubhouse, Hoffman did a comedy skit with Senator Ford, worked in a skit by Bobby Clark, wrote a sketch about Abe Lincoln which featured Raymond Massey and then did an off to Buffalo in the finale.

Victor Moore surprised with a fine piece of acting in the dramatic sketch *Whispering Bill*; Dean Murphy scored heavily with his impersonations. Grand once Nordstrom won heavy applause with his song and acting in *Silly of Anxiety*, and Arthur Pearson's staging of *A Night of an Inn*, made the one-actor a standout.

Program Reviews

EST Unless Otherwise Indicated

"The American Way"

Reviewed Thursday, 8:15-8:24 p.m.
Sponsor—Calumet Baking Powder.
Agency—Young & Rubicam, Station—WABC (CBS network).

Kate Smith scored a definite scooperoo with this, a nine-minute excerpt from the George S. Kaufman-Moss Hart patriotic opus playing at the Center Theater, which has received wide critical acclaim. Fredric March and Florence Edridge handled themselves capably before the mike, but their German dialect did not always register. First five minutes was a monolog by March (Martin Gunther) to set mood and to summarize his career since coming to this country from Germany before the turn of the century.

Thus only four minutes remained for dialog-action, concerned with profound question of whether the Gunther son, now that the World War has started, should join the American forces. His friends have called him a pro-German slacker and his business has declined. Mother opposes it vehemently as she loves Germany, too. Father decides that offspring should fight for the U. S.

Sketch was polished and well-timed, but it is difficult to those familiar with play as a whole, with its broad sweep, to see how condensation can be done effectively. As an excerpt it is lively and spirited, if you like dripping sentiment. As a tipoff to the play, on the weak side. *Truade.*

"Way Back When"

Reviewed Monday, 8-8:15 p.m.
Style—Organ, songs, drama. Sustaining over KDKA (Pittsburgh).

Recall of historic and humorous events of earlier Americana is welded into informatively entertaining drama by Charles Urquhart who blends organ interludes, mixed quartet and three dramatized episodes with montage effect. Stenza caught included a tear-jerking play of the late '60s, shooting of Jesse James and sinking of Titanic. Music and dialog, aided by sound effects, are woven together by station announcer Bill Sutherland's comments, with Urquhart handling production. Altho evident attempts to be completely authentic may have diminished popular understanding of a couplet busy passages in one dramatization, due to colloquial diction and scripting that expected audience to be maybe a bit too well-informed, show has commercial potentialities. Variety should appeal to most types of listeners, and for local program, acting, music and production was of high caliber. *Frank.*

Bob Hawks

Reviewed Thursday, 8-9 p.m. Style—Comedy talk. Sponsor—Standard Brands, Inc. Agency—J. Walter Thompson Co. Station—WEAF (NBC-Red network).

Bob Hawks, a comparative newcomer to radio in these parts, has been climbing lately since he started on the Menzies show on an Eastern Mutual hook-up. His guest shot on the Vallee program, however, did nothing to bolster his rep. He did a running comment on an imaginary championship checker game in the manner of a light broadcast. It petered out to an overplayed and thin comedy idea. Material did not allow for judgment as a comedy single. *Franken.*

Irene Kuhn

Reviewed Friday, 11-11:15 a.m. Style—Talk. Sponsor—Loft, Inc. Station—WOR (MBS network).

Loft candy store, recently going into radio, had two short-lived programs on WOR before starting a double series featuring Irene Kuhn, newspaper woman, and John Chapman, columnist of The New York Daily News. Mrs. Kuhn, spotted on a morning period, is directly aimed at the feminine audience. Chapman apparently at the cosmopolitan audience.

Mrs. Kuhn has what appears to be a good woman's show. Program ought moved along briskly. Divided into two portions, the first half had a discussion of successful women, heavily mentioning Helene Rubenstein, Mrs. Franklin D.

Roosevelt Faith Baldwin, Kathleen Norris and others, winding up with a good human-interest piece that was ideally suited for the audience. Mrs. Kuhn's diction is crisp and clear.

A guest star is to be interviewed each week, Gladys Cooper, legit actress, being on this program. Her lines had a definitely self-satisfied attitude, as she discussed what she had done and commented that she could not stand a life of domesticity.

Commercials are forthright and, in comparison with the average daytime show, good. Ray Withers announces. *Franken.*

Sam Levene

Reviewed Thursday, 8-9 p.m. Style—Comedy. Sponsor—Standard Brands, Inc. Agency—J. Walter Thompson Co. Station—WEAF (NBC-Red network).

Sam Levene is a legit and picture actor, and a mighty good one. His appearance on the Rudy Vallee program was delayed a week because of censor and script trouble. It should have been delayed even longer, certainly until material good enough was obtained.

Levene did a Hebe who was going to produce a patriotic play, because patriotic plays seem to be clicking. This led to a dose of insane chatter with Vallee. Seemed as if the Levene were conscious of his bum material—his performance was not up to his standard.

Indications are that Levene, like many other star performers coming to radio from legit or pictures, is, on the air, only as good as the script. *Franken.*

Mary Martin

Reviewed Thursday, 8-9 p.m. Style—Talk and song. Sponsor—Standard Brands, Inc. Agency—J. Walter Thompson Co. Station—WEAF (NBC-Red network).

For reasons invisible to this reviewer, Mary Martin is Broadway's current toast. This is on the strength of her handling *"My Heart Belongs to Daddy"*, with an accompanying strip tease, in the Broadway musical *Leave It to Me*. After seeing the show and then hearing Miss Martin on the air my opinion was strengthened that Miss Martin is highly overrated and has little on the ball. Her singing voice is really not a singing voice, but several voices for various registers since she apparently cannot manage to get her regular voice to these registers.

Also hampered some lines with Vallee and Walter Huston. Latter's show in his gag role of a low-written fellow. Miss Martin handled her lines o.k. *Franken.*

"Youth Meets Government"

Reviewed Saturday, 5:15-6 p.m. Style—Educational forum. Sustaining on WEAF (NBC-Red network).

The Brooklyn Institute of Arts and Sciences, in association with the New York Board of Education, is responsible for this series of discussions dealing with municipal problems, which, under the title *Youth Meets Government*, is slated to cover a four-month period. For some poetry, lack of audience appeal and the general inability engendered by talk and more talk there are few programs in radio today to top it.

Couple of guest speakers on each show give vent to their ideas on the particular subject, and then an open forum is held with a panel of eight or 10 students from a different local high school each week shooting questions at the learned guests as well as expressing their own opinions. On the second broadcast George L. Warren, executive secretary of President Roosevelt's refugee advisory committee, and Dr. Paul F. Bransden, professor of economics at Columbia University, held forth on the refugee problem. Twenty minutes of the erudite gentlemen seemed to leave the situation in a more garbled state than ever.

Evander Childs' high school kids showed up the economic scholars in every department—poor case of speaking and, in several instances, understanding of the matter under discussion. Noticeable and smug was the quick brush given students whose questions

stimulated the Messrs. Warren and Bransden; likewise the answering of one kid's query by a classmate when the alleged authorities couldn't.

James O. McDonald, Brooklyn Institute president, smooze-pardon, acts as chairman—with ostentation. His manner supplied the only laughs of the show. Program comes from Brooklyn's Academy of Music, and is "co-ordinated and directed" by Dorothy N. Davids. *Richman.*

"News Dramas"

Reviewed Wednesday, 7-7:15 p.m. Style—News dramatizations. Sponsor—Langendorf Bakeries. Agency—Young & Rubicam. Station—KHJ (Mutual-Don Lee network).

This program is a narrated and dramatized 15-minute spot, dealing with late happenings thruout the world. A miniature March of Time, the show has good appeal. Stuff offered on the show caught was punchy.

Sponsored by Langendorf Bakeries, show garners its share of listeners by hitting the large around the dinner hour and giving the ether audience a chance to visualize the happenings of the day. Langendorf spots this show Monday, Wednesday and Friday. Tuesday and Thursday they put on the Phantom Pilot.

Show is held open to last minutes before rehearsal, getting news off the INS wire. One good headline is worked in, with human-interest stuff added to balance. With only one rehearsal, a few minutes before the show hits the air, the cast does a competent job.

Program is produced by Jaime del Valle. Narrations are handled by Franklin Biggman. *Olsen.*

"Modern Kitchen"

Reviewed Thursday, 10:05-10:30 a.m. Style—Household talk. Sponsors—General Electric Co., Honor Brand Frosted Foods, and Dodds Alderney Dairy. Station—WKBY (Buffalo).

Modern Kitchen is an entertaining 25-minute period of cooking dramatizations, historical incidents of foreign housewives' activities and clever small talk. Laura Richman, who does a commendable job on cooking and housekeeping discussions, writes the script. In giving a recipe she proceeds slowly enough for everyone to follow her. She works out the example herself on an electric range and the audience hears the sizzle of utensils. Miss Richman also delves into her store of ancient and quaint housekeeping and cooking customs and gives the audience something more than just cookery and recipes.

Malcolm Barney, announcer, chats and quips gaily with Miss Richman discussing modern table manners and the like. His renditions of commercials are convincing.

Close has a short review of food prices and what is in season and how to buy these items economically. On the whole, there is never a dull minute. *Warner.*

"The Life and Love of Dr. Susan"

Reviewed Friday, 2:15-2:30 p.m. Style—Serial. Sponsor—Lover Bros. Agency—J. Walter Thompson Co. Station—WABC (CBS network).

Just another daytime serial, as the title didn't tip that. Dr. Susan Chandler, a young widow, is living with her in-laws in the typical radio small town. The episode caught had Dr. Susan getting the info from the town banker that a note her father-in-law had given the bank (father-in-law is also a meddoc) isn't going to be renewed. Seems his collateral has lost value, and things are kinda tough around Valleydale. Before this dramatic, breath-taking, soul-stirring and heart-rending incident was presented there was one about Doc Susan getting a Scotch plumber to fix some leaky pipes when the plumber didn't want to because Doc's father-in-law hadn't ante'd up for a previous job. Missus plumber got after her belapinate after some business about their newborn daughter and her preceding boy still being on the Doc's unpaid list.

Eleanor Phelps is the lead. She's a good actress and handles her character as satisfactorily as such stuff allows. Script is by Edith Meler, from an idea fathered in the J. Walter Thompson agency, after, no doubt, much dither. Announcements seemed shorter than

the usual daytime blurbs and stressed that the use of Lux led to manual daintiness. Maybe I can get nice soft claws now. Incidentally, the announcements were read by the announcer, in tones usually reserved for proposals. *Franken.*

"Smilin' Jack"

Reviewed Friday, 5:30-5:45 p.m. Style—Dramatization. Sponsor—Sweets Co. of America. Agency—Blow Co. Station—WOR (MBS network).

Program is adapted from the Smilin' Jack cartoon strip. Our hero in an airplane pilot, concerned right now, with a world-round flight. He and Rufé, his buddy, and Dixie, his lovey-dovie, have just hit the god-damnedest storm over Point Barrow, Alaska. You never heard such screaming, airplane motor noise and other phony excitement, but the sponsor probably thinks it is wonderful stuff for kids. It's everything silly in the way of a kid show, but it's too much to expect anything constructive along these lines.

Cast includes Frank Readick, Chet Stratton, Wanna Paul, Paul Nugent and John Griggs. Jack Johnstone directs, and performances are as to be expected from the kind of stuff it is.

Contest involves finding a name for Jack's plane. John Jager announces. *Franken.*

"Uncle Dave's Gang"

Reviewed Saturday, 2:15-2:45 p.m. Style—Musical. Sustaining on WELI (New Haven, Conn.).

This program conceived by Dave Healey is better than the usual run of juvenile stunts on the air. Healey, one of the original members of the famous Roxy Gang, now conducts a voice culture school in New Haven. Healey, who possesses a rich baritone voice, sings several numbers, besides emceeing the program. Period contains a wealth of talent, all past the beginner's stage and showing development. A bit of oomph could be inserted in the program without hurting any and would improve it 100 per cent. *Leffowitz.*

"Wayback When"

Reviewed Tuesday, 8-8:15 p.m. Style—Songs, drama. Sustaining over KDKA (Pittsburgh).

Nearest would-be commercial in merger of old-time songs and memorable incidents, interwoven in dramatized approach that creates educational entertainment. Formula, written and handled by station production manager Charles Urquhart, re-creates historical incidents such as shooting of Jesse James and sinking of Titanic, concedes attention appeal of music by resorting to period tunes for atmospheric settings, winds up each scene with choral contribution in style at time of revised event.

Show can painlessly instruct in Americana with added virtue of musicalized play-acting that can hold listeners. And period is about right length to whet appetite, not boring. With slight brushing up on character portrayal and knitting of continuity, program should win friends. *Frank.*

"What's the Answer?"

Reviewed Sunday, 2:30-3 p.m. Sponsor—Marine Trust Co. Agency—Batten, Barton, Durstine & Osborn, Buffalo. Station—WKBY (Buffalo).

Not pretending in any way to disguise the famed "Information, Please" touch, this program does a swell job of aping the network hyphenoid, and has, like its papa, made an immediate hit. Leston P. Fancus is the Padman, and Daniel Streeter, Frank Balchle, Dean Park and David Diamond are the "experts." All are prominent in Buffalo.

Fancus is a well-selected emcee, having a fine background of radio, journalistic, scholastic, teaching and political experience. Altho he lacks the nimble wit of a Padman, he is resourceful and at ease in his job.

The commercials are genuine style setters. They're terse, inviting and not too long to be irritating.

Phil Ross is a personable announcer, Howard Cushman, of BBC's staff, does the selecting of and the research on the questions submitted. *Warner.*

Radio Talent

By JERRY LESSER

MONA HUNGERFORD, who played the role of the Oxy in the play *Remedios*, with John Barrymore 20 years ago, enacted the same role on NBC's Great Plays series last Sunday. The Barrymore part was played by Tom Powers; William Rainey, head of the production department, directed. . . . Rumor has it that Showboat will come back in the near future. . . . Charles Slattery, John Hamilton and Clarence Straight are back in town after 17-week tour with *Of Mice and Men*. . . . Fred Barron, Toney Berger, Eleanor Phelps, Tommy Hughes and Mary Cogle form the nucleus of the new *Life and Love of Dr. Susan* show. . . . Ruthraug & Ryan agency is looking for a new Aunt Jemima to go to the Coast with the Tommy Riggs show.

JANE DAVIS, the John Powers glamour girl and Walter Kinsella's sweetie pie, held up the sailing of the *S. S. Uruguay* for an hour last week while she was sipping champagne cocktails with the president in the palace at Montevideo. . . . Helen Carroll, of the Merry Macs, burned herself severely around the throat and arms and had to cancel her engagement at the Oxy Club because she is swathed in bandages. However, she will appear on the Fred Allen show this week. The Merry Macs seem to be dogged by bad luck lately. Coming to the studio recently one of the boys fainted in the subway and failed to show up for the show. . . . Mrs. Emily Holt is in Los Angeles on AFRA business. . . . Lanny Ross, who owns 11 tuxedos, always uses the same pair of trousers he wore on his first broadcast 10 years ago. . . . Paul Whitman burns up \$180 in smoke every week. Here's how: Paul and his orchestra rehearse three days a week, 12 hours a day. Every hour the men are allowed

five minutes to smoke. The rehearsal pay for Paul's Orchestra being at least \$1 a minute, so Whitman's smoking bill during preparation for his Wednesday night broadcasts over CBS amounts to \$180 or more a week. . . . Barbara Lee will be found in the new issue of *American Women (Who's Who)* as a radio actress somewhere between Helen Keller and Frances Perkins.

WALTER PRESTON was asked by NBC to pick 18 voices to comprise a chorus to sing with Toscanini, and these were the requirements: (1) Had to be young, (2) neat appearing, (3) good musicians, (4) voices that blended well, (5) all had to be soloists, (6) all had to be able to sing in German. They did Brahms' *Liebeslieder*, opus 52, with two pianos and the maestro conducting. It was a tough assignment, but Walter carried it out. . . . Chick Vincent is back at his desk after a siege of the flu. . . . Bill Shelley plays Major Stender, and James VanDyk plays Gink, his henchman, on the *Pretty Kitty Kelly* show. . . . Doc Rockwell goes back on the air for NBC next Tuesday night with a show entitled *Dr. Rockwell's Brain Trust*. Those who auditioned for parts include Harry Neville, Florence Malone, Arthur Vinton and Eunice Howard. The subject matter deals with inferiority complexes, and Rockwell plays the chairman of the conference. A new complex will be discussed each week. The show will also have a swing orchestra of 20 pieces and a mixed choir. . . . Charles Webster's role of Dr. Markham on *Life-Can Be Beautiful* is being built up into a featured part. . . . Joseph Atham is doing a series of one-minute recordings for NBC which are being released through Canada. Joe impersonated W. O. Fields last week on the Benchley show.

Petrillo and AFRA in Hot Fight Over Guitar-Playing Air Actors

CHICAGO, Feb. 23.—Bitter feuding broke out here this week between Jimmy Petrillo's musker union and the American Federation of Radio Artists local (both AFL orgs) over the question of which one had jurisdiction over radio performers who sing, act and also toot musical instruments. Fight reached a fever pitch Thursday when Petrillo threatened to fine and cast out any member of his local who joined AFRA. One such case already received that treatment at NBC when Johnnie Johnston, guitarist and singer, was barred from the air and kicked out by Petrillo for joining AFRA. Performers involved are in a tight spot since AFRA's new agency commercial contracts call for all actors and singers to be members of AFRA, so if they resign per Petrillo's request they still can't perform on a spon-

sored spot. Majority of those in the mess are willing to pay dues to both unions.

AFRA execs have repeatedly tried to get in touch with Petrillo to talk things over, but the music czar has refused to discuss it with them. It is understood that AFRA will wait until next week in an effort to settle the jam amicably, but if unsuccessful will retaliate by informing all agencies that AFRA will not furnish actors or singers to their programs if any of these combo players are working on the show. If this happens there is not much doubt that the agencies will just drop those musicians taking acting or singing parts, or at least confine them to their accordions, etc.

In an interview Thursday with *The Billboard* Petrillo ventured no reason for his action other than just refusing to hear of any of his members taking out cards with AFRA. "They're musicians," Petrillo stated, "and they'll stay in the musician's union." The agencies and net outlets so far have remained in a lacer-faire position, claiming it's up to the unions to iron it all out. Up until Saturday a few of the radio people involved had heeded Petrillo's warning and resigned from AFRA. Good many of those in the middle are hillbilly performers, such as the Hoosier Hot Shots and Vaggs-Family.

Strange part of the whole kaboodle is the fact that Chi is evidently the only spot in the country where this trouble has arisen. Whether it is just a personal antipathy on the part of Petrillo against AFRA cannot be ascertained. It has, however, been pointed out by AFRA that several times during the past months Petrillo has seemed to go out of his way to make it tough for the radio union. Current example was his action this week regarding the WBBM announcers whom he turned over to AFRA a few days ago, but who are now back in the music union, according to a bulletin Petrillo had posted in the WBBM speakers' room. Reason for this, Petrillo said, was AFRA's failing to promise explicitly that it would work out Petrillo's contract with the announcers at the station. AFRA claims the contract will have to be modified to fit its new commercial codes, but Petrillo wants it to remain intact, so in the meantime has snapped up the boys in question again.

will be titled *The Rural Crime Reporter*. WBBM has purchased a Normchord and it is already pulling crowds just for a look-see. . . . WCFB's speaker staff was almost totally disabled this week by the flu epidemic, with Bill Sexton, Eddie Chase, Martin Jacobson and Ed Paul on sick leave. . . . Brower & Lorman, radio producers, are boasting something new in their show, Mammy Blossom's Cabin in the Cotton, aired Saturdays over WBBM in Hammond, Ind. It has an all-Negro cast.

From All Around

FLU epidemic taking heavy toll of staff of WJBY, Washington, almost entire staff having been out two or three days. Latest ailing were John Heiney, promotion manager; John Salt, staff organist, and Gladys Hall, secretary to Harry Butcher. . . . David Roskind joined the sales force of WMP's, Memphis. . . . Ford Billing's new sales manager of WOWO and WOL, Fort Wayne, Ind. He replaces W. Ward Dorrell, who left to join John Blair and Co., Chi. . . . Rodger L. Mueller, former program director at WBY and WTAQ and recently announcer at WOMT, Manitowoc, Wis., joined WGN, Chicago. . . . Glenn Birkett is now being heard Sundays in a new program, *From a Farmer's Viewpoint*, over WRJN, Racine, Wis.

WKRC, Cincinnati, has issued a new "one rate" rate card. . . . Lloyd G. Del Castillo, production chief at WEEI, Boston, spoke on radio at a meeting of the New England Women's Press Association recently. . . . WMP's, Memphis, claims a unique audience participation program titled "IMO the Cow." The cow, of papier-mache, talks and asks questions via a loudspeaker concealed in the animal and handled by Bob Knapp in the control room. . . . Reg Allen and Lee Vickers, announcers on WJBY, Washington, are now hearing themselves as others hear them—via a new high-power receiver and the facilities of KNX, CBS Coast outlet. Claim it's a thrill to hear themselves speaking from 3,000 miles away. . . . Thomas McFadden, clerk in NBC special events department, added to writing staff of special events. Move necessitated by net's dropping of Press Radio rewrite. . . . Thomas Reilly goes from production department to television staff of NBC. Anita Bernard goes into NBC press department as a magazine writer. . . . Merry Macs going on the Al Pearce show February 27.

Hollywood Notes: David Diamond with MCA to head new department, handling writers and stories. William Henderson is Diamond's assistant. Blanche Wolfe will work out of MCA's Eastern office. . . . Pat Peterson, of KEHE, whacked a phone pole with his car and came out with three cracked ribs. . . . Jimmy Riddel, formerly of KOLN and KALE, Portland, handling vocal ensembles for Davis & Schwieger. . . . Lawton Campbell, head of radio department of Ruthraug & Ryan, trained in for look-see with Tiny Buffner. . . . George Boone, night receptionist at KNX, married Geraldine Jones, of Disney studios. . . . Hank Weaver takes over as sports commentator for KEHE, replacing Reid Kilpatrick. . . . Jack Gaynor, CBS presenter, spent several days in Prison looking over the town.

Advertisers and Agencies

By PAULACKERMAN

J. WALTER THOMPSON setting ad. other schedule for Scott paper tomorrow. Calls for spot announcements on women's participating programs in 60 markets. . . . John U. Reber, JWT exec, back from Coast. . . . R. A. Porter, head of Stack-Coble's New York office, in Boston. . . . Horace Heldt recording for Associated Program Service. . . . Manny Kline, with Ray Noble's Orchestra, has been offered job of first trumpet in the Philadelphia Symphony by Fritz Reiner, conductor. . . . Mary Shank called for Savann to line up a series of commercials on CMG.

Chicago likely to add 10 stations on Columbia Broadcasting System beginning March 6. . . . Orson Welles uses two studios, one for himself and one for the musicians. . . . John J. Anthony to be honored at the Waldorf March 28 by city associations. . . . Vincent Price, well-known legit actor, has joined cast of "Valliant Lady." . . . Fred Waring off the *Bromo Quinine Note* March 6, the sponsor not doing radio advertising in spring and summer. . . . Frank

Dowling, JNWEW continuity department, leaving Wednesday (22) to become assistant continuity editor of the Federal Theater Radio Division. . . . John Jaeger, WNEW announcer, doing the commercials on WOR's "Smiling Jack." Jaeger using name of George Brooks.

CBS starts tele broadcasts from Chrysler Building in six weeks and is now completing studios. . . . Ed Wynn may join MGM radio show. . . . Jimmy Rich, organist, auditioning for a commercial at agencies. . . . Benny Goodman, Ork, playing theater dates on the road, rehearses Monday from 1 to 4 a.m. . . . Big Sister adding three more stations. . . . Jack Haley suggests collecting all stand-ins of the Kollogg Variety program to make another show called *The Semi-Circle*. . . . Morton Downey being booked thru Music Corp. of America. . . . Lanny Ross three party Friday (17) for performers in radio 10 years or more. . . . Mason McGuire, formerly with N. W. Ayer, joined sales force of World Broadcasting. Girard Ellis with World's Chicago staff.

Chicago Air Briefs

By HAROLD HUMPHREY

MODERN age note: Station WLS announced this week that it is conducting a survey on the number of radio-equipped tractors in the Midwest area. . . . N. W. Ayer & Son have set a 12-week schedule of announcements on WBBM for Illinois Bell Telephone to start March 13. . . . A new radio publicity firm will hang out its shingle here soon with a famous personage at the helm. . . . Those two Times cameramen that Louis Ruppel took into New York for the CBS publicity staff are back on their old jobs already. . . . Edgewater Beach Hotel is now considering switching its remote bin from WBBM to WGN. . . . Blackie-Gamble-Burns decided to ring in some McCoy howlers for some of those testimonial announcements for daytime soap shows but are reconsidering now that they have to pay an AFRA stand-by.

of those snappy telegrams for Postal. . . . Actress Gene Byron reports that she is on the *Folgers Coffee* new show. "Tom Bradley, Adopted Father," but assures us she is not playing the title role. . . . WJJD is doing transcribed shots of the New Orleans Mardi Gras, seized down there and sent to Chi via air route. . . . Artie Shaw will stop off in Chi for a date at either the Triagon or Aragon Ballroom some time in April when the band treks to the Coast with the Old Gold clog show. . . . Nol Tate expects to sign with a new sponsor soon for his "Radio Tattler" gossip stint which left the WBBM ether last week.

AFRA is negotiating for sustaining and commercial contracts with WGN-Mutual and expects to sign with the station within the next two weeks. . . . Aubrey Moore & Wallace agency has placed a 12-weeker on WLS for International Harvester. Half-hour spot

Cori Hohenporten, WBBM's musical director, has turned post, turning his first fameses author of one

For World Fair News
Complete news of the World Fairs (New York and San Francisco) will be found on pages 32-33.

BILLY SWANSON
and his MUSIC
MCA CONSOLIDATED RADIO ARTISTS.

AUDITIONS
Presently your best efforts on the best recordings made. We will take your program off the air from any station in the country, or you can make your recordings in our studios when you are in New York.
Write today for free card!
A. A. RECORDING COMPANY
"The best in off-the-air recordings."
3543 Broadway, New York City.
Edgarcombe 3-7002.

Bubrelle's
ESTABLISHED 1899
PAPER CLIPPING BUREAU, Inc.
World-Telegram Building
125 Broadway, New York, N. Y.
BR 6-7371.

AFM PROBES DISC WORKS

Swell Gates at Buffalo Stands

Busse pulls 15G for firemen—Lunceford's \$2,740—Hall's 24C—Ayres' 16C

BUFFALO, Feb. 18.—Firemen's Golden Jubilee Ball, with Henry Busse on tap, was the most successful affair in the history of the organization. Held last Saturday in the 174th Armory, dance drew 13,000 persons. Admission was priced at \$2 per couple, and with 10,000 paid ducaats and another 3,000 non-attending patrons, the dance grossed a neat \$16,000. Net profit, estimated between \$12,000 and \$13,000, goes to the Firemen's Beneficial Fund.

Jimmie Lunceford, home-town boy, who last appeared here Decoration Day, 1938, did well at a public Black and White dance last Sunday at Broadway Auditorium. Dance drew 3,100 dancers, 1,000 white and the rest colored. Ducaats were priced at 75 cents per in advance and 80 cents at the door. Two thousand persons bought tickets the cheaper way. Gross intake was \$2,740 and the net a swiffling \$1,800, which went to dance promoter Bennie Kerner.

Canisius College prom last Friday at Hotel Statler had George Hall's Band and Dolly Dawn. Affair drew 800 persons with tickets costing \$6 per couple. Gross amount taken in was \$2,400 and a nice profit of \$1,400 was realized. George Klein was chairman of the dance.

The same light of the St. Bonaventure prom at the State Armory in Olean, N. Y., had Mitchell Ayres and his Fashion in Music instead of Reggie Childs as originally planned. Affair drew 650 persons with ducaats selling at \$5 per couple. Take was \$1,625, and a profit of about \$1,000 was reported by William Joey, chairman of the dance.

Crosby-Rodin Fly to N. Y. To Air Case Before Weber

CHICAGO, Feb. 18.—Concerned no end over the hanging litigations involving their band and Rockwell O'Keefe, Bob Crosby and Gil Rodin will fly to New York next week, at which time Joe Weber, AFM proxy, is expected back from Florida, do bust the case wide open and bring it to a head once and for all. Band is currently at Blackhawk Restaurant here, but feels that an immediate settlement of its entangled contractual relations with the booking office is the most pressing matter before it.

Bennie Wormser, their attorney in New York, flew out to Chicago over the weekend for powwows with maestro Crosby and Rodin, who served as prep of the band's incorporation.

T. Dorsey's \$1,100 Under

WILKES-BARRE, Pa., Feb. 18.—Altho the band was enthusiastically received, \$1,100 at \$1 each for a \$1,100 gate wasn't enough to turn Tommy Dorsey's stand last Monday at Granada Ballroom into a profit for the Three Kings, group of localities promoting the dance. Dorsey was the first big name to appear here in five months, but due to the fact that the local newspapers have been on strike for that length of time, dance was unable to get the proper newspaper publicity, so it was plugged heavily on the air. Band was guaranteed \$1,000, leaving hardly anything for the promoters to cover expenses.

Pa. Gets Anti-ASCAP Bill

HARRISBURG, Pa., Feb. 18.—Bill to eliminate periodical fees or royalties charged for the right to play musical compositions has been introduced in the Pennsylvania Legislature by Representative Charles Melchiorre, of Philadelphia. Measure would require composers and publishers to set prices which would include such fees as may be considered a proper charge for the right of radio stations, hotels, night clubs and theaters to use the scores of compositions. As provided in the bill, the purchase of a sheet of music would include the right to play the composition at any time and for any purpose.

Drink to Me Only With Thine Peepers

NEW YORK, Feb. 18.—You can draw any conclusions you like from it, but the fact remains that the tune most requested to be sung by Postal Telegraph and Western Union soprano, tenors and baritone to loved ones on St. Valentine's Day was *Jeepers Creepers*. Other favorites for the singing phone messages were *Drink to Me Only With Thine Eyes*, which was logical, and *Happy Birthday to You*, which wasn't. But *Jeepers* topped them all, in a ratio of 7 out of 10.

So far as is known, no verbal Valentine was conveyed by *Get Out of Town*.

Bill Snyder Heads Morris Band Booking in Chicago

CHICAGO, Feb. 20.—Bill Snyder, local theatrical hooker and formerly with the Morrison Hotel, was named head of the band booking department for the William Morris Agency here.

Appointment was made by Abe Lastvogel, who came in from the Coast last week. The band manager is a brother of Carl Snyder, executive with the Hits hotel chain.

Dorsey's Police Ball 24C

ROCHESTER, N. Y., Feb. 18.—Tommy Dorsey did swell at the annual Police Ball last Tuesday at the Rochester Armory. Affair drew 16,000 persons at \$3 per couple. No passes were given away this year, and the policemen grossed a neat \$24,000. Net proceeds, estimated at \$21,000, will go toward the Police Benefit Fund. Ball was one of the most successful financially in the history of the organization.

Petrillo Recommends to Weber That Decca License Be Revoked

Victor-Bluebird also under fire—no union action yet—involves use of Negro musicians for Race records—Petrillo seeks Mayo Williams' scalp

NEW YORK, Feb. 18.—Upon the return of Joe M. Weber, AFM proxy, from Florida, where he has been attending the exec board meeting of The American Federation of Labor, one of the problems calling for his immediate attention are the charges lodged against phonograph recording companies, Decca and Victor-Bluebird specifically. The both platter factories indicated that they knew nothing about any pending action, officials at the federation offices here confirmed that both companies were being investigated. While Jack Kapp, of Decca, disclaimed

knowledge of any trouble with the musicians' union, stating "they haven't lodged any complaint against us," it was authoritatively learned that James G. Petrillo, head of the Chicago musicians' union, and Vinkey Cohn, vice-pres of Local 208, Chicago's Negro musicians' union, met with Decca officials and their attorney on February 4 in Chicago. At that meeting it was proposed by Petrillo that Decca fire Mayo Williams, who was hiring imported Negro musicians for the Race-Blues recordings. Decca refused, so Petrillo wrote to Weber recommending that Decca's AFM recording license be revoked. Weber has sent no word of decision to Petrillo as yet. Chicago office of Decca would offer no comment on this matter.

basis of the complaint against the platter factories is that the Negro musicians used for the Race recordings are allegedly non-union musicians and that Negro musicians have been paid under scale for such work.

Mayo Williams, head of State Street Music Co. in Chicago, supplies Decca with most of its Race artists. Also sells some artists to Eli Oberstein of the Bluebird label, latter company also using Lester Melrose, also in Chicago, for Race artists.

Kapp advised that in instances before he was called to Decca's attention that the Race musicians did not belong to the AFM. In which instances, he said, "we advanced money to these men so that they could join the local." "If the men failed to join the union," he added, "we know nothing about that. And if the cases are brought to our attention we will fight the matter as we have done in the past."

It is understood that Petrillo cooperated with Cohn in gathering evidence against the waxwork. Harry Gray, prez of the Negro local, has been on the sick list, and Cohn has been handling the case.

Altho Petrillo, as far as it could be ascertained, has not involved Victor-Bluebird, AFM officials revealed that their investigations are also taking in that label on the basis of charges preferred against it before the federation. Oberstein, of Bluebird, could see no reason why his company was involved other than the fact that he has done business with Williams. "When Negro musicians or any others are used on recording dates outside the jurisdiction of the Chicago union they are paid so much per selection, and in no case is it below the prevailing wage scale," Oberstein explained. He added that his company did not advance any money to Race (See AFM PROBES on page 13).

Ted Lewis Draws Record 3-G at Chattanooga Aud

CHATTANOOGA, Feb. 18.—With ducaats for show and dance peddling from 85 cents to \$1.25 and spectator seats going at 50 cents, Ted Lewis proved a potent stimulant for the box-office at Memorial Auditorium last Wednesday. Dance promoter Tommy Thompson's official count showed a turnout of 3,600, the highest draw of the season for the 1938 aud, comparing favorably with Cab Calloway's all-time attendance record of 4,400 and Jan Garber's runner-up with 4,200—both of which were set some four years ago.

Floor show and concert preceding the dance got a big hand from crowd. Night before, Lewis played in Birmingham, and reports here indicate he pulled in some 3,000 dancers in that Alabamian town.

Basie's \$5,400 Terrific

CHICAGO, Feb. 18.—With the management still trying to figure out how they all fitted in, Count Basie gave Savoy Ballroom one of its biggest nights last Sunday. Race dance drew a record crowd of 6,000 at 80 cents per, making a great gate of \$5,400. Basie went way above his guarantee and, applying his percentage privilege, is said to have left the stand with some \$3,000 for the night's services.

Spud Murphy Incorporated

ALBANY, Feb. 18.—Spud Murphy and Frank Kelton have formed a corporation as Murphy-Kelton Orchestras, Inc., basis of which band and theatrical enterprise will be Murphy's Ork, with Kelton in the capacity of personal manager. C. R. Volvovick, E. Fleischman and Mildred Rothenberg, of New York, are shareholders and backers of the corporation; capital stock of which is 100 shares. Kelton, until recently, was associated with the music publishing field. Murphy is one of Tin Pan Alley's ace arrangers.

Songs With Most Radio Plugs

"Promise," "Could Be" Top Tunes; "Annabelle" Skids

Songs listed are those receiving 10 or more network plugs (WJZ, WEAF, WABC) between 5 p.m.-1 a.m., week days and 11 a.m.-1 a.m. Sundays, for the week ending Friday, February 17. Independent plugs are those received on WOR, WNEW, WMOA and WHN. Titles are designated as "F," musical production numbers as "M." Based on data supplied by Adorate Reporting Service.

Position	Title	Publisher	Plugs
Last Wk.	This Wk.		Net
1	1. I Promise You.....	ABC	37
4	2. Could Be.....	Sandley	28
—	3. Blame It on My Last Affair.....	Mills	27
5	4. Penny Serenade.....	Chappell	26
3	5. Jeepers Creepers (F).....	Witmark	23
8	6. You're a Sweet Little Headache (F).....	Paramount	21
6	7. Deep Purple.....	Robbins	20
10	7. Hurry Home.....	Spiel	20
10	7. I Long To Belong to You.....	Red Star	20
6	8. Umbrella Man.....	Harms	19
6	8. Get Out of Town (M).....	Chappell	19
6	9. I Have Eyes (F).....	Paramount	18
30	10. Masquerade Is Over.....	Crawford	17
9	11. Thanks for Everything (F).....	Robbins	16
—	11. Ootta Get Some Shut-eye.....	Berlin	16
1	11. Annabelle.....	Peist	16
8	12. I Cried for You.....	Mills	15
3	12. This Can't Be Love (M).....	Chappell	15
14	12. Heaven Can Wait.....	Remick	15
14	13. We'll Never Know.....	Berlin	14
14	13. We've Come a Long Way To Get Here.....	Peist	14
13	14. Room With a View.....	Bregman	13
12	14. I Get Along Without You.....	Famous	13
12	14. Rainbow Valley.....	—	13
7	15. Good for Nothing.....	Witmark	12
13	15. Between a Kiss and a Sigh.....	Sandley	12
—	15. This Night.....	—	12
—	15. Two Sleepy People.....	—	12
—	15. Deep in a Dream.....	Harms	12
—	15. Begin the Beguine.....	Harms	12
—	15. Never Felt Better.....	Miller	11
—	18. Chopsticks.....	Chappell	11
—	17. My Heart Belongs to Daddy (M).....	Chappell	10
17	17. I Gave for That (F).....	Famous	10
—	17. We Speak of You Often.....	—	10
—	17. Honolulu (F).....	Bregman	10
17	17. T. D. R. Jones (M).....	Chappell	10

Orchestra Notes

By M. H. ORODENKER

It Wouldn't Surprise Me

PARTIE SHAW embellishes his star swing band with a fiddle string quartet, a throw-back to his first band when nobody would pay attention to it . . . IF one of Bob Crosby's more prominent Bobcats busts away from the band in May to head his own band . . . he's already signed with a booking office . . . IF Juan (Carmen) Tizol gets a release from Duke Ellington to blow his valve trombone for paleface Charlie Barnet . . . he's a Cuban . . . IF that too-big-headed name maestro isn't headed for an arful let-down . . . meaning the maestro who only grossed \$8,000 for his week at a Pittsburgh theater and hit a new all-time low on his week in Philadelphia . . . IF one of the biggies among the band agencies blossoms out with its own music publishing company before this new year becomes the old year . . . considering that they've got the bands to play the tunes, arrange for radio remotes to plug the tunes and even have songwriters under contract to play the tunes . . . IF the Wilkes-Barre, Pa., Police Department brings suit against Russ Morgan and CRA for the former canceling to play at its ball this week after accepting the date . . . not that the sub band will lose any money for them on the dance—they never do, but it's the principle that counts.

Platter Chatter

COUNT BASIE has already cut his first sides for Vocalion playing the Hammond electric organ and using a small combo behind him . . . however, platters won't be released until his divorce from Decca is complete and the full band is first marketed under the new label . . . his organology takes four sides, standouts being the Count's own fav song, *Live and Love Tonight*, and a stompy *Goin' to Chicago* . . . even before he gained national fame for his sensational Steinwaying, Basie was a regular organ feature on WBB, Kansas City, Mo., air outfit . . . Decca will hope to make up its loss in Basie with FLOYD RAY, who makes his platter preem on that label . . . wagswoy also gets JAN SAVITT, who switches over from the Bluebird studio . . . JOHN HAMMOND has another boogie-woogie disk for Brunswick, this time adding the solo trumpet tooting of HARRY JAMES, ex-Goodmanite, to the pianology of Pete Johnson for *Wood-oo*, and with Albert Ammons for *Wood-oo* . . . Hammond is also preparing a Brunswick album to show-cash the piano artistry of CLARENCE PROFFIT, using an electric guitar and base for the background . . . it was only a year ago that Hammond found Proffit pounding away in a Harlem hideaway . . . we were along at the time and you can definitely credit another discovery to John . . . for April 1 release Decca is getting up an album of HOAGY CARMICHAEL music, using Glen Gray, Louis Armstrong and the Merry Macs to interpret . . . set will include Hoagy's over-favored *Star Dust*, *Washboard Blues*, *Early Bones*, *Homeboard Shuffle* and *Eberheart Shuffle* among others . . . and shifting from platters to pictures we note that LOU DIAMOND is producing a Paramount Presents *Hoagy Carmichael* movie short this week at the Long Island studios with Carmichael before the camera and JACK TEAGARDEN's new band playing the tunes . . . also, Mills Music is publishing a new Carmichael piano folio.

Chicago Chat

AL TRACE, a Sherman Hotel fixture for many a month, opened a regular stand at the hostelry's College Inn this week, holding on till March 11 when GENE KRUPA takes over for his first Windy City show-up . . . CHUCK SHANKS, of Ohio environs, follows Art Kassel into Hotel Bismarck this week . . . EDDY DUGEN starts April 6 at Palmer House, Orrin Tucker taking to San Francisco's St. Francis Hotel . . . STUFF SMITH holds his own at Hotel La Salle, renewed to linger 'til April 7 . . . CARROLL DICKERSON, oldtimer among sepa name maesters here, is bringing together a band again . . . Dickinson is a fiddler best known for his stay at the Savoy Ballroom of the old years when Louis Armstrong tooted trumpet in his band . . . ACE BRIGODE and his Virginians open at Merry Gardens Ballroom February 25.

Brooklyn Band Spand

JIMMY DORSEY marks his 34th year in the band his this week with appropriate celebrations at Hotel New Yorker . . . dates his career back to the days when he played with Billy Lustig's Scranton Sirens . . . Jimmy, incidentally, gets the bid to play the first prom for Yale's freshmen March 10 . . . WOODY HERMAN set for his first New York nitery stand; starting March 7 at the Village Barn . . . 52d street's Little Club lights up again with ROGER STEELE, supplying the sycoo . . . CHRISTOPHER COLUMBUS replaces Skeets Tolbert at Harlem's Plantation Club . . . Pedro Vall brings in CHARLES MACULA for his Club Gaucha . . . Monte Carlo Restaurant, formerly the House of Morgan, unshutters this week with TED STRATER on the stand . . . RAY RAMAVARO replaces LEE SHELLEY this week at La Mirage . . . instead of going to Cincinnati's Hotel Gibson, Shelley takes in Benny the Bum's Philadelphia, for an indef stay . . . DEKE MORFITT makes the Gibson call, opening the 26th for a four-week stretch.

Coast to Coast

FRANK OAGEN follows Johnny Hamp into Hotel Adolphia, Philadelphia, this week . . . MICKEY ALPERT, with a CRA banner, opens this week at Bradford Hotel's Penthouse, Boston, for a three-month sentence, Mal Hallett taking leave . . . and at Beantown's Southland Cafe, ANDY KIRK takes in a two-weeker, starting the 27th . . . CAL GALLOWAY'S Bon-Aire, cocktail combo, open this week for an indef stay at Nightingale Club; Iron Mountain, Mich. . . LANG THOMPSON plays his first stand for Frederick Bros.' Music Corp., opening Saturday (25) at Brown Palace Hotel, Denver . . . DICK BARRIE bows out but remains in town for the February 28 week at the Deater Theater . . . Hotel Muehlenbach, Kansas City, Mo., brings back RAMONA on March 3 for another run . . . Black's Gardens, Milwaukee, holds on to EDDIE SOUTH, the dark angel of the fiddle drawing a fifth holdover 'til April 7.

Notes Off the Cuff

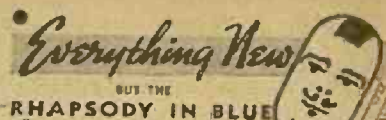
PINKY TOMLIN has designs on a baton career and is rounding up a band of his own in Hollywood . . . VICTOR YOUNG returns to the Paramount movie lots, assisting the studio's new musical director, Lou Lipstone . . . JIMMY DORSEY changes his canary, HELEN O'CONNELL, out of Larry Funk's Ork, joining the band this week for the song slinging . . . RONNIE AMES, in addition to getting Bert Lown started again, has taken over the management of ERNIE HOLST . . . ARTIE SHAW is finally set for Palomar Ballroom, Los Angeles, opening April 19 after George Olsen's six weeks . . . there are also dickerings for a San Fran fair spot for Shaw . . . JACK KURTZ's Rollickers, cocktail combo, loote in Louisville at Hotel Kentucky . . . DON DUNHAM into Topper Ballroom, Cincinnati, this Saturday (25) for a fortnight . . . DON PABLO holds over at Palm Beach Cafe, Detroit . . . BUDDY FISHER gets a renewal to March 30 at Old Vienna Restaurant, Cincinnati . . . JACK DRUMMOND, finishing his third month at Half Way House, Lake George, N. Y., Huges for another four weeks . . . JAN CAMPBELL taking niters off at Riverside Club, Maynard, N. Y., for college calls . . . and so we send our cuffs to the cleaners.

Got Those 77B-Blues

NEW YORK, Feb. 18.—Two of the ork maester filed voluntary petitions for bankruptcy this week. Lucky Millinder listed \$9,300 liabilities with no assets. Vincent Traversa, current at Paradise Restaurant, seeks relief from \$4,995 worth of liabilities, also listing no assets.

Seattle Rules Employer Must Pay Security Tax

SEATTLE, Feb. 18.—Of equal import to the musical fraternity, union musicians, night clubs, theaters and floor show emporia employing them is the decision handed down this week by Hon. Calvin S. Hall, Judge of Superior Court. Hezroner held that musicians are employed by operators of the spots in which they work, rather than by their band leader. And that such operators must



Chicago Favorites:
PAUL WHITEMAN
AND HIS
ALL-AMERICAN BAND
played
MAYOR KELLY'S CIVIC BALL, CHICAGO, FEB. 21
Broadcasting for
CHESTERFIELD
From Auditorium Theatre
Chicago, Wednesday, Feb. 22
7:30 to 8:00 P.M., C.S.T.

BOOKED EXCLUSIVELY BY
ARTISTS MANAGEMENT, Inc.
17 East 45th Street, N. Y. C.
Telephone: Murray Hill 2-1888.

"SONGS FOR ALL" by
EDDIE PAUL
AND HIS ORCHESTRA
Held Over
Indefinite.
Broadcasting
WGAR
(CBS)
Cleveland.
Exclusive Management
FREDERICK BROS. MUSIC CORP.
New York — Cleveland — Kansas City

DICK GARDNER SIMPLE MELODY MUSIC
Featuring PEGGY LAWSON
Broadcasting Nightly WLW-NBC
Held Over
JIMMIE BRINK'S LOOKOUT HOUSE
Covington, Ky.
Exclusive Management
FREDERICK BROS. MUSIC CORP.
New York — Cleveland — Kansas City



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



The
BILTMORE BOYS and their ORCHESTRA
Now Playing
GARLTON HOTEL, Washington.
Mgt. CONSOLIDATED RADIO ARTISTS, INC.

pay the State unemployment compensation tax on every musician hired.
Ruling was in connection with test case brought up by E. Russell Smith, who operates several spots here. Smith was thus ordered to pay \$462.78 for the 1937 and '38 years, edict covering musicians and floor show talent.

The Champagne Music of LAWRENCE WELK

SCHROEDER HOTEL, MILWAUKEE, WTMJ and NBC.
BRUNSWICK-VOCALION RECORDS
Exclusive Management
FREDERICK BROS. MUSIC CORP.
New York — Cleveland — Kansas City

MUSIC by GOLLY CECIL GOLLY and his ORCHESTRA

The BILTMORE, Dayton, O.
Exclusive Management
FREDERICK BROS. MUSIC CORP.
New York — Cleveland — Kansas City

"Music Played Smart"—Styled by
Little JOE HART
and his ORCHESTRA
CLUI GREYHOUND,
Jeffersonville, Ind.

Exclusive Management
FREDERICK BROS. MUSIC CORP.
New York — Cleveland — Kansas City

HERBIE HOLMES and his ORCHESTRA

Currently Featured at
EDGEWATER BEACH HOTEL,
Chicago, Ill.
WBB and CBS.
Exclusive Management
FREDERICK BROS. MUSIC CORP.
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 Musical Patterns Designed for Dancing

FLORENCE DAVIS Electronic Piano RUSSELL BODINE
YANTILLA GARDENS, Richmond, Va.
Exclusive Management
FREDERICK BROS. MUSIC CORP.
New York — Cleveland — Kansas City

JIMMY BARNETT and his ORCHESTRA

"New Moods in Music"
ON TOUR.
Exclusive Management
FREDERICK BROS. MUSIC CORP.
New York — Cleveland — Kansas City

RAY HERBECK and his MUSIC with ROMANCE

ARAGON, CLEVELAND.
BRUNSWICK-VOCALION RECORDS.
Exclusive Management
FREDERICK BROS. MUSIC CORP.
New York — Cleveland — Kansas City

802 Interrogates 75 Maestri As Underscaling Club Bookers Meet Up With Joe Union Fire

NEW YORK, Feb. 18.—Training all its guns on the band booking tactics of local club bookers, Local 802, American Federation of Musicians, will interrogate 75 band leaders before the union's Trial Board this Friday (24) as the first step in a campaign to wipe out the alleged prevalent practice of underscaling. According to Max Arons, Trial Board chairman, 802 officials will examine all the contracts entered into between the club bookers and band leaders playing their dates in an effort to ferret out all the facts covering the activity of club bookers during the past year. The local will urge the national office of the American Federation of Musicians to revoke the band booking licenses of all club agents found to be chiseling on 802's wage scale.

It was learned that at least 15 to 20 club bookers are implicated in the investigation. The federation's offices have already been apprised of 802's action and have promised to co-operate with 802. Arons has already begun to marshal facts in the case, and as soon as all the testimony is completed it will be turned over to Bert Henderson, APMA exec in

charge of band booking licenses.

In line with the procedure followed in the Childs Restaurant case and others, band leaders will not be penalized by the union in the event they offer full co-operation in unearthing the facts.

Possible revocation of agents' booking licenses will materially affect the big band-booking agencies. Acting as sub-agents, splitting commissions with the management office, they have been a profitable source of revenue to the big agencies. In view of the fact that club bookers usually have exclusives on annual affairs sponsored by fraternal, political, etc., organizations, band agencies have permitted them to submit their properties for these choice dates.

By the same token, being able to act as sub-agents for the band agencies has been a good source of income to the agents peddling acts for the most part. Percentages have been in a happier mood these past few months because Music Corp. of America for the first time permitted them to submit their top name band attractions. Union's action at this time hits the pocketbook above and below the belt.

Pop Music Embarks On a Trend—Again

NEW YORK, Feb. 18.—The recent trend of swinging every nursery rhyme in sight was so overwhelming that it completely put in the shade another vogue in pop music that has been insidiously growing and that now threatens to take over where the basinetto ballads left off. The new trend is a glorification in words and music of the humble street peddler and his peddling. Perhaps the word "new" isn't exactly right, inasmuch as Tin Pan Alley's latest cycle started some years back with the popularization in this country of *The Peanut Vendor* and was furthered a couple of seasons ago, by Will Hudson's *Open Giffard's Swing*.

Since the new year, however, the sidewalk hawker has really hit his stride along Melody Row, with *Umbrella Man* starting the parade by developing into the nation's No. 1 best seller, aided and abetted by a correspondingly good showing on national networks. *Hold Tight* is now riding the rising crest of a tide of public favor, and it turns out that what was thought to be a senseless bit of jive actually is a Bush peddler's chant, familiar to passers-by along Harlem streets. To add to the curbstone confusion, Bobbino is publishing a new one by Buck Ram and Jimmy Franklin, *The Apple Lady*, and Mills Music has *The Pretzel Man*, by Josef Myrow, Billy Hays and Thomas Omdhart.

On top of all that, Pop Corn Men has been selling his wares on the air for some time now, and Kay Kyser frequently features his *Any Rags, Any Bones, Any Bottles*. It does look like a trend, at that.

Theater, Ballroom And College Dates

NEW YORK, Feb. 18.—Starting with the March 3 week at the Lyric Theater, Indianapolis, Benny Goodman fills the month with successive weeks at the Stanley, Pittsburgh; Earle, Washington, and Hippodrome, Baltimore. Eddy Duchin plays the theaters those same weeks, starting with the Palace, Cleveland; splitting March 10 week between the Ohio Palaces in Akron and Youngstown; Lyric, Indianapolis, and the Orpheum, Minneapolis. Hal Kemp sets back his Waldorf-Astoria Hotel, New York, location to mid-April to take in the March 17 week at the Shubert, Newark, N. J., and the following week at the Fox, Philly. Tommy Dorsey takes in the March 3 week at the Paramount, Fort Wayne, Ind., and Roger Fryer has the same week at the Chicago, Chicago. Ted Lewis picks up the April 14 week at the Palace, Chicago.

Lou Breese, leaving Chez Paree, Chicago, goes one-nighting. Toots off March 12 at the Argon Ballroom, Chicago, and has the March 16 date at the Armory, Cedar Rapids, Ia. Earl Hines picks up the 26th at Chez Maurice, Dallas; March 19 at the University of Lincoln (Neb.); and March 12 at Casa Loma Ballroom, St. Louis. Paul Sablin, pulling out March 16 of the Colony Club, Hollywood, Fla., plays the following night at the Ringling School of Art, Sarasota, Fla., and the day after in Tallahassee at the Florida State College for Women. Lurry Clinton plays the V. M. L. dances at Lexington, Va., on April 14 and 16; the University of North Carolina at Chapel Hill, April 21 and 22, and Clemson (North Carolina) College on April 28-29. Joe Haymes takes in the prom at Vanderbilt University, Nashville, Tenn., on March 3 and the following night at Sullins College, Bristol, W. Va.

Artie Shaw comes back to New York March 16 for a solo stand at Roseland Ballroom, the following night taking in the prom at Princeton. Claude Hopkins picks up April 8 date at Trinson Ballroom, Fort Lauderdale, Fla., and the following night at Miami's Harlem Square Club. Metropolitan Amusement Center, Philadelphia, gets Red Nichols for February 23, 24, 25. Inham Jones plays the benefit show March 14 at the Arena in New Haven, Conn. Henri (Buddle) Harris one-nights it in Western States, routed by Southwestern Orchestra Service.

Music Items

Songs and Such:
A Rable a Rumba is Gerald Marks' latest contribution to Irving Berlin. Tim also gets a new Sam Coslow-Alber Silver-Martin Block (sax) tune for the latter under his new songwriting contract with Berlin) number, *A New Moon and an Old Serenade*. Paul Martell, manager at Arcadia Ballrooms, New York,

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- Mar. 10—Earle, Philadelphia
- Mar. 17—Palace, Cleveland
- Apr. 8—State, Hartford
- Apr. 14—Earle, Washington

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Sheet-Music Leaders

(For Week Ending February 18)

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Position Last Wk.	Title Wk.
1	1. Umbrella Man
2	2. Deep Purple
3	3. Jeepers Creepers
4	4. Deep in a Dream
5	5. They Say
6	6. I Have Eyes
7	7. F. D. R. Jones
8	8. You're a Sweet Little Headache
9	9. Peppy Serenade
10	10. Merry Home
11	11. This Can't Be Love
12	12. You're the Only Star in My Day Heaven
13	13. You Must Have Been a Beautiful Baby
14	14. Little Sir Echo
15	15. Count Be

placed his *any tango*, *Suspense*, with *Luz Brothers*.

Glarence Williams and Al J. Neiburg have turned out *I'm Happy With My Pappy Down Home*. Al Spitzer's *Pock Up Your Dreams* was introduced on WKAT, Miami Beach, Fla., by Tommy Griffin and Howard Young. *The Sensi Old Story*, by Frank Gentile and Benny Benson, of Erie, Pa., was chosen for a recent hearing on Mutual's *My Lucky Break* program.

On the Hollywood front, Paramount reports that the score for Jack Benny's *Men About Town* is complete, with *Strange Enticement* and *That Sentimental Sentiment*, by Frank Loesser and Frederick Hollander, and *Fidelity Joe*, by Loesser and Masty Malneck. Hollander recently knocked out a rhythm song, a rarity for him, called *A Love Letter*, which will be spotted in a new film, *Music Men and Matters*.

Thelma Sanders, of the Bronx, New York, just 15 years old, placed her first song with Norman Spencer & Son, title is *Goney-Gooney-Gander*. Harry Harris, tune-smith and erstwhile member of Paul Whiteman's Rhythm Boys (Bing Crosby and Al Hinkler were the other two) signed for a supporting role in the Gene Krupa-Bob Hope-Shirley Ross *Some Like It Hot*.

Yale University Show this year, *High We Go Again*, has six songs by Burton Shavelove and Perry Lafferty, published by Joe Davis, Frank Capano, Billy Hays and Dr. William B. Richter turned their song, *Refugee*, over to Mills Music exactly three days after it came from the printers for Capano's Philadelphia publishing firm.

AFM PROBES

(Continued from page 11)

article so that they could join the union since most of Negroes used for that listing are neither musicians nor performers.

"Our contract with the union, he added, says that we can't record talent in its native habitat." With portable equipment Bluebird searches out talent in Southern highways and byways that meets the requirements for the Race records, he explained, and the union has not lodged any complaint against the company that its procedure was or is contrary to union rule.

TEDDY JONES comes in from Jackson, Miss., next week to replace Freddy Owens at New Wind-Mill Club, Natchez, Miss. Owens will move to Three Miles Inn near Monroe, La.

Orchestra Routes

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

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

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

- Ackley, Carleton: (Rancho San Pablo) El Centro, Calif., no.
- Adams, Stanley: (Habana Madrid) Key West, Fla., no.
- Albert, Don: (Plantation Club) Detroit, no.
- Alexander, Ray: (Pony Club) Ft. Lauderdale, Fla., no.
- Alomona, Harold: (City Dump) NYC, no.
- Amador, Fred: (Congress) Chi., no.
- Angelo, Albert: NYC, no.
- Alpert, Mickey: (Broadway) Boston, no.
- Apollon, Al: (Oceana) Syracuse, no.
- Armando: (Habana-Madrid) NYC, no.
- Arnold, Bill: (Gold Front) Chgo, Mich., no.
- Bardo, Bill: (Blackhawk) Davenport, Ia., no.
- Barnet, Charles: (Pamou Doe) NYC, no.
- Barron, Steve: (State) Norfolk, Va., no.
- Bartal, Jeno: (Piccadilly) NYC, no.
- Bass, Paul: (Chateau Moderne) NYC, no.
- Baum, Charles: (St. Regis) NYC, no.
- Becker, Eubie: (Westwood Supper Club) Richmond, Va., no.
- Benson, Ray: (Surfside Club) Miami Beach, Fla., no.
- Bergner, Maximilian: (Vercalles) NYC, no.
- Berk, Joe: (Riverside) Pittsburgh, no.
- Berni, Vic, Count: (Capitol) Washington, D. C., no.
- Bernie, Earl: (Pennsylvania) NYC, no.
- Bonick, Lewis: (Dempsy-Vanderbilt) Miami, Fla., no.
- Bone, Americo: (Chez Ami) Buffalo, no.
- Bowman, Charles: (Vivian) NYC, no.
- Bradford, Ray: (Utah) Salt Lake City, no.
- Brady, Nat: (Elex House) NYC, no.
- Bragg, William: (Ambassador) NYC, no.
- Brecht, Eddy: (Savoy) Chi., no.
- Braslow, Irving: (Jack Stamp's) Phila., no.
- Breed, Dick: (Amphing) Port Lauderdale, Fla., no.
- Brigode, Aoe: (Merry Gardens) Chi., no.
- Brooks, Billy: (Queen's Terrace) Woodside, L. I., no.
- Brown, Rudy: (Log Cabin) Atlanta, no.
- Bruce, Dan: (America) NYC, no.
- Bruno, Dick: (Sheba) NYC, no.
- Bryant, Jack: (Tah) New Haven, Conn., no.
- Buchik, Alexander: (Casino Russel) NYC, no.
- Buchik, Howard: (Ash-Trumbull) Detroit, no.
- Bush, Eddie: (T Sea) Hollywood, no.
- Calloway, Cab: (Cotton Club) NYC, no.
- Calloway, Cal: (Knightsdale Club) Iron Mountain, Mich., no.
- Calden, Eddie: (Southern Mandolin) Kansas City, Mo., no.
- Campbell, Jan: (Riverside Club) Utica, N. Y., no.
- Candello, Harry: (Atlanta Billmore) Atlanta, Ga., no.
- Candello, Joe: (Vercalles) Hollywood, Fla., no.
- Carl, Frankie: (Beverly Gardens) Milford, Conn., no.
- Casper, Bob: (Syracuse) Syracuse, no.
- Chassey, Leo: (Hollywood Beach) Hollywood, Fla., no.
- Clinton, Buddy: (Amanda's) NYC, no.
- Clinton, Larry: (Meadowbrook) Cedar Brook, N. J., no.
- Coduban, Corzella: (Casino Russel) NYC, no.
- Coe, Jay: (Governor Clinton) NYC, no.
- Collegiani, Poo: (Oriental) Chi., no.
- Collins, Bernie: (Atlanta) Atlanta, no.
- Collins, Joe: (Warner's Backyard) Palm Beach, Fla., no.
- Colombus, Christopher: (Plantation) NYC, no.
- Conners, Basile: (Lido) Worcester, Mass., no.
- Cook, Jean: (Grand Room) NYC, no.
- Corrwall, Joe: (Newhouse) Salt Lake City, no.
- Costa, Joe: (Chase) St. Louis, no.
- Costello, Dora: (Road to Mandalay) NYC, no.
- Courtney, Dell: (Rainbow Room) New York, no.
- Albany, N. Y., no.
- Crabford, Dick: (Derry Tavern) Minneapolis, no.
- Creeker, Mel: (Richmont) Lexington, Ky., no.
- Cromwell, Chauncey: (Faxon) Omaha, no.
- Crosby, Bob: (Blackhawk) Chi., no.
- Crombie, Bernie: (William Penn) Pittsburgh, no.
- Dalley, Frank: (Netherland Plaza) Cincinnati, no.
- Daley, Jack: (Corktown Tavern) Detroit, no.
- Dale, Ronnie: (Kansas City Club) Kansas City, Mo., no.
- Davis, Al: (Clarendon) Dayton Beach, Fla., no.
- Davis, Eddie: (Larue's) NYC, no.
- Davis, Milton: (Hamilton) Washington, D. C., no.
- De Acosta, Harry: (Copley-Square) Boston, no.
- Deat, Eddie: (Congo) Boston, no.
- Dell, Lou: (Woodside Gardens) Woodside, L. I., no.
- DeLima, Cy: (Miami-Biltmore) Miami, no.
- DeLury, Val: (Palm Tavern) W. Palm Beach, Fla., no.
- Demery, Danny: (Henry Greedy) Atlanta, no.
- Demuch, Emory: (Adolphus) Dallas, no.
- DeVodi, Don: (Surfside Club) Miami Beach, Fla., no.
- Doan, Al: (Palm Island Casino) Palm Beach, Fla., no.
- Donah, Seno: (Walton) Phila., no.
- Dorsey, Jimmy: (New Yorker) NYC, no.
- Dorsey, Tommy: (Stanley) Pittsburgh, no.
- Drummond, Jack: (Half-Way House) Lake George, N. Y., no.
- Dubin, Eddy: (Bogie) Phila., no.
- Duer, Dolph: (Oreen Derry) Cleveland, no.
- Duke, Jules: (Tuliver) Birmingham, no.
- Dukes & Their Dukes: (Webster Hall) Detroit, no.
- Durand, G.A. (Coral) Hollywood, no.
- Durand, Ray: (El Chi) NYC, no.
- Ehrlich, Earl: (Club Astor) Milwaukee, no.
- Ellis, Joe: (Queen Mary) NYC, no.
- Engle, Phidly: (Red Tie Inn) Albany, N. Y., no.
- Evans, Charles: (Harry's New York Cabaret) Chi., no.
- Evans, Skippy: (Victor Hugo) Los Angeles, no.
- Evans, Val: (Whitehall) Palm Beach, Fla., no.
- Evans, Robert: (Snaky Chateau) Birmingham, no.
- Fade, Frank: (Village Brewery) NYC, no.

- Farristo, Joe: (Philadelphia) Phila., no.
- Fathers, Eddie: (Club Mayfair) Yasterville, Pa., no.
- Felton, Happy: (Lyric) Indianapolis, no.
- Ferd, Don: (Stratford) Bridgeport, Conn., no.
- Ferrara, Don: (Dempsy's Bar) Miami Beach, Fla., no.
- Fidler, Max: (Club Versailles) Hollywood, no.
- Fidler, Leo: (Colony Club) Chi., no.
- Fieder, Johnny: (Piazza) San Antonio, no.
- Fisher, Jack: (Village Room) Boston, no.
- Fisher, Buddy: (Old Vienna) Cincinnati, no.
- Fisher, Freddy: (St. Paul) St. Paul, no.
- Fodor, Jerry: (Front St. Gardens) Toledo, no.
- Foster, Basil: (St. Morris) NYC, no.
- Frank & Johnson: (St. Paul) St. Paul, no.
- Franklin, Motion: (Netherland Plaza) Cincinnati, no.
- Franklin, Woe Willie: (Ye Old Tap Room) NYC, no.
- Freeman, Jay: (Casa Manana) NYC, no.
- Frieder, Charles: (Colonial Club) Augusta, Ga., no.
- Fulton, Jack: (Woodlot) Minneapolis, no.
- Furry, Wendell: (Casa Marina) Jacksonville Beach, Fla., no.
- Gamble, Jack: (Lincoln Terrace) Pittsburgh, no.
- Gardner, Dick: (Lookout House) Covington, Ky., no.
- Garr, John: (Mabelton) NYC, no.
- Gardner, Dick: (Ambassador) NYC, no.
- Gates, Manner: (Royal Palm Club) Miami, no.
- Gendron, Henri: (Cosmopolis) Chi., no.
- Gerard, Gerry: (Windsor Castles) Atlanta, no.
- Gill, Emerson: (Van Clavel) Dayton, O., no.
- Gibson, Neil: (Savoy) Buffalo, no.
- Gilly, Cecil: (Biltmore) Dayton, O., no.
- Gonyea, Leonard: (New Fine Lodge) Eau Claire, Wis., no.
- Gomales, Aaron: (Club Scrape) Hollywood, no.
- Gordon, Gray: (Edison) NYC, no.
- Graffner, French: (El Tivoli) Dallas, no.
- Granada, Ozar: (Garden) New Haven, Conn., no.
- Gray, Glen: (Waldorf-Astoria) NYC, no.
- Grice, Jimmy: (Togay's) Los Angeles, no.
- Griffin, Emory: (Savoy) Buffalo, no.
- Griffin, Jack: (Little Katharine) Phila., no.
- Gunter, Johnny: (Perkins Club) Kansas City, Mo., no.
- Hegerer, Herbert: (Palto) Palm Beach, Fla., no.
- Hall, Steepy: (Show Bar & Bermuda Room) Forest Hills, L. I., no.
- Hambton, Bob: (Majestic) Long Beach, Calif., no.
- Hamp, Johnny: (Adelphi) Phila., no.
- Hamp, Eddie: (El Ralcho) Chester, Pa., no.
- Harty, Bob: (Planting) Boston, no.
- Harris, Phil: (Whitshire Bowl) Los Angeles, no.
- Hatch, Reg: (Phed) St. Petersburg, Fla., no.
- Hawkins, Ernie: (Savoy) NYC, no.
- Hedrick, Horace: (Biltmore) NYC, no.
- Henderson, Fletcher: (Grand Terrace) Chi., no.
- Herbeck, Ray: (Paramount) Ft. Wayne, Ind., no.
- Herbert, Arthur: (Dupont) Wilmington, Del., no.
- Herman, Pete: (Casa Manana) Boston, no.
- Heth, Milt: (Cody Picheau) NYC, no.
- Hill, Tiny: (Medy Skill) North Riverside, Ill., no.
- Hobbs, Ron: (Main Central) Asbury Park, N. J., no.
- Hodakis, Frank: (Orpheum) Springfield, Ill., no.
- Hoffman, Earl: (Ivanhoe Gardens) Chi., no.
- Holmes, Ernie: (El Morocco) NYC, no.
- Holmes, Ernie: (Edgewater Beach) Chi., no.
- Horne, Carl: (Rogers Washington Tap Room) W. Palm Beach, Fla., no.
- Horton, Orla: (Lombard) Bridgeport, Conn., no.
- Hunter, Bob: (Wonder Bar) Cincinnati, no.
- Huston, Ina Ray: (State Bowl) Chi., no.
- Inch, Mac: (Character) Millbrae, N. J., no.
- Jahna, Al: (Biltmore) Providence, no.
- James, Harry: (New Franklyn) Phila., no.
- Jenkins, Felo: (Gene Star) Kansas City, Mo., no.
- Jurpeza, Dick: (Aragon) Chi., no.
- Kane, Aden: (Gibson) Cincinnati, no.
- Karson, Maria: (Orestis) Canton, O., no.
- Kay, Herbie: (St. Francis) San Francisco, no.
- Kay, George: (Stage Door) Westport, Conn., no.
- Kay, Sammy: (Commodore) NYC, no.
- Keck, Al: (Madison's) Stockton, Calif., no.
- Keller, Willard A: (Royal Worth) W. Palm Beach, Fla., no.
- Kelley, Clayton: (Coronado) Little Rock, Ark., no.
- Kemp, Hal: (Paramount) NYC, no.
- Kendia, Sonny: (Book-Cadillac) Detroit, no.
- Kret, Larry: (Rainbow Rendezvous) Salt Lake City, no.
- Krens, Edna: (Club Hollywood) Madison, Wis., no.
- King, Wayne: (Orphe) Chi., no.
- King, Billy: (Nite Spot) San Antonio, no.
- King, Henry: (Rosevelt) New Orleans, no.
- King, Teddy: (Village Barn) NYC, no.
- King's Justice: (Claridge) Memphis, no.

- Kimmy, Ray: (Lexington) NYC, no.
- Kirby, John: (Onyx Club) NYC, no.
- Kraemer, Ray: (Belviders) Salt-Ste. Marie, Mich., no.
- Kuhn, Dick: (Astor) NYC, no.
- Kurtis, Jack: (Kentucky) Louisville, no.
- Kyryk, Kay: (Strand) NYC, no.
- Lane, Fordham: (Bronx) N. Y., no.
- Lane, Sol: (604 Club) Chi., no.
- Lane, Howard: (S o'Clock) Miami Beach, Fla., no.
- Lane, Fred: (Club Lido) Jackson, Mich., no.
- Lane, Jules: (St. Regis) NYC, no.
- Lang, Lou: (Trio) (White) NYC, no.
- Lang, Ed: (Hi Hall) Chi., no.
- Lang, Teddy: (Club Cavalier) NYC, no.
- LaPorte, Joe: (Old Romanian) NYC, no.
- Lapp, Horace: (Royal York) Toronto, Ont., no.
- Le Baron, Eddie: (Rainbow Room) NYC, no.
- Legge, Wade: (Royal Arms) Buffalo, no.
- Levy, Babby: (Royal Palm) Boston, no.
- Lewis, Johnny: (Gibson) Cincinnati, no.
- Lewis, Ted: (Strand) Brooklyn, no.
- Light, Koch: (Tah) NYC, no.
- Little Words, Thos: (Bramst) L'Anse, T'Isle, no.
- Littenfeld, Frank: (Ritz-Carlton) Boston, no.
- Lombardo, Guy: (Rosevelt) NYC, no.
- Long, Johnny: (Mater) Buffalo, no.
- Loe Gaucho: (Club Gaucho) NYC, no.
- Loveland, Archie: (Olympic) Seattle, no.
- Low, Earl: (Lodge) Boston, no.
- Lowry, Babe: (Sylvan) Odessa, Tex., no.
- Lyman, Abe: (Royal Palm) Palm Beach, Fla., no.
- McCoy, Gird: (Palomar) Los Angeles, no.
- McCune, Will: (Bossert) Brooklyn, no.
- McDowell, Adrian: (Andrew Jackson) Nashville, Tenn., no.
- McFarlane, Frank: (Chateau Moderne) NYC, no.
- McGraw, Eddie: (Brookhead) Beaver Falls, Pa., no.
- McIntire, Dick: (Bala Hut) Hollywood, no.
- McKay, Gerry: (Federal Beach) Detroit, no.
- McPherson, Jimmy: (Torch Club) Los Angeles, no.
- McRae, Brock: (Habana Casino) Buffalo, no.
- McShann, Jay: (Martin's) Kansas City, Mo., no.
- Maeda, Charles: (Club Gaucho) NYC, no.
- Macosa, Willie: (Ole Set) Chi., no.
- Maize, Art: (Della Inn) Poughkeepsie, N. Y., no.
- MacMillan, Muzzy: (Rainbow Rendezvous) Salt Lake City, no.
- Mario, Ray: (Swing Club) NYC, no.
- Mario, Don: (Pirena) NYC, no.
- Marmala, Joe: (Hickory House) NYC, no.
- Marshall, Bill: (Century Room) Tulsa, Okla., no.
- Marshall, Jack: (Piazza) NYC, no.
- Martell, Paul: (Arcadia) NYC, no.
- Martin, Dave: (St. George) Brooklyn, no.
- Martin, Freddie: (Cocoon Grove) Los Angeles, no.
- Martin, Lou: (Leon & Eddie's) NYC, no.
- Master, Freddie: (Net Club) NYC, no.
- Max, Herbie: (Silver Moon) Pueblo, Colo., no.
- May, Monte Carlo: NYC, no.
- Meien, Earl: (Dandelion) Whiting, Ill., no.
- Meed, Al: (Albany) Spring Springs, Fla., no.
- Messner, Johnny: (Michigan) NYC, no.
- Meyer, Vic: (Trion) Seattle, Wash., no.
- Miller, Gene: (Palms) Chgo, no.
- Millington, Basco: (Black Cat) NYC, no.
- Milla, Jay: (Gibson) Cincinnati, no.
- Molloy, Leon: (El Patio) San Francisco, no.
- Molina, Carlos: (El Francis Drake) San Francisco, no.
- Monroe, Vaughn: (Dempsy's Bar) Miami Beach, Fla., no.
- Moon, Billy: (El Club) Grand Rapids, Mich., no.
- Morris, George: (Whirling Top) NYC, no.
- Morton, Gerry: (Savoy) NYC, no.
- Morton, Hugh: (Anchorage) Pittsburgh, no.
- Stamro, Hal: (Athletic Club) Milwaukee, no.
- Murphy, Francis: (Ten Eyck) Albany, N. Y., no.
- Murray, Charles: (Mon Paris) NYC, no.
- Naps, Harold: (Pierre) NYC, no.
- Nelson, Ozzie: (Casa Manana) NYC, no.
- Nevins, Ab: (Rivers) Ironica, O., no.
- Nichols, Paul: (Moonlight Gardens) Saginaw, Mich., no.
- Nice, Bert: (Grant Inn) Burlington, Ont., no.
- Noble, Leighton: (Savoy) Boston, no.
- Norton, Eddy: (El Kl Klub) Des Moines, no.
- Norton, Red: (Southland) Boston, no.
- Nottingham, Al: (Village Collar) NYC, no.
- Nottingham, Gary: (El Tatarin) San Francisco, no.
- Oimes, Major: (Webster Hall) Pittsburgh, no.
- Olsen, Odo: (El Water) Raleigh, N. C., no.
- Orocco, Laddie: (El Tatarin) NYC, no.
- Owens, Harry: (Beverly-Whitshire) Los Angeles, no.
- Owens, Fred: (Windmill) Natchez, Miss., no.
- Ockenbaugh, Lem: (Pepper Tree Inn) Riverside, Calif., no.
- Pablo, Don: (Palm Beach) Detroit, no.
- Palermo, William: (La Marquise) NYC, no.

- Palmer, Director: (General) Rochester, N. Y., no.
- Pandolfi: (Vercalles) NYC, no.
- Panico, Louis: (White City) Chi., no.
- Parka, Bobby: (Piazza) NYC, no.
- Paul, Eddie: (Columbian) Cleveland, no.
- Paul, Teaty: (Greenwich) Chi., no.
- Panduro, Paul: (Palace) San Francisco, no.
- Peres, Chas: (Club Scrape) Hollywood, no.
- Perry, Tom: (Boce Rocan) Miami, no.
- Petta, Eddie: (Everglades Club) Palm Beach, Fla., no.
- Phila, Jimmy: (Piazza) Pittsburgh, no.
- Phila, Ray: (Crawford Hotel) Boston, no.
- Piemonte, Vic: (Warwick) NYC, no.
- Pooley, Bob: (Bancroft) Worcester, Mass., no.
- Press, Jack Arnold: (Berkeley-Gardner) Asbury Park, N. J., no.
- Prima, Louis: (Jitterbug House) Hollywood, no.
- Provest, Ed: (Murray's) Tuckahoe, N. Y., no.
- Red Jacks: (Crystal) Fargo, N. D., no.
- Reichman, Joe: (Mark Hopkins) San Francisco, no.
- Reed, Bill: (Club Continental) New Haven, Conn., no.
- Reyes, Al: (Landon) Troy, N. Y., no.
- Revard, Jacques: (Cocoon Grove) Boston, no.
- Reves, Oscar: (Continental) Detroit, no.
- Riley, Mike: (New Penn) Pittsburgh, no.
- Rimes, Joe: (Road to Mandalay) NYC, no.
- Rodrigo, Nono: (Habana-Madrid) NYC, no.
- Rogers, Eddy: (Belvedere) Baltimore, no.
- Royal, Harry: (Half Moon) Coney Island, N. Y., no.
- Rollin, Adrian: (Belmont Plaza) NYC, no.
- Rommel, Ronny: (Clinton Ford Pavilion) Rosendale, N. Y., no.
- Rose, Maurice: (Rising) Sarasota, Fla., no.
- Royal Palm Boys: (Royal Palm Club) Miami, no.
- Ruhl, Barney: (Lincoln) Hancock, Mich., no.
- Sabin, Paul: (Colony Club) Hollywood, Fla., no.
- Salamak, Tony: (Hive Meadow Club) Lexington, Ky., no.
- Sambria, James: (Habana-Madrid) NYC, no.
- Sanders, Aguste: (Cuban Casino) NYC, no.
- Sanders, Hal: (Belmont) NYC, no.
- Savitt, Joe: (Lincoln) NYC, no.
- Schenk, Frankie: (Alcazar) Lima, G. B.
- Seigler, Chas: (Metropolitan) Jackson, Miss., no.
- Serendy, Mildred: (Thomas) L'Anse, Mich., no.
- Shank, Chuck: (Bismarck) Chi., no.
- Shaw, Maurice: (Dempsy's) NYC, no.
- Shelley, Lee: (Money the Bum's) Phila., no.
- Sherman, Maurie: (Oriental Gardens) Chi., no.
- Sigel, Irving: (Herby's) W. Palm Beach, Fla., no.
- Sisio, Noble: (Paramount) NYC, no.
- Skinner, Fred: (Capri) Hollywood, no.
- Smith, Joseph O: (La Rue) NYC, no.
- Smith, Eddie: (Bla's Gardens) Milwaukee, no.
- Spate, Paul: (Biltmore) Palm Beach, Fla., no.
- Stabile, Dick: (Stalder) Cleveland, no.
- Steel, Leonard: (El Scriby) Detroit, no.
- Steel, Roger: (Little Club) NYC, no.
- Sterner, George: (Coo Rouge) NYC, no.
- Stewart, Billy: (Cauling's) Grove) Seattle, no.
- Stipes, Eddie: (Wolf's) Chicago, no.
- Straight, Charlie: (White City) Chi., no.
- Strong, Benny: (Brown) Louisville, no.
- Streeter, Ted: (Moo's) Corbi, NYC, no.
- Stueck, Dick: (Bronx Derby) Boston, no.
- Stuy, Joseph: (Columbian) Denver, no.
- Sweeney, Sammy: (Palmas & Thurston) Worcester, Mass., no.
- Swinglers, The: (Piccadilly) NYC, no.
- Sylvia, Don: (Bertolotti) NYC, no.
- Sylvester, Bob: (Club Rex) Birmingham, no.
- Tanella, Steve: (Hi-Hat) Baronne, N. Y., no.
- Thomas, Archie: (Copper Club) Portland, Ore., no.
- Thompson, Lang: (Brown Palace) Denver, no.
- Thompson, Grant: (Wellington) NYC, no.
- Tisdale, Tylo: (Coo Rouge) NYC, no.
- Tison, Carl: (Troika) Washington, D. C., no.
- Toffe, Norman: (El Chico) Birmingham, Mich., no.
- Torne, Loren: (El-Ro Club) Wichita, Kan., no.
- Trace, Al: (College Inn) Chi., no.
- Travers, Vincent: (Paradise) NYC, no.
- Tucker, Orin: (Palmer House) Chi., no.
- Tucker, Tommy: (Baker) Dallas, no.
- Valentine, Jimmy: (The Misedd) Brooklyn, no.
- Valka, Rudy: (State) NYC, no.
- Vas, Charles: (Alicia's) W. Palm Beach, Fla., no.
- Van Gelder, Leon: (Melody Club) Union City, N. J., no.
- Vargas, Eddie: (Eas Club) Chi., no.
- Venuti, Joe: (Belmont Plaza) NYC, no.
- Verrill, Alvin: (Monocolor) New Orleans, no.
- Verrill, Belle: (Riverside) NYC, no.
- Vorden, Vivian: (Cafe Venetia) Ocala, Fla., no.
- Vozzen, Nick: (Coo Rouge) NYC, no.
- Wagner, Buddy: (Midnight Sun) NYC, no.
- Wafon, Jack: (Scherby) Pittsburgh, no.
- Walton, Vera: (The Tavern) Reno, Nev., no.
- Warren, Richard: (Stork Club) NYC, no.
- Webb, Chick: (Park Central) NYC, no.
- Weber, George: (Tiger) Pittsburgh, no.
- Weeks, Benny: (Club Mayfair) Boston, no.
- Weldon: (Fernando's) NYC, no.
- Wells, Lawrence: (Schroeder) Milwaukee, no.
- West, Ray: (El Cafe) Hollywood, no.
- Wharton, Harry: (Village Barn) Phila., no.
- White, George: (Palmer) Chgo, no.
- Williams, Ozzie: (Empire Club) Toronto, Ont., no.
- Williams, Ernie: (Bobby) Kansas City, Mo., no.
- White, Julie: (Top Hat) Union City, N. J., no.
- Woods, Howard: (Laurel-in-the-Pines) Lakewood, N. J., no.
- Yates, Billy: (Chez Ami) Buffalo, no.
- Young, Johnny: (Excelsior House) Chicago, no.
- Zarin, Michael: (Roney Plaza) Miami Beach, Fla., no.

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

Music in the Air

By DANIEL RICHMAN

The Distaff Side

THERE can't be much doubt that RAMONA (Roosevelt Hotel, New Orleans, WABC) has about the most unusual dance remote on current airwaves. The extraordinary nature of her one-hour broadcasts is biological rather than musical, but its individuality can't be denied, for here is the only network remote announced in dulcet feminine tones.

The effect on a constant midnight auditor is slightly startling and most refreshing. The Paul Whitman alumna announces her show with all the ease and aplomb that she brings to her singing and piano work, but even if her between-numbers conversation were hot as capshy and as humorously handled as it is it would still be, per se, a welcome change from the routing manner of remote presentations.

The woman's touch would almost be enough to lend an air of glamour to even a poor half hour, but Ramona and her Men of Music go a step further and enhance the glamour with first-rate melodic content. Swing and sweet alternate on new and standard tunes, the Ramona voice and piano do more than their share of tying things together, and the Ramona personality (as evidenced by her "that girl's here again" for her self-introduction as vocalist) spreads an informality over the whole that, along with excellent music-making, makes this half-hour shot very easy to take.

Celestial Rhythm

LESS enticing are the self-styled "celestial rhythms" of EDDY ROGERS (Hotel Belvedere, Baltimore, WEAJ) which, despite the heavenly implications, can hardly hope figuratively to lift even the least captious listener within sight of the pearly gates. Rogers' Band comes under the heading of a society group and, with few exceptions, that means too much fiddle and too little rhythm; those stay-at-homes who like to roll back the rug and truck on down to the rhythms disseminated by a set of radio tubes won't stay with Rogers for more than two choruses.

From a strict listening standpoint, however, this outfit acquires itself a little better. Its strings and general velvety quality are soothing after the preponderance of brass in surrounding half hours, and a few original orchestrating tricks—such as the gavotte-like arrangement of Marie—lend a little distinction. Use of a glee club for straight vocals like Singin' in the Saddle and comedy stuff in the When Paw Was Courtin' New member also make a difference. In the weak handling of rhythm tunes, however, that keeps Rogers out of the class of really satisfying remotes.

Down-to-Earth Rhythm

FREDDY MARTIN (Cocoanut Grove, Los Angeles, WJZ) doesn't attempt any celestial rhythmization and consequently delivers a much more solid brand of music for other enjoyment. It's down-to-earth toe-tapping rhythm covering a varied selection of ballads, fast tunes and oldtimers, and while the remote offers not a thing new or original in the presentation it's at least dressed in smart arrangements and fine musical treatments. Highlight of the first 20 minutes of current pop product was Heyn the Beguine in bolero tempo; insertion of an extra fine bit of musicianship such as this always has the effect of giving listeners a new, revived interest in what they're hearing. Program's last 10 minutes are given over to songs of the past, with a half dozen carefully chosen favorites of other years topping off a good, straight dance remote.

BERNIE CUMMINS (William Penn Hotel, Pittsburgh, WOR) also knows the value—in terms of listener appeal—of a shrewd selection of material for other consumption. Merop, Ida and Dancing in the Dark supplied the necessary standard fillers among contemporary numbers, with La Gelondrina—in the waltz tempo in which it was written instead of the swing currently applied to every classic in sight—offering an added touch of originality. If the majority of batoneers would realize that they must bring bits like this to their radio performances if they want audiences to remember them at all, this midnight air might be filled with much more that is listenable instead of the uninspired hodgepodge too universally indulged in

The Reviewing Stand

Vido Musso

(Reviewed at Municipal Auditorium, Long Beach, Calif.)

ORGANIZED only a few months ago, after his bow-out from Benny Goodman's Ork and a couple weeks' tenure with Gene Krupa, Musso's Band shows promise of going places. While all the arrangements are built around his superb tenor sax rides, entire band has the flash and color that mark the top-notchers.

Working hard out front, Musso manages to sell himself and band across the stand. He is one of the best sax footers in the biz and never forgets to let the dancers know it, all his executions being in a flashy, showmanly manner. Billing himself as Benny Goodman's sax man is good bally that helps to drag dancers through the turnstiles.

Instrumentation includes five brass, four sax and four rhythm. Ralph Collier on drums, Stanley Kenton at the keyboard and Nick Bruno's trumpet tooting are from first-class key men who contribute largely to put the band on a swinging basis—musically. Viola Vonn, good looker, does okay in her warbling role.

Brand of dancipation is grooved along the more commercial swing lines that go well on a majority of dance floors. Musso's personality fits the mood of the music. He is a forceful, dynamic leader and does much to coax the tubes out of the boys. Owen.

Dick Gardner

(Reviewed at Turnpike Casino, Lincoln, Neb.)

IN 1926, at 17, Gardner left school and joined George Olsen's Orchestra, lingering for 10 years before breaking out on his own. He's a combo scat-singer, novelty stunter and seller-outter. Personality, showmanship and affability are his long suits, and he's backed by an ork which gives both simple and sweet music.

Gardner made Ripley about two years ago for being able to hold a note on a clarinet for 20 minutes, and he uses it as his top personal novelty. In addition to his singing, he holds the note now only thru four or five choruses of a number. It's a trick he learned from a glass-blower, the art of breathing in thru the nose and out thru the mouth at the same time, makes for a maximum of audience interest and a focal point for remembrance of his name.

He calls his stuff "simple melody" music, and to further it, has had his arranger, Ike Girard, score all intros with a chunk of Just a Simple Melody.

Orchestra is alive with talent and youth. Harry Christwey, sax, gets a lot of laughs with his singing of F. D. R. Jones, talks it for the Rooseveltian scholarly manner with head-gestures to match. Other male singer is Jim Jeffries, a trumpet man. Peggy Lawson, the soprano, gives out in most voice, in attractive and does the job okay. Oldfield.

Henry Busee

(Reviewed at 147th Army, Buffalo)

SELF-ACCREDITED originator of the Shuffle Rhythm, "Busee Rhythm," Busee shuffles his music in a smooth, double-beat style that is extremely stimulating to the ears as well as toes. Arrangements are nicely varied, leaning neither towards the hot, loud, unmelodious type of swing, nor towards the old-fashioned, plain sugary variety. Hot licks are combined with sophisticated slow and sweet tunes and give an effect of well-controlled versatility and danceability at all times. Band consists of five saxes, six brass and four rhythm, with Busee the motorman and featured trumpeter.

A vet in the band biz, Busee holds the attention of a crowd with or without his horn. He is a dyed-in-the-wool piker and a good comedinn on the side; always rates a few good laughs with his dead-pan antics, putting the customers into the spirit of the occasion.

Don Huston, guitarist, rates some special mention for his exhilarating high tenor voice. Featured players doing a fine job in their own field are Joe Masek, tenor sax; Skip Moore, working the trombone and also doing some vocals which are okay; Bob Mayhew, who blows plenty of hot licks on the trumpet; Ted Tillman, a good hand at beating it out on the drums; without, however, stealing the audience's atten-

tion away from the rest of the ork; and Melvin Winter at the piano. Band makes neat appearance in trim blue and black outfits. Warner.

John Gart and His Electric Rhythm Makers

(Reviewed at Shelton Corner, Shelton Hotel, New York)

ELECTRICITY plays as important a part in Gart's dancipation as the orchestrations, with the band literally wired for sound. Foursome's focal point is the maestro's Hammond electric organ. Mack Tanfield's violin, Eddie O'Connor's steel guitar and Phil Kraus' vibes are electrically amplified, and the effect is one of soft smoothness, admirably suited for dinner music that sets off the table d'hotel but never intrudes on it. Additional instrumentation takes in Kraus' drumastics and Gart's celeste doubling.

Music portfolio is all-inclusive, with the accent on straight pops and musical comedy ditties for the dinner hour, the tango-rumba-waltz and more varied diet coming during supper, when the ring-siders are more interested in dancing than listening. Gart takes majority of melodic lines and gets off the effects possible out of the Hammond. Guitarist occasionally attends to the wordage. Richman.

Lou Breese

(Reviewed at Ches Poree, Chicago)

BRESEE has been in the business a long time since leaving his banjo strumming posts with Eastern outfits and changing his moniker from Calabreese. He has been holding his own all along by playing solid dance stuff, regardless of the temporary crazes that have come and gone, and has been a highly dependable show band. Style plays little importance here, most of the arrangements boasting good music that is danceable and not annoying to the eardrums. While his current record run engagement in Chicago's leading ritery may be due to the good shows his outfit is able to dish out, still there have been no complaints from the strutters who like it both sweet and hot.

Library boasts of a great variety, including old standards like Liza Jones, which feature the maestro on his banjo, and Latin tunes which are enjoying popularity with Windy City patrons. They all lend themselves to healthy airings with the instrumentation of four brass, four sax, four rhythm and one fiddle. Many of the arrangements are comparatively heavy on the brass and sax departments, particularly in the parade line-up, a feature that pleases the younger set.

Personnel with the band include Earl Hoffman, who blows a mean trombone; his solos are a standout. Flight of the Bumble Bee, among others, successfully tests his know-it-all on the slip horn. Bob Hannon, romantic tenor, is a youthful and pleasing enough warbler and also comes in handy in smooze work. Breese still makes a bright appearance and is equally at ease with the banjo and the trumpet. Honigberg.

Frank Dailey

(Reviewed at Pavilion Caprice, Netherland Plaza, Cincinnati)

JUST a year ago Frank Dailey discarded a perfectly good swing combo that was clicking only so-so to move into a less crowded sphere of order with a new idea labeled "Stop and Go Music" with the hopes that the new wrinkle would bring him what all band leaders crave—attention and shekels. That he has succeeded in his purpose is best attested by looking over the band's record for the past annum, both from the standpoint of money earned and class spots played.

It's a corking commercial aggregation that Dailey now sports. Not only is the "Stop and Go" idea a novelty, but it serves as a distinctive trade-mark, making it easy for radio fans to immediately recognize the band's product. To the dancer the "Stop and Go" idea is all puzzle, never annoying, and finally, once he gets the idea, more or less fascinating.

Dailey speaks of his current outfit as the best he has fronted in his many years in the game, and a listen-in leaves little room for argument on that point. Gene Hammett has supplied the crew with pulsating arrangements, and the

Off the Records

By M. H. ORODENKER

Under the Microscope

LENDING an ork to a band in person and then placing its performance under the analytical needle point of your phonograph makes for tooting of another texture. Sometimes the one is flattering and at other times their syncopate flatten out with a thud. Thus, while Charlie Barnet sounds so thrilling at 32d street's Famous Door, when transplanted to the turntable it is difficult for even the memory to linger on. Turning up again on a Bluebird label, Barnet fails to excite these calloused ears on any of his first four sides. In part, the tune selection is not what it might be. And while it's essentially a good swing band, the platters show the product to be yet very raw. Failure of the rhythm section to produce any semblance of a rhythmic drive results in too much pressure on part of his hot horns. And they could blow to kingdom come, still the sides lack in that basic characteristic of a swinger—the urge to make you wanna toe-tap or pick your tootles up for a trot. (See OFF THE RECORDS on page 76)

Redman's \$585 Under Par

BRIDGEPORT, Conn., Feb. 18.—Don Redman, playing at Hits Ballroom last Sunday, did not do so forte. Drew only 900 dancers for a meager gate of \$585, duets peddled at 65 cents for one and all. Septa bands are usually popular here, but Redman probably suffered in following Jimmie Lunceford's record stand.

Dorsey Cops WHAT Poll

PHILADELPHIA, Feb. 18.—Popularity poll conducted by the Philadelphia Express morning program on WHAT, ending Wednesday (15), finds Tommy Dorsey saluted as Philadelphia's "King of Swing," with 292,474 devotees. Benny Goodman was close to the crown with 274,442 voting fans, while Artie Shaw polled a poor third with 99,402 counts.

boys, using four brass, three reeds and three rhythm plus accordion, electric guitar and a Hammond electric organ, give his efforts an even treatment. Bands' precision is noticeable even to the layman, with the rhythm and tempo such as to bring joy to the trippers of the light fantastic. Also mainly geared to the more conservative music making, the Dailey band unwork a sock brand of swing which is based upon the accordion and electric instruments lending pleasing embellishment to the offerings.

In framing his present combo Dailey has not neglected the entertainment end. Barbara Bush and Howard Dailey, reasonable and attractive pair of thrushes, handle the vocals in top-notch fashion. In addition there is a vocal trio composed of DuLany, Hammett and Eddie Dudley, with Miss Bush augmenting occasionally to form a quartet. Curly Baron, drummer, wins much favor with his comedy efforts. Dailey wields an energetic stick and has an extremely pleasing way with the customer. The Dailey crew is youthful and well groomed. Sachs.

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New Plays on Broadway

Reviewed by Eugene Burr

BOOTH

Beginning Saturday Evening, February 4, 1939

ONE FOR THE MONEY

A revue with sketches and lyrics by Nancy Hamilton and music by Morgan Lewis. Directed and lighted by John Murray Anderson. Sketches staged by Edward Clarke Lilley. Musical numbers and dances staged by Robert Alfano. Sets and costumes designed by "Road Race" Du Bois. Settings built by T. B. McDonald Construction Co. and painted by Triangle Scenic Studios. Costumes executed by Enves Costume Co., Brooks Costume Co., Jones, Inc., Roger Kent and others. Orchestra under the direction of Ray Kavanaugh. Orchestrations by Hans Spisak. Press agent, Richard Macey. Stage manager, Archie Thomson. Presented by Gertrude Macy and Stanley Gilkey (by arrangement with Robert F. Culler).

CAST: Maxine Barrat, Frances Comstock, Brenda Forbes, Nadine Gae, Nancy Hamilton, Ruth Matteson, Grace McDonald, Nell O'Day, William Archibald, Philip Bourneau, Alfred Drake, Gene Kelly, George Lloyd, Dan Loper, Robert Smith, Keenan Wynn.

A very uneven but for the most part entertaining little revue opened at the usually staid Booth Theater last Saturday night. It is called *One for the Money*; its sketches and lyrics are the work of Nancy Hamilton, the wonder girl of the haute monde; and it bids fair to be the darling of the carriage trade. Undoubtedly those members of the bon ton, the *Capitula Beebes* and jocular babblers of the court of Sherman (Quintors) Billingsley and the rest, will rush to it as soon as they have sighed sufficiently over the doings of dear Bea amid the dinnings of dear Noel over at the Music Box. Oddly enough, there's a sufficient amount of real entertainment in it—at least in the last half of the first act and at odd moments in the second—to satisfy the peons, too. It's a pity that it's not all of a piece.

Miss Hamilton was aided and abetted by Morgan Lewis (music, some of it pretty good), John Murray Anderson (staging), Raoul Rene Du Bois (sets and costumes—and by long odds the best sets and costumes that M. Du Bois has ever designed), Gertrude Macy and Stanley Gilkey (producers) and Robert Alton (staging of musical numbers). Of these Mr. Alton seems to contribute most heavily, leading life and verve to proceedings that often threaten to bog down pretty badly.

Miss Hamilton is also aided by a young and sprightly cast of 16 players, including herself—and the whole thing emerges as a sort of face-washed and party-dressed *New Faces*. Obviously, with Miss Hamilton furnishing the words, one would expect the sketches and lyrics to carry the sophistication and (as usual in "amays" and intimate revues) the dancing to be somewhat unhappy. In *One for the Money*, however, the order is reversed. The dancing is polished, glittering, brilliant and truly smart; and the dull interludes are furnished by words that try too, too brightly to be too-bright for words.

There are, of course, exceptions—notably when Miss Hamilton herself is describing a day's activities in the life of M. R. H. Mearns, first lady of the American peevage, or when Alfred Drake is pretending, with huge and delightful satirical fervor, to be H. R. H. Orson, first gentleman of the American dogage. Mr. Drake's impersonation of Welles is, to a probably prejudiced observer, one of the funniest and most incisive pieces of satire of our generation. Then, too, there are such interludes as Miss Hamilton's impassioned description of a Wagnerian opera or the pastoral wherein the eight women of the company bemoan the passing of the days of feminist crusades. But for the most part the humor is forced and painfully unimpassioned; and when it descends to fifth-rate and warmed-over Noel Coward, as it does in *Parlor Game* (which is practically a scene from *Hay Fever*), one has an irresistible urge to rush out and see what Olsen and Johnson are doing at the Winter Garden.

The singing is in the hands—of the throats—of the aforementioned Mr. Drake, a white hope among our younger male vocalists, and Frances Comstock, a lady by no means unknown to the nobility of the nobbler saloons.

But it is the dancing which, from a performer angle, really makes the show—thanks to the efforts of almost half the cast, led by Dan Loper and Maxine Barrat. Mr. Loper and Miss Barrat, a

magnificent team, are a delight to watch, executing startling lifts and whirls with polish, finesse and beautiful effect. And also scoring handsily in little Grace McDonald, a pert sprite whose nimble hoofing is immensely aided by the attributes of an ace pantomimic comedienne.

But ringing up the individual smash of the show (at least on second night) were Neddie Gae and William Archibald doing a really sensational modernistic routine. Mr. Archibald is definitely a dancer to be watched; and Miss Gae, who used to be in the *One Poster Line* at the Roxy, emerges in this as a solo dancer of great ability. A lovely and strikingly attractive youngster, she impresses with her personality as well as her footwork—and if the stage doesn't see more of her the screen undoubtedly will.

Philip Bourneau works like a some-what harassed Trojan in the sketches, and most of the others do what they are required to do pleasantly enough.

It is, for that matter, a pleasant enough little show. Those who don't walk out on their cheap and tasteless humor of *The First To Go* and other skits at the start will have a grand time at *Teaser-Totter Topsy* (one of the smallest first-act finales in years) and various other numbers that follow. Taken as a whole, it's the most lavishly produced and probably the best of our recent intimate and sophisticated revues—and if that's damning it with faint praise I can't help it.

From Out Front

By EUGENE BURR

Debunking the theater has been a popular pastime, I suppose, ever since there has been a theater to debunk: the glamour of show business, even in its earliest and most rudimentary forms, is an appealing and dream-catching miasma that cries aloud for the searchlight of sturdy common sense to pierce its mists and lay bare its stagnant pools. The only trouble is that most of the debunking comes either from sensation-mongers or from fanatics, who tend to couple David Garrick and Nell Gwynn as twin examples of theatrical depravity. Once in a while, however, a commentator comes forth who knows the theater and is at the same time unafraid of its traditional tinsel enchantments, and then a bit of truth does manage to seep thru.

One of the most charming jobs of theater debunking was recently given to me by a very good friend who haunts old bookshops. Published by Stewart & Kidd back in 1916, it is called simply *The Truth About the Theater*, and the otherwise uninformative title page says merely that it was written "by one of the best known theatrical men in New York." He didn't give his name.

Most of it has a quaint and musty yet pleasantly archaic flavor, a sort of out-spoken antimacassar left over when Aunt Lizzy got rid of the horsehair furniture. But a good deal of it is still true today. Thus, the author goes into great lengths concerning the evil effects on character and even morals exerted by Broadway upon its unwary devotees, and we are inclined to smile faintly—until we suddenly realize that that is still precisely the effect exerted by the cheapest, basest and most insidious streak in the world.

Much more obviously true, however, are the author's brief comments upon the critics. Undoubtedly, what he says was true then; it seems even more painfully true today. If the unknown who was "one of the best theatrical men in New York" will permit me, I'd like to quote him at length:

"There is one criticism of critics, however, that I want to make, and in making it I voice the opinion of the playwright and the player as well as that of the producer. Too few of them know the stage. They do not know its mechanical possibilities or its mechanical limitations. Yet it is their duty to know both. . . . They would know acting better, too, and nine-tenths of them, as their criticisms show, are in need of vast improvement in this respect. . . . Apparently they do not know acting at all—that is, as an art. . . ."

"For the man who writes about the theater without knowing the theater; for the man who would rather be clever in style than thoro in judgment; for the man who glorifies theories and spurns facts; for the man with no honest opinion of his own, right or wrong, who even paraphrases the opinion of another; for the man who thinks but is afraid to say what he thinks; for the little man of big conceit who never thinks at all for the man who would be a critic, who poses as a critic, who serves as a critic, but who does not know and who knows that he does not know and never will know and never can know, yet who lives and writes the lie of pretending to know—for all these—and they are numerous—I have only contempt."

That might, I submit, have been written with justice today. And it's being run here because it seems almost supernaturally appropriate in view of several comments in which this column indulged just a couple of weeks ago.

Now all of the boys fall into the classifications enumerated by "one of the best theatrical men in New York" in his second paragraph; but plenty of them do. The point is that the theater should not be forced to suffer from the ministrations of even a single one who does.

And that includes this column. If this column falls into any of the classifications.

One of the boys who falls into none of them—certainly not that he's regained his stride so completely and exhilaratingly—is Richard Watts Jr., of *The Herald-Tribune*. This is mentioned not in order to indicate a specific exception (there are others, too) but in order to call to your attention the great Watts column that appeared last Sunday (13). As so often in the past, I agree with few if any of the evaluations of specific plays—but I can respect Mr. Watts' reasons for his likes and dislikes even while I don't share them. And that's something you can't do with various of the others.

The column in question dealt with the current flood of patriotic (and often out-and-out propagandist) propaganda upon the stage, and it was a grand piece of work. You'll get no synopsis of it here. Grab off a back copy of *The Herald-Tribune* and read it for yourself; it's worth reading.

NATIONAL

Beginning Wednesday Evening, Feb. 15, 1939

THE LITTLE FOXES

A play by Lillian Hellman, starring Tallulah Bankhead and featuring Patricia Collins and Frank Conroy. Staged by Herman Shumlin. Setting designed by Howard Bay, built by Vail Scenic Construction Co. and painted by R. Bergman Studios. Costumes designed by Aline Barnathan and executed by Helene Pons. Press agent, Richard Marney and John Latham Tooley. Stage manager, B. D. Kranz. Presented by Herman Shumlin.

Addie Abbie Mitchell
Cal John Marriott
Birdie Hubbard Patricia Collins
Oscar Hubbard Carl Benton Reid
Leo Hubbard Dan Curyea
Regina Giddens Tallulah Bankhead
William Marshall Lee Baker
Bernice Hubbard Charles Dingle
Alexandra Giddens Florence Williams
Horace Giddens Frank Conroy
The Scene of the Play is the Living Room of the Giddens House, a Small Town in the South.

ACT I—The Spring of 1900, Evening.
ACT II—A Week Later, Early Morning, ACT III—Two Weeks Later, Late Afternoon.

Lillian Hellman (who must be a bit annoyed by now when she is still referred to as simply the author of *The Children's Hour*) has written a new one which Herman Shumlin, her faithful producer, brought to the National Theater Wednesday night. It is called *The Little Foxes*, and it deals, in the mental-melodrama method of *The Children's Hour*, with broadly allegorical figures somewhat akin to the capital-and-labor puppets in Miss Hellman's intermediate *Dogs to Come*. She will still, I'm afraid, be referred to as the author of *The Children's Hour*.

For, deplorably, the result of Miss Hellman's mixture of her own moods

in *The Little Foxes* results in something not unlike what you'd get if you presented *Procrustes* in the stage terms of *Dracula*. Taking just title somewhat obscurely from a suggestion by Dorothy Parker and the *Song of Songs*, Miss Hellman evidently intends to show allegorically the rise of the unscrupulous business man (and woman) to a position of domination over all the earth, and the simultaneous rise of the conscientious forces of social reform, dedicated to eradicating the resultant evils. To that end she pitches her scene in the South at the turn of the century—a somewhat arbitrary choice, since unscrupulous business men began inflicting the earth when the first ape decided he was human and therefore socked the second ape over the head with a coconut and stole all his worldly goods. The business forces are the family of Hubbard, trading men who took over the old aristocracy at the end of the Civil War; the forces of reform are rather fittingly represented by the thin, piping walls of a young girl.

One of the Hubbards married a woman of the aristocracy and thereafter treated her so badly that she took to drink and memories. The other remained a bachelor and became the dictator of the town. And the Hubbard girl married a nice enough fellow who later became a banker and a sufferer from heart trouble. His illness gave him time enough to think—so he decided to fight the naughty Hubbards and to get his daughter out of the atmosphere of evil.

The Hubbards need his money to swing a big deal, and when he refuses to invest with them they appropriate some of his bonds. He discovers the theft but uses it merely to keep a hold over his wife and so win eventual freedom for his daughter. The wife, however, wanting to outwit her brothers and seeing no chance of doing so until her husband dies, allows him to go thru a seizure without the necessary medicine. So he dies. And the daughter tells money that she'll not live with her any more but will go out and fight against mommy and her kind. This would seem to be a big difficult kind of daughter has no viable means of support.

The two acts or so of psychological melodrama are effective enough in a routine sort of way, tho the characters and situations are often painfully ripe, and loose ends stick out over the place like the braids on the wig of a Tom trouper Topsy. But when, in the last act, all the characters suddenly turn into appropriately Malapropian allegories on the banks of the Nile, the entire mood is sharply split, and Miss Hellman's enunciation of generalities becomes both untheatrical and boring.

None the less, there is occasionally the semblance of a highly effective theatrical piece on the boards of the National—and that is due almost entirely not to Miss Hellman but to the tremendously effective work of Mr. Shumlin as director. Here once more he has a fitting vehicle for his heavy, quiet, amazingly powerful technique—and he makes the most of it. Sometimes he almost convinces you that you're watching an exciting play. It's a really great directorial achievement.

Tallulah Bankhead, starred as the evil Hubbard gal, giving an unexceptional performance, doing a nice enough job but never an outstanding one; she is infinitely overshadowed by Patricia Collins, who does beautifully with the sad and practically unplayable drink-sodden descendant of the aristocracy, and by Frank Conroy, who offers his usual incisive, effective and beautiful performance as the unfortunate husband. Charles Dingle and Carl Benton Reid are convincing enough as the Hubbard boys (Southern versions of the Mahoney boys they are, or very nearly). Florence Williams is at least sincere as the daughter, and Abbie Mitchell does excellent work as a Negro mammy.

HUDSON

Beginning Saturday Evening, February 11, 1939

BLACKBIRDS OF 1939

A revue with music by Rubie Bloom and lyrics by Johnny Mercer. Additional music and lyrics by Dorothy Sachs and Louie Haber. Vic Mizzy and Irving Taylor, and Abner Silver, Mitchell Parish and Sammy Fain. Conceived and staged by Lew Leslie. Directed by Eugene Van Coten. Settings designed by Mabel A. Buxl and executed by Buell Scenic Studios. Costumes designed by Frances Feist and executed by Veronica Stage Costumes. Choral arrangements by J. Rosamond Johnson. Orchestral arrangements by Ferris Grife and Ken Macomber. Press agent, Nell Dorfman. Associate press agent, Rowland Field. Stage manager.

Ernest D. Gilbert. Presented by Lew Leslie. PRINCIPALS: Beryl Clarke, AJ Blagden, Kate Hill, Dewey Markham, Hamtrey Harrington, Frank Riley, Jerry Laws, Tapp Miller, Norman McConny, Lena Horne, Bobby Evans, Laurene Harms, Joyce Basely, Norman and Bieke, Tim Moore, Joe Byrd, Rosetta Crawford, Lavinia Williams, Coleman Hill, Charles Welch, Louisa Howard, Rosalie King, Ralph Spence, Edith Ross, Mita Blake, Dr. Sausage and His Five Park Chops.

WHITEY'S LINDY HOPPERS: Norma Miller and George Greenidge, Mickey Jones and William Dwinnes, Gladys Crowder and Sherry Eddie, Joyce James and Joe Daniels, Ann Johnson and Billy Williams.

VAÑ CRONA'S NEGRO SWING BALLET: The Misses Hazel Spence, Wahnetta Talley, Violet Gray, Helke Stephens, Elizabeth Thompson, Beryl Clarke, Lavinia Williams, Marion Brown, Beryl Murray, Verona Blackburn, Dorothy Jones, Edith Ross, Edith Hunt, Mary Howard, Winward Taylor, Ronu Rona, The Messrs. AJ Blagden and Coleman Hill.

J. ROSAMOND JOHNSON'S CHOIR: Sopranos: The Misses Kate Hill, Marion Coleman, Zaida Dalton, Louisa Howard, Marguerite Robinson, Altos: The Misses Ruthena Mahon, Jennie Taylor, Rosetta Crawford, Rosalie King, Louisa Avery, Tenors: The Messrs. Walter Hilliard, Charles Welch, Gaylord Caldwell, James Logan, Richard Grant, Jerry Laws, Bartheles and Basses: The Messrs. Frank Riley, Gilbert Adams, Lari Laria, Horatio Edwards and Robert Clark.

BLACKBIRDS BEAUTIES: Catherine Stevenson, Mae Francis, Thelma Walton, Billie French, Rosetta Williams and Edna Blatten.

BLACKBIRDS DANCING CHORUS: The Misses Baby Simmons, Marion Egbert, Marie Robinson, Cleo Hayes, Evelyn Sheppard, Marilyn Cook, Madelyn Dorval, Lucia Moses, Lucille Gossney, Eva Bradley, Peggy Sheppard and Gladys Clayton.

After an incredible number of postponements that began in the dim days before Christmas, after wrangling and promoting and an infinite variety of associated activities, Lew Leslie finally brought his Blackbirds of 1939 to the Hudson Theater Saturday night. One wonders at the trouble. All Mr. Leslie had to do to present Blackbirds, it seems, was to expand an ordinary Negro night club floor show and move it into a theater.

The previous editions of the darkskin revue have been occasionally outstanding—but chiefly because of the presence of one or more outstanding performers. The present edition is true to the established pattern—but there are no personalities to bolster it. The result, despite the hysteria of the dancing and the constant cacophony of the music, is routine and disappointing.

As usual in septuagenaria, it's the dancing that stands out. Almost everyone in the cast manages to dance, and when a group of fantastically active Lindy Hoppers comes out for the first-act finale and the orchestra blares and everyone seems to go crazy it's pretty hard to avoid having a good time. At least, if you're not having a good time you're too dazed to know it. In addition, there's a Negro swing ballet directed by Eugene Van Orna (could it be the anti-Nazi influence that changed the "ron" to a "ran") which performs in that choreographer's always exciting style.

But even dancing—even Harlem dancing—even superlative Harlem dancing—can't carry an entire evening, and the other ingredients are disappointingly lightweight. The program, evidently out of kindness, doesn't carry the names of the perpetrators of the sketches, but Messrs. Hamtrey Harrington, Dewey Markham, Tim Moore and Joe Byrd work hard in the so-called comedy interludes and at least make them a bit more bearable than they'd otherwise be.

As for singing, which used to be a pretty good department in its previous editions (there was a gal named Ethel Waters, among others) it's practically meaningless from the solo angle. J. Rosamond Johnson's magnificent choir does, however, have a couple of spots—one of them is the Rhapsody in Blue—and should have more. Also enter on the credit side the top team of Norman and Blake and a strikingly handsome young lady named Lena Horne, who sings passably, who dances excellently and who looks as she might be star material some day.

This chorus is shapely, energetic and scantily costumed, and the music is at any rate loud. It's not much more, tho. If you like hot Harlem boogie you'll have a good time for a while; otherwise you'll just have a headache from the constant noise. It seems to me that the usually astute Mr. Leslie missed a trick of two by not making a few more postponements. Aside from breaking his own postponement record, that would have brought him nearer to the fair and to out-of-town visitors who have heard rumors of previous Blackbirds shows, having to depend on regular theatrical customers for two months before the

BROADWAY RUNS

Performances to February 18, inclusive.

Table with columns: Dramatics, Musical Comedy, and various show titles with their respective performance counts and dates.

fair seems like a pretty precarious undertaking, what with the material at hand.

American Academy Students Present "Square," "Dance"

NEW YORK, Feb. 18.—Last Friday the American Academy of Dramatic Arts presented John Calderston's Berkeley Square and the large cast turned in some really nice performances. Particularly good work was done by Robert Keyworth, as Peter Standish; Betty Morrissey, as Helen Pettigrew, and Eleanor Socor, as Kate Pettigrew. These three, on whose shoulders falls the heaviest work of the play, rose to their tasks with fine readings and admirable stage presence. Miss Morrissey drew a neat compliment for herself in the form of a lump in this reporter's throat with her reading of "Dear shadow"; Miss Socor's work was sincere and effective, and Mr. Keyworth showed himself an intelligent and capable young performer. Gilbert Grant, who redeemed himself in the part of Mr. Throastle, seems better suited to character parts than ordinary roles. Peter Knapp is handicapped by his accent but his lack of understanding of English inflection, but considering this he did not do too badly as Tom Pettigrew. Norma Alley rather overdid Lady Ann and failed to suggest the maturity of that arch schemer. Elizabeth Cox and Charles Telford were adequate as the Duchess of Devonshire and Major Clifton respectively, and William Moody did his usual nice work as Lord Stanley. The Duke of Cumberland was played by an imposing German accent in back of which was Douglas Alexander. Helena Fredericks was a cute maid. Ray Colcord, as the Ambassador, was not quite sure of ambassadorial dignity and so gave the impression of stiffness. Martha and Seeley made a lovely Marjorie Prant and Mary O'Rourke was an acceptable Mrs. Barwick.

We wish we might continue in the same laudatory vein concerning the presentation of Philip Barry's Spring Dance, which was given on Tuesday, February 14, but in all honesty we can't. We had always believed that the Lippincotts was an actor-proof part, but we found out that it wasn't. It all but threw George Chumpe, as Sam Thatcher, Jerry old Atwater did nothing to furnish any good reason why he should not forget about the show business and did plenty to prove that he should. Audrey Lyons did the only real work of the afternoon as Mady. Paul Bernard was acceptable as John Hatton. Josephina

McKinnon would do well to lose the rest of her Southern accent; it is a definite drawback. Almost everyone blew up in high or her lines at some point or other, and in all it was not a happy afternoon. The rest of the cast included Charlotte Winslow, as Mildred; Paul Talbot, as Doc Boyd; Don Keefer, as Buck Buchanan; Betty Blum, as Frances Penn; Virginia Mickerson, as Kate McKim; Peter Jaye, as Walter Beckett; Peggy deVos, as Sally Prescott; and Anne Sears, as Miss Ritchie. N. A. B.

Feagin School Students Present Barry Comedy

NEW YORK, Feb. 18.—Spring Dance, by Philip Barry, was presented at the Mercury Theater by senior students of the Feagin School of Dramatic Art Monday and Tuesday evenings. Alternating casts included Thelma Wood, Miles Winslow, William Hollenbeck, Mitchell Meyers, Peter Monks, Carolee Sheldon, Verbeth Stuart, Elizabeth Young, Marjorie Dickens, Donald Harman, Nancy Boyle, Andrew White, Erin-Jo Gwynne, Annette Carter, Patricia Harris, Rita Scandore and Jane Evans.

The members of the senior class managed to turn out two fair performances in the comedy, the plot of which centers around a couple of young college kids who are madly in love with each other. Marriage is thwarted by the fellow's desire for independence and his inclination to travel. However, thru the efforts and amusing pranks of her schoolmates the girl involved manages to get her man.

In Monday evening's performance Elizabeth Young and Andrew White did fairly well as the leads, along with William Hollenbeck as the Eppinecott. Carolee Sheldon particularly impressed with her naturalness and wit, Verbeth Stuart, Marjorie Dickens and Nancy Boyle also did okay in their respective roles.

In the Tuesday performance the leads were assumed by Rita Scandore, as the girl, and Mitchell Meyers, as the boy. Miss Scandore, apparently suffering from stage fright, didn't click too well. Jane Evans, a clever young miss, went over big and gave by far the best performance of the evening. Also deserving credit were Annette Carter, Donald Harman and Erin-Jo Gwynne.

Audience at both showings was generous with applause. E. G.

Lunt's Good 14G in K. C.

KANSAS CITY, Mo., Feb. 18.—Presenting Idiot's Delight, Grant and Fontaine and a cast of Theater Guild players rolled up a good gross of \$14,000 in three nights and one matinee in the Music Hall here, proving a most satisfactory booking for Jimmy Nixon, manager of the Hall.

The cast rehearsed upon arrival Sunday night, Kansas City being the first spot to see Idiot's Delight during current tour, on which a repertory of plays is being presented.

The company went from here to Wichita. It is scheduled to return with Amphitryon 39 on March 13.

Lavery Play on Fr. Damien Clicks in Pitt Am Try-Out

PITTSBURGH, Feb. 18.—Enmet Lavery's new play, a biographical drama about Father Damien entitled Kamiano, is for the most part a gripping revelation that when cut from its reviewed two and one-half hours' playing time should have commercial probabilities.

Woven around the saga of the priest who isolated himself on Molokai Island to care for a leper colony, contrasting tragedy against an almost unimpressive background of soft Hawaiian string music, Kamian, or One of Us, would be duck soup for someone like Paul Muni or Spencer Tracy.

Despite the lack of man-woman love interest, partially replaced with Damien's paternal attention to a foundling who grows up as the play grows long, Lavery's adaptation of a show previously written by Grace Murphy tells the eternal story of priestly sacrifice and the woe of

OUT-OF-TOWN OPENINGS

"Off to Buffalo" SHUBERT THEATER (New Haven, Conn.)

A comedy by Max Liebman and Allen Boretz, staged by Melville Burke, in settings by Donald Oenslager. Cast includes Joe Cook, Hume Cronyn, Elizabeth Love, Frank Comp, Matt Briggs, Richard Taber, Otto Ruliett, Nat Cantor, Fay Courtney, Henry Tobias, Harold Whalen, Peggy Chamberlain, John Engel, Marjell Brothers, James Kelsa, Dudley Clements and others.

An effort to immortalize vaudeville as it was in its heyday at the Palace is apparently behind this new comedy about a man from Flatbush who is appointed entertainment chairman for a lodge benefit. His experiences when a whole troupe of former luminaries takes up brief, unofficial residence at his home are laughable thruout, but the show falls short of the glorification it seeks.

For one thing, Mr. Cook is none too sure of himself in a legitimate role. Actors trying to be "themselves" in a play are seldom successful, for another. Still a third factor contributes to the weakness, that being a large amount of uninspired dialog.

Those who were Monday afternoon devotees of the Palace will get a kick out of the frequent references to the stars of that era, but otherwise no profit is offered in defense of an upturn for vaudeville. Julius B. Fuchs.

Musicians, Truckers Join IA in Cleveland Battle

CLEVELAND, Feb. 18.—The stagehands' union here, which is conducting the second picket line of its 47-year history, was this week assured the support of the musicians' union and the truckers' union in its struggle for recognition by the Play House. Both endorsements came unsolicited and both musicians and truckers raised the issue of the Metropolitan Opera, which is scheduled to give a week of opera at the Pacific Auditorium in April.

The Play House, which consists of two small theaters, is using unpaid "students" as stagehands.

The Met threat arises because Thomas J. Sidlo, of the Play House management, is general chairman of the Northern Ohio Opera Association, the group that presents the opera, and it is to his account that the labor leaders charge the dilatory "never say nay; never say yes" tactics of the Play House.

unbearable disease. It also manages to create good theater.

The piece was premiered by the Catholic Guild of Pittsburgh, with Duguesne U. drama professor Martin Fallon in the stellar role, surrounded by a cast of more than 30.

Here for the opening, Lavery said he has hopes for a professional bow of the show in Paris, where his first Legion is now playing. Morton Frank.

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Airplane Plugs Night Club

NEW ORLEANS, Feb. 23.—For first time Onea Parve, suburban night spot, resorts to air for publicity. Plane flies several times daily with open stream and long banner telling of "Two shows nightly—25 cents for everything."

Richman, Baker For Walton Roof

PHILADELPHIA, Feb. 18.—Harry Richman joins the parade of names at Jack Lynch's hitory, opening at the Walton Roof March 23. Richman's engagement marks the first anniversary of Lynch's spot. Belle Baker is in for two weeks, starting March 9. Milton Berle winds up two weeks February 23.

Chicago Hotels on AFA Unfair List

CHICAGO, Feb. 18.—The American Federation of Actors here placed the Sherman Hotel and the Ambassador East and West on its unfair list, the first of the hostilities that have failed to sign AFA agreements.

Guy Magley, union rep here, stated that all labor affiliates have been notified of this action and that picketing will begin soon.

Latest night spots to sign AFA agreements include Mugsy McGraw's and the Winona Gardens. Acts will attend a mass meeting here in a couple of weeks when Executive Secretary Ralph Whitehead is expected in for a brief stay.

Whiteman for Hot Springs

HOT SPRINGS, Ark., Feb. 18.—Paul Whiteman has been booked for two-day stand at the Belvedere Club, March 5 and 6. Arrangements completed this week by W. B. Jacobs, manager, and Artists Management, Inc., Whiteman office.

Salt Lake City Floor Show

SALT LAKE CITY, Feb. 18.—Newhouse Hotel has found a floor show Saturday brings added business to its week-end cabaret in the Mirror Room.

Name Bands For Ciney

CINCINNATI, Feb. 18.—Tentative band line-up for Beverly Hills Country Club, near here, set to reopen March 15, includes Clyde Lucas, Ted Lewis, Abe Lyman, Al Donahue and Happy Felton bands. Sheila Barrett will be in the first show. Booked by Ingalls-Davies Co., of New York.

Material

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22 Niteries Give Much Work to Acts And Bands in Miami

MIAMI, Fla., Feb. 23.—Altho the Miami night scene changes as rapidly as a tourist's complexion, the following summary is reasonably accurate to date:

Brook Club up in Surfside has caught the fancy of the rich and offers music by Ray Benson, elegant food by Joseph and a smart environment.

On a par is Patio Moresque, built on snob appeal and doing very okeh under the suave management of Bruno.

Out at Coral Gables is The Drum where Sheila Barret enters the home stretch of one of the season's most pop engagements: Ramon and Repta also started.

Another class joint is Palm Island, with Peggy Fears, Rays and Naldi, Gross and Dunn and Al Donahue's Orchestra holding court.

At the Royal Palm you get Harry Richman, Abe Lyman and a Margery Fielding production. Not to mention the Great Yaopli troupe.

Five o'clock continues as one of the Beach's leading institutions, with Carroll and Gorman, the bands of Irving White and Howard Lally and a Talking Teakettle act (Sonya Zaranoff).

A block west is La Oanga, a club that has been coming with a rush. Lolita Cordoba and Deal Arnat's Ork are the magnets.

The magic of the Dempsey name, together with entertainment by Joan Abbott, the Stroud Twins and music by Vaughn Monroe, is the attraction at the Dempsey-Vanderbilt.

Joe Lewis, the funniest man in town, is packing them in at the Continentale. Too much can't be said for Joe. Also appearing is Lillian Carmen, Baron and Blair, the Sinclair Sisters, Batkin's and Tomasio's bands.

Ripside is under the direction of Harvyn Leveson. Earl Leslie, Wanda Dawson and the Four Vocalists amuse plenty.

The Roney-Plaza's show is worthy of the hotel's distinctive name. Bob Hall, Barry Devine, Terry La Francioni and Donna and Medranna earn their dough here.

Hollywood's swishy Ha Ha club is still the joint to keep Aunt Emma out of, but it seems to draw everyone else.

Frances Paye continues to sa-zu-zu-zu at the Paddock. Also thrashing but gentler is Deonnie Parish. Leon Prima's Band blasts.

Mother Kelly features Owens and

Massages—on the Cuff

NEW YORK, Feb. 18.—Betsy Dean's Health Studios, a rendezvous for theatrical trade, is giving name performers massages cuffs twice a week. In return they stage impromptu shows for the non-pro clients.

Expo Helps Night Clubs in San Fran

SAN FRANCISCO, Feb. 18.—Many spots which have been hanging on until the World's Fair bit set in, saw light for the first time in months during fiesta week, prelude to the opening of the Golden Gate International Exposition.

Clubs were busy, being packed mostly with out-of-towners here for the expo. Rancho San Pablo again grabbed off the top attraction, opening with Benny Rubin, who follows successively Helen Morgan, Dixie Debar, Lillian Roth, Lina Baquette, Belle Baker and Lita Grey Chaplin. Music Box did tremendous biz with Sally Rand, Embassy Club, which reopened Tuesday, also reported good biz.

Prices soared for the week-end trade, one spot charging 50 cents for a 5-cent coke.

Altho hotels announced an established rate for fair guests, in some instances there there was a boost of 25 per cent in room costs.

New Tacoma Club

TACOMA, Wash., Feb. 18.—The 1306 Tavern has opened, with the Tavern Boys furnishing the show entertainment. These are Bill Sulzer, pianist; Herb Erickson, accordionist; Victor Dana, saxophone and clarinet player; Vernon Babb, guitar.

The spot is operated by James Santino and Inigo Lucchesi, with Deck White and Stan Johnson.

Parco and Bennet Green. Edith Roark chants.

El Chico has two crews, American and Cuban. Radio Herb Lewis handles the emcee make and is a terrific bet.

Gay Nineties has entertainment just like the name.

Jitterbugs have nightly sessions at Roadside Rest with Jacob Eby's Orchestra.

And some of the others are Esquire, with Torchy on the string bass; Jimmy's, with Elmer Novak's Band; Nut Club, a screwy joint in the northwest sector; Torch Club, for the slummers; Don Lanning's, with Roberta Sherwood, and the Stables, sort of a second Torch Club.

Observations From Chicago

By SAM HONIGBERG

WITH the scarcity of top night club acts here today, night spot operators should take advantage of some of the legit talent in Loop houses when it is available for nitery consumption.

Such doubling is successfully practiced in New York, and there is no reason why Chicago patrons would not want to see their theater favorites in the intimate environment of a smart supper room. A musical such as I Married an Angel, which opens at the Erlanger March 7, has several notables who can hold their own on a night club floor and would draw the better class of people.

VAUDEVILLE is taking a beating at the Chicago Theater, for most acts haven't got a chance in this huge house without spectacular production background. And now that the house line is out too, it is very easy and justifiable for the customer to damn flesh entertainment.

While such a reaction may be desired by the management, it must be chalked off as short-sightedness in the face of the declining reception for Hollywood's wares. The Chicago could well be turned into a Radio City Music Hall, and the city of 3,500,000 residents and thousands of visitors is well in a position to support such a venture. The house in its present shape is not equipped to offer spectacles of the Music Hall variety, but certainly has the room and need for a modern setting. With the exception of an occasional elaborate band-unit, the impoverished presentations are lost in this 4,000-seat temple.

EVER since house bands have been moved from the obscurity of the pit into the prominence of the stage to background the weekly handful of acts the indifference of musicians during performances has become an annoying distraction.

While we can well sympathize with their assignment of trying to appear interested in the same bill four times a day, still the customer doesn't care to have his receptive mood cooled by the bored dispositions of musicians. For the love of Old Man Vaude, gang, won't you put on a good act while you're at it?

THIS over-existing practice of agents underselling each other is still paid for by the acts. This has been getting increasingly dangerous here, and a territory which once prided itself for paying healthy salaries for talent is "going to the dogs," but fast. Some of the 40-percenters are educating talent buyers to bargain for unreasonably low figures and, due to conditions and keen competition, usually land shows at ridiculously low prices.

An agent the other day submitted six acts for a club date at 840 and lost the business because a competitor sold an equally lengthy bill for \$35. Next week, free interviews with each act!

Club Talent

New York City

DOROTHY JAMES, at Greenwich Village Casino, expects to be "there all summer."

MICHAEL, of Marilyn and Michael, will teach during the DTMK convention to be held this summer. He will be the only professional having this distinction during the meeting. . . . SIMPSON SISTERS, skaters at the St. Regis Hotel, are flattered over fact that King and Queen of England will stop off at Hanky, Can; and at the St. Regis. The girls, in their fifth month at the St. Regis, come from Bamf. . . . MIKE ZETZ, comedian, is headlining new show at the Swing Club. Cast includes May Joyce, Maybelle Russell, Helen Rogers and Reese Gray, Jean Darling and Gladys Qualley. Ray Mario and ork are the musicians.

Chicago:

FRANK FEARS, followed Libby Holman into the Colony Club Fridays (24), the latter leaving after a fortnight. . . . BAILEY SISTERS are leaving Orrin Tucker's Band March 4 and will be replaced by the Lorraine Sisters. . . . NAT CHERNEY, who returned from Florida, has changed his first name to Guy. . . . DEAN MURPHY goes into the new Palmer House show in April.

Here and There:

ARTHUR SHERRICK, after 28 weeks at Club Continental, Kansas City, Mo., is now featured at Chicago's suburban Club Caliente. . . . HOLLY AND LEE, after four years in Hollywood, are playing their fourth week at Club Casa Manana, San Francisco. . . . HANK LEWIS still emceeing at Maltcott's, Stockton, Calif. Bill includes the Barcelonians, Rose Marie, Virgil and Rita Seindahl. . . .

LORETTA AND BOYETTE are in their sixth week at the Deahler-Wallick Hotel, Columbus, O. . . . RAY WENCUL, emcee, is in the 10th week of his fifth engagement at the Faust Club, Peoria, Ill. . . .

OLIVE FATE, dancer, has returned to New York after a stay at the Rose Bowl, Chicago, to rehearse a specialty for a coming musical starring Willie and Eugene Howard.

MAE ASHFORD ending her first year as emcee and producer of Club Windermere Rarus, Jacksonville, Fla. Miss Ashford does vocals and comedy numbers. Bill includes Hanynn, novelty act; Bernitta, fan dancer; Barry Hoston, tenor, and Dewey Gene and his Swingsters. . . . ELIZABETH CHAMBERS, Herbert Johnson and La Margaret Jacke, Constance McElroy, Pat Long, Sarah Hollingshead and Virginia Michael, Betty Moxley, Jean Turley and the Astin Accordion Ensemble are at Bob Estes' Legion Chateau, Birmingham, Ala.

JOE MURPHY singing at the Hi Hat Club in Bayonne, N. J., over two years now. . . . VALDO AND YVELE held over for four more weeks at Hotel Rauri, Oshkosh, Wis. Jack Spangler emcee. . . . GASS FRANKLIN started four-week engagement at Roney Plaza, Miami Beach, Fla., beginning Saturday. . . . GARDEN AND MAULA, in fourth week at Floridian Hotel, Miami, will stay on in Florida until end of March. . . . KELSO AND LEE, the Sophisticrats and Nudja are current this week at the Blue Grass Inn, Newport, Ky., booked by Jack Middleton, Cincinnati. . . . FRANCES PARKS and her Debutantes of 1939 are being held indefinitely at Castle Farm, Lima, O. The Kelly Sisters have replaced Sally Walker, Ruth Bailey and Helen Reed in the line, Jimmy Fletcher the new emcee at the Farm.

ELEAN DIXON, formerly vocalist over Stations WBNS and WHEC, Columbus, O., is now working Eastern niteries with Jay Mason's Rhythmettes. . . . ANTHONY, ALYNN AND HODGE, dance trio, closed a two-week return engagement at the Jung Hotel, New Orleans, February 22. Virginia Doffe and Wilfred Dubois were also on the bill. . . . MARTIN AND MARVEL are back at Northwood Inn, Detroit, until March 7. Gus Howard, emcee, and June Carmen share the limelight with them. . . . JAY MASON'S RHYTHMETTES opened at Yorktown Hotel Club, York, Pa., February 20.

New Club in Madison

MADISON, Wis., Feb. 18.—The Flame, restaurant and cocktail lounge, has been opened by Julius Giller and Louis Wiginton, with Francis and Marjorie Slightam furnishing musical presentation.

Palm Island Club, Miami Beach, Fla.

The much-publicized Peggy Pearl is the newest addition here. Altho she did not wear her famed string of pearls on opening night, let it be known at once that the sophisticated lady meets a tough assignment following Hildogarde.

La Pearl has a small voice—so small, in fact, that you could hardly visualize her making small talk at a table without a microphone. However, her stuff is listenable, especially *Here Am I Doing It*. Also now there is a dance team which rates more than a casual give. Raye and Naldi belong to that upper bracket of dancers who perform the more arduous terpsichorean feats with superb grace and finesse. For their particular style of choreography, they are un-equaled. Miss Raye, most of the time, is up in the air. Their lifts are admirably executed, and what they have succeeded in doing is to bring adagio and ballroom work to the same artistic level as the ballet.

Headliner are Cross and Dunn and Al Donohue's Orchestra. Les Simmonds.

Blackhawk Cafe, Chicago

Nether a near-zero wave nor a flu epidemic have any effect on the droves of customers flocking to greet Bob Crosby and his Bobcats, once again "at home" after a swing of theaters and one-nighters. A more fitting atmosphere is not to be desired for this round, progressive swing organization, bombarding the air with musical medicine that heals your blues and paints out reality with rainbow colors.

This band has "arrived" and make no mistake about it. It is loaded with good rhythmical music and showmanship. Crosby himself is there to front it with an amiable personality and to conduct the proceedings simply and neighborly. Marion Mann, a careful of femininity, still holds down the warbling honors with an entirely pleasing voice and a fetching appearance. Topping the mighty rhythm section are Bob Zurke, a wizard at the piano, and Ray Baudus, drum monarch, who are highlights both at dance and show sessions. They combine with Bobby Haggart and his bass and Eddie Miller with his tenor sax for original novelties.

A lively newcomer with the band at show time is Dorothy Claire, a cute little blonde who shades a colorless voice with energetic versions of swingy ditties of the Old Man Mose variety. Dancing is offered by Terry and Walker, a mugging comedy pair who burlesque a waltz and close with a fast swingeroo, and Orrin and Betty Lou Wellington, a couple of litbugging kids who have no professional polish but don't do any damage in an early spot.

It remains for the old Crosby standbys, however, to lend the show needed oomph. Zurke opens the floor to finger thro on the ivory keyboard his own *Hokey Toak Train Blues* and echoes with a swell arrangement of *Tea for Two*. Miss Mann turns on her saucy personality and melting smile to pipe late hits which, at this hearing, included *Get Out of Town* and *Hold Tight*.

The All-American Four successfully competed with delicious dinners to arrest the attention with high-flavored renditions of original compositions, topped by Ray Baudus's drumming of his own *Smokey Mary*.

So in all it's a merry party at the Blackhawk, which rates all the business it attracts. Minimum of \$1.50 week nights and Sundays and \$2.50 Saturdays is very reasonable, considering the pop-priced food and liquor. Tea dances are added Saturday afternoons.

Don Pedro and his rumba band work Tuesdays when the Crosby clan rests. The nightly broadcasts over the Mutual network (WGN) are handled by St. Allen. Sam Ward handles the press work for Crosby. Sam Honigberg.

Pavillon Caprice, Netherland Plaza, Cincinnati

This ornate sanctum continues as the only downtown Cincinnati hotel night club opening on a full-time basis. The Pavillon Caprice is suffering from the same light-money scourge which has plagued other local night haunts in recent months, altho possibly not to the same degree as some of its contemporaries. Catering chiefly to trade in the upper brackets, it has thus far succeeded in garnering its share of the night club dollar at large in those parts:

Week-end business continues to maintain a satisfactory level; but it's on those week days that the hull comes.

While the spot has used an occasional full-size floor show in the past, the general procedure has been to use a name act, generally always a dance team, to augment the band's show offerings. In recent weeks the single act has been dropped, leaving the show stint entirely up to the orchestra crew. The Pavillon, however, continues its policy of giving its patrons the best in name bands.

Currently on deck is Frank Dalley and his Stop and Go Music, which also doubles on the dinner sessions in the hotel's swanky Restaurant Continental. Originally booked in here for a four-week stand, Dalley and his ork have been tendered a fortnight's extension until March 1st. Dalley crew has caught on well here both with its novel and distinctive "Stop and Go" dance music and with its entertainment attempts. Band totes a pair of best and capable warblers in Barbara Bush and Howard DuLany, and a better-than-average ork combo in curly Baron, drummer. In addition the band has a satisfactory male trio in DuLany, Gene Hammett and Eddie Dudley.

This hits-controlled filery still bears the reputation of the smartest spot in downtown Cincy, and the congeniality of the room's service staff does much in making one's evening here a pleasant visit. Service and cuisine are excellent, with the liquor prices scaled at a fair level for a club of this caliber. Bill Sachs.

Royal Palm Club, Miami

High spot of the night club season to date was the double opening here of Abe Lyman and Harry Richman.

Your reviewer scratched his head all night to try to find the right phrase to describe the Richman antics, and it wasn't until the next day that the riddle was solved by Peter Fell's column in *The Miami Daily News*: "Whereas the Richman of yesterday would carry his show at high voltage all the way thru, the bridgegroom of today has only his moments."

Still the master at many points of the production, he slackened noticeably at others. Perhaps this is due to the fact that he is presenting too much of the material that has been long familiar with stay-ups. Then, too, where the old Richman would rely merely on his potent personality to carry the day, this Richman is using an act. However, and be that as it may, Harry is still one of the best. He just isn't terrific any more.

Lyman's Ork is the best in town this season—and for the past six, for that matter. Holdovers are Frank Paris' marionettes and the 30-girl chorus. Les Simmonds.

885 Club, Chicago

Joe Miller's small and intimate room is caught in the current high-priced talent competition between the neighboring Hi Hat and Rose Bowl. Later has Ina Ray Hutton on the band stand, while the Hi Hat will bring in Lou Holtz and Jean Travers, among others, March 1. The Miller spot, consequently, has to depend on the regular diners who prefer the food here and on the following of Eddie Varcoe, who has had engagements at the Yar Restaurants and the Bismarck Hotel. Varcoe has an abbreviated six-piece outfit which is quite sufficient for this setting. Plays fine rumbas and tangos and swings out brightly but, capably at frequent intervals.

The entertainment set-up, however, can in no way compare with the strong bills in the competitive rooms and will not draw patrons buying name attractions. However, the levy is low enough to cater to those who enjoy conversation in intimate surroundings and small informal floor bills.

Varcoe has his brother, Danny, at the piano and retained Lucio Garcia, Latin tenor, to croon passionate Cuban, Mexican and Spanish love songs. Della Barry, now femme songstress here, works with the band and in the show. Her delivery isn't bad and her personality is quite attractive. Warbird Alexander's *Ragtime Band* and changed moods with *Get Out of Town*.

Garcia follows her with native tunes and Varcoe on his viola plays fine interpretations of a stormy spy melody, *Here We Go*, and the haunting Turkish

Street Song. Carlos and Mercedes, Spanish rumba team, close with steamed Latin struts, Carlos even balancing on his head a tray of water-filled glasses while cutting up.

Intermission piano and song work is furnished by Grace McCarthy, dramatic songstress, who has a long and varied repertoire. Johnny Howard, mimic and singer, appeared during one of the dance sessions but was not in the show caught. Sam Honigberg.

Famous Door, New York

Latest to join the string of sure-fire personalities that have made the Door one of 52d street's most popular and populated spots is Nan Wynn, radio and recording songstress.

Miss Wynn has about everything she needs—looks, voice, personality, smart arrangements and the ability to sell them—and more than deserves the solid click they're registering here. Outstanding in a well-filled repertoire is her version of the oldtimer, *Jolie*.

Charlie Barnet remains on the band stand delivering a brand of swing that is pretty near perfection. It's worth a trip to the place just to hear Barnet and his boys do *Duke Ellington's That Gal From Joe's*—and that's only one item in an all-round top performance.

John Kirby and his five swingers bowed out as relief band last week to move next door into the Onyx Club. Famous Door has a "band-of-the-week" policy Monday nights when Barnet is off the stand in adherence to the six-day union ruling.

Walter Powell, erstwhile member of Milt Britton's Band, debuted his new outfit here a couple of Mondays ago, with Lee Brown's Ork filling in last week. Daniel Bachman.

Nebiolo's Cafe, Detroit

This west side spot specializes in Italian foods, and appears to draw a free-spending patronage under management of Harry Allegretti, making up for its smaller total number of patrons, compared with pop-priced spots. One-dollar minimum keeps the admission high for Detroit.

Leonard Scoll's Orchestra, especially strong in the woodwind and violin departments, has a good melodic style that enables it to meet the demands of a rather exorbitantly heavy bill. The orchestra's individual contribution was *My Heart at Thy Sweet Voice*, from Samson and Delilah, which went over exceptionally well for a night club. Earl Harger, who formerly led his own band, has the first violin and does the arranging.

Le Brun and Campbell, ballroom dance team, contribute three numbers, including a tangosque bolero with a unique melody background of *Still of the Night*, making this the most distinctive interpretation of Ravel's number this reviewer has seen. The dancers have a fine technique on their whirling steps, and he has a masterful way of handling his partner.

Carl Thorsen does some first-class juggling with various sized balls, plates, dumbbells and a sword, keeps several varying objects in the air at once and does some rare and skillful head and shoulder bouncing with a 50-pound ball. With his clever patter, the act is tops for a floor show.

Don Carini, tenor, gives *Come Back to Sorrento* and *Al, So Pure*, from *Martha*, in Italian, and *My Reverie* in English. His voice is strong and clear, but controlled to the size of his audience, and

he has a powerful operatic style that goes over well with a patronage that really likes semi-classic music.

All acts are booked by Betty Bryden Office, Detroit. H. F. Jones.

Hawaiian Room, Hotel Lexington, New York

The reason for this room's tremendous popularity at dinner and supper—putting up the ropes a couple of times a night is not an uncommon procedure—is easily discernible. Different, worthwhile music and entertainment presented in a quiet, relaxed atmosphere, coupled with good food and reasonable prices, are responsible.

Spot's greatest asset is the total absence of the crowded blattacy indulged in by so many other restaurants and clubs. Decor, of course, is Hawaiian thruout, and dining or dancing can be managed in cool comfort. Ray Kinney's 10-piece band complements the room's physical appointments with a superior brand of Hawaiian rhythms, and the floor show, the brief, lends admirable support to the whole restful scheme of things.

Advertisement runs only about 17 minutes and is limited to the Aloha Maids—Maipuna, Pualani and Napua—in several ancient and modern Hawaiian dances. Grass-skirted girls are attractive and bring authenticity and grace to their work. Napua, in a pantomimic dance to *The Cockeyed Mayor of Kau-Na-Ka-Kai*, displays a high comedy sense that contrasts nicely with the more serious interpretative dances of her companions.

Spot has a 75-cent cover after 10 p.m., which is doubled on Saturday and holiday even. Show is offered twice nightly at 8 and 12. Daniel Bachman.

Riptide, Miami Beach, Fla.

One of the liveliest spots along "Swing Street" is the Riptide, an all-night overcast by the popular Harris Laveson.

Laveson's creed is that the customer is always right, not ripe (for plucking), hence no triot charges as admission prices, covers, etc.

Moving entertainment comes from Earl Leslie's Ork, only a four-piece but plenty potent. Leslie's pianings rate highly among locals.

Wanda Dawson vocalizes and solo. Les Simmonds.

Mary Murray Room, White Hotel, New York

Mary Murray Room, cocktail lounge, offered a rather tasteful bill last week with Nancy Noland, staging comedienne; Lou Cobey, pianist; Nayara, Russian singer, and Robert Derringer, tenor. Bill in general is distinctly on the salon side in keeping with the character of the room. Spot just inaugurated dancing, and while space is limited, music of Lou Lang's trio brought the couples to the floor.

Miss Noland, a capable, singing comedienne, accompanied herself on the piano for part of her turn. Did such items as *Totaled Man*, *Sweet Alice Ben Bolt* and a smart piece of nonsense yepket *Hernia Entolists*. With Cobey at piano, she gave an impression of Sheila Barrett and a Garbo take-off. Miss Noland's manner is informal, and her different comedy tunes and characterizations are aided by a mobility of manner and gesture. Drew plenty of laughs and is well suited for club and hotel work.

Derringer and Nayara did straight singing. Derringer confined himself to such tunes as *Vienna Woods*—which he did in German—and romantic ballads.

FIFTY MILLION AMERICANS CAN'T BE WRONG!!!

BOB HOWARD

THE FAMOUS GLIDER MAN

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THE WORLD'S NO. 1 NITE CLUB

BILLY ROSE'S CASA MANANA

AND STILL FOLLOWING BING CROSBY EVERY THURSDAY NITE, 11-11:15 WEAF. EXCLUSIVE MANAGEMENT EDWARD RILEY, 1560 BROADWAY, NEW YORK CITY.

Possesses a clear, true tenor. Mayan sang in French, Russian and English, displaying a voice of dramatic intensity. Cobey, in addition to accompanying the acts, does a bit of solo work. Style is masculine, with facile execution. A solid pianist.

Lang includes Frank La Salle, violin; Frank McFarland, accordion, and Tommy Dolley, guitar. They can dish it hot or sweet, and Dooley occasionally leads the boys in vocals.

Kenna Collier, manager of the room, introduces the acts. She's toying with the idea of inaugurating amateur nights. Entertainment set-up as is, however, is well arranged. Another artist, Mimi Francis, was slated for a Thursday appearance.

Published by George McMurray, Paul Adelman.

Casa Mariana, New York

Billy Rose's 11th and last edition of his vaudeville series opened a four-week run Sunday night and shapes up as one of the liveliest, most amusing entertainments presented here.

Willie and Eugene Howard, back from Australia, headline and amuse the customers with their parodies, comedy bits and impersonations. Their classic soap box and grand opera numbers won the usual howls, and the brothers Howard again demonstrated they are a great comedy team. They are on three times and do much to enliven the show.

The bill opens with the Jurelys, man and woman, doing unusual balancing, juggling and acrobatic stunts. Originally seen in this house in one of the French Casino shows, they are easily one of the most novel acts in show business today. Gil Lamb follows and has to work hard to warm them up so early in the bill. But his eccentric comic-strip get results and he rushes ahead to the inevitable show-stopper. Tommy Sanford solos across his harmonica playing and does a couple of bits with Lamb.

Harriet Willard, very attractive in a tulle taffeta gown, sings a few light ditties alone and also with husband Ordo Nelson. She could use a real sock number but manages to get over nicely anyway. Nelson emceeds the show straight and then leads his 12-man dance band for the dancing after the show. The Six Debonairs, tall and handsome youths, opened with a weak song about the WPA but really went over when they did their Dance of Tomorrow, an original, refreshing dance creation

executed excellently, by the boys. A show-stopper.

Gene Austin, who hasn't been around town for some time, pleased easily with his high tenor singing of clever arrangements of pop songs and got nice comedy relief from Candy (string bass) and Coco (guitarist). Not a sock act, but thoroughly entertaining.

Cloria Gilbert surprised as usual with her remarkable toe spinning and other toe-dancing stunts on her muscular pins. A sock specialty act any time. The Andrews Sisters, in their first Broadway night club appearance, called thru Begin the Beguine, Umbrella Man, Hold Tight and as a second encore set M.O. Their lively attention-compelling delivery of swing arrangements of these tunes socked them over solidly.

Following the Andrews Sisters' sock Mario and Floria smacked over their versions of a Viennese waltz, a tango and a musical comedy number and encoered with a sweet interpretation of the old Turkey Trot. Their liquid grace contrasts with their spectacular lifts, spins and throws and makes them a stand-out team. Their show-stopper was followed by the Howards doing their vastly funny grand opera number, with the entire cast coming out for the finale.

Jay Freeman's 12-piece band plays the show carefully and also handles some of the dance music assignment.

Bob Howard, colored trick pianist, entertains in the cocktail lounge.

Booker Charlie Freeman should be able to relax a bit now that the next show will be a musical. He and Rose did a masterful job digging up sock talent all summer and fall.

Paul Dent.

Five O'Clock, Miami Beach, Florida

Still the center of tourist trade in Sectional Sam Barken's Five O'Clock spot.

Headliner is Carroll and Gorman with a not unusual act—singing and piano. Irish tenors both, and with that Killarney personality (via Staten Island), duo in an excellent draw and a natural. Their newest tune, fathered by Al Sherman, is Meyer Is a Princess Super Now. Meyer becomes regenerated and the lines hold only one meaning. Audience hangs on every bar. Sherman, incidentally, was brushed off by Gross and Dunn, who didn't like his parody on Have You Forgotten So Soon? He peddled it to G. and G., which is one reason they're holdovers. Music is by local bands, Howard Lally,

who plays the late watch, and Irving White, cocktail time rhythmizer. Lally's stuff is delectable and listenable and, what's more important, diners don't have to shirk at each other. Billy Hunter specializes. White has only five men, but they can be okeh solos. As a crowd-pleaser he is peerless.

The mystifying Sonya Zaranoff sits in the rear with her Talking Tea Kettle. If you can picture a battered pot talking to you from the spot, do so. No ventriloquism, no connecting wires. The unique act's next jump, come spring, is the Stork Club.

Two non-flesh features are "drinks on the house at 5" and ocellids at 9. Lee Simmons.

Nut Club, Miami, Fla.

A town without a Nut Club is almost unthinkable. (Miami until this season was almost unthinkable, too.)

Spot was erected on the site of the old Embassy Club, at one time the name of names down here. "Kernel" Lew Meccar, of Pittsburgh, fronts, has a place and indulges in the general libitizing.

Cast includes Tubby Rives, a 240-pounder who does risqué stunts; Nick Sett, who admits he comes from Brooklyn, a tip-off on Nick; Harry Harris, with more risqué stuff; Maxine Simon, with non-dirty comedy songs, and pianist Art Shamburg. Entertainment is continuous.

Nut Club has been catching on slowly but figures to do better.

Lee Simmons.

N. Y. Stork Club's Out-of-Town Stunts

NEW YORK, Feb. 20.—The Stork Club here spreads its campaign to make out-of-towners conscious of its existence when it stages a Stork Club Night at the Warwick Hotel, Philadelphia, Saturday. This is an annual shindig, and the hotel room will be remodeled into a replica of the local Stork Club.

Leonard MacBain, Stork Club press agent, is handling the stunts, which will be repeated in key cities where there is a society set.

Merry Macs Incorporated

ALBANY, N. Y., Feb. 18.—The Merry Macs, Inc. of Manhattan, has been incorporated. The project proposes to book engagements for actors, singers and dancers. It has a capital of 200 shares of stock, three shares having been subscribed. The promoters are Leon Finkelstein; Mae Halperin and Florence Weiss, 551 Fifth avenue, New York City.

New Phila. Swing Spot

PHILADELPHIA, Feb. 18.—Nat Segall, former operator of the Jam Session, and Harry Roberts, of the KYW house band, have opened a new night club in downtown Philadelphia. The spot is called "The Down Beat" and will feature impromptu jamborees of swing cats.

Gordon Wins Injunction

HOLLYWOOD, Feb. 18.—Preliminary injunction was granted by Superior Court Judge Emmett J. Wilson in favor of Donna Grace Gordon, op of the Cafe Lamaze on the Sunset Strip, against Marcel Lamaze, Inc.; Marcel Lamaze, Ernest Knew; Herbert T. Silberberg and their agents, restraining them from using New Cafe Lamaze in advertising their night spot a few blocks from the other cafe bearing the same name.

Restraining order is temporary, but will remain in effect until the case is called for trial.

Phila Nitery Burned

PHILADELPHIA, Feb. 18.—The swanky Yorktown Tavern, Main Line nitery, was damaged by a fire Wednesday.

The blaze started under the roof of the club shortly after the last customer left. Damage estimated at \$5,000. The club will be closed for several weeks pending rebuilding.

Dixie Dunbar in Unit

CHICAGO, Feb. 18.—Dixie Dunbar, the moving starlet, will be featured in Harry Rogers' new unit which goes into rehearsal here this week. She will do her act with Jimmy Byrne, which is now playing the local Oriental Theater, and the line-up will include Bill Hogan's Hollywood Call, Scuzzies.

Baltimore Clubs Retrench

BALTIMORE, Feb. 18.—While the majority of local night clubs have shaved minimum charges, a few others are retreating their minimum fees. Dropping minimum of \$1 week nights and \$1.50 week-ends are the Subway and Penthouse.

Along with the possible drop of 25¢ per check, most clubs have curtailed their floor shows.

On the other hand, Sam Lampe, 22nd man at the Two O'Clock Club, avers that he will stick to the minimum policy. Current show at the Two O'Clock includes Ethelind Terry, Ross Irwin, Noel Sherman line of girls and others.

San Fran Liquor Bill

SAN FRANCISCO, Feb. 18.—A newly formed Alcoholic Beverages Advisory Council has been set up to discuss the proposed 4 a.m. closing law. Sale of liquor is now prohibited after 2 a.m.

An active campaign to put thru legislation for the 4 a.m. closing law was begun several weeks ago by Assemblyman Ray Williamson, who proposes that the law be only an emergency one for the duration of the world's fair.

Quiz Contests Click

NEW YORK, Feb. 18.—Quiz bug has hit local theaters, with RKO Alden in Jamaica now running true-false contests.

Local organizations are furnishing teams. Last week team from Elmhurst Farms Co. matched wits with nurses from local hospital. Barney Petzgold conducts.

Local theater quiz idea originated at Alden under Manager John Helms.

Birmingham Clubs Reopen

BIRMINGHAM, Ala., Feb. 18.—Forest Inn night club and Century dinner club, near here, have reopened. Forest has a 55-cent per couple cover, with dining and dancing nightly. Century, with 50 cent cover, uses small oaks over the week-end.

Both spots were closed past-season on account of gambling.

Detroit Clubs in Slump

DETROIT, Feb. 18.—The usual pre-Lenten slump in local night spots has hit unusually hard this year.

Two of the city's leading night clubs closed this week: the Club Ten Forty and the dining room at Webster Hall.

Young Promoted by Schine

AUBURN, N. Y., Feb. 18.—Clinton S. Young has been made district manager of the Central and Western New York unit of the Schine chain. His headquarters will be in Geneva.

New Club in Seattle

SEATTLE, Feb. 18.—A new recreational rendezvous has recently been opened, the Playfair, in the basement of the St. Regis Hotel.

DOROTHY LEWIS Outstanding Dancer on Ice STARRING 20th WEEK Iridium Room ST. REGIS HOTEL, N. Y. Dir. Music Corp. of America

RUSSELL TRENT Now at LEON & EDDIE'S, NEW YORK CITY AS MASTER OF CEREMONIES AND IN COMEDY SCENES

GRACE DRYSDALE Presents "DANCING HANDS" JUST CLOSED 6 WEEKS NOW PLAYING WALDORF-ASTORIA HOTEL CHICAGO THEATER NEW YORK CHICAGO Direction: MUSIC CORPORATION OF AMERICA

50th ANNIVERSARY Standard ACTS! UNITS! SHOWS! BOOKED 1-2-3-4 DAYS OR A WEEK! What Plans! Ask About Our Complete STAGE UNIT PLAN. THE GUS SUN BOOKING AGENCY Sun's Regent Theatre Bldg., SPRINGFIELD, O. SUN BOOKS Everything UNDER THE SUN!

COMAN COURT FOR SALE The most popular and the best equipped Night Club in the Northwest. This spot is known from Coast to Coast. Located between Main and Broadway Sts., 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 beautiful group in connection that can also be bought. It is priced to sell and can be bought on terms with a substantial down payment. L. R. COMAN, Blinnham, N. C.

Money Talks

CHICAGO, Feb. 18.—They were going to change the name of the Rose Bowl to The Versailles this week when the arrival of Ina Gray Hutton's Band inaugurated a new policy until an estimate was taken on a new neon sign to replace the present tag. So the spot's name is still the Rose Bowl.

Talent Agencies

GUY MARTIN, formerly with the Kurt Robitschek office, New York, is now in the concessioner business. He and Paul Whittier and Edward Kelmans will be exclusive distributors of programs at Merrie Old English Village, the Cuban Village and the Little Old New York shows at the New York World's Fair and also the refreshment concession at the Merry Old England. SYLVIA LIST is now with Marty White Way Booking office, New York, which is now handling Donald Del Monte. Del Monte's manager is Julius Stern.

LEE DELMAN, formerly with Eddie Eligh, of Chicago, is now managing the club department of the Del Delbridge and Ray Correll office, Detroit.

FRANK P. TRACY, in association with Ernie Rayburn and Bob Brown, has opened an office in Kansas City, Mo., known as Frank Tracy, Inc.

JAMES P. VICTOR, New York, has booked Polly Jenkins and her Piowboys, opening March 6 at the Village Barn.

SID WHITE, managing director of the Southern Theatrical Agency, Miami Beach, Fla., has been stricken with a heart condition, and, while his condition is not serious, he has been advised by his doctor to take things easy.

BOBBY SELBERG, Portland, Me., claims to be the only artist rep in the State. His unit, *Beautified Scandals*, just completed four weeks at Rex Grill and Club Candee, Syracuse, N. Y. *Variety Scandals* and *Barnyard Profits*, also Selberg's, are working New England. LOG IRWIN is now handling Charles Duncan, film actor.

WILL WEBER office, New York, booking a flock of acts into Maxim's, New York; Twoto Check Club, Baltimore; Little Rathskeller, Philadelphia; and Colonial, Singac, N. J. ROCKWELL O'KEEFE'S General Amusement Corp., Dallas, has appointed Hyman Charminsky to handle its new club and convention department. JACK BLUE Circuit, Denver, is now exclusive booker for Lobby Cafe, Juarez.

Fay, Robitschek To Come Under New AFA Bonding Plan

NEW YORK, Feb. 18.—The first vaude producers to come in under the American Federation of Actors' campaign to bond straight vaude shows are expected to be Kurt Robitschek, who is expected to put up a bond covering the first week's salary for the cast of his new vaude venture in Baltimore, Monday (21), and Frank Fay, who is now negotiating with a bonding company to guarantee salaries for one week for his straight vaude bill. Robitschek opens his straight vaude show at the Maryland Theater, Baltimore, February 20, and if it goes over he will take the company out as a traveling unit. Frank Fay takes over the 44th Street Theater March 1. The terms of Robitschek's bond also include traveling expenses both ways for show performers. Joe Zelli, who took over the old Club Yumuri and converted it into the Arabian Nights, was exempted from posting a bond with the AFA because he took over the old disabilities and paid off the performers of the Yumuri.

After 50 Years—This

CHICAGO, Feb. 18.—Pat Rooney, now at Coliseum's, says that after 50 years in the business he is kept busy explaining that he is not the father of Mickey Rooney.

Giving Credit to Smaller Acts in Miami Night Clubs

MIAMI, Fla., Feb. 18.—Snapping the space in the dailies here are names like Vallee, Lyman, Barrett, Joe F. Lewis, Harry Richman, Barbara Bannister and Gross and Dunn—but how about the little guy who rates an eight-sized line in the billing but who works probably twice as hard as the big shot. Let's look at some of them and see what they're doing: At Vicks bar are a couple of boys called Tommie Griffin and Howard Young. Grif punches a barrel-house piano and Howard sings. At present they're plugging a song written by a bubby at Roadside Rest; Al Spizker, called *Pack Up Your Dreams*. At Equiro is an emcee, Paul Mall. Paul's been up on top, fell off the heap and is now successfully winning his way back. Not so long ago he shared the spot with Anne Seymour, of *Life Begins at 4:40* fame.

Sheila Barrett is at The Drum and so is Betty Leo Taylor—but who knows that? Miss Taylor is only a so-so organist, but so a talent spotter she's terrific. More than one local kid around Miami has gotten a radio start thru her. At the same spot is Tony Lopez's Band. Tony is a very local maestro but is doing a very okeh job.

Herb Lewis is practically an unknown name, but he sure draws 'em to El Chico, a beach spot which can trace most of its February success to the pianoing and singing host.

And countless of others as Gene de Paul, Pete Clifford's young pianist at the Paddock; Kay Whitney and George Paderewski, a pair of likable grodlers at Palm Island; Austin Mack, Joe Lewis' accompanist, who probably has the toughest assignment in the world following Joe's unpredictable routines; the Sinclair Sisters, who open the show at Continental; the Four Vocalists and Earl Leslie at Ripider; Juanita Miller, stunning table congress at the Biltmore; Bill Rogers, pianist at the Roney, who has a million friends; Patty O'Dwyer, Don Lanning's latest protegee; Teddy and Joe at the Royal Palm; Marty Barr, and Marty Green at the Five o'Clock, and Al Thaw at Roadside Rest. Lee Simmonds.

Loew Resumes in Akron

AKRON, Feb. 18.—Booking the Folies Bergere, Loew's here switches to vaude for the first time in almost two years. Switch to stage units is believed to have resulted from success of stage presentations at the Palace, competition house, which has been playing units for several weeks. Not known whether other stage attractions will follow the Folies unit, which opens at Golden Gate Expo March 10.

NTC To Pay \$1,400

NEW YORK, Feb. 18.—Management of Nita T. Granlund's Midnight Sun has agreed with musicians' Local 802 to pay \$1,400 to settle the Jack Marvin case. Case involved underselling, Marvin having been expelled from union recently.

F&M Books in Islands

HOLLYWOOD, Feb. 18.—Fanchon & Marco will ship another vaude unit to Honolulu, booked to play the Adolph Ramish chain there and in other island cities. Band will be fronted by Irube Wolf. Line girls and five acts will complete the show. Thirty-four will make the trip, with eight weeks guaranteed.

New Detroit Vaude House?

DETROIT, Feb. 18.—The possibility of a second downtown vaude theater is reported from very reliable sources, with the Wilson named as the spot. This house is Detroit's newest legit theater and has never housed anything outside of legit and occasional road show pictures. Negotiations for a band to go into the house were being conducted this week. The policy and the backers remain unknown.

LUCILLE JOHNSON, singer, replaced the Merry Maes at the Belmont Midway's Glass Ball, New York, owing to a severe burn sustained by Helen Carroll, member of the Maes.

Stage Name

CHICAGO, Feb. 18.—Anne Howard, mistress of ceremony at the Kitty Davis Cocktail Lounge, doesn't think her name is good enough for professional purposes. So she retagged herself Stinky McGullicuddy.

Horseshoe Grosses \$239,000 in 2 Mos.

NEW YORK, Feb. 18.—Diamond Horseshoe, Billy Rose's new Times Square night club Gargantua in competition with his own Casa Minnema, passed its second month Saturday with a reported total gross of \$239,000, which is a new high for Broadway night clubs this season.

Joe Zelli's Arabian Nights, which was scheduled to open last week on the site of the old Club Yumuri, is still dark.

Another night club owner to branch out into extra activities is Jimmy Kelly, Greenwich Village night club proprietor, who has thrown his hat into the political ring with the announcement that he was going to seek leadership of his election district in a race against Albert Marinelli, Tammany leader.

Local press reported this week that Edward P. Mulrooney, State Commissioner of Correction, would resign his post to become the arbiter for the hotel industry in New York. This job was created by the union contract signed between the Hotel Association and the New York City hotel trades union council. The new post will pay \$25,000 annually.

From the Tin Cans To Good Cafe Jobs

CHICAGO, Feb. 18.—Bookers here are gradually changing their attitudes toward acts that because of poor conditions are forced to sandwich in engagements in "upholstered sewers" between breaks in the better class niteries and hotel rooms. Used to be that once an act was discovered working in a poor spot a good office would not consider it for anything decent, lest it endanger its standing with accounts. Now, however, if the performer in question has the talent and fills the place for which he is wanted his past in most cases is forgotten.

Of late, due to a scarcity of jobs, many good acts have turned to the smaller cafes, changed their names temporarily and have been working for whatever money they could get. And these last couple of weeks have seen a number of performers secure good jobs after making the tin-can circuit.

Such rooms as the Palmer House, Blackhawk Cafe, Drake Hotel, Hi-Hat Club and a number of prominent bands have recently picked up talent that Old Man Depression soaked onto the other side of the tracks.

AFA-Agent Rift Looming in Chi

CHICAGO, Feb. 18.—A rift between the Chicago agents and the American Federation of Actors is looming "due to certain organization methods employed by the AFA in getting local night clubs to sign." Guy Magley, of the AFA, states that agents fail to co-operate with the union and to sell talent to closed spot spots at salaries below the contracted scale. He explained that the AFA has been very patient with the boys and has been striving to the utmost to co-operate with them but that little co-operation has been forthcoming from the other end save some spirited response from organized club date bookers.

According to a couple of bookers who prefer to remain anonymous, the AFA is employing at least one organizer who doesn't enjoy a very healthy reputation here and they feel that his presence will not prove popular with either the acts or night club operators. Magley, on the other hand, explains that verbal force must be used with certain operators who time and again failed to sign, and suitable organizers consequently must attack the job.

While over 20 spots here have signed AFA agreements, few of them, it is believed, follow the union regulations 100 per cent.

Vaude Switch in Philly Forced by Poor Evening Biz

PHILADELPHIA, Feb. 18.—Shifting of vaude from the Earle Theater to the Fox is being made because of stronger pictures scheduled for the Fox, which are expected to attract business for evening shows, especially bad at the Earle recently.

B. G. at afternoon shows, especially when name-band attractions were featured, has been good at the 25-cent admission. But at night shows—at 57 and 65 cents—bare seats were the rule. Another factor is the location of the Earle.

In addition to the shift of flesh to the Fox, admission at the house will be reduced to a 57-cent top.

Warner cites last week's stay of Benny Goodman as an example of the problem at the Earle. Goodman's draw was almost entirely limited to afternoon kid trade. Consequently his draw was more than \$10,000 less than last year. Reason given is that film was of Class C variety.

The Earle will become a second-run film house but will continue holding its orchestra, due to the year's contract with the musicians' union, which has more than 10 months to run.

Fan Dancers Crowd Boston Night Clubs

BOSTON, Feb. 18.—Fan dancing has come to the Hub in a sudden wave and at least half of the night spots are featuring the Faith Bacon as appearing at the Graystone House and using large ads to proclaim herself "The Original Fan Dancer" and "The World's Most Beautiful Girl." Heading her own revue and featuring her Dance of the Orchid, Roseann, fan dancer, is headlining at the Old-Fashioned Cafe.

Rosen Cagli, opens her fourth week at the Latin Quarter, the former Torino Club. Two years ago she lost a leg in an auto smash-up and now, in spite of the handicap, she has returned as a singer, but avers she will eventually return to her dancing.

Dorothy Stone and Charle Collins are breaking records at the Club Mayfair. The Coconut Grove continues to feature Jacques Renard's Orchestra and a girly floor show. The Club Vanity Pair has dropped floor show.

Vicksburg Club Activity

VICKSBURG, Miss., Feb. 18.—Rainbow Club on Highway 29 near here, which burned to the ground February 4, is being rebuilt by Harry Boatwell and will be ready for operation by Easter. The Blue Room Club, over the Venice Cafe here, opened February 11 with Bob Alvrado's Band. Later until recently was plants-arranger with Herb Holmes.

Yolen Becomes No. 1 Per, According to Will Yolen

By WILL YOLEN

NEW YORK, Feb. 18.—Jade Hyatt Yolen, considered by stars of the stage, screen and radio to be a noteworthy rival in all talents, was born to Mrs. and Mr. Will H. Yolen, of London Terrace, 445 West 23d street, New York City.

The child, born at 11:30 a.m., Saturday, February 11, weighed in at seven pounds nine ounces. Hospital authorities claimed it the world's outstanding baby. Plans to exhibit it at the World's Fair as an inspiration to other fathers and mothers were vetoed by the father, who stated it was a waste of time for other fathers and mothers to aim so high. "The mold," he said, "was broken."

Mrs. Yolen, the former Isabelle Berlin, of Hampton, Va., is resting very comfortably. The father also is resting in courtyard at Duffy's Bar and Grill, where he is giving advice to prospective parents.

An unusual celestial phenomenon was observed on the night of the child's birth. The stars gathered in clusters above the hospital and spelled out, "Welcome, Jane."

MCA's Million And a Half in Theater Dates

NEW YORK, Feb. 20. — Despite the wailing about the "passing-out of vaudeville," Music Corp. of America cleaned up this past year with vaude bookings.

The local MCA theater department alone set bookings totaling \$1,500,000 during 1938 in theaters. Figuring a conservative 10 per cent, this means an income of \$150,000 in commissions. Phil Bloom and Johnny Dugan handle this department for MCA.

MCA has been cashing in handily on the corner of the nation's biggest band attractions and has also been pushing aggressively its increasing list of acts. MCA's policy has been to build up its act department so that it will cushion somewhat the expected decline in name-band salaries in a few years. Another angle is that the William Morris office looms as a threat if it works up a good band department and MCA finds it advisable to continue to get away from being exclusively a band agency and to continue building up strong acts and personalities.

MCA's local theater department has been doing so well that it sold bands and acts for a total of \$200,000 in salaries a single week this month.

Shaw, Goodman Panic Newark's Vaude Jitterbugs

NEWARK, N. J., Feb. 19.—First round of the greatest battle of swing, which started yesterday, turned out to be a draw. Benny Goodman at the Shubert and Artie Shaw at the Paramount seem to be neck and neck, and it will only be the home-stretch jump that will tell the story.

Goodman's handicap of only having shorts to fill between shows has been somewhat erased when Shubert at last minute booked *The Needle at Home* (a State Rights feature with Evelyn Venable). Shaw, on the other hand, has the support of Mary Carlisle in *Fighting Thorobreds* (Republic). In any event, neither house is throwing money away on film.

Check of both houses shows that they are coming strictly for the stage show, for more than 50 per cent of the house breaks after the stage performance. Opening shows played to capacity houses, with the Paramount forced to station two policemen on the stage during the entire show. Over 25 couples rushed Shaw, and it was only after a great deal of persuasion on his part that they returned to the audience. One swing-mad kid hopped out of the mezzanine box onto the stage during the first stanza.

Goodman, two blocks away, experienced the same sort of thing, only his audience was easier to control. Benny had the situation well in hand and was able to quiet down most of the uprisings. Audiences did insist, however, on yelling "No, no we want you!" when he tried to introduce fill-in acts.

The joint appearance of Goodman and Shaw in Newark marks the first time that the two leading exponents of swing have played against each other. When interviewed neither seemed upset about the fact—rather did they welcome the opportunity. Shaw and Goodman both remarked that the Newark jitterbug audience is about the most rabid they have played to. The patrons sway and clap in note and shout to the rhythm. Unusual part about the crowd is that they lead and direct the band rather than dance in the aisles, as is usually the case.

Flora shows hit film theaters hard. Branford with *Son of Frankenstein*, Proctor's with *The Great Man Votes* and Loew's with *Stand Up and Fight* all took needles the opening day. Evidently Taylor and Gable, etc., are no competition to the swing masses.

Danny Dreyfus and Emmett O'Connell are the supporting acts at the Paramount and Walter Dore Wahl and Eunice Henly at the Shubert. Paramount is getting 90 cents top week-ticks and 65 and 55 week-ticks. Shubert is slightly lower. Paramount has 800 seats more than the Shubert and its house record

Nitery Plugs World Fair

NEW YORK, Feb. 18.—Bermuda Room of the Show Bar, Forest Hills nitery, will erect a "World's Fair information booth."

Spot is located just 1,000 feet from the fair site and expects to dish out housing, traffic and entertainment info regarding fair.

NVA Fund Drive Seeks \$100,000, But Not for San

NEW YORK, Feb. 18.—Altho Major L. E. Thompson, chairman of Will Rogers National Theater Week, announced last week that \$100,000 had been allocated by the Rogers Memorial Commission as a contribution to the National Infantile Paralysis Foundation, an NVA sanatorium spokesman stated there was no danger that the san at Saranac Lake would be discontinued thru lack of funds. According to press agent A. P. Waxman, san definitely has enough to carry on.

Vaude and theater people are now wondering what the san's future is, following announcement of the new allocation. In past feeling engendered among the profession was that the Rogers Hospital Memorial Fund was strictly for the theatrical industry. It was the announced aim of the commission to build up a fund large enough to make the yearly theater campaigns for money unnecessary.

The major circuits guaranteed to raise \$500,000 over a period of five years for the Rogers Commission, which was given the NVA fund property by the circuits three years ago. Now at least \$100,000 of the money to be collected this year will go to a non-theatrical charity. Money over the \$100,000 mark will probably go into the san.

One view advanced by performers is that the circuits are trying to educate the public to linking the Rogers Fund with the infantile paralysis movement rather than to the purely theatrical charities, so that the circuits can get rid of the san completely in a few years.

Fay's Straight Vaude March 1; First Bill Set

NEW YORK, Feb. 18.—Bill of Frank Fay's vaude venture, set for the 44th Street Theater March 1, has taken definite shape, with Elsie Jank and Eva Le Gallienne heading a bill including Aris Andros, Glenn Pope, Hannaford Family, Charles Kemper, Pedro and Louise, George Haggerty, Merry Maes are reported set also. Ballet will probably be used for production number.

Policy calls for nightly performance, including Sundays, with Saturday matinees. Price range from 50 cents to \$3.

Fay's plans also call for converting Little Club, in the same building, into an informal gathering place for patrons. Lease for this is already signed, but nothing will be undertaken until after show is running.

Gillett Joins Ad Agency

CINCINNATI, Feb. 18.—Charles Gillett, who has been handling the publicity for the Netherland Plaza's Parillon Caprice and Restaurant Continental as well as the hotel's band and show features, has resigned his post, effective Monday (13), to accept a position with the Stewart & Koehle ad agency, New York.

Union Explains Part in Cleveland Deal With Kyser

CLEVELAND, Feb. 18.—Milton Kransy, president of the musicians' union here, calls attention to the fact that the local Palace Theater had not been dark as reported in a story here recently.

The Palace brings in Kay Kyser's Band week of March 10. The local union had much to do with the deal, calling on both Kyser and Billy Goodheart, MCA executive, to arrange bookings so that Kyser could play the Palace that week.

is \$30,000. Shaw will probably do \$2 shows this week at the Paramount. Paramount had to open 9 a.m. this morning, two hours earlier than usual.

Vaude Grosses

Kyser Opens Fair, But Vallee Big in New York; Lopez Good; Other Grosses Hold Up Okeh

NEW YORK.—Kay Kyser's highly touted \$12,000 per week engagement at the Strand, which began Friday, grossed only an estimated \$4,500 on opening day. Kyser's original contract called for a booking coincident with the picture, *Yes, My Darling Daughter*, which was banned last week by the censors. Instead, Kyser opened with a smaller picture: *Off the Record*. Artie Shaw's second and closing week with *Wings of the Nesy* drew \$36,000.

Third week of *Gunga Din* and stage show (Kay, Katya and Kay and Paul Remos) in addition to regular stock features was good for a strong \$75,000. Entire three-week run at the MII did a total gross of \$259,000—\$98,000 the first week and \$86,000 in the second. The Music Hall's opener Friday with *Made for Each Other* opened to a strong \$13,000 for the day and is expected to run around \$95,000 for the week. Eleanor Holm is the drawing card on the stage.

Paramount had a good opening week with Vincent Lopez and ork and John Boles on the stage with pic, *St. Louis Blues*. Gross was \$40,000.

One week of *Fallopia* on the Roxy screen in addition to the stage fare, including Peg Leg Bates, Chocolaters, Johnny Woods, Twelve Aristocrats and the Four Dudley Brothers, drew a poor \$30,000. New show with the *Three Musketeers* also opened weak.

Loew's State did a fair \$23,000 with Don Bestor and ork. Sylvia Pross and Stepin Fetchit sharing the spotlight plus pic, *Trode Winds*. Rudy Vallee's opening at the State Thursday was the best the house had in a long time, grossing \$5,000, and is expected to do around \$35,000 for the week.

CHICAGO.—Near-zero weather and a flu epidemic were this week's box-office disturbances. Chicago had one of the poorest weeks in a couple of months with Warner's *They Made Me a Criminal* and a small stage show topped by Lucienne and Ashour and Rose Wynn Clark. The low \$23,000 gross was due to the overselling of John Garfield, the picture's star, who is not a b-o. a traction year. Palace held up pretty well with second week of *Gunga Din*, scooping up a big \$28,000, while the State-Lake fell off average somewhat with Torchy Blane in Chinatown and an eight-act vaude show headed by Henry Youngman. Gross was \$11,500. Oriental almost held its own with a \$12,000 figure, attracted by another double bill and a better-than-weekly stage fare, including Dixie Dunbar and George Orlov.

MONTREAL.—Loew's, with Nils T. Granlund Unit, *Glamorous Girls of 1939*, and pic, *Blonde*, jumped the gross to

Vitaphone Curtails Production in N. Y.

NEW YORK, Feb. 18.—Bands and acts hoping for engagements at Warner's Vitaphone studios in Brooklyn will be hard hit owing to curtailment of production there pending outcome of federal government monopoly suit in Washington.

Sam Marx, production chief at Vitaphone, is booking no acts after April 15.

Babb Joins Schine Forces

CHICAGO, Feb. 18.—Kroger Babb, advertising director for Filmack Trailer Co., Chicago, has resigned to accept a post with Schine's Theaters, Inc., and has been assigned the Northern Ohio territory, which soon is under the supervision of Major Louis Lazar. Babb's headquarters will be in Mt. Vernon, O. He formerly handled the advertising and publicity in Ohio for the Chakera-Warner Theaters, Springfield, O., and the Chakera Circuit in Southern Ohio. Members of the Filmack organization tendered the publicist a farewell dinner party last night. Babb assumes his new duties with the Schine organization Monday.

\$9,500, and G above average, for week ending February 11.

DETROIT.—Fox, with Eddy Duchin on stage and pic, *The Great Man Votes*, hit its average gross of \$20,000, week ending February 9.

KANSAS City.—Fox Tower, with Sid Page and *His Pages of Fun* heading the stage show, and pic, *Son of Frankenstein*, took his normal \$7,000 for the week ending February 9.

MILWAUKEE.—Riverside, with fifth anniversary vaude bill including standard acts and pic, *The Last Warning*, grossed \$5,500, slightly better than average for week ending February 9.

LOS ANGELES.—Paramount's week ending February 8, dived to \$10,500, 80% against average gross of \$18,000. Stage bill was *Punchon & Marco* revue and *Rube Wolf and ork* Pic, the moth-eaten *Zona*.

PHILADELPHIA.—Benny Goodman's Orchestra failed by \$10,000 to duplicate his last year's draw at the Erie Theatre, garnering only \$24,000 at the box office. It was well above the house's average, however. Picture was *Mr. Moto's Last Warning* (20th Century-Fox).

PITTSBURGH.—Stanley's fourth anniversary celebration "band" band held gate up to \$23,000, with Eddy Duchin on stage abetted by good notices, and raved over *They Made Me a Criminal* (WB) on screen. Year ago Duchin netted \$27,000, but current take considered good in view of business past few months.

NEWARK, N. J.—Week ending February 18 found business pretty weak both in the flesh and the film houses. Paramount opened fairly well with Louis Armstrong on stage and *Persons in Hiding* (Paramount) on screen. Business dropped badly after the opening, however, and house just about managed to eke out a fair \$12,500.

Shubert on the other hand, had an inexpensive stage show that featured Connie Boswell and the Gang Busters. Gross came to \$11,700, and in view of the circumstances, was not a bad week's business. House is geared for \$25,000 this week with Benny Goodman.

Empire just above kept going with Diane Rowland, and totaled a weak \$2,800. House needs a name like Ann Corio, etc., to pull it out of its doldrums.

Riviera Now Last Half

NEW YORK, Feb. 18.—The Riviera, Brooklyn, has dropped split-week vaude for Friday to Monday vaude. Still booked by Al Rogers and Bill Miller.

RKO Executives Trek South

NEW YORK, Feb. 18.—Trek of RKO execs to Miami, Fla., is on, with Lou Joffe, of legal department, and his wife, Peggy Foides, away for two weeks. Leon Goldberger, treasurer of Keith-Albee-Orpheum, also south.

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St. Pat. Shamrock (total) 100	2.00
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Loew's State, New York

(Reviewed Thursday Evening, Feb. 16)

State Thursday pulled a good house with Rudy Vallee Band and Joey Faye, comic, topping the bill.

Vallee Ork, 18 men excluding leader, is suave and has good specialties. First on the boards is Lola Jensen, who opens singing and then goes into two tap routines, exhibiting fine facility and polish. Miss Jensen is pretty and decidedly a temp raiser, this quality being enhanced by both her legwork and tonal practice. A strong asset.

Seab Waring is something of a genius in his peculiar capacity. Does imitations of everyday sounds, such as vacuum cleaner, hand saw, etc. His version of a Model-T Ford is quite a production and a terrific novelty. Knocked!

Gentlemen Songsters, quartet, do their chanting together with Vallee. Tunes are given production, notably one dramatic aviation lyric which uses a scrim effect with airplanes and sound effects. In a more popular vein, quartet and Vallee delivered Franklin D. Roosevelt Jones, Vallee using Negro dialect.

Joey Faye is a comic of the robust type. Killed them here, applause lasting well into one of Vallee's numbers. Faye's best bit is his impression of a wrestling match. It's hokey and productive of a continuous belly-laugh. Routine has Faye describing in pants the referee's rulings, etc. Then goes into action with

nut sounds and falls, finally tearing a prop mat of hair off his chest. Socks with this audience.

Gower and Jeanne are an excellent ballroom team. Open with the conventional type of smooth stepping. Second and third numbers, tho, are done to old music and are reminiscent of old-time dances and periods. Routines are more than merely dances. They really are dance delineations.

Pin, Stand Up and Fight (MGM). Paul Ackerman.

Chicago, Chicago

(Reviewed Friday Afternoon, February 17)

There is some classy talent here this week, topped by the incomparable Paul Draper, who makes an ace out of tap dancing. While it is doubtful whether the combination of Draper and three acts, with Charles Laughton in the British-made *The Beachcomber*, will draw much more than the carriage trade, such a bill is a prestige to the house and, like an occasional attempt at logic out in Hollywood, won't bring any harm.

A typical Arab troupe not typical of a Chicago Theater opening starts the brief flesh parade. Billed as Billy and Boy Friends, they prove themselves the good tricky athletes they are. The Call-

Vaudeville Reviews

forhis Varsity Night, singing octet, offer an impressive display of rousing voices in a medley of special arrangements. Outfits are flashy and neat and their vocal endeavors are suitably spirited.

Grace Drysdale has a clever collection of puppets which she manipulates on a miniature stage. Most of their actions are lifelike and Grace is a slim, personable girl with an attractive face and charming manners. The latter assets are displayed towards the end when she performs with a "dance team" in full view of the audience.

Draper, since his last cafe appearance here, improved on his introductions. While still battling a speech handicap, each announcement has a smart sense of humor which becomes his youthful and refreshing personality. It is difficult to find fault with his dancing and despite a poor house late in the afternoon opening day he had enough fans out front to bring him back for a number of encores. He combines ease, rhythm and grace to paint beautiful ballet tap pictures to the musical strains of 19th century composers as well as to modern and more familiar compositions. An ace attraction when class in tag is appreciated.

The finale is an echo of former production ideas employed here. It is an impression of Washington crossing the Delaware staged behind the canvas of a huge painting bearing that name. The California Varsity Night bring the painting to life and close with a brisk flag-waving song. Sam Honigberg.

times, including, of course, the appropriate and beautiful *Bells of St. Mary's*, and also blew a moon melody with either the oompa or pocomo. The strong, well-trained soprano voice of his partner, Eleanor, in two numbers, including *Italian Street Song*, made the act doubly attractive.

No less a success was the acro cartwring of the masculine half of Geraldine and Joe. The audience, actually gasped when he suddenly stood on his head and whirled like a top. With Geraldine he offered some comic ballroom dancing that was slightly funny. Geraldine's attempts at comedy in her singing and gags went sour, but her tap dancing was okeh.

Many of the jokes Murray and Payne used have heard their funerals pronounced long ago. They even did the inexcusable of pulling again the one about the WPA powder. Otherwise, Payne was okeh as she sang like Betty Boop. Murray, in a dancing way, gave versions of various types of Northwest girls crossing a puddle and handled the emcee role quite well.

Margot, almost an institution with the Capitol, wore a skirt in her dance this time, but not for long. Remembering, it, she welded the ample shield adroitly.

Bad weather practically eliminated the usual Sunday evening waiting line out front. Kenneth Madden.

Oriental, Chicago

(Reviewed Friday Afternoon, Feb. 17)

It's not a well-booked show but individually each of the five acts contributes some entertainment. Main booking trouble is repetition and lack of punch when needed.

The Three Radke Sisters open with good acrobatics and fair hand-to-foot balancing, most of it performed to peppy collegiate music. Girls are well-built, wear sexy briefs but it's not to their advantage to be in an opening spot.

Libonati Trio, next with their stirring xylophone medleys and fast tap work, would have fitted better as an initial turn. It is speedily paced, well timed and worth while thruout. High fish collegiate group used as a starter is not too seasonal these cold winter days and especially so on this bill in which the Radke girls use some similar tunes.

Nixon and Sana, comedy team, engage in familiar nonsensical patter and song and dance bits, but it's all mild stuff. Only original thing is Nixon's satire of a bubble dancer, which, aided by some proper lighting and full-length union suit, nets good laughs. Act, on the

Strand, New York

(Reviewed Friday Evening, February 17)

In the face of an unexpected switch in film fare—the scheduled *Yes, My Darling Daughter* ran afoul of the New York State Censor Board, and another Warner pic, *Of the Record*, Pat O'Brien-Joan Blondel newspaper yarn, was substituted—Ray Kyser is carrying on nobly and practically single-handed. There are no "extra-added attractions" to bolster the stage half, and the film is a poor substitute, in box-office lure, for the one originally set.

Drawing down \$12,000 each week, Kyser works hard thru a longer than usual show (almost 70 minutes) and, from the standpoint of entertainment, justifies that weekly check. Whether he and his Kollege of Musical Knowledge can overcome the handicap of their weak screen companion is something else again. Opening night seemed to indicate no. with seats available during both evening shows.

First half of the bill is straight Kyser music making. Several current tunes and a couple of standards display the act's stylized method of song dispensing, with the Kyser line-up of specialty artists—Harry Babbitt, Ginny Sims, Gully Mason, Ish Kabibble—coming in for their share of the spotlight at appropriate intervals. Thru it all Kay saunters around the rostrum, makes faces, climbs up on the stand, mugs, pantomimes and in general has a good time. So does the audience.

It's when the "Kollege" goes into session that Kyser really hits his personality stride. During the drawing of numbers to select six members of the audience and the subsequent quizzing, the Kyser gags, quips and surefire humor are a consistent source of amusement. The professor knows how to handle this type of routine, and there isn't a band leader extant who can put on a show like this. It's the sum of personality and showmanship, and its satisfying entertainment quality can't be denied.

A \$5 prize goes to the winner of the quiz at each show, with \$3 to second place and a couple of theater passes for the other four contestants. Daniel Richman.

Capitol, Portland, Ore.

(Reviewed Sunday Evening, February 12)

If one can play familiar old tunes with a set of bells his success here would appear assured.

Some weeks ago Capitol audiences went overboard for three Swedish bell ringers who seemed busier than one-armed paper hangers as they made music with more than 300 bells of various sizes. This time it was Orant Gardner who rang the bell with bells.

Gardner held all the music in his hands, bunches of four or five silver bells in either palm. Pleasing was the novelty of the varied tones produced, depending on how he twisted his wrists and shook the bells. He rang out several

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while, can stand the type of tailoring that would make it a more modern offering.

Benny Baker, Loui Molter's former sidekick and lute of the movies, is featured. He is a bright personality but has little to do. There is no doubt that he could go over big if he would only take time out to prepare a solid, well-rehearsed act. When caught, the idea was disorganized and his two stooges (Sid Walker, the porcupine-haired comic, and a little femme tapper) came on and off with little reason. A couple of Yiddish dialect stories told by Baker went well.

Lester Cole and his six singing debutantes closed. The group boasts of some fine voices and fitting arrangements for a Teneme sextet. Cole fronts them in most selections, delivering both old and new songs. Dorothy Ramsay's dramatic delivery of Heart and Soul was impressive.

Business was good at the end of the first show opening day. New double bill on screen includes Warner's King of the Underworld and Pride of the Navy (Republic). Sam Hongberg.

Roxy, New York

(Reviewed Friday Evening, February 17) Bill this week is a departure from the average, with a strong dash of sports and novelty interest. Ed Thompson, screen and radio sports commentator, makes his first personal appearance and opens the show. Has a very straight-forward manner and is likable. His own turn is a presentation of sports newsreel shots titled Ed Thompson's Album of Sports Imports. His comments from side of stage while screen unfolds action shots of Red Grange, Babe Ruth, Eganville Longien, Man o' War and numerous others. Very entertaining.

Berry Brothers, three Negro steppers, are strong in stylized, eccentric, hooding. Have a novel way of routineing the act, making good use of lighting and placement of the different brothers on the stage. Turn has plenty of acro as well as eccentric style, and most showy bit is a Harlem strut.

Ruth Hughes, Aesons and Sander Glance, table tennis wizards, in third spot. Play a very tight game, close all the way, with Miss Aesons finally taking it. Referee calls out score, and keeps audience informed with explanatory comment as to type of shot, etc.

Capt. John Tieber's Seal, five of them, grunt, waddle and take evident pleasure in balancing and other stunts. One climbs a ladder while balancing ball on end of stick, then drops stick and balances ball on nose. Quite a stunt. Two of them play America on a set of horns, etc. Turn a good novelty and held continuous interest. Tieber is aided by a man handling props.

Gene Foster girls again do their accordion number, considered their most difficult thus far, and also the bicycle routine—a honey.

Pic. Three Musketiers (20th-Fox). Average house for show. Paul Ackerman.

Orpheum, Los Angeles

(Reviewed Thursday Afternoon, Feb. 16) AT Lyons and bak get a week off, being supplanted by Ann Wallace and her girl band, who dish out some spectacular

stuff. Cal who handles the drums steals the spot, doing a bit a la Krupa. She can really pound the hides.

Show is opened by Betty Burgess, of the flickers. She makes the boys sit up in their seats with her blond personality and well-fitted gowns.

Opener found Janalee Moore singing I Go for That and They Say. Janalee has been a regular here lately. Her voice and appearance are pleasing.

Constance Kronkowski does a couple of violin solos that score. Making a startling appearance, the gal gets a nice hand. She did a straight classical number first, then an encore with Sybil.

Dawn Sissari did a screwy knockabout ballet turn that had its moments. One of the girls got laughs with her zany antics, while her partner did some straight ballet work. Finish found one riding on the back of the other, while the one played Volga Boatman.

Sybil Bowen, introduced as the "first lady of the theater," did some impersonations that were okeh. Her first was that of the president of a small-town bridge club. Her English music hall number got the laughs, as did her impersonation of Mrs. Roosevelt.

Irene Vermillion, working with four female trumpeters and a pianist, was well received with her spectacular dance routines. A looker with plenty on the ball, Miss Vermillion did some unique acrobatic stuff not seen around here in a long time. Show closed with the band doing Jangled Nerves. Lean Owen.

Radio City Music Hall, New York

(Reviewed Thursday Evening, Feb. 16) The stage show this week is typical M.H. stuff—colorful, slow moving and awesome in its smooth use of stage mechanics. Main interest is the appearance of Eleanor Holm, former swimming champ and more lately taking the spotlight for her romantic tendencies.

Miss Holm, assisted by Walter C. Cleaver and George T. Cronin, does a bit of diving and some fancy swimming, especially her famed backstroke. In a sunken tank on a ship deck scene, the swimmers are visible only as reflected in a tilted mirror above the tank. This is a novel way presenting a tank act, but it is not the method providing greatest visibility.

The other highlight of the show is Don Colleano, master of the tight wire. His grand balancing, dancing and stunts on the wire are spectacular and applause-winning. The other punches of the show are the Spanish dancing of Rosita Ortega and Galvan and the fancy tap dancing of Dick Barstow. Senorita Ortega and Galvan's viraculous, graceful castanet number is a complete delight and rounded out a Spanish show number by the ballet girls. Barstow's tapping is of the nimble, serial Astaire school and won applause, which is unusual in this house. Bonnie Bradley did a bit with him.

The show opens with the glee club singing Albert Sullman's The Stewards of the S. S. S.—a Gilbert and Sullivan style tune with lyrics that attempt to be frothy. The Rockettes, as usual, give the show its sock finale when they do precision prancing.

The symphony orchestra bounces thru an arrangement of Tchaikowsky numbers. Picture is Made for Each Other (United Artists) with Carol Lombard and James Stewart. Paul Dent.

Ceramic, East Liverpool, O.

(Reviewed Wednesday Evening, Feb. 8) Straight vaude returns here after months of films and occasional unit. Despite shortcoming in names, the stage show managed to hold its own and patronage was near capacity at the three presentations this date.

Vaude was offered as a teeler for future flesh and was sponsored by the East Liverpool Musicians' Association. Ray Dunn did creditably as emcee. Bill proved highly entertaining.

The Carr family, of nine dominates the bill with its dances, songs, jokes and specialty numbers. A 18-year-old member emceed. Whirling hoops filled the air in the novel performance offered by the Belmont brothers. Routine also included a spectacular exhibition of Chinese spoils. Closed with lights-out and juggled illuminated spoils.

Three Whirlwinds, two men and one woman, gyrated on a small mat at a dizzy pace on such tricky footing as roller skates.

Louise Fisher was honored for his torch ballads and a novelty waltz. He was assisted by his Three Buddies, who offered several tap routines in the ap-

proved high-waving, foot-loose style of Harlem.

Ramona Raye, too-dancer, pleased with her Fantasy on Feet and bowed out with an exceptionally well done toe-tap specialty. Comedy was provided by Ray Dunn, singing emcee, and Davis and McCoy, a dead-pan comedian and a pseudo-sophisticated woman.

A pit orchestra of local musicians accompanied the acts and played swing tunes. Billy Lodge conducted.

Max McConnell.

Stoll Empire, Shepherd's Bush, West London, Eng.

(Reviewed Tuesday Evening, February 7)

This house has three American acts in bill of February 7. Two register well, but one makes little if any lasting impression.

Sharing top, Buster Shaver, with Olive and George, justifies position. Honors mainly go to the midgets for their dancing and singing, with Olive's impression of Mae West scoring a near show-stop. Her acro dance with Buster also wins strong appreciation.

Only slightly less successful with the Bush patrons is the satire on political speakers of Senator Murphy. An old friend of London audiences, Murphy wittily guys current international politics and road traffic problems, his oration being made all the more funny by stumbling over big words.

Billed as The Carolina Songbird, Evelyn Dove looks good and dresses swell. Voice is average. Whatever personality the lady has is sacrificed to microphone. Yorke Souma accompanies at piano.

Major top is act of Gaston and Andrea. Acrobatic ballroom dance number is followed by undraped tableaux in which Andrea, known as Britain's Venus, poses artistically both solo and with Gaston. Couple also stage their Venus Contest, in which local girls parade in bathing suits.

Lee Treallians has good cycling-balancing specialty, finishing strongly with combined cycle perch. Three Sandler Sisters display much versatility with two pianos, drums, accordions, xylophone, violin and in tap and vocal solos. Terry Thomas burlesques popular radio feature, and programs closes with display of table tennis by English stars Stanley Proffitt and Norman Evans. Speed and thrills of game appeal to vaude fans as much as to devotees of the sport. Len Leo gives running commentary on lines of American sports broadcasts. Edward Grates.

Review of Unit "Folies Bergere of 1939"

(Reviewed at the RKO Palace, Cleveland, Friday Afternoon, February 17)

The Folies Bergere of 1939 opened to ERO here, proof that here is one old stand-by that the usually fickle Cleveland public will come again and again to see. This is the Clifford Fischer show that played the International Casino, New York, about four months this fall. It is headed for the San Francisco Exposition.

Show opened with crack from confereceur that he would take the audience to the "factory where we make our girls." Ballet followed, with chorus going thru all the motions of being made. Standout performer here, as in all other dance scenes, was Tito Valez. Trio Shyrettes followed with a 12-minute bicycle act, high points of which were acrobatics on bike by boy and girl and a drink act on bicycles by the two boys.

Bike act was followed by a style ballet that followed the traditions of the unit for costuming and handling of the less

costumed members. Freddy Doeh followed with an excellent series of imitations. After Doeh's eight minutes a very hackneyed wood nymph ballet followed.

Franklin and D'Amore offer a comedy ballroom dance with a wedding-cake background. Act ended, as all wedding acts in the Folies Bergere must, with baby gag.

Fred Bamborn and Company then kidded the magicians, gave forth some excellent xylophone music and pulled surprise gags for the most amusing 10 minutes of the show. They were followed by a Strobite production number.

Franklin and D'Amore came back with acrobatics, the first four minutes of which were truly comic and the next eight startling. Audience reaction was especially strong for that part of the act in which the boy, bent double over the back of a chair, picks his partner up off the floor to end standing on chair seat. Typical finale ended the 23-minute show. Talbot Harding.

RKO Tries Crazy Show in Cleveland

CLEVELAND, Feb. 18.—A type of show new to America is promised local showgoers by Nat Holt, Ohio RKO district manager, whose Crazy Show opens at the RKO Palace here February 24. "The show is an adaptation of the 'crazy show' given twice a year at the Palladium in London," says Holt. "Part of it takes place in the lobby and the rest on the stage."

Holt is given credit for the idea by most people in the Cleveland show world. Nat has lined up what he describes as the most novel of the novelty acts: Wierd Brothers, Cinda Glenn, Willie West and McGinty, Char Chase, Lucienne and Shour and Wolf Holbert. There are to be all sorts of gags in the lobby, including a mechanical man, and much that the Palace staff describes as secret surprise stuff.

The house line of 16 lines girls will be back for the show. Bices is directing the Crazy Show. In spite of all the secrets that must be kept, Clem Pope, the Palace p. a., is doing a fine job of getting the town talking about the event.

If the Crazy Show clicks here it will be given 60 days on the road by RKO.

New Club in Buffalo

BUFFALO, Feb. 18.—A new spot, the Peter Staywant Room, in the Staywant Hotel, has just opened. Nell Golden and band and Lee Morse are the only entertainment featured so far.

New Club in Madison

MADISON, Wis., Feb. 18.—The Club, new nitery four miles north of here, has been unshuttered. Nelson Balenger and his Harlem Swing Kings play nightly except Mondays.

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Vaudeville Notes

TONY MARTIN has received a six-month release from 20th Century-Fox and opens a vaude tour at the New York Paramount February 22.

CHARLIE FOY is leaving the West Coast to open at the State, New York, March 9. . . . FORD CRANE has been appointed chairman of the APA Trial Board, to which has been added Johnny Carthorne, William C. Quentmeyer, Harold Simpson and Charles Kumpor. . . . IREVE DARE, kid ice skater, will be featured in a Sol Lesser film, *Everything's on Ice*.

BOBBY BREEN to make personal appearances with his pic, *Fishermen's Wharf*, at RKO Chicago, Friday (24), and RKO Palace, Columbus, O., March 3. . . . BLACKSTONE will be at latter date also. . . . STONE AND VIKTOR revue opening Sunday (26) at State Theater, Baltimore. Follow with *Majestic*, Paterson, N. J., March 3, and Philadelphia dates. Parade and *Jehan* featured in the act. . . . JIMMY MCCALLION, brother of Ernie Mack, is featured in *Boy Slaves* at Rialto, New York. . . . CARLOS ORELLANA, Sara Garcia, Don Catalano and Cantinflas set for Teatro Latino, New York, from February 24 to March 2.

FOUR STEP BROTHERS at Loew's State, New York, Thursday (23). . . . ARTHUR JACOBSON, head of Paramount talent department, trapped to Hollywood Saturday on a cross-country talent hunt. . . . TEX RITTER, Monogram cowboy star, on a personal appearance tour, continues on to following theaters in Georgia and Florida: Ibb, Maceo; Savannah, Savannah; Rose, Thomasville; Rialto, Orlando, Florida; Tampa; Ritz, Winter Haven; Arcade, Fort Myers; Capitol, Plant City; Palace, Bradenton; Polo, Lakeland; Ritz, Sarasota; Howell, Palatka; Palace, Jacksonville; Florida, Daytona Beach; Florida, Gainesville, and the Gibson, Chattahoochee.

CHARLIE WILSON is New York from Miami. . . . WINTON AND DIANE opened Friday (17) at Stanley, Pittsburgh. . . . DON CUMMINGS and Dr. "Think and Drink" Hoffman are reported set for the anticipated Shubert *Ziegfeld Follies*. . . . MARY COBAN, daughter of George M., debuts Tuesday (21) at Mon Paris, New York.

JOHNNY PERKINS will replace Al Kvale as emcee at the State-Lake, Chicago, March 10. If his brand of comedy goes over, PERKINS may be held indefinitely.

OWEN McGINNEY, in England the last two years, is booked for the Earle Theater, Washington, May 12. . . . WILLIAM AND JOE MANDEL are coming back from Australia on the S. E. Mariposa, set for the Palace, Chicago, March 3. . . . PAUL KIRKLAND just returned from Europe on the S. S. Hansa. . . . THE VIROIN-TARS, Melva Sisters and Rio Rita set for a Paramount short February 24. Dave Mahan makes one March 3. . . . TED LEWIS, week of March 3, will play the Palace, Youngstown, O.; Palace, Akron, and the Circle, Mt. Pleasant. . . . PIPY D'ORSAY to head unit being produced by Anton Scibilia. Titled *French Casino Follies*, show goes to Colonial, Dayton, O., March 3. . . . BARR AND ESTES set for Europe on the Queen Mary March 3. . . . ED WARNER AND AL JENKINS, songwriting novelty act, have returned from a trip south. . . . PATRICIA LYNEE at the Rome, New York, this week. . . . OILRONE AND JANISE doing a short for Mentona.

FOUR FRANKS go into the Palace, Chicago, week of March 10. . . . GARRON AND BENNETT will play the Chicago, Chicago, late next month.

CHARLIE WARREN, who fell from trapeze at Holborn Empire, London, New Year's Eve, has made good recovery and will shortly be back at work.

JOHN GALLUS goes out after playing the Tower, Kansas City, Mo., week of February 24. . . . PAUL HAAKON will follow his current stay at the Ches Place, Chicago, with a week at the Chicago Theater, that city, early in March.

ALMONSE BERG's date at Loew's State, New York, week ago last was his third in a year and a half. . . . THE EVELYN SEKTET, girl singers, breaks in at Oxford, Germantown, Pa., February 17.

Imagine the Taxes

NEW YORK, Feb. 18.—Pending possible protest, assessments for 1939 on Music Hall and RKO Building will be \$11,000,000; Loew's State, \$4,250,000; Casa Magna, \$2,000,000; RKO Theater, \$4,100,000, and Strand, \$3,250,000.

Unions Seek Ban On Games in L. A.

HOLLYWOOD, Feb. 18.—American Federation of Actors here has announced that IATSE and AFM are joining in the fight to outlaw bingo and games of chance in theaters. It is believed real action will be gotten from the city administration in enforcing existing laws governing these games.

APA is trying to stamp out the asserted evil of singing waiters in night spots, claiming that \$2-per-day hash slingers are taking jobs from entertainers.

Mrs. Poli Wins Claim

NEW HAVEN, Conn., Feb. 18.—Commissioners of the Probate Court last week allowed a claim of \$98,873.15 to Mrs. Rosa Poli against the estate of her husband, the late Sylvester Z. Poli, former vaude magnate. Mrs. Poli's claim against the estate was for \$209,340, which she claimed represented sums her husband held in trust for her before his death. The commissioners also allowed \$1,500 of a total claim of \$17,000 presented against the same estate by Robert E. Russell, former theater manager and now Loew manager here.

Stuart, Lincoln, Goes Vaude

LINCOLN, Neb., Feb. 18.—Vaude opened at the Stuart Theater recently with a Bowes radio revue. House will play flesh two days a week for a starter, then as often as booking can be arranged. Stuart is 1,900-seater and played vaude until 1931. It has been year since vaude has played here. Open warfare on the star row is predicted, the Nebraska Theaters, Inc., having opened a 1,000-seater with duals and cheaper admissions just across street. Stuart probably will have three-day week-end stage shows with weak picture, then four days of duals.

Fulton, Pittsburgh, Vaude

PITTSBURGH, Feb. 18.—Fulton returns to personal appearances again shortly with the up of four 20th Century-Fox girl aviators on stage commencing with *Polka* on screen. In past six months house has occasionally booked mentalists, film stars or novelty acts. Flesh is first in house since John Walsh succeeded John Goring as manager. Goring resigned several months ago and left for California.

Weisfeld Anniversary Show

MILWAUKEE, Feb. 18.—E. J. Weisfeld observed his fifth anniversary as managing director of the Riverside, downtown vaude house, and his 26th anniversary in the show business, with an anniversary program week of February 17.

More Vaude for Racine

RACINE, Wis., Feb. 18.—Stan Kohlberg, who recently announced a new vaude policy for his Rex Theater here, has taken over the Grandina for a similar policy, with Ben Rice and his outfit furnishing the music.

Three More Vaude Days

CHICAGO, Feb. 18.—Fred J. Dolte, of the Fourth Avenue Amusement Co., Louisville, was in town to arrange weekly vaude shows for his Indiana Theater, Terre Haute, Ind., and the Marx Theater, La Fayette, Ind. Vaude and band units, to be booked by Dick Hamilton, of Billy Diamond Agency here, will play the Indiana Thursdays and Fridays and move to the Marx Saturdays.

Cleveland Bookings

NEW YORK, Feb. 18.—RKO bookings for Cleveland are Eddy Duchin and band, March 3; Kay Kyser and band, March 10; Vincent Lopez's Ork, Betty Hutton, Abbott and Costello and Patricia Elliott thereafter.

Burlesque Notes

(Communications to New York Office)

New York: GUS SCHILLINO'S break from a burly comic into legit will be to play a Shakespearean role in Orson Welles' *Pic Kings*, to open shortly in Boston. . . . BERT MARKS and Steffie are new Continental principals February 17. Fred Walker exited the day before. Allen Gilbert's former solo parade girls were recently augmented by dancing ponies. Also to leave were Bob Carney and the Carney daughters to return to vaude.

MAX RUDNICK, Etinge operator, will be mid-season vacationing the next few weeks in Miami Beach, where Mrs. Rudnick has been spending the most of the winter. . . . EVE ARDEN, new at the Republic, February 17, comes from two Philly engagements. . . . ANNETTE ROSS and Nina Nixon moved into the People's February 17 with Dave Cohn's booking when Baby Cummings, performer and theater operator, went to Miami for a rest and a vacation.

MONA LEES was featured at the Columbia, Boston, under the title of *The Girl on the Neptune's Cover*, week following. Mel Lun, Chinese-Hawaiian dancer, had the top billing. Both co-featured with Mandy Kay, comic, enjoying a record holdover. Other new principals include Mandy Del Raye, Mlle. Bori, Cross Hillary, Lee Marmer, Ruth Donald, Al Phair, Al Golden, Iris Dean, Jean Canton, Floyd Halley and Bobby Burns. . . . VALDA back at the Etinge February 17. . . . GEORGE TUTTLE, tenor at the Etinge, was almost an Apache dancer in a Manny King scene last week. . . . DAVE (TOOTSIE) FINKELSTEIN is new stage carpenter, and Max Greenfield, new electrician, at the Continental. . . . ROSE LAROSE left the Star, Brooklyn, for the Rialto, Chi, and Jo Ann Dare for the Columbia, Boston. Replaced by Diane Logan and Kay Johnson, Dave Cohn's bookings. Peaches Strange comes in February 24.

GYPSY NINA and Olive Rougeau, of the Republic, together with Charles Merrick, former booker, were the guests of Jack Keller and Eddie Rogers, former burlesquers, now the owners of the 1-11 Club, last week and were entertained by Baby Rose Bernard, once a Columbia wheel ace; Edie Schaeffer, emcee; Madeline Heller, Irene Faso and Dick Bruno, ork leader. . . . CHUBBY WERRY (Warrington), tenor and former show owner, is here after an absence of two years out on the Coast and in Australia. Last 13 weeks of the two-years were sung at the Capital, San Francisco. . . . LOUISE ROGERS, the former Revue Schaeffer, opened at the Etinge February 17 after a fortnight at the Columbia, Boston. . . . IRVING BENSON, Dolores Weeks and Eve Arden are new at the Republic February 17. Bert Marks and Gypsy Nina left the day before. . . . JUANITA BARRY, placed by Dona Davis, at the Clover Club, Baltimore.

HAL SHERMAN, with his trusty camera, and Bobby Barry, ex-featured burlesquers, headed a large contingent of the Hellestoppia cast invited to attend the Continental's midwinter February 12. Special seats were assigned in the mezzanine and special lines were delivered from stage by comics Bob Carney and Fred Walker about the presence of the guests. . . . SUNNY LENKEN promoted herself from a ticket taker at Wallace's movie house to parade girl at the Republic. . . . HARRY STRATTON, comic, is still at the Kearney, San Francisco. . . . JUNE ST. CLAIR followed Jean Wade into Pava's, Philly, February 16. Booked by Dave Cohn. . . . BERNIE MILLER replaced Chet Alford as singer at the Gaiety February 17. Chet out to rest up a couple of weeks. . . . KID MORRISON and Stanley Dawson are now car salesmen in Miami and do their stuff in bathing suits. UNO.

Chicago: MRS. MILT SCHUSTER and Jack Suckley among last week's flu sufferers. . . . ADA LEONARD closed a long run at the Rialto Theater Thursday. Newcomers this week include Marshall and Leonard, Olive Sherron, Dolores Dawn, Boo Lavon and Jeannie, Mona Luelle is staying another week. . . . HARRY HIRSH writes from his vacation spot in Tucson, Ariz., that he plans to begin his Gaiety, Min-

neapolis, by mid-March. . . . JACK GREENMAN and Johnny D'Arco are joining the Midwest circuit at the Palace, Buffalo, Friday.

From All Around: VALARIE PARES is reported, signed for another Hirst tour opening at Gaiety, Washington, February 26. . . . GATES AND CLAIRE, step dancers, are now appearing as added attraction with the Night Hawks show on the Hirst Wheel. . . . CASINO, PITTSBURGH, is now using two acts along with burly. . . . AMONG the newcomers on the Sachs show in Baltimore last week were Lillian Dixon, added attraction, and "Hello Jake" Fields, fresh from stock in Detroit. Miss Dixon replaced Ann Corto. . . . POSTER AND JACOBS have signed for another tour over the Western Wheel.

Hirst Circuit News

NEW YORK, Feb. 18.—Paul Rich and Gates and Claire open in Newark tomorrow. Mary Joyce joins a show in Baltimore tomorrow. Bebe Sherman goes from the Shubert, Philly, to the Gaiety, Washington, opening February 26. Opening February 20 at the Shubert, Philly, will be Lilli Dawn, Lew Petal, Joyce, will be Lilli Dawn, Lew Petal, Joyce, Bezzelle, Pat Purcell and Gallo and Bozaz. At the Triboro, here, tomorrow, will be Jai Leto, Gladys McCormack and Lillian Harrison.

Amy Pong's new *Oriental*, opening in Washington tomorrow, will have Miss Pong, George Murray, Irving Selig, Frank and Winnie Smith, Isabelle Brown, Leona Thurston, Pearl Mylie, Irving Karo, Wade and Wade and Julian and Corinne Hall. . . . Carrie Funnell extra-attractions in Pittsburgh February 26, and in Union City, N. J., March 5. With her in Pittsburgh will be Max Purman, Harry J. Conley, Herbert Barris, Sam Gould, Gypsy Nina, Bunny Mitchell and Alma Malben. Marie Cord opens in Washington March 5.

Nat Mortan's Placements

NEW YORK, Feb. 18.—At Leon & Eddie's, LaFeta, today, and Ullmo Malloy March 3: Nomad Club, Atlantic City, Betty Bradley and Sonnette, February 24; at Republic, Fred Deming and Eve Arden, today; at Columbia, Boston, Mona Del Raye and Mlle. Bori this week, and Mel Lun February 20, and at Shubert, Philly, Joyce Bezzelle February 20.

Nixon-Grand to Burly?

PHILADELPHIA, Feb. 18.—A group of New York promoters are reported negotiating for a lease on the uptown Nixon-Grand Theater for the purpose of opening a burlesque house.

BAA Benefit April 2

NEW YORK, Feb. 18.—Annual benefit ball for the Brother Artists' Association, formerly Burlesque Artists' Association, will be held April 2 at the local Manhattan Center.

Novel Introduction

SEATTLE, Feb. 18.—State Theater, burlesque house, has a cute way of introducing the new outfits engaged for the chorus: "All New Girls—New Faces—New Forms—New ????"

Vaude for Youngstown

YOUNGSTOWN, Feb. 18.—Princess Theater here, long a burlesque house, has been renamed the Grand. Instead of burlesque, which flopped there three times since last fall, management has announced a continuous policy of musical comedy tab, vaude, units and pictures, with the aim of attracting the family trade. Admission under the new set-up is 25 cents matinees and 25 and 35 cents nights.

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HOUSTON—100 N. Main Street, Houston, Tex. 77002

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With Thomas-Ken Byron he has collaborated on a ditty labeled The Magic of Love. Hurty's likeness adorns the title page of the copy he received last week and, running over it hurriedly on our sweet potato, it sounded pretty darn nice.

HENRY HAVILAND will present his "Capers With Papers" with Postaire's new mystery revue when it hits the road in the South soon. He will also serve as assistant to Postaire.

ROBERT C. ANDERSON is president; A. S. Kany, secretary, and J. Harvey Kirkbride, treasurer, of the new IBM Ring just formed in Dayton, O.

THE KARNAKS are now in Charlottesville, Va., after a two-week sojourn in Richmond, Va., which they failed to find very profitable.

HARDEEN, now with the Olsen and Johnson Bellispoppin' in New York, came in for a fine bit of publicity in the February 12 issue of The New York Journal and American. A lengthy story on Hardeen's part in the show was accompanied by a photo showing Hardeen presenting his well-known alarm clock nifty in the musical review.

SYL REILLY has returned to his Columbus, Pa., headquarters after a several weeks' sojourn in Florida.

THE GREAT VIOGIL is now presenting his two-hour show under auspices in the Lone Star State.

EYANS BROWN is set for an indefinite stay at Luigi's Italian Village, Syracuse, N. Y.

MILBOURNE CHRISTOPHER, after a fortnight's stay in the Charles Rooms of the Belvedere Hotel, Baltimore, is embarking the North American Outdoor Life Show being held at the Fifth Regiment Armory, Baltimore, February 17-25.

DOLLY RECKLESS, who does magic while dancing and who features the razor blade trick, is currently holding forth at the 2 o'clock club, Baltimore.

DEB-ONAIR (Otis Manning) is playing the Penthouse in the same village.

DOC HOFFMAN, the "Think-a-Drink" magic guy, is in New York rehearsing for the new Ziegfeld show in which he will appear.

BALTIMORE HAS a new magic shop, the York Magic Mart, managed by Phil Thomas and Harry Appligini.

SAM KAENMAN, Los Angeles magician, is keeping busy in night clubs in San Francisco's bay region.

JEAN POLE, still a feature with Art Shaw's units opened at the Club Delavan, Buffalo, February 13.

COLLINS, the "Miracle Man," now playing schools in the North Carolina country, posts that he'll move under canvas early in May for a one-nighter swing thru Virginia and West Virginia.

LYNN M. PARKS, manager for Marquis the Magician, writes from Brownwood, Tex., that Marquis recently packed the 2,000-seat Civic Auditorium, San Angelo, Tex., a feat duplicated in the last 70 years by only Will Rogers and Harley Sadler, Parks says the South is giving the show highly satisfactory business.

Minstrelsy

By BOB EMMET (Cincinnati Office)

AL TINT writes from Chicago under date of February 14: "Regarding my plugging the beer and free-lunch circuit, permit me to say that my good friend on the Coast couldn't get to first base in some of the spots I have worked, and they are beer and free-lunch spots. Let him show me where I can get some of that free lunch of which he speaks. Maybe he can get it on Main street in Los Angeles, or on Market street in San Francisco, but I'll be darned if they are giving it away in Chicago."

"WONDER if many of the present generation know that Gorton's Original New Orleans Minstrels were leased to J. H. Haverly in 1874-75-76?" queries H. H. Whittier. "When that lease ran out," says Whittier, "Haverly organized the Haverly Mastodon Minstrels (40, count them, 40) in Chicago in September, 1876. Bill Foote was manager. And in 1878 Joe Gorton turned back and led the band with Steve's Circus. In 1879 Gorton again organized his own company at Meadville, Pa. Haverly also owned and operated a theater in Chicago."

BILLY LEROY and Maurice Harding, New Orleans b.-f. acts, are now doing two programs a day over WEW, St. Louis.

BILLY KARR, formerly well known in minstrelsy and tabloids as a dancer and producer, is reported to be at the point of death at Mercy Hospital, Zanesville, O. He is in destitute circumstances and friends are urged to drop him a line.

Howard, Larry Kendle and Jules Zackory, Judge are Buster Coates and Chuck Lombardo.

CHUCK PAYNE writes that the Cape Girardeau, Mo., walkathon is still playing to good returns after 800 hours, with 11 couples remaining in the running. King Brady and Payne are handling the emcee duties, with Eddie Ware and Frie Wilcox working comedy. During Brady's recent illness Chuck handled the show himself for a week, and he reports that it's no easy job trying to fill the shoes of an emcee like Brady.

MARIE ARCHER, formerly Marie Davis, contestant in the recent Johnson City, Tenn., show, visited the endurance desk last week. Marie is anxious to locate a show soon.

"WHY DON'T some of the oldtimers drop in a line? Lee Duncan, Tony Moore, Sailor Kerns and Snuzzle Myers, come on and let us hear from you," postals Tom Williams, from Taylorville, Ill.

HELEN CHESTER, now located at Albemarle Inn, Steubenville, O., says she recently met two oldtimers, Danny Cook and Danny Rinehart, jitterbuggers, playing the Half Moon Inn, Steubenville.

WILL ROCK, after a busy week in the Cincinnati area, departed Thursday (16) for Savannah, Ga., where he opened Sunday at the Savannah Theater. Two performances at a new high school in the Olney area are reported to have netted Rock \$120—60 per cent of the gross. He is now taking seven assistants, and with the wrinkles ironed out his performance has shown a vast improvement over his last appearance in Cincinnati several months ago.

BRANDINO, who has just closed a three-week engagement at Club Kokomo, Marianna, Fla., will go on tour with the Mill Tolbert Tent Show in

Endurance Shows

(Communications to BILL SACHS, Cincinnati Office)

Int'l Amusement Co. Asks Mo. Supreme Court To Act

JEFFERSON CITY, Mo., Feb. 18.—International Amusement Co., which has staged walkathons in a number of Missouri towns, including the capital, Jefferson City, has asked the State Supreme Court to take jurisdiction in an injunction suit against the city of Cape Girardeau, Mo., seeking to prevent the city's officials from interfering with the conduct of a walkathon there.

The amusement company obtained a restraining order against the city in the Cape Court of Common Pleas a week ago, it said in its petition for a writ of error from the Supreme Court, but the restrainer was dissolved two days later. The company charges the city erred in that the restraining order was dissolved under a city ordinance which the company claims to be unconstitutional. The petition added that the dissolution of the restraining order has brought threat of arrest of those in charge and further is jeopardizing the contestants' chances of winning, offered prizes.

Should the writ of error be granted, the Supreme Court would then review the record of proceedings in the Cape court.

Bakersfield Show Has Earmarks of a Winner

BAKERSFIELD, Calif., Feb. 18.—Derbyshow, which opened here recently with 24 couples and eight solos, was down to 21 couples and nine solos at the 120-hour mark. Most of the teams are sponsored and the show has the earmarks of a winner. Danny Brammer is emcee and Jimmy Cable is the "old-time" emcee. Eddie Bernard is Hoop Judge.

Contestants remaining are Clyde Ham, by and Angie Oger, Hughie Hendrixson and Helen Tyne, Stanley West and Chad Alviso, Porky Jacobs and Kitty Ellis, Joe Nally and Orlis Wynn, Johnny Crowder and Vina Walker, Billy Willie and Ruthie Carroll, Billy Steele and Maxine Lang, Joe Gruber and Mary Walker, Charlie Loeb and Fay Costello, Blackie Letessan and Buttons Slaves, Marvin Ellison and Gladys Maddox, Johnny Russo and Elaine Kinnard, Tommy Collins and Hsie Mahrhart, Joe Day and Rose Williams, Bobby Bells and Rose Cade, Jackie Leonard and Ruth Hughes, Bill McDaniels and Dorothy Turner, Bill Singer and Mickey Houser, Eric Lawson and Roma Terry, Marshall and Mary Roberts. Solos

are Ray Passo, Johnny Reid, Don Reid, Ralph Ellis, Tony Tardy, Jackie Parr, Whitey Hammond, Schnozzle Roth and Beecher Williams.

Billy Bucknight is nurse and Phil Matthews is in charge of maintenance.

Wellston Show Still Going With 10 Teams, Five Solos

WELLSTON, Mo., Feb. 18.—Grand American Speed Derby here has 10 couples and five solos remaining at the 528-hour mark, with two 15-minute sprints in force nightly. Most of the teams are sponsored and a public wedding is scheduled to take place soon.

Teams remaining are Joe and Mary Rock, Rex Major and Babe Perry, Charlie Smalle and Vivian Branch, Sarnie Leo and Louise Dubock, Buster Stewart and Elizabeth Hornbeck, Johnny Bowen and Francis Matt, Jack Diamond and Marge Perry, Jimmy Stone and Marge LeRay, Johnnie Loring and Peggy Houser and Jack Murray and Jean Mansfield. Solos are Jimmy Simms, Bill Phlight, Sam

Vol. 51, FEBRUARY 25, 1939, No. 3

Magic

By BILL SACHS (Communications to Cincinnati Office)

JOHN MULHOLLAND had the honor of performing at the Vice-President's dinner to the President in Washington February 8. Mrs. Roosevelt in her "My Day" column in the February 9 papers had the following to say regarding John's appearance: "Gene Buck, who always provides the entertainment, produced a marvelous magician, John Mulholland, who performed seemingly impossible feats before our eyes." The affair is one of the chief dinners of state and is held annually.

IF THAT CERTAIN magician doesn't stop circulating those false reports among these Kansas school superintendents he's apt to find himself in bad with Loring Campbell and the University of Kansas Lyceum Bureau.

RUSSELL SWANN, at the Coconut Grove, Los Angeles, has been held over many times that when he completes his engagement there soon he will have been there 14 weeks.

FRAKSON has just opened at the Baltimore Hotel, Los Angeles.

KNIGHTS OF MAGIC, New York, have set the date for their annual show as May 31 and the place the Palm Gardens, New York.

VIRGINIA ANN TOONK, Philadelphia mentalist, left Monday (20) for the Golden Gate Exposition in San Francisco, accompanied by her husband-manager, Leon Toonk, Dr. Hixspeth, Madam Florence and Prof. and Madam Eray Bontel.

HARRY BLACKSTONE has turned songwriter.

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Opens Thursday, March 9, Knoxville, Tenn.

Three Broadcasts Daily—Open Seven Days a Week

Sponsors guaranteed to those who qualify. No collect wires or telephone calls. Last show three years ago. Communicate ERNIE YOUNG, care Park Hotel, Knoxville, Tenn. Show financed 100%.

The Final Curtain

ALBERTY—Charles, 85, retired amusement park operator, February 4 at his home in Milwaukee. As manager of the former Blatz Park he staged many regattas, swimming contests and outboard motor-boat races. Survived by a daughter.

AMSDEN—Clauide Trowbridge, 67, formerly in minstrelsy, light opera and vaudeville for over 40 years. In an Albion, Mich., hospital January 30 after a two-year illness. At the age 13 Amstden joined the Moss Minstrels as cornetist and bass singer. Later, with his brother, the late Charles G. Amstden, he joined Ill. Henry's Minstrels, remaining with the troupe three years, followed by a year with the Corinne Opera Co. Amstden toured the country as a member of the team of DeShone and Amstden with the Frank DeShone Opera Co. for five years, where the met and worked with the late Marie Dressler. He was producer and principal comedian with the A. L. Wilbur Opera Co. for six years, then joined the old James R. Waite Opera Co., where he served in a like capacity for four years. On there he met Hazel Davenport, whom he married. Other companies with which Amstden had appeared included the New York Opera Co.; the Rosclian Opera Co. with which he toured Canada, and the Manhattan Opera Co. His last appearance in light opera was with the Columbia Opera Co. Amstden also appeared in a number of Victor Herbert operettas in New York before touring with John W. Vogel's Minstrels for three years. For four years thereafter he was co-operator of Amstden & Keef's musical show. Prior to retiring in 1932 Mr. and Mrs. Amstden, appearing as Temple and Huff, presented a comedy singing and talking act in vaudeville. Besides his widow, he is survived by a son, Elton. Services February 3 in Albion, with burial in Riverside Cemetery there.

BATTAGLIA—John, owner of the Roma Cafe, Detroit night spot, February 1 at his home in Detroit. Burial in Mt. Olivet Cemetery, Detroit.

BEALL—Charles W., 67, former zoo owner, February 14 at his home in Ocean-side, Long Island. A banker by profession, Beall reared the animals as a hobby. Starting 10 years ago, he acquired the nucleus of what later became Frank Buck's Zoo. He owned Charles Weir's elephants, an old vaudeville act, and used to rent his animals to the Hippodrome and Luna Park, New York. Following sale of his zoo he went into the motion picture business, financing *Jungle Love*.

BELDON—Mrs. Adeline (Ada), former chief usher at the Loew Lyric Theater, Bridgeport, Conn., and wife of George Beldon, veteran Bridgeport stagehand, in that city February 8 after a long illness.

BROWN—Walter W., owner of the Stocking Theater, Grand Rapids, Mich., there February 8 of pneumonia. His widow survives.

CARTER—Desmond, writer of musical comedy lyrics, in London February 21. Carter had composed in whole or partly about 200 songs, including the lyrics for *Lady Be Good*, *A Yankee at the Court of King Arthur* and many others.

CASMEYER—Henry J., 74, musician and formerly active in amateur theatricals in Central Missouri, of complications from an intestinal disorder at his home in Osage Bend, Mo., February 11. Survived by his widow, five daughters, three sons and four brothers. Burial in Osage Bend February 14.

CULVER—Harriet, 69, former music and theatrical critic with *The Detroit Free Press*, February 2 at her home in Detroit. In recent years she was with the Federal Writers' Project. Survived by her brother. Burial in Ludington, Mich.

DAMBROTH—George, 45, actor, director and playwright, February 10 in New York. He is credited with having written 186 plays, many of which were presented by the Alhambra Players, Harlem, N. Y. He began his theatrical career at the age of 15, singing and dancing with the Fox 5- and 10-cent houses. He had his own stock company in Hoboken, N. Y., and later appeared in the old Pathe films. Dambroth was a member of the "Catholic Actors' Guild." He leaves his wife, Barbara Winchester, actress.

DIERKE—Charles, pianist and orchestra conductor, in Mt. Pleasant Hospital, Portland, Ore., February 3. His musical career began at the Royal Conservatory of Music, Dresden, Germany. He taught music at the Hamburg Conservatory, later making a concert tour of Europe. Florence Ziegfeld brought Dierke to America in 1890 to conduct at the Trocadero Theater, Chicago. He led the military band and took a big part in other musical activities at the Lewis and Clark Fair, Portland, in 1905. Later

he conducted at the Marquam-Grand Theater and for several years conducted the Portland Symphony Orchestra. He was one of Portland's leading piano teachers. Services February 7 and interment was made at Fogland Crematorium.

DILLON—James Joseph, 34, auto stunt man, recently in Meridian, Miss., of injuries sustained a year ago when his back was broken in fall from a Washington street car. Dillon was known on American triple programs for auto drives thru fire. Survived by his widow, a son, James Jr., and his parents, who reside in Minnesota. Services in Meridian.

DOTY—Delhi A. (Del), 54, Dubuque, Ia., musician and newly elected president of the Dubuque Protective Association of Musicians, in Finley Hospital, Dubuque, February 17 after a short illness. Services January 19 in Dubuque, with burial in Linwood Cemetery there.

EVANS—Herschel, 27, saxophone player in Count Basie's Band, February 16 in Woodworth Hospital, New York, of a heart attack.

FELT—George, 52, motion picture exhibitor in Philadelphia for more than 30 years, in St. Luke's and Children Hospital, that city, January 22. He and his brother built the Ambassador Theater, Philadelphia, and at the time of his death operated the Southern Theater, South Philadelphia, and the Epiphany Theater, West Philadelphia. He was a member of the Elks, Masons and Brith Sholom. Survived by his parents and four daughters. Services in Philadelphia January 28.

PIKE—Thomas H., 54, stage manager of the Ohio Theater, Mansfield, Ohio, since it was built 11 years ago, February 11 at his home in that city after a brief illness. He was previously employed in the same capacity as the old Grand Opera House and Casino there. He was a charter member of the stage employees' union in Mansfield. His widow, a son and three daughters survive. Services and burial in Mansfield.

FLAX—Mrs. Rose Leah, 60, sister of Harry and Al Johnson, radio, stage and screen comedian, in Emergency Hospital, Washington, February 10. Besides the two brothers, she is survived by her husband, two daughters, two sons, her father and a sister.

GAGE—George W., 79, former actor but in the past several years a hotel owner, January 24 in Washington after a brief illness. In connection with his theatrical activities Gage had written verse and songs, some of which were introduced to the public by May Irwin. Services January 26 in Tacoma, Wash.

GREET—Clare, British stage and screen actress who toured the United States with Lillian Russell in the '90s, February 14 in her Chelsea, England, home. Miss Greet studied for the stage under Herman Vezin, Emilie Behnie and Ben Greet. She was, however, not related to the last named. She made her stage debut in 1891 with the Ben Greet Co. in which she played many parts in Shakespearean plays, and then was engaged by John Hare for the Garrick Theater, London. From 1905 to 1935 she appeared each season in London, and in recent years had played supporting roles in many British films.

HAWKES—Milton A., 45, projector operator at the Grand Riviera Theater, Detroit, February 7 at his home in Pleasant Ridge, Detroit suburb. He was a charter member of the Detroit motion picture projectionists' union and had been financial secretary of the union for 20 years. Survived by his widow, Mary Lee, a daughter, two sons and his mother. Burial in Woodmere Cemetery, Detroit.

In Loving Memory of
HERBERT N. HOWE
Who Passed Away January 27, 1939,
at Winter Haven, Florida.
JESSIE L. HOWE
JOSEPH N. HOWE

HEDOMAN—John Grayson, 74, retired United States Motion Picture Service employe, in Providence Hospital, Washington, January 28 after an illness of one month. Survived by his widow, a son and three daughters. Services January 27 in St. John's Episcopal Church, Mount Rainier, Md., with burial in Rock Creek Cemetery there.

HILL—Robert, 58, former circus scrobbler, in New Albany, Ind., February 10. He had trouped with Barnum & Bailey, Ringling Bros. and other shows. An injury suffered in one of his acts many years ago put an end to his circus career.

IMROP—Henry, 65, former manager of the Apollo Theater, Milwaukee, February 8 at his farm home in Grantville Township, Waushara County, Wis. Survived by his widow, two sons and a daughter.

KENNEDY—J. A., 63, vaudeville performer, in Seattle recently. Survived by his widow, Laura, three daughters, a son and several sisters and brothers.

KROUGH—Patrick J., father of Ed Keough, Chicago theatrical agent, in that city February 12. Survived by his widow and two sons, Ed and James A. (Jimmy), formerly general manager of Pilsbein & Rubin Corp., Minneapolis, and Saxe Amusement Co., Milwaukee. Services February 15 in Chicago and interment in Mount Carmel Cemetery there.

LA PALVA—Emma, 41, internationally known Viennese dancer, February 21 in the Evangelical Deaconess Hospital, Detroit. She collapsed a week ago while dancing with her partner, Ernest Legary, in a night club. She was born in Virginia, and at the age of 9 danced at Oscar Hammerstein's, New York, and after a Continental tour she was next seen in this country in the ballet of the Metropolitan Opera. She was an exponent of the ballet, the American Whirl and international character dances. She toured South America in the early 1920s. Returning to this country, La Palva and Ernest Legary, as a team, played the RKO and Loew circuits. Services in Detroit February 18. Body was cremated and the ashes sent to her daughter, Mrs. Esther Erisman, at Portland, Ore.

LAWRENCE—Allan, 75, composer and band leader of Scranton, Pa., at his home there February 6 after a long illness. At one time he conducted the orchestras at the old Lyceum and Academy theaters, Scranton. Survived by three daughters, one son, a sister and five grandchildren. Services February 9 at the home, with burial in Bethany, Wayne County, Pa., his birthplace.

LUNJACK—Charles A., 74, former stage director of the Metropolitan Opera House, February 12 at his home in Manassas, N. J., of a heart attack. Before associating with the Metropolitan Opera House he was stage manager for the late David Belasco and Richard Mansfield. He leaves his wife, the former Nellie F. Freeman.

MCCLURE—Heber, 48, suddenly in his home in Miami, Fla., February 10. Last season he was associated with the late Mrs. Barbara McClure on the Art Lewis Shows and for several years was ticket taker and assistant box canvasser with the Ringling circus. He was a member of the Coral Gables Post, American Legion, which conducted the funeral services, and the Masonic Normal Lodge. His widow, Mrs. Ota McClure, survives. Burial in Miami.

MCDERMID—Mrs. Evelyn May Eith, 68, concert pianist and organist, in San Diego, Calif., February 8. She had traveled with various chautauque groups. Survived by her husband, George, former dean of the faculty of the Ohio Mechanical Institute, Cincinnati; a daughter, son, three brothers, and two grandchildren.

MEKKE—Warren, 31, associated with Station WADM, Anderson, S. C., as auditor, salesman and actor, found dead in his apartment there January 30. His widow and two children survive.

MOWILLIAMS—Clare, 16, daughter of Mr. and Mrs. F. J. McWilliams, February 12 at her home in Portage, Wis. Father is operator of two local theaters and chairman of the board of the Independent Theater Protective Association of Wisconsin. Survivors besides the parents include five sisters and three brothers.

MARCHEL—Albert R., 35, traffic manager at Station WADC, Akron, February 3 in St. Thomas Hospital there. He had been identified for several years with the studio staff and assisted the remote-control crew with broadcasts. His parents and a brother, Edwin A. Marchel, of the sales department of WADC, survive. Services and burial in Akron.

NELSON—Mrs. Japp, daughter of Mrs. Helen O. Harris, formerly well known in the concert field and also with various outdoor shows, in Chicago January 21. Besides her mother, she is survived by her husband, a sister and a brother. Burial in Chicago.

ODDION—Helen, 73, former prominent Viennese actress, February 9 in Baden bei-Wien, Austria, where she had lived

since her retirement 30 years ago. Her best known roles were Madame Sans Gede and Zara. Among her achievements was a command performance for Emperor Wilhelm of Germany.

ROACH—John William, 84, father of John Strother (Jack) Roach, pitcher and medicine man, at his home in Durham, N. C., February 6 of pneumonia. He was employed by the Southern Railway for 57 years. Survived by his widow, Salie Morgan S. Roach; two sons, John Strother and William Louis, a surgeon. Interment in the Lakewood Cemetery, Durham.

ROBERTSON—Capt. H. W., 67, father of Anne Neagle, film actress, February 12 at his daughter's home in Hempstead, England.

RUTLEDGE—Emmett W., 68, an executive and member of the board of directors of the Central Outdoor Advertising Co., Cleveland, February 6 in Shaker Heights, Cleveland, after a long illness. A native of Kokomo, Ind., he entered newspaper work on *The Indianapolis Star*, later going to Cleveland, where he was with *The Cleveland Plain Dealer* until 1918, when he became associated with the Harry H. Packer Co., now the Central Outdoor Advertising Co. His widow and two daughters survive. Services in Cleveland and burial in Westlawn Cemetery, Canton, O.

SANTORIOS—Charles, 41, owner and operator of the Capitol Theater, Hartley, Ia., February 2 at the wheel of his truck between Melvin and Oshesedan, Ia. He was a World War veteran. Survived by his widow and two daughters.

SCHAKFFER—Charles N., 75, actor, in Hollywood recently. Schaeffer started his stage career in New York in 1894. He went West in 1909 and entered pictures, where he had been active ever since. He leaves his widow, two daughters and a son.

SIPP—Mrs. Fred, vaude and repertoire performer known professionally as Ethel Delrymph, at her home in Lincoln, Neb., February 5 after an illness of three years. She had been retired several years. Survived by her husband, Fred; son, Donald, and a sister.

SNIPES—Adams, 45, motion picture operator, February 4 in Milledgeville, Ga., of a heart attack. His widow and two children survive.

WAGNER—Ernst, 75, member of the Philadelphia Orchestra when it was founded in 1901, in Lankenau Hospital, Philadelphia, January 31. Survived by two sons and three daughters. Services February 3, with burial in Northwood Cemetery, Philadelphia.

WEBER—Joseph H. (Hank), 61, pianist with the Broadway After Dark unit, February 15 in Butler Memorial Hospital, Butler, Pa., of a heart attack during a performance. He had been ailing for some time and had planned to leave the company to take a needed rest. Survived by two sisters. The body was sent to the residence of his sister in St. Johnsbury, Vt., for services and burial.

WELCH—Carey Vivian, 8, daughter of T. A. Welch, pony ride operator on the Johnny J. Jones Shows, in Anderson, S. C., February 3. Her parents' one brother and four sisters survive. Services in Anderson, February 4, with burial in Silver Brook Cemetery there.

WESLEY—Charles, 74, a pioneer road show and opera company musician of Seattle, recently at his home in Riverton, Ore., after a two-month illness. He played violin in Seattle's first symphony orchestra, also the cornet in the famous old Langer & Luben Band before touring with road shows and opera companies. He later returned to Seattle to teach music. He was in Masonic circles. Wesley was also a charter member of the Seattle Musicians' Association. Besides his wife, Elizabeth, at Riverton, he leaves a son, Verell, of Seattle.

WINSTON—Sam, formerly associated with carnivals on the West Coast, in Foxboro, Mass., recently after a long illness.

WURZBURGER—Alexander, 58, widely known in music circles through the country, January 31 in Detroit of a heart attack. After graduating from the Michigan Conservatory of Music he studied under Alberto Jonas and Victor Benham, later going to Vienna, where he studied under Theodor Leschetzky, Paderewski and Gabrielowitch. He played with the New York Philharmonic Orchestra and the Minneapolis Symphony and went on concert tours for several years, later opening his own studio. Services at the home of his sister, Mrs. Robert D. Robinson. Interment in Woodmere Cemetery, Detroit.

YEATS—William Butler, 73, Irish poet and playwright, in Roquebrunn, France. (See FINAL CURTAIN on page 64)

The 1939 World's Fairs

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

- PACIFIC -
Golden Gate International Exposition
San Francisco
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Full Fun Zone Is Not Likely

Chance for greatest of all midways muffed, say observers—much space open

NEW YORK, Feb. 18.—Handicaps troubling the amusement division of the World's Fair are becoming common gossip around town as the word spreads that the fun zone will not be anywhere near what President Whelan cracks it up to be. To those close to the Flushing scene this is not news. For months it has been apparent that the fair had already muffed its chances of having the greatest of all exposition midways. The story is not new—it happens at most world's fairs and expos—but all show business hoped that in this instance amusement concessioners would be given a break by the moguls who run things.

But such was not the case. As has happened often before, showmen with excellent ideas were discouraged by seemingly excessive contractual stipulations and an overdose of interference from sundry departments within the fair corporation. As a result one proposition after another went by the boards, discarded as impractical under the circumstances and certainly not worth the gamble.

Today it is the concession department of the fair itself that is on the spot. Closer than anyone to the amusement set-up, concession heads have been continually in conflict with the legal, financial and engineering groups within the same corporation. Contracts ooked by the concession department are thrown back with the curt demand for different and invariably more stringent demands on the part of the fair.

On the other hand, sole blame for the cancellation of several leading attractions cannot be laid to the fair. It has been a tough year to obtain financial backing regardless of terms offered by the Flushing powers. Be that as it may, the fact remains that nowhere near a sizable amount of the amusement zone space has been allocated by the middle of February, less than 75 days prior to the fair's scheduled opening.

Chances are that April 30 will see the amusement zone incomplete. Concessioners already in the fold and currently supervising construction tell strange stories of experiences out in Flushing. Respective concessioners still negotiating relate even more fantastic stories and all are wondering what the outcome will be.

Beatty to Flushing? Hamid Wants Him

NEW YORK, Feb. 18.—Provided Frank Buck's apparent "exclusive" on wild animals in the fun zone can be altered somewhat, it is probable that Clyde Beatty will be an integral part of the evening Children's World program. George A. Hamid, producer of the subscription engaging circus in Kiddyland, reports that he effected an agreement with the act trainer whereby the act will headline the show's evening shift program, surrounded by such stellar vedettes as Dorothy Herbert, aquarienne; Ruth (See Beatty to Flushing? opposite page)

7 Special Tickets At Bargain Rates; Aim 3 Million \$

NEW YORK, Feb. 18.—If there's \$3,000,000 lying around loose the World's Fair has a good buy with a set-up of seven types of ticket gaps at cut rates. It's an advance buy. Fair is trying to plug the idea that the get-up-theoretically is for metropolitan people whose support and civic mindedness are being tested, but in practice the pasteboard books will be distributed nationally. The lucky seven are as follows:

1. SOUVENIR BOOK—Five general admissions, six concession admissions. Face value \$5.40. Sales price \$3.75. Saving \$1.65.

2. SEASON TICKET—Nontransferable. Identifying photo. Unlimited admissions. \$15.

3. 20-ADMISSION TICKET—Nontransferable. Identifying photo. Good any time, any day. Face value \$15. Sale price \$7.50. Saving \$7.50.

4. CHILDREN'S—Nontransferable season ticket. Identifying photo. Between ages 2 and 14. Unlimited admissions. \$5.

5. SCHOOL CHILDREN-20-ADMISSION—Nontransferable season ticket. Signatures of owner and school authority required. \$2.

6. COLLEGE STUDENT-TEACHER—Nontransferable season ticket. Identifying photo, signatures of owner and school authority required. Unlimited admissions. \$7.50.

7. COLLEGE STUDENT-TEACHER 20-ADMISSION—Nontransferable. Identifying photo. Signatures of owner and school authority required. Face value \$15. Sale price \$5. Saving \$10.

GENERAL—Gate admission 75 cents. Children up to 14 years, 25 cents, except on one day a week (not disclosed), when (See 7 SPECIAL on opposite page)

4,000 Answer Billy Rose Call

NEW YORK, Feb. 20.—Four thousand people mobbed the local Hippodrome answering a call yesterday for talent for Billy Rose's water show at the World Fair. This is the biggest crowd that ever answered a call for talent, it is believed.

Rose chose 400 girls while 25 newspaper men covered the event, including correspondents from The London News, The Daily Worker and The Stage-Zettung. Rose got breaks in the local dailies and the wire services.

Rose will supervise an audition tomorrow for swimmers.

Power Failure, Dousing Lights, Is Sour Break for Gayway Biz

SAN FRANCISCO, Feb. 20.—Attendance on Saturday, opening day of Golden Gate International Exposition, was given as 143,497. Estimates of officials had been 100,000 for the opening. Admissions on passes totaled 14,000. More than 12,000 passes were held by expo workers, concessioners and exhibitors, greater portion of the remaining pasteboards being given to press and radio. What officials called a rigid pass policy and advance buyers' ticket campaign were credited with the good pay crowd which attended. Saturday tickets good for admittance on Saturday and Sunday were sold weeks prior to the opening.

Penny a Minute

SAN FRANCISCO, Feb. 18.—Rick-sha "boogie" problem at the fair has been solved. There'll be 200 of them, manned by college lads with plenty of physique and legs that will allow them to jog around the island without developing chafed horses in the pinches. At the moment a ricksha ride with a college education costs the visitor 60 cents an hour. It's one of those penny-a-minute pleasures. The big brawny athletic type are to push the wheel chairs.

Weddleton Puts in Boost For Gayway He Has Booked

SAN FRANCISCO, Feb. 18.—Golden Gate Gayway will be everything that the name implies and more. Taken in all, there will be plenty of fun for everybody, was the assurance of Concessions Director Frederick Weddleton as the fair opened today.

Weddleton disclosed the care that had been exercised in choosing attractions for the amusement of sunseekers on Treasure Island.

"There will be nothing cheap and bawdy on the entire Gayway," he declared. "Shows and other entertainment there will be the finest ever offered exposition crowds. The Gayway will sparkle; it will have a distinctive tang and flavor, and the visitor can be assured he will get his money's worth there."

Lower Risk Rates Sought

SAN FRANCISCO, Feb. 18.—Harry A. Hillons, vice-president of the Concessions Association of the Golden Gate Exposition, has been appointed chairman of amusements and in that capacity started work for more equitable insurance rates, declaring the charges first encountered as being the most exorbitant he and others ever encountered (See Lower Risk Rates on opposite page)

Showmen and concessioners bank rolling shows along the Gayway got headaches in a big way as the expo opened. Not more than 75 per cent of shows on the midway were ready to do business at the fair officially got under way shortly after noon. A few late exhibitors got under the barrier just before night crowds started to trek to the fun zone. Counting the sour breaks, there was the big one when lights went out, plunging the amusement area into darkness just about the time pay throngs were ready for the evening lights. Lights were out more than two hours, caused by power failure, it was said. Disappointed patrons were refunded their money. One operator said the power failure probably cost those running Gayway shows \$20,000.

Ranch and Ripley's Tops

Sally Hand's Nude Ranch and Ripley's Odditorium, did tops, the Ranch drawing nearly 14,000, says the Times. Ripley's show did around the 7,500 figure. Fronting for the Ranch were Chuck Dettell, Billy Bitzer, Cliff Lowe and Jack Randall. Show has 27 girls, each getting a 20-minute act every hour.

Trouble hit Ginger's Midgot Village when Manager Tommy Hart was forced to close the show shortly after 4 p.m. when the lights did not come on again and the little folk complained of darkness and cold. Ripley's Odditorium, managed by Frank Zambrino, has 22 attractions, with two more coming later this week.

Life Show of DeLour & Rogers drew well with Lecturer Robert Curtis explaining the origin of life. "Stella," which many insist is the original of the 1913 fair, was well up in business brackets. In all there were 35 attractions in operation on Saturday, not including Harry A. Hillons' Twin Ferris Wheels and also the Roller Coaster and Speed Cars.

Several attractions were not ready, including the Ethelholm Village, on which construction has not started; Greenwich Village, set for early in March; Television City, also for March; Dances of the World, to be ready early this week; Giant Crane, next week; and Follies Berpère within two weeks. Also coming at Lux Theater and Showboat. Fifteen other concessions were signed during the week, but details were not learned.

Exhibit Palaces Ready

Exposition was opened at 9 a.m. but noon saw the start of impressive ceremonies. The giant 44-bell carillon in the Tower of the Sun rang out, echoing thru courts and gardens. Following this a corps of muted trumpets was heard, then an invocation, and after that a hymn of joy sung by a chorus of 300. State, city and expo officials spoke briefly and at 12:30 p.m. President Roosevelt delivered a nation-wide radio address, declaring the exposition open. The amusement sector proved of paramount interest to fun-seekers, and until the power failed it was difficult to circulate, rides, shows and concessions adding good business.

All exhibit palaces were open but neither the Argentines nor the French

Hands Across the Country

NEW YORK, Feb. 18.—Prospective nervous wrecks of The Billboard New York World's Fair department (left-hand columns of this page) greet the current nervous wrecks of The Billboard Golden Gate International Exposition department (right-hand columns of this page). We see where you're swinging into action today. From now on it's mostly "what happened" not "what's going to." We'll be having that headache beginning April 30, for that's when we get started.

By the way, did you catch the Maxwell House-Coffee-MGM Good News Program Thursday originating in Hollywood? Baby Snoots and Hanky Stafford were introduced as taking a train for the World's Fair. They didn't say which one. If they meant San Francisco, does it take two days now to reach S. F. from the film colony? It did during the gold rush maybe. Guess they were afraid to mention either burg because of geographical prejudice or sentiment.

Do you have any overflow from your amusement zone (Gayway) that you can shift over? We hear you haven't. Neither have we from the way things look.

Good luck—you'll need it and so will we.

lavious were ready, they being the only foreign concessions closed. Altho a few others were not complete. Restaurants were unable to care for the crowds, with lines in front of some of the spots more than 100 feet long. Concession Director Frederick Weddleton considered the power failure a bad break for the dayway.

To Provide for Trailers

SAN FRANCISCO, Feb. 18.—Special legislation to regulate parking of automobile trailers during the expo is being formulated. While more than 2,000 trailers carrying some 10,000 persons are expected during early weeks, no provision has been made for trailer parks. It has been suggested that some open sections of Golden Gate Park be used. Health officials are co-operating with others in drawing an ordinance for submission to the board of supervisors as an emergency measure.

Cleanings

By WALTER K. SIBLEY

SAN FRANCISCO, Feb. 18.—This great enterprise represents combined labor and other efforts of hundreds of brilliant minds covering a period of five years. As these master minds look back over the many difficulties they surmounted and the 1,001 heartaches they endured they can feel happy their work has been concluded so monumentally that it will leave an indelible impression on the world in general and the Pacific States in particular. San Francisco should place a tablet of honor in its most prominent place, where all can see who were the guiding geniuses of this epoch-making undertaking.

Harry Lee Johnson, one of the principal concessioners with the Streets of Paris in Chicago, may have a show titled The Flaming Family Show.

The Concessioners' Association, now in full swing, meets weekly in the St. Francis Hotel. Tex Cameron is president; Harry A. Illions, vice-president, and Cliff Wilson, secretary. The boys say the object of the organization is to promote good feeling and to assist in troubling out difficulties that may arise between concessioners and exposition company.

Tom Wolfe opened offices on Market street, from where he will direct his fair activities.

Put this in your book: Management of the next world's fair in these United States will apporportion a sufficient amount of its capital to assist in financing meritorious feature pay attractions, not to exceed six. These will be placed in key spots on the midway where their "draft" will assist the fellows who have smaller and less costly attractions which have been self-financed. Showmen capable of producing world's fair feature attractions do not have (as a rule) necessary money to finance big shows and, because of the difference in financial conditions of today and yesterday, promoting capital for the type of shows presented at expositions is almost out of the question. Better class carnivals have found that to secure the type of showmen capable of building satisfaction-giving shows and operating them with any degree of success they must be financed. World's fairs are few and far between, and the operator of even the largest and finest attractions usually makes so little profit after he gets thru paying the 1,000,001 expenses of building, operation, financing, etc., that he has very little left; in fact, in most cases not even enough to carry him to the next fair. Attractions that surely would have been a great credit to the exposition and would have helped the front gues have had to be dropped because of lack of capital. It would seem that if the amusement zone is such a valuable adjunct to a great exposition as it usually proves to be, not only for entertainment but as a money-maker for the exposition company, it would be good business for the expo company to set aside at least 1/10 of its capital for promotion of this part. All of the money could be amply secured by gate receipts of attraction.

"Red" Kerns, who has been promoted to be assistant to the chief of the pass division, has been identified with San Diego and Dallas expositions.

Dick Bellamy is working in conjunction with the American Express Co. to promote sale of children's expo tickets.

Arrangements are being made with attractions suitable for kiddies to care for them and provide special entertainment.

Jack Newman, now that the Clyde Beatty show has fled, returned to his home in Los Angeles, where he will try to put Clyde in pictures again.

Arthur Hoffman, who was to have managed the Beatty show, will be general manager of the Infant Incubator presentation. This show will occupy 10,000 square feet, 100 feet of front and will be a miniature hospital, in charge of skilled physicians. Arthur will furnish the showmanship to make the venture a financial success.

Prof. L. Levitch, nationally known seer, arrived from Los Angeles and is negotiating for space. Up to this writing concessions of this type have not been booked.

Big illusion show on the Gayway, one of the few concessions that were able to secure financial assistance from the fair, looks good from the outside, but I can't help remembering the Great Carter show at a Century of Progress and other similar attractions at world's fairs. Let's hope this show gets a break.

Dr. Elizabeth Judas, who is to put on the Esthonian Village, left for Esthonia to bring over a cross section of her countrymen to take part in entertainment. It will be at least another month before this attraction is complete.

Members of Chinese Factors, Inc., operator of the Chinese Village, were elated that their attraction was complete in every detail for the opening. George Due, president, says there is no doubt the attraction will be a big success.

The 10 days before the opening were the toughest of the year—almost continual rains (sorry, Californiaists), which made it difficult for workmen to keep to schedule.

Restaurant seating is now up to full requirements for the early part of the fair with 12,000 seats.

No mushroom ever came to life quicker and more surprisingly than William Russell's Scotch Village came into being. Of course, Bill had triple A-1 supervision, his own architect from Scotland and was smart enough to secure the fastest stepping contractor in the bay district. Result, a finished job and on time! It is the consensus among Gayway showmen that Russell is the greatest go-getting showman that ever came out of the British Isles to do business in America.

Franz Stirmman, who erected the Giant Crane after many difficulties, is ready to return to his native Paris. An operating crew has arrived from the other side.

One of the most beautifully framed shows on the Gayway is the Hydrosphere. Everyone here hopes it will do good business, as so much painstaking effort has been put into it.

A row of concession stands has been erected for the fair by one of the local contractors who used 8-by-8's for uprights. "Shoemaker, stick to your last," is again exemplified.

Johnny Branson moved his Lion Motel-Drome to what he thinks is a better location. While attractions of this type are good money-getters, it is hard to place them where they don't interfere too much with other shows and still where they will get the money to which they are entitled.

Thirty-eight shows in great variety and 15 pleasure-giving rides make quite a respectable midway, even for a world's fair. With attractions now in negotiations the entire space that has been set aside for the amusement zone is certain to be taken within a short time.

Children's Village did a tailspin, owing to lack of finances. In its place there will be a Children's Playground that should be pleasing.

Tex Cameron has framed a unique restaurant which should prove extremely popular under the title of "Bean Pot," Bostonians' haven.

Chuck Porter, who blew in from Dallas, during the exposition there was connected with the Madam X show and says he will be here for the season.

Passing of Carey Jones recently removed from our sphere another unique character, who, under the name of

"Snakeoil," was a noted herpetologist. He probably knew more about serpents than any other person. In his work he had been bitten thousands of times by all kinds of reptiles without any apparent effect upon him.

Jimmy Mitchell, Beaver Falls, Pa., arrived to oversee opening of the Cyclone Coaster. Giant ride is equipped with cars and other paraphernalia manufactured by the company with which Jimmy is associated. It seems that no matter where I go Jimmy bobs up—Paris, London, Brussels, Dallas, Tampa, Chicago and now here.

Joe Rogers blew in from New York and will stay until after opening of the Life Show. He is agreeably surprised at the beauty of the fair and predicts that showmen here who have meritorious attractions will make a fine profit.

H. Delaveau, Parisian ride operator, who arrived recently, was 41 days on the high seas from Cherbourg. The ship had mechanical trouble and it looked at times as tho it never would reach land. He brought two novel riding devices which have proved popular in France and Belgium.

No world's fair has ever had a building so suitable for big attractions as the Coliseum, erected at a cost of over \$500,000. Hops, stock and cattle shows, six-day bicycle races, roller derbies and other events for which the building is suitable have been booked.

Fred Weddleton, putting in 18 hours daily, seems to thrive on it. How one man can do so much work and stand up under it is the talk of all the showmen. It would have been a fine job for an octopus, each tentacle being an individual.

LOWER RISK RATES

(Continued from opposite page) at a World's Fair. Lloyds of London has been of some help in the matter, he said, and conferences have been held with Harry O. Baker, New York, and John L. Campbell, Baltimore, insurance consultant of the National Association of Amusement Parks, Pools and Beaches.

On Flushing Front

By ROGER LITTLEFORD JR.

NEW YORK, Feb. 18.—Another entertainment attraction bit the dust this week when the Music Corp. of America admitted that it had lost all interest in operating the fair-built Music Hall as a theater-restaurant. MCA and National Hotel Management Corp., (Ralph Hitz) had hoped to collaborate in a deal, the former operating and the latter catering, but both dropped the idea after a careful analysis of the profit-making possibilities. Fair constructed the 2,400-seat building with intention of peddling it to theatrical interests of some sort, but nobody wants it and it will be utilized for a convention headquarters for visiting firemen.

Ralph Hitz is substantially represented elsewhere in the fairgrounds (bars in Winter Wonderland for instance), and MCA is angling for another show spot, having recently obtained permission from the American Federation of Musicians to act as an employer at the fair. Union usually restricts band bookers from acting as employers.

Jack Rosenberg, head of Local 802, AFM, says there isn't a chance in 100 that the musician wage scale will be reduced at the Flushing fairs. Word has been going around that the Concessioners' Association will petition the union to lower its scale, claiming that the present rate is too high. Rate is on a par with Class A spots in New York City, Rosenberg says, and will remain there.

Billy Rose hit the headlines this week when he dedicated the Aqueduct, champagne and all, said again later in the week when stating for the same show got under way at the Hippodrome. Casting of Ed Hangerford's Railroad on Parade spectacle, or variant or extravaganza occurred on February 13. Several hundred extras will be used in the New Box version of Chicago's popular Wings of a Century.

Messmore & Damon's Old New York Village, with George Jessel operating the majority of entertainment, has apparently overcome financial barricades and may announce its personnel from general

See PAGE 5 LAFAYETTE SOUND SYSTEMS LEAD IN PROFIT POSSIBILITIES AT THE '39 WORLD'S FAIR!

manager down, next week. . . . Generally speaking, tho, status quo of the amusement division remains the same as a week ago. No new concessions signed and many previously contracted enterprises still in the doubtful stage due to finances. It's all beginning to become depressing.

Jottings. . . . In its latest series The Daily News tackles the subject of the amusement zone and blasts the fair policy and anticipated absence of attractions which have been successful elsewhere. Devoted more than full page to same. This is the only paper in town not contemplating a supplement edition, by the way. . . . Art Associates, Inc., will display 500 great paintings of all time, valued at \$30,000,000, to be shown in fireproof building known as Masterpieces of Art Museum. Fair Corp. making site available without cost because of "cultural significance." . . . Ferdo Grofa, composer-musician, will head musical group in afternoon and evening concerts in Garden Court of Ford Building. . . . Board of Queens establishing World's Fair thruout to expedite court cases on grounds. . . . Aside to COIN press department; New York Times of February 12 had double page in rotogravure on your project. Will you let us know if any San Francisco sheet does the same for New York? And nice section of same leave ran Beatty three pages. The Times sending its Edward Alden Jewell, art editor, out there for the story. . . . Exterminating Services Corp. awarded contract to rid fair of rodents, vermin and insects. Not stated whether human counterparts are included. . . . John Logan Campbell, of Baltimore, NAAPFD insurance consultant, is visiting San Francisco fair, the traitor. "This will be a great fair," he writes, "and while not as gigantic, is attractive and should be a success." As gigantic as what? "Why not a tryon-shaped hot dog, using the pointed end for a toothpick?" why, notes Milton Danziger in The Springfield (Mass.) Republican. . . . Hostesses being card-indexed for service to visitors. . . . City's hotel rates on rise—again. . . . Perennial Note: Plot X is still looking for a taker.

BEATTY TO FLUSHING?

(Continued from opposite page) Mix, exponent of the Wild West, and the Del Rio Midgets.

Only hitch—and it's a big one, no doubt—is the fact that Beck is supposed to hold the "ex" on wild animal displays and such, and unless he relinquishes the privilege in this instance one of the brightest names in the thrill biz will probably not be a part of "The World of Tomorrow." Hamdri's show is scheduled to consist of two shifts, the first from 10 a.m. until 2 p.m., designed for the kid trade, and the second, from 8 until closing time, pointed for adults. Beatty act would appear on the second shift only, while Herbert and the Del Rio are expected to double on both.

Beatty almost appeared at the Golden Gate Expo in a show of his own, but the deal fell thru when the money angle was brought up, and now he is out on the winter Shrine circuit, with no commitments for the summer season. It stands to reason that Beatty could spend another season on the reorganized Ooble Bros. Circus, in which he is reported to be financially interested, altho it is fairly well understood that he has a considerable amount to remain away from the circus trails for one season at least.

7 SPECIAL

(Continued from opposite page) admission will be 10 cents. Sale opens February 24. Photos required for non-transferable tickets will be made free at fair offices. Best bet for average customer seems to be souvenir book, limited to two to a customer at present. Issue of \$30,000 of them indicated, or one to every 10 persons in metropolitan area. When issue is exhausted no more will be printed and none will be on sale during fair. Thomas H. McInerney, president National Dairy Products and member of fair's executive committee, is general sponsor of sale, with Mayor La Guardia honorary sponsor. Bayard P. Pope, fair treasurer, in general charge

DOWNIE SHOW IN NEW HANDS

Bought by Georgia Corporation Headed by William M. Moore

New ownership capitalized at \$75,000—much equipment to be added and seating capacity enlarged—to open in Macon in April—Charles Sparks retires

MACON, Ga., Feb. 18.—One of the largest circus transactions in recent years, ownership of Downie Bros. Circus, a leader in the motorized field, passed into new hands Thursday. Charles Sparks, famous circus owner for several decades, announced his retirement and that the show has been sold to William M. Moore & Co., a Georgia corporation. Work was immediately started at quarters preparing for the road tour to start here in April. All of the show property, including 24 trucks, about 50 head of stock and a herd of elephants, was immediately transferred. Moore, head of the purchasing group, has long been identified in circus business as a legal adjuster. He has been in Macon several days in connection with the purchase is a group of Texas oil and business men and Paul M. Conway, Macon attorney, who in addition to being a shareholder will be general counsel.

Head Texas Group

The Texas group is headed by H. A. Decker and T. Leo Moore, both prominent in the show business.

Barnes Co. Folds At New Bedford

NEW BEDFORD, Mass., Feb. 18.—Barnes Circus Production Co. folded recently in New Bedford, Mass., according to word received here from Robert Stevens, who had been press agent. Company opened in New York State before Christmas and then moved into New England. Blowoff came. Stevens further states with the show owing performers and band about \$400, which the director promised to pay within 60 days.

Circus was organized in Brownwood, Tex., in 1923. It operated in Southwest and Eastern States past three years.

NEW BEDFORD, Mass., Feb. 18.—Indoor circus which dropped here after a three-night engagement was sponsored by Elks' Lodge and operated under the name of Elks' Charity Circus. Funds had to be raised by contribution to get troupe's baggage out of hotel and provide the folks with traveling expenses.

Beatty and Wife Have Several Weeks' Bookings

ROCHESTER, Ind., Feb. 18.—A movement from the Cole quarters of 31 cats, elephants, etc., entrained Thursday for two weeks' date at Detroit which will be worked by Mr. and Mrs. Clyde Beatty. With close of Detroit show will move to Omaha Shrine event and then St. Louis for 14 days. Accompanying Beatty were Captain Bernard, William Snyder, Chick McKinley, Charley Adart, Scotty Cramer and Tim Joe Ruly.

It was stated that Beatty has purchased three highly trained bulls—Mary, Sid and Anna May. Mrs. Beatty works one of them in a new routine cat act.

The five female lion cubs born several weeks ago saw scores of nation's motion picture cameramen and news hounds visiting quarters and were shown every courtesy by Jess L. Murden. Seen on lot were Charles Lucky, Capt. Fred Seymour and Bill Hunt.

Phil McGrath, 1938 trainmaster of the Erie, is on the Rochester night police force.

"Liability for Accidents"

In this issue, in the Carnival Department, is the 13th of a new series of legal opinions of special interest and benefit to people in all lines of show business. One of these articles appears in the last issue of each month. The author, Leo T. Parker, is a well-known writer and lawyer.

Famous Wirth Parrot Departs This Life

NEW YORK, Feb. 18.—George, also known as "Hello Darling," last name unknown, 16, died of a heart ailment Tuesday evening in the home of his foster-parents, Frank (Booker) and May (Bucyrionne) Wirth, Forest Hills, L. I. The Wirths had adopted the deceased 15 years ago in Australia, birthplace of all the Wirths, and brought him to this country, where he immediately became famous among performers, executives and general personnel of the Barnum show, on which the Wirth riding family had appeared for many years, as well as around the fair-park circuits.

131,000 Attend Two-Week Run of Cleveland Grotto

CLEVELAND, Feb. 18.—The annual Grotto Circus here closed its 12-day engagement with an attendance mark of 131,000, a record for this event. Show ran from February 6 to 18, 1939, did not open on Sunday as it has in other years.

Publicity held up well, one of the highlights being the trip of an elephant, given by the Grotto to the municipal zoo, from Public Auditorium to the zoo. One of the local dailies ran a contest for a new name for the bull, purchased by the Grotto from the Cole show. The elephant was kept in the menagerie until the 15th. Elephant had named Trude. Show moved to Detroit tonight.

Nothing New on H-W

LOS ANGELES, Feb. 18.—No definite information is obtainable at the quarters of the Hagenbeck-Wallace Circus. There are many rumors of deals having been made or in the making, but H. L. Cronin has stock reply to any request for news, "nothing new to report." Mrs. Bert Bowers, who is here, has considerable investment in the show. It was stated that Howard Y. Bary is out.

New Show for Anderson; Buys Property at Rochester, Ind.

EMPORIA, Kan., Feb. 18.—Bud E. Anderson, of this city, will have a new show on the road, titled Bud E. Anderson's Jungle Oddities and Three-Ring Circus. It will move on 18 trucks. Anderson has operated an overland show for 20 years, beginning with wagons and horses.

He recently returned from Rochester, Ind., where he made a cash deal for a carload of equipment and animals. In shipment were three baby elephants, two young camels, eight liberty horses, three mares and three Wild West Hinges; harness, saddles and props for same. Show will have five elephants in all, as Anderson owns the Max Gruber elephant-herds act, and an elephant from the Tom Mix Circus. There will be several



WILLIAM M. (BILL) MOORE, head of the group which bought Charles Sparks' Downie Bros. Circus. "Bill" has been in circus business for more than 20 years, starting with the Barnes show in 1917.

Truck Show For Brownlie

Will be of 10-unit size—animals to be featured—quarters at Archer, Mont.

CHENOOK, Mont., Feb. 18.—Thomas Brownlie, of this city, formerly of the white fops but retired to his ranch years ago (CFA member for years), is organizing a truck circus, Whitmarsh & Brownlie, of which he will be manager. Quarters will be opened at Archer, March 1.

It is planned to have 10 trucks, 6 cage wagons, a shell band wagon, etc. Big top will be a 60 with three 40s (three rings); menagerie top, 40 by 80; side-show top, 30 by 50. Whitmarsh trained animals are to be featured.

Jarvis Deal for Show Falls Thru

ROCHESTER, Ind., Feb. 18.—The deal made here early this month by Glenn J. Jarvis and Garnett Barnum Keough, who were planning to put out the Jarvis & Balley Bros. Circus, for a complete 15-car railroad show, including advertising car, from Jess Adkins, Jess L. Murden and Zack Terrell, of the Associates Investment Co., has fallen thru. A check for \$20,000, dated one week ahead, as a down payment was given. It was presented on the agreed date and returned marked "NSF" (meaning not sufficient funds), according to Adkins. Adkins further states that Jarvis advised him back of the proposed circus turned him down.

It is understood that Jarvis has moved his headquarters to his Iowa home town.

Fair Run for WPA Show at Orange, N. J.

ORANGE, N. J., Feb. 18.—The WPA Federal Theater Circus closed its engagement here February 13. Business was fair thruout the entire run. Mayor Blumenco opened the show and had several hundred underprivileged children as his guests. Local newspapers gave show plenty of publicity.

Anthony Sajo, a tumbler with the Oak troupe, closed with the show here. He will join the Federal Theater hit Pinocchio. Bart Turner, member of clown alley, has produced a wov of a number. He uses two chickens in the gag, "Rooco" and "Dodo" are going over big with their rucking table number. Captain Engerer, who has the lion act, now has Miss Invidia working with him. The masked ranger is going over big with his slide from the dome of the arena to the ground on his back.

Managing Director Burns O'Sullivan will confer with his staff on plans for the tenting season, which will probably open in Sunnyside the second Tuesday in May, reports Wendell J. Goodwin.

Many Attend Talbot Services

LOS ANGELES, Feb. 18.—A large crowd attended the funeral services of John O. Talbot February 10 at St. Paul's Roman Catholic Cathedral. Father Thomas Blackwell, long-time friend of the deceased, was the celebrant. Pallbearers were J. E. Blumkin, J. W. Horne, W. L. Coff, John G. Wild, John M. Miller and S. L. Cronin.

HOWARD BARY, it is whispered, is trying to make a motion picture studio connection on the Coast.

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.

Loading Machine For R-B; Working On 50-Foot Ring

SARASOTA, Fla., Feb. 18.—Further indication that Ringling plans to lead the circus world into a modern mechanized era was seen here this week when word leaked out that officials and engineers connected with the Big Show were drafting designs for a mechanical loading machine. Although details were lacking, it was understood that the device will not only be a labor saver, but will also considerably speed up the loading process.

Meanwhile at quarters here seat department technicians are working out arrangements for the new box-seat arrangement that will feature the new Ringling rounded big top. A section of the grand stand has been erected on the grounds in order to study the practicability of the new arrangement, which will see raised box seats surrounding the hippodrome track.

The return of Gargantua was responsible for a quick rise in attendance last week. Richard Kroemer, the gorilla's keeper, displayed an autograph book containing signatures of Continental celebrities (See LOADING MACHINE on page 84)

Wiley To Pilot Russell Bros.' Show

YORK, S. C., Feb. 18.—Oscar Wiley was recently at the quarters of Russell Bros. Circus at Rolla, Mo., and signed as general agent. He was the guest of Mr. and Mrs. G. W. Webb for a week.

Webb is on the mend and no doubt will be able to return to active duty in the summer. Cages for the menagerie are being built.

With the Circus Fans

By THE RINGMASTER
CPA

President: MELVIN D. KILBRETH, 116 Evans Bldg., Washington, D. C.
Secretary: W. M. BUCKINGHAM, 116 Evans Bldg., Washington, D. C.
(Conducted by) WALTER HOFENADEL, Editor "The White Tents," care Hohensadel Printing Company, Bethesda, Md.)

ROCHELLE, Ill., Feb. 18.—F. K. Loxley, of Cranston, R. I., attended the Hallow-Premont Circus at Fall River, Mass., January 25 at the Anawan Hall. It was for the benefit of the Police Benevolent Insurance fund.

Mr. and Mrs. Frank Hartless attended the opening of the fair in San Francisco. Mr. and Mrs. W. H. Hohensadel celebrated their 25th wedding anniversary February 18.

The Des Moines (Ia.) Register of February 5 carried a lengthy item on J. A. Wagner's 40th year with the Des Moines Union and Iowa Transfer Railways, of which he is general manager.

The annual vest pocket winter circus of the Pat Valdo Tent, Binghamton, N. Y., will be held in the Recreation Hippodrome February 25, matinee and night or two evening performances. Tickets are 25 cents each. Net profits will go to Ladies' Southern Tier Bowling League. Acts are recruited from Clayton's Circus, which maintains quarters near Binghamton. Opening spec will feature entire troupe, including five girls in tiger trainer costumes worn by one of the Barlow bowling teams.

Other items from Binghamton: Pan O. E. Barlow Jr. is in hospital. He is recovering and is expected to be home within a few days. Florida trip postponed. Plans to go south with son latter part of March and visit Sarasota and perhaps Macon, Ga. Frank Boland is wintering at his home in Daytona Beach, Fla. The Rotary Club is planning to bring a large winter circus the latter part of month.

CPA W. R. Brinley, of Wallingford, Conn., exhibited his miniature circus at the Newington Home for "Crippled Children, near Hartford, afternoons of the 10th and 11th. He raised his big top and had his miniature electric plant running and to add more circus atmosphere a steam calliope record was played. He gave a brief talk on his miniature. This exhibit was a feature of the Bluch Landoff Tent of Hartford to help keep the circus before the public.

Tent for Detroit

DETROIT, Feb. 18.—A local tent of the Circus Fans' Association is being organized. It will be named after the late Ralph Nelson, founder of the Nelson Family, of Mount Clemens, Mich., and officers will be selected in about two weeks. Active organization is expected to be completed during the run of the Shrine Circus here, starting February 26. Fred L. Shaw, who was chairman of the National Save the Circus Committee of the CPA, is one of the organizers of the tent.

Business Very Good For Ingham's Indians

CHERAW, S. C., Feb. 18.—Ingham's Congress of American Indians has been in schools of near-by cities and counties past two weeks and business has been very good. Mr. and Mrs. Rex M. Ingham, Mrs. Dot Shores and Chief Frank Canoe visited the quarters of Barnett Bros. Circus at York recently and were guests of Frank DeRuelle. Also visited Catawba Indian Reservation, near Rock Hill and were entertained by Chief Bige of the Catawas.

Chief Canoe is sporting another new set of wardrobe, including a split double trail eagle war banner. While at Ellerbe, N. C., members of troupe visited the Gregory family, owners of the Dandy Dixie tent show, which has been out all winter. A number of picture and vaudeville shows are out under canvas showing along the North Carolina and South Carolina border.

TIGHTS

OPERA HOSE
KOHAN MFG. CO., 250 Traffic Pl., Brooklyn, N. Y.

Weinberg-Smith in Public Wedding on Polack Show

SACRAMENTO, Calif., Feb. 18.—A romance of the big tops five years ago was climaxed at a public wedding here Tuesday night after the first performance of Polack Bros. Circus, sponsored six nights in Memorial Auditorium by the local Strainers.

The principals were Herman P. Weinberg, member of the Billetti troupe of high-wire performers, and Justina F. Smith, of Santa Rosa. They met five years ago during the State Fair, or Texas at Dallas. The bride said she intends to join the show and learn to be a performer like her husband.

Program of show here, in order, follows: Grace Hanneford, rider; Arthur Borolla, Danny McAvoy, Homer Goddard, Carl Trainer, clowns; Miss Siegrist, traps, and Art Freeman, Roman rings; Captain Snyder and his bears; Four Acrobats, Bert Lund, Homer Goddard, jugglers; Miss Mona, Indian elephant, presented by Miss Betty; Billy Pope, high still walk, and Homer Lund, unsupported ladder; the Byrons, comedy acrobats; Hamster's dogs; Billy Pope and Conchita, perch; clowns; Rosemary Barnes and her Scotties, presented by Bert Nelson; Riding Hannefords, with Foodies; Mona, presented by Capt. Noble Hamiter; clowns; Joe and Bebe Siegrist, on trapeze; Great Acrobats, wire; Belle Costello and Peg Fremont, cloud swing; Chief White Eagle and Princess White Cloud; Rosemary Barnes and her sen lions; Art Freeman, Dorothy Page, Pete McMann, balancing acrobat performers; leaps by Pope; clowns; the Hannefords, whip cracking; six English monks, teeter board; Billetti Troupe, high wire, hand directed by Jack Bell.

Letter From Stanley Dawson

SARASOTA, Fla., Feb. 18.—Leaving Los Angeles January 21 the last two persons the writer contacted were Gibbs, who asked to make the correction that his name is not "Overland" Gibbs but "Transcontinental" Gibbs, and F. A. Schmagar.

Billy Cronin and Stella gave a farewell dinner, which was attended by the writer, Yellow Burnett, Jack Orines and Harry Levy. Able Albert was still operating a restaurant for winter occupation and "Jew" Murphy and Winn Partello were working at the studios, as were Jimmy Hicks and Al Moss. Tina Burroughs has made Los Angeles her permanent home. Everett Hart came east three weeks ahead of the writer to play dates.

Ruth Alexander is in San Francisco, connected with the pageant that is being produced by William Vollman and Happy Brannan. Eddie Brown recently quit Los Angeles for San Francisco and was told that Bennis Levine was there as well as Charley Mugivan.

The trip across the continent was without incident. Had to stop off for the night at Yuma on account of a severe rain. Making overnight stops also at Van Horn and Columbus, Tex., pulled into the Curtis Pecan Grove at Cuevas, Miss., and enjoyed three wonderful days with Captain and May Curfiss and William Brown, former trainer. Made it thru from Cuevas to St. Petersburg. Contacted Mrs. Doc Partello (Pritzie). (See STANLEY DAWSON on page 67)

Scandinavian Shows Plan Early Start; Schumann Spot to Houcke

COPENHAGEN, Feb. 10.—Several of the big tent circuses of Denmark are set to hit the road at Easter time. Among the important shows going out will be the Circus Belli, Circus Mische Koller and Circus Mische-Glauret.

Jean Houcke, French circus operator, will again take over the Circus Schumann, Copenhagen indoor spot, for the summer season. Houcke will feature an aquatic pantomime as part of this season's program. He finished last season in the red but is being backed for another try by a well-known Dutch circus fan.

Paul Neve, promoter of outdoor and indoor shows, has been presenting Ben Sherman, the Fairbanks, Alaska, wrestler, and a group of seven European grunners in a series of "all in" wrestling bouts. The Schumann brothers will start their season in Sweden early in March, opening indoors at Stockholm and

Favorite Outdoor Performer Contest

Sponsor—THE BILLBOARD

DONORS: Circus Fans of America; Dealer Fellows Tent, GSSCA; National Showmen's Association. Types of awards will be announced during the year.

For ballot with detailed explanation, send request postcard to Contest Editor, 1564 Broadway, New York. Only one ballot per voter allowed. Those desiring more than one ballot must furnish names and addresses of prospective voters. ACTIVE PERFORMERS NOT ELIGIBLE TO VOTE.

Flying Behrs Lead Pack
This the eighth week of the Outdoor Performer Contest finds a new leader in the Flying Behrs, who have amassed 180 points, 22 points ahead of Mabel Stark, who took the leadership last week for the first time. She is in second place. The score of the Flying Behrs constitutes a peculiar turn which the contest has taken in as far as they are concerned, because their total has been scored by first places exclusively, having gathered 18 firsts on as many ballots.

Clyde Beatty, with 119; Blondin-Felina Troupe, 98, and Con Colleano, 72, are the next three.

The Contest Editor is pleased to announce for the first time the entire list of performers who have been nominated in the tournament as follows:

Felix Adler, John R. Agee, the Antaleks, Anthony and Davidson, Harold Barnes, Clyde Beatty, the Bedfordas, Flying Behrs, Flying Behrs, Billetti Troupe, Kenneth Blake, Blodina-Railings Troupe, Brody and Delevan, Carver's Horde, Olga Celeste, Ernestine Clark, Clark Family, Flying Clarkons, Flying Codomo, Antoinette Concolio, Flying Concolios, Con Colleano, Witnifred Colleano, Christian Troupe, Capt. Dalbante, the Danwills, D'Arcy Orlis, Bert Deppo, DeKohl Troupe.

Also Eric the Great, Meric Evans, Fearless Flyers, Flying Florida, Great Fuzzier, Homer Goddard, Otto Grubling, Foodies Hanneford, George Hanneford, Ella Harris, Dorothy Herbert, Will's Elephants, May Hobson, Corinne Hodgkin, Harry Inman, Capt. Threll M. Jacobs, Capt. Walter Jennier and Buddy, Paul Jerome, Jack Joyce, Happy Kollens, Bernice Kelley Troupe, Emmett, Kelly, Mickey King, Kinko, St. Nicholas, Harold (Happy) Klujesko, Krasnonians.

Also Hugh Landolf, The Larkins, Luisa Loren Aerial Lorenos, Loyal-Repenaki Troupe, Bob Matthews, Maximo, Merrill Brothers and Sister, Frank Miller, Tom Mox, Monroe and Grant, Theresa Morais, the Naittos, Walter Nielsen, Aerial Ortons, Palenbergs, Great Peters, Poldor, Harry Potter, Pearliss Potters, Proskie's Tigers, Queens of the Air, Radke Sisters, Les Rebras, Reiffenbach Troupe, Helen Reynolds Skaters, Robinson's Elephants, Ed and Jenny Rooney. (See FAVORED OUTDOOR on page 57)

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who is still EUROPE'S sweetest importation, with his two breath-taking Aerial Acts the show business over seas.

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WANTED Horse Trainer

Must be capable of Training High School Horses Liberty Asia and Poole.

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6 Michigan View Robinson Bros., 4000 East 6th, address HARRY THOMAS, William-Barre, Pa. Radio Station WBAZ.

WANTED TO BUY

Good 100-Foot Top with three 50-foot Skidons. Also 40-foot Top with three 20-foot Skidons 10 K.W. Light Plant, Air Chills, Can use with Animals. Want Dog and Pony Acts, also Colonel Yardi Leader and Musicians. Dealer for Mike Show (also known as Mike Miller) with. All address: G. O. SMITH, 113 West Ave., Jackson, Miss.

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Send your correspondence to advertiser by mentioning The Billboard.

Under the Marquee

By CIRCUS SOLLY

CARNIE clown cop. will be with the American United Shows this season.

JEROME E. HARRIMAN and wife and son are wintering in Washington, D. C.

TALLEY'S eight-piece band and Talley Bros. will be in side show of Richard Bros.' Circus.

MRS. BERT BOWERS, who has been on the West Coast looking after her interests, is expected back east this week.

JACK FENTON, bannerman with the Parker W. Watts Circus, was calling on prospects in Chicago last week.

MRS. RICHARD (AUBREY) RINGLINO passed thru Chicago February 16 on her way to Sarasota, Fla.

DUST OFF THE MAPS—It's time to get busy on routes for the season.

FLOYD HARVEY pens that he will handle the light plants on the train of the Cole show.

S. W. FLOYD will have a 12-piece band on the Myers shows and also handle mail and The Billboard.

WALTER AND LOLA LEVINA have been in the Triangle Club, Jackson, Miss. since December and are doing nicely.

JACK REYNOLDS pens that Patrick J. Murphy, of Dayton, O., former circus animal man, has accepted position with a zoo in Los Angeles.

AL ST. CLAIR, who is in California from a trip to South America and is employed by the Los Angeles Turf Club, Santa Anita Park, Arcadia.

BILL BAILEY, clown cop, is still doing street advertising for the Warner Theater, Memphis, Tenn. Worked the Catholic Club Carnival February 16-18.

DOROTHY HERBERT, spectacular rider, will be with the Ringling Bros. and Barnum & Bailey Circus, it is understood.

FRANK MAYER, New York program publisher, after spending several days last week in Detroit and Chicago, left for Louisville, Ky., on business.

MAL PLEMING hopes to write a book on medicine and surgery after he gets out of American Hospital, Chicago. He has been on his back and strapped up for several weeks.

MAJOR GORDON W. LILLIE (Pawnee Bill) had a stag party at the Ranch House, Pawnee, Okla., afternoon of February 14, observing his 79th birthday anniversary.

CHARLES AND PEGGY KLINE were at the Michigan Hardware Convention at Grand Rapids, Mich., February 6-11. Are booked for the Home Show there and soon conventions and later at fairs.

DOROTHY LEWIS, performer of Burnett Bros.' Circus, underwent an appendectomy February 12 at St. Philip's Hospital, Rock Hill, S. C., and is doing nicely. Is daughter of Ted Lewis.

CLIPP McDOUGALL did publicity for Polack Bros.' Circus at Sacramento, Calif., last week. The Hansford riding act was on program and Poodles was ringmaster.

RICHTER BROTHERS, automobile

dealers of Papp, Inc., and George Graf, of the Model Builders' Association, were recent visitors at the Ringling quarters at Sarasota.

BOSTON PAT TOWNE and wife are wintering in Oakland, Calif. Towne, who was with Robbins Bros.' Circus last season, may be at the fair in San Francisco this year.

H. R. BRISON, who has been at Durham, N. C., went to Washington, D. C., last week to buy animals for his side show this summer, also a 40 by 60 top to replace the one he had last year.

ERIE, PA., CITY COUNCIL adopted a resolution last week banning circuses from the city week of August 14. Action was taken at the request of Clarence Cummins who told council that the Tri-County Fair Association planned to stage a fair there that week.

MR. AND MRS. NOBLE with their mental acts Francis Doran, iron-jaw teeth slide, and Peggy Blackburn, singer and dancer, recently were at the Widge Theater, Oklahoma City. Reports hold bookings for eight weeks.

A GOOD SIGN—winter quarters' reports show the usual flood of letters of applications from youngsters wanting to follow the sawdust trail.

CLARENCE AUSKINGS closed as agent of Chief Bolling Cloud Dog Town Follies at Elizabeth City, N. C., and left for his home in Mt. Vernon, O. Cloud just left hospital and will be off the road for several weeks.

SHANTY SPEER, of Clinton, Ind., cards that his first trouping was with the William P. Hall Circus, out of Lancaster, Mo. He also was with Sam Brody Campbell, Bailey & Hutchinson, and the Yankee Robinson shows.

WALTER L. MAIN informs that the Wernis Family was with the Main show in 1898 in Eastern Canada and with show in 1899 on the Pacific Coast. Meado Wernitz died at his home in Akron, O., February 5.

THE NEWLY bought stock of Danard Bros.' Circus is working out nicely at quarters, Reynoldsburg, O. Ten people are there. B. Danard says: "Not taking out a one-day stand circus this season, but will have a new set-up."

SIX ENGLISH MACKS, European teeter-board act, after closing at Orpheum Theater, Los Angeles, was with Polack Bros.' Circus for Shrine date at Sacramento. Act will return to the Palomar Ballrooms, Los Angeles, for two weeks. The Macks have other dates on the Coast before going east.

THERE'LL BE no scarcity of motorized shows on the road this season. Six shows are reliably reported to have spent new scouting the same territory in the Middle Atlantic States region.

MAXINE AND TODD HENRY recently finished a two-week engagement at Lynn's Music Hall, Seattle. They report it their 21st straight week of work and add that they are planning to be with a railroad circus this season.

HAROLD KELLENS and Van Wells, clowns of Evansville, Ind., last season with Robbins Bros.' show, will be at the Minneapolis and St. Paul indoor Shrine circuses. Will Passner, also of (See Under the Marquee on page 67)

15 Years Ago

(From The Billboard Dated February 23, 1924)

York (Pa.) fairgrounds were opened to big circuses, and the Walter L. Main Circus closed a contract with the building and grounds committee of the York County Agricultural Society to have the show there April 21. . . . Manager W. J. Bunte returned from Detroit to Findlay (O.) winter quarters of Detroit Motorized Show with two new trucks.

The Al G. Barnes quarters at Palm Springs, Calif., were attracting big crowds. Manager Charles Cook had several stages erected, exhibiting several attractions. . . . Jake Jacobson and Tom Everett were contracted by the Barnes circus to handle novelties and candy stands, respectively. . . . Mr. and Mrs. Walter Gulick gave a farewell dinner at the Italian Inn, New York, in honor of Irma Conner, of the act Irma and Conner, who sailed February 7 for her home in Graz, Austria. She was booked with Hagenbeck-Wallace Circus for the season. . . . Rex de Rosselli returned to the Barnes show. . . . Captain Harrin, with his bears, signed with Hagenbeck-Wallace. . . . The Ramsey Troupe was playing indoor circuses. . . . O. Green, the Yankee Rube, informed that he would not be with Sells-Floto Circus, but would play parks and fairs.

"Skinny" Matlock contracted to present the Matlock Family, wire performers, with the Gentry-Patterson Circus. . . . D. D. Whitlock and Harry James signed with the Honest Bill Shows. . . . Irvin (Spider) Hone, boss canvasser of the World Bros.' Circus, underwent a serious eye operation. . . . Horace Laird signed for his sixth year with Walter L. Main Circus. . . . Paddy Nolan was married to Elizabeth Rose Sturm in Chicago January 20 and he informed that his trouping days were over. . . . Clarence Downey, better known as Oklahoma Jack, was confined to his room in Tulsa, Okla., with a broken leg. . . . Harry Green, formerly a rube clown with Walter L. Main, John Robinson and Hagenbeck-Wallace circuses, died at Columbia, S. C., February 17 from a stroke of paralysis.

Pern Pick-Ups

PERU, Ind., Feb. 12.—Harlan (Butch) Burkhardt, front door man on Robbins Bros. last year, is seriously ill of the flu here. Bob Valentine, catcher for Fearless Posters, cards that troupe went over big in Tampa, Fla. Mrs. Mary Jane Patterson, for many years secretary to circus officials, is in charge of Ringling office winter quarters.

Cliff Forshoe, veteran bull man, now with a theater here, states he is thru with circuses. Jack Cunningham has fully recovered from an operation and with Joseph Wren and Blackie Martin mapped to Detroit, where Lester P. Henry, Shrine show chief, will have his old crew working the date.

Harry P. Parkhurst Sr., veteran bull superintendent with E. K. Wallace, had a major operation the past week at the C. & O. Hospital, Huntington, W. Va. Is recovering. Harry Jr., serialist and scenic circus artist, is conducting an art gallery here. Mr. and Mrs. T. Murdock, of Dayton, O., were here renewing acquaintances.

Ray Collins, train man, and Al Dean, shot on Robbins Bros., are down from Rochester, guests of Fred (Brigham) Young and other circus veterans at Jockey Club. Frank (Nig) Weeks, B-B bull man, down from Chicago. Was billing the Windy City past months. Fred (Tiny) Kuhn, formerly with Hagenbeck show, stopped off to visit here. Was driving motor with two tons of explosives from New York to Tennessee WPA project.

El Dorado, local magician with raude unit, played two days in Denver, Ind. Assisted by number of circus folks and Kara Rego, Ginger Arden, Bert Wilgus, Arthur Grant, Eddie Morely, Clotus Sutton, Sus Christy and Marjorie Mitchell. Jab Jamison is scouting in Chicago for misbegotten talent and band. Stated will be with a circus.

Jease King, clown, is building a unit around Mary King, former juvenile star. Frank Siegar, train man, is hero

The Corral

By ROWDY WADDY

TEXAS JOHNNY and horse, Tex, are playing Hagerstown, Md., theaters.

AL JONES, of X-Bar-X Rodeo, reports he has booked the attraction at several Ohio fairs.

JAY'S WILD WEST SHOW, according to Owner Texas Jay Davis, is in the strawberry district of Louisiana and will remain out until April 1. Line-up includes Buck, Rose and Joe Steese, Jack Sanifer, Casey Jones, Bob Simmons and Chief Clearwater and family.

A REPORT has reached Rowdy Waddy that Herman Linder, altho a member of the Cowboy Turfles and formerly an executive of the organization, is not a candidate for office at the coming election, and is not now a member of the board of directors. He was on the board until last July, but was voted off soon after the 1938 Chayenne (Wyo.) Frontier Days. No reason has been given for his name being taken off the list.

MONTANA COWBOYS' ASSOCIATION, with a membership totaling over 1,000 cowhands, who punched cattle in the Treasure State previous to 1916, is holding its annual reunion and banquet at Great Falls, Mont., February 28. Principal speakers will be Governor Ayers, Guy Weadick, noted rancher and rodeo impresario, and Bill (Two Gun) Hart, all old friends of the late Charlie Russell, famed cowboy artist, in whose memory this year's reunion is dedicated.

BUCKY SIMS, of North Hollywood, Calif., writes about the location of rodeo folk inquired about in the February 4 issue. He says, "Vern Tuntlinger is in a Los Angeles hospital suffering from paralysis. Edith died late last year. Fred Burns is playing in pictures. Tommy Ormes died about seven years ago in Los Angeles. Chet Byers is still going strong in Eastern rodeos. Hank Durnell is married and has a business in Newhall, Calif. Mabel Kline is still trick riding in 1937. Buck Jones is in pictures in Hollywood. Doc Adams is trick riding and roping."

W. A. LES, official of the rodeo field in conjunction with the Houston Pat Stock Show, was elected president of the Houston Rodeo Association at the group's annual meeting February 11. He succeeds J. D. Hughes, who was named honorary vice-president. Reece B. Lockett, manager of the rodeo, became secretary, succeeding William B. Warren. Tom Booth was elected vice-president, and Frank Y. Dow, treasurer. More than 74,000 reserved seat tickets to the nine-day event went on sale last week. Rodeo will present nine night contests and five matinees with six main events on each card, five for boys and one for girls.

HOUSTON PAT STOCK SHOW, rodeo and horse show to be held at Houston seems to be the first and only RAA rodeo, to date, which has definitely designated its intentions regarding "professional" and amateur contestants. Officials announce: "This is an official RAA show and all contestants are eligible to RAA points and special prizes. This is a cowboy contest and open to the world of cowboys who are sportsmen, and amateurs are not barred if they show class." Does this mean that amateurs must demonstrate their ability to judges before they enter with recognized contestants, or where and when do they show their class, which entitles them entry?

THAT MANY rodeo fans as well as management and contestants are following closely the activities of the Rodeo Association of America and the Cowboys' Turfles Association is evidenced by communications received. The following query from Kalispell, Mont., is an example: "I notice the RAA at Livingston decided a new membership would not be accepted until the applicant had staged at least one successful rodeo. That is all except the one to be staged in San Francisco this year. Why the exception? Does this mean at least one successful rodeo must have been held at any time previous to 1939—or only in 1938? Also what does the RAA consider a successful rodeo? At Livingston it was also decided that it is no longer necessary for a member to guarantee the cash prizes it (See CORRAL on page 37)

RAIN OR SHINE IN '39



It's always fair weather underneath the Preserve treated tent. Driving rain will not come through. The performance can go on. Fold the tent, wet and make the jump without fear of mildew or rot. Preserve treated canvas is always soft and easily handled and Preserve treated new tents last twice as long. Proved by over forty years of world-wide use.

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DEPT. 5, PORT HURON, MICH.

Rinks and Skaters

By CLAUDE R. ELLIS (Cincinnati Office)

EDWARD J. SCOTT, owner and manager of a large Buffalo downtown roller rink, has leased the Airdrome, former open-air dance hall, and will transform it into a big outdoor skating rink, to open early in May. Owner Scott will close his downtown spot from June 1 until Labor Day.

HAYMOW ROLLER RINK on outskirts of Buffalo, badly damaged last fall by a fire, will be rebuilt for summer business, reported Harry Altman, owner.

LESTER SEERT and partners doing an **Anglo** turn on roller skates, are currently with the **Madge Kings** Players at the Grand Opera House, Canton, O.

THERESE REIBENSTEIN won women's finals in city roller-skating competition at Dalton's Rink, Canton, O., on February 11, making this mile in 3:24.4. Marvella Wheeler was second but takes the title on strength of victories in previous races. Finals in men's A and B classes will be completed this month.

ROLLER hockey league games in **Idyl Wild Roller Palace**, Marion, Ind., are drawing crowds, reports D. H. Trueman, manager. Teams are entered from Celina, O.; Lincolndale Rink, Fort Wayne, Ind.; Ekhart, Bloomington and Logansport, Ind. **Idyl Wild** defeated Logansport 3-0 on February 13.

LOYD LOWTHER, Akron, for years a trick and fancy roller skater and who toured this country and Europe appearing in rinks and theaters, is now special deputy on the staff of Sheriff Walter P. O'Neil, Summit County. He is now 70 years old. Prior to taking up roller skating he did a high-wire act with carnivals and circuses and also played fairs and celebrations.

OF HORT RINKS in Buffalo, seven have been put in operation in recent years and all are doing good business, reports Joe Enther, formerly of the Flying Aces and skaterman at the new All-High Roller Rink, operated by August



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Floor Dressing

Eliminates DUST - PURGE - DANGER.
Gives a finish that holds on the turn, prevents and takes the wear. Easily applied, cleaned or removed.
HEALTHY - DUSTLESS - ECONOMICAL
You add 3¢ per sq. yard before using.
5¢ per sq. yd. for O. O. O. with Green.

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SUMMER SKATING RINK
FOR RENT, 60x120 Feet, clear maple floor.
Ideal location with plenty of parking space.

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52 Walnut Street, Springfield, Mass.

FOR SALE
Roller Rink, 20x120; in operation, \$2,000 cash.
Lease term.
NELS H. ANDERSEN
Pittsburgh, Pa.

Doring and **Max Bandella**. Rink recently formed a roller hockey team. **Herb McPhon** and **Red Pirge**, old-time skaters, and **Russell** are 1938 men.

TRI-STATE Skating Club was recently organized at Oasis Roller Rink, Joplin, Mo., reports **Armand J. Schaub Sr.** Club meets twice monthly and grill stage parties and give exhibitions. Pina have been ordered. Rink features roller hockey.

ROYAL ROLLERS recently played **Olympic Theater**, Miami, Fla., and were booked for a two-week engagement at **George Washington Hotel**, Jacksonville, starting on February 15.

GEORGE DURST, of Jamaica, L. I., writes that he believes professional roller-skating revues, similar to ice shows which are now in vogue, would prove popular with rink patrons and open big field for pro skaters.

ELBERT FATTEN, Napa, Calif., writes that toe and heel spinning, couple waiting and speed racing, is popular at the **Oxy** and **16th Street** rinks, San Francisco.

FRED J. FREEMAN figure-skating class held its first session on February 3 in **Winkler Garden Roller Rink**, Boston, and elected **Ian Shipley**, president; **James Bonny**, vice-president; **Phyllis Troop**, treasurer, and **Edna Ickson**, secretary. Parties will be held in **Winkler Garden**, **Lyonhurst** and **Cher Vaux** rinks on February 21.

SUNSET PARK Roller Rink, operated by **Baumgart Sisters**, Williamsport, Pa., recently installed an air-conditioning system capable of changing 7,000 cubic feet of air per minute. Rink operates four nights weekly.

BUSINESS at **Davis Islands Coliseum Roller Rink**, Tampa, Fla., has been above par this winter, reports **Manager Harry J. Wharrier**. Rink has a 115 by 180-foot floor and is equipped with **Chicago skates** and an amplifying system playing records. **Thomas Anz** is floor manager, and two instructors are employed.

PLAYLAND Park Roller Rink, Seattle, was the scene of a night skating party on February 10.

HAPPY JOHNSON, veteran organist in **Madison Gardens Rink**, Chicago, reports fair biz at the spot and that turntables are clicking faster with the official waltz contest finals coming up.

GOOD crowds attended performances of **Fred (Bright Star) Murree**, 78-year-old Pawnee Indian figure skater, in **A. D. Pearson's** two roller rinks, **Moonlight Rink**, Troy, Ill., on February 3 and **Moonlight Gardens Rink**, Springfield, Ill., on February 4-5, reports **Alvin Hysler**, vice-president of **Moonlight's** **Waltz Club**, which made **Murree** an honorary member.

ADDISON (PAT) CROWE, commander of **Hotel Sherman Post 668**, American Legion, officiated at the funeral of the late **Pete Noble**, ice-skating star, in Chicago, where Noble was well known and liked. Noble was a member of the **Hotel Sherman Post** and for many months appeared in the hotel's **College Inn** as a member of the skating team of **Duke and Noble**.

MINEOLA (L. I.) RINK is having biz that exceeds expectations of **Mr. and Mrs. Earl Van Horn**, who, thru careful administration, have caused the spot to be voted one of the best operated rinks anywhere. Other operators have praised the spacious lounge facilities and that dividends are paid by the methods used may be seen in the fact that even afternoon biz is healthy. Nights find the place jammed and, plus drawing the younger element, oldsters are in attendance on a large scale. The rink, situated on **Mineola Fairgrounds**, which have been broken up for construction of a new **Nassau County courthouse**, is not being interfered with.

Future of Roller Hockey
By **CYRIL BRASTALL**

DERBY, Eng.—When the 12th European, and second world's roller hockey championship is contested at **Montreux, Switzerland**, April 7-10 the usual seven European countries are expected to be

represented, while I understand that invitations for the world title event have been extended to **Canada** and **Argentina**. The **Montreux rink** is considered by the best authorities to be the most perfect available for the game, and the first European tournament was staged there in 1924-25.

I am not altogether in agreement with naming the event a world's championship without competition from American representatives, and tho **Otto Mayer**, secretary of the **FIPR** (European controlling body of amateur roller events), assured me in 1936 when a so-called "First World's Championship in Roller Hockey" was staged at **Stuttgart, Germany**, that it was only unofficial, one is now faced with a second "World's Championship," the Canadian (let alone American) representation is most unlikely.

One of my objects in visiting the States next fall is to demonstrate to best of my ability the type of roller hockey game we play over here in the sincere hope of interesting a few of the people who count that it is well worth real encouragement along lines I shall suggest and which I shall earnestly endeavor to prove practicable. I am particularly anxious to cross the pond at the earliest possible date, and Detroit is one place I aim to spend a few days with the object of demonstrating the game before **Fred and Bob Martin**, as I feel that if I can get them really interested in what I have to show and they will take up on possibilities I shall outline the game will have a new future in America.

I learn that **Earl Randall** is considering another promotion of the game in Detroit and I feel that a great mistake will be made if the type of game featured in that section around 1931-'32 is revived. **Randall** is an old **Chesterfield (Eng.)** player of some renown, and undoubtedly an enthusiast, but our game has improved considerably along better lines since he was a star player over here, and the spectacular type of game, following the lines of ice hockey, tried before, is in my opinion not the type of game which will ever gain national popularity anywhere. The rules permit far too much rough play, the downfall of the game in America in the past, and body-checking should never be permitted. It is my desire if I land over there next fall to have the co-operation of some rink operator, preferably **Fred Martin**, in formation of two teams to play the kind of game I shall introduce. I would welcome correspondence at 21 **Abbotsmead road, Derby**, from all people interested in my plans, and I am sure of some moment to all of us who intelligently follow the hockey game on rollers.

CORRAL
(Continued from page 36)

advertise. I thought that was one of the chief reasons the RAA was organized. I have heard nothing about what they decided about World's Championship titles. Are these titles to be awarded only at the end of each year, on total

points won at contests, or will each member be permitted to advertise a lot of other titles which have nothing to back them, except manager's claims? Neither has anything been said as to whether they will award points toward a World's Championship title to cowboys and cowgirls doing fancy and trick riding and roping, or to woman bronk riders. It seems they were quite silent on many things they are supposed to look after."

FAVORITE OUTDOOR—

(Continued from page 35)
Jenny Rooney, Louis Roth, Sensational Royals, Rudy and Erna Rudynoff, Rudy Rudynoff,

Also **Segrini - Sibbon Troupe, Hal Silvers, Big Stoker Brothers, Capt. Sol Solomon, the Spurgals, Mabel Stark, Stratosphere Man, Sun Fong Ling, Three Aces and a Queen, Walkmirs, Great Wallendas, Helene Wallenda, Walters Troupe, Chas. Washington, Gladys Wytkoff, Yacoppa, Hugo Zaccagnini.**

The list makes a total of 100 individual artists and troupers involving approximately 250 people, not including assistants, attendants, etc.

Fine Publicity Shot For Gainesville Show

GAINESVILLE, Tex., Feb. 18—First publicity for the 1939 season of the Gainesville Community Circus broke this week when an International News picture showed Congressman **Ed Gossett** of Wichita Falls, presenting circus season passes to **Vice-President John N. Garner** and Senator **Tom Connally**, of Texas. The picture was played up on page 1 of several leading Texas dailies, including **The Fort Worth Star-Telegram**, United Press also released a story for state-wide circulation to Texas client papers.

Manager Roy Stamps left Monday for **Atlanta, Ga.**, to attend a convention. At **Fort Worth** en route he obtained a pullman-type trailer, which will be remodeled to serve as a ticket and office wagon for the show.

Superintendent Alex Murrell has completed work on tabernacle wagons and is now working on props. A water wagon will probably be his next big job.

Rehearsals of performers and stock continue and first out-of-town engagement for which arrangements have been concluded by **General Agent Joe Leonard** calls for four performances in **Ardmore, Okla.**, May 8-11. The first showing will be for a district **Rotary** convention and the other performances for an electrical show, which will occupy a menagerie tent attached to the big top, with **Ardmore appliance dealers** having booths on display.

Alex Murrell entered a cage wagon and **A. Morton Smith** had his miniature circus on display at the annual **Hobbies Show** sponsored by the **Garden Club** in Gainesville February 15-18.

JAMES LIVINGSTON, of **Jamesstown, N. Y.**, reports that a typical circus-wide show, "The World's Freaks," was there week of February 13, playing to big crowds at 15 cent admission.

Ladies and Men's White Shoe Skates
Trade Mark "VELVET-TREAD" on every Tongue
Prize Winners
prefer this outfit; they are Serviceable and Classy
Instruction Book
"HOW TO WALTZ," 35c Ea.
ORDER YOURS NOW at your Local Rink
Chicago Roller Skate Co.
4427 W. Lake St., CHICAGO, ILL. No. 886

LOOK . . . ONLY \$1.00 FOR A HOCKEY FIBRE WHEEL—
MEN . . . THIS IS THE BIGGEST VALUE AND GARGANTUE EVER OFFERED RINK OWNERS . . . GET OUR WHOLESALE PRICES . . . AN INCH WIDE FIBRE WHEEL THAT IS TOUGH, FAST, STRAIGHT AND GOOD LOOKING.
NOW . . . REAL RINK SKATE WITH HOCKEY FIBRE WHEELS, COMPLETE, ONLY \$3.50 Per Set
MAPLE WHEELS . . . 75c Per Set | FINEST STEEL \$1.25 Per 1000 THE BEST, ONLY . . . WE REWOOD YOUR OLD SBC BUSHINGS AT 60¢ A SET.
OMAHA FIBRE ROD, CO. 5202 MAPLE ST., OMAHA, NEB.

FLA. SHRINE DAY BIG

Ky. Will Battle Adverse Laws and For Aid by State

Tampa Gates Hold Up Well

Final week jacks big special days—unprecedented weather break is given

TAMPA, Fla., Feb. 18.—Third and final week of Florida Fair and Pan-American Hernando DeSoto Exposition got under way on Monday with Shrine Day drawing attendance of 73,070. Shriners from all over the State cavorted thru streets in annual parade and passed in review in front of the grand stand, afterward taking over the grounds for remainder of the day. Considering that most big special days came during the first two weeks, the third week's attendance held up well. Individual show managers on the Royal American Midway report grosses the first two weeks much better than last year's, a slight drop the third week but that the three weeks' average is expected to be very good. Some show-folks express the opinion that three weeks is too long for the Tampa stand, but others say the third week will increase their profits considerably.

For final week all perishable exhibits were replaced and freshened. Grandstand prices were cut in half for the night show, price being 25 cents instead of 50 cents, and Mrs. Ernie Young made.

(See FLORIDA SHRINE on page 41)

Miss. Urged To Ask Grants For Premiums

JACKSON, Miss., Feb. 18.—R. K. Booth, secretary of South Mississippi Fair, Laurel, was re-elected president of Mississippi Association of Fairs here on February 9 at one of the largest attended annual meetings ever held. Other officers re-elected: W. A. Johnson, Newton; P. A. Henderson, Tupelo, vice-presidents; and J. M. Dean, Jackson, secretary, who is serving his 12th year in the post. Re-elected to the executive committee were Mabel Stire, Kenneth G. Sicker and W. H. Sanford Jr.; legislative committee, Mayor Walter A. Scott and Hillman Taylor. President Booth will appoint a third member in place of the late L. M. Womack.

With several score delegates in attendance, sessions opened in the Edwards Hotel with a welcome address by Mayor Walter A. Scott, chairman of Mississippi Free State Fair. Response was by Vice-President W. A. Johnson. In an address declared to have been one of the best ever delivered to an annual meeting, President Booth reviewed progress made by Mississippi fairs, paying high tribute especially to the Free State Fair, Jackson, and its secretary, Mabel L. Stire.

President Booth urged that the association devise a plan for presentation to the next session of the Legislature in (See MISS. URGED on page 41)

Solons Mull Wash. Centen

SEATTLE, Feb. 18.—Plans for the Centennial Exposition here in 1942, moved forward this week with proposals being made in the Legislature for a \$2,000,000 appropriation for State exhibits and buildings. Under proposed legislation the State would receive 20 cents from each adult admission, 10 cents from sale of each children's ticket and a proper equitable share of the exposition's profits.

Memorial Gate for York

YORK, Pa., Feb. 18.—York Interstate Fair will build a gate as a memorial to Spanish-American War veterans, reports Samuel S. Lewis, president-general manager. Other improvements will include widening of the south end of the midway and construction of walks from cattle barns to roadway.



ALTHRO SAM LEWIS (RIGHT), president and general manager of York (Pa.) Interstate Fair, is now lieutenant-governor of Pennsylvania. He declares no honor could mean more to him than his York Fair post. He previously served as auditor-general, State treasurer and secretary of highways. Friends remark that his reputation as a genial and competent fair executive certainly did him no harm with voters last November. In imposing inaugural ceremonies, Judge James, as his last official act as justice of the Superior Court, administered the oath of office to Mr. Lewis. Immediately thereafter Judge James was inaugurated as governor, ceremonies being witnessed by the largest gathering that ever attended an inauguration in Harrisburg.

Backers To Decide Future in Davenport

DAVENPORT, Ia., Feb. 18.—Continued existence of Mississippi Valley Fair and Exposition here apparently will depend upon sentiment expressed at a meeting of stockholders and directors with representatives of civic clubs and other organizations on February 23.

Chief obstacle to continuation of the fair is outstanding indebtedness, without interest, aggregating about \$236,000. The situation was brought to a head recently by foreclosure action against the fair by the Liquidation Corp. Fair backers hope a compromise settlement can be worked out with the corporation.

Virtually all stockholders appear in favor of perpetuating the fair, which has been given annually for the last 10 years. It weathered depression years but was the victim of bad weather the past two seasons.

Sun Bookings on Increase

SPRINGFIELD, O., Feb. 18.—The fair department of the Gas Sun Booking Agency announces the signing of more fair contracts at this time of the year than ever in its history. It will be a record year for the agency if fairs keep coming in at the present rate, says Bob Shaw, general manager. A new fair department has been installed in Sun's Chicago office and Boyle Woolfolk, general manager of the Western division, announces the signing of many contracts in the Middle West. For extreme Western territory a branch office has been opened in Tulsa, Okla., which will exclusively handle fairs under direction of D. A. Ross. Detroit office has also installed a fair department to handle Michigan and adjacent territory under supervision of J. W. Todd.

Vermonters in Largest Annual Session Report

MONTPELIER, Vt., Feb. 18.—Largest attendance ever recorded at an annual meeting of Vermont Agricultural Fairs Association was that here on February 9 when more than 200 fair managers and amusement men gathered in Montpelier Tavern. Opening with the Green Mountain session, the gathering continued with election of officers as follows: Wal-

lace A. Glipin, Barton, president; H. A. Smalley, Morrisville, vice-president, and Glenn W. Rublee, Enosburg Falls, treasurer and secretary. Reports showed the 1938 season the most successful in history of Vermont fairs.

Publicity for fairs in the State was discussed and it was the consensus that (See VERMONTERS on page 66)



MANAGING DIRECTORS OF ROYAL AMERICAN SHOWS, unit of the Amusement Corp. of America, Curtis J. Velare (left), Carl J. Sedlmayr (center) and Almer C. Velare (right, holding smiling (?) puppets), shown with a group of native Floridians, several members of the Cow Creek Tribe of Seminole Indians. About 100 of them visited the Royal American Shows' midway at the Pan-American De Soto Exposition in Tampa on February 2 thru courtesy of the fair management and show's executives. It is reported that "each much fair" was had by all, especially "puppets, 'Roll-in-the-Puss" after Elmer Velare released him as soon as this view was taken. Photo by D. R. Gardin, United States Indian Service, Seminole Agency furnished by Roland W. Richards, publicity director, Royal American Shows.

LEXINGTON, Ky., Feb. 18.—Members of Kentucky Association of County Fairs, meeting in the LaPayette Hotel here on February 11, voted to stage a vigorous campaign to obtain State aid and delegates close to the State administration promised to put forth efforts to get a hearing on the matter. President Joseph Polin, Springfield, reviewed activities of the association in its first year of operation and lauded the body for great strides made in having some taxes removed from shows and concessions playing Kentucky fairs. He stressed the fact, however, that there are some matters of vital importance yet to be accomplished and urged members to contact representatives in the Legislature and appoint a committee to combat proposed legislation that would be adverse to fairs and attractions playing them.

Praise for Rothchild

Officers unanimously re-elected were Joseph Polin, Springfield, president; Stanley Trent, Lawrenceburg, vice-president; K. H. Rothchild, Shelbyville, secretary-treasurer.

Secretary Rothchild was applauded for the manner in which he conducted his duties and received a standing vote of thanks for the dinner served by the association. Speakers and their subjects were Matt Cohen, The Kentucky Horseman, the past horse shows play at fairs, saying premiums should be divided to obtain interest of horsemen in all classes and that fair dates should be arranged so as to get best horses at all fairs; Dr. O. P. Miller, Columbia, horses; E. Buford Van Arsdale, Harrisburg, methods of handling admissions and booking horses, and J. W. Whitehouse, University of Kentucky, Lexington, 4-H Club work, methods of preparing exhibits, judging and (See KY. WILL BATTLE on page 41)

Snow Plans Sports Center

DETROIT, Feb. 18.—A proposal to make Michigan State Fair grounds here a year-round sports and recreation center is one objective of the new administration under Dr. L. W. Snow, manager, he said. He proposes "the biggest civic recreation center this side of New York," adding, "It is my idea to have the gates always open. It should be a place for amateur and professional boxing and tennis matches. Every effort will be made to bring the ABC bowling tournament to Detroit next year."

Neb. Reorg Plans Progress

LINCOLN, Neb., Feb. 18.—Legislative fire to reorganize Nebraska State Fair board thru a bill by Senator Von Seggern, a newspaper publisher, was given added fanth by Lincoln Chamber of Commerce's endorsement of the measure. It appointed Tom Landley, farmer-editor, as liaison between Chamber and Legislature to work out plans. Since the fair is held in Lincoln the Chamber contends the fair should appeal strongly to both rural and urban population. The bill provides no member shall serve on the board more than two years and allows for hiring a professional fair secretary at not more than \$6,000 annually.

Revue Again for Brockton

BOSTON, Feb. 18.—Returning from a visit to Florida Fair and De Soto Exposition, Tampa, Frank H. Kingman, general manager-secretary of Brockton (Mass.) Fair, said this year fair would follow the same general policy as last year's with a large revue, name band and no horse racing. Last year's annual was highly successful. American Fireworks Co. is again signed for displays. Manager Kingman paid high tribute to P. T. Swisher for success of the Tampa fair.

Phillips at Sports Show

NEW YORK, Feb. 18.—Fred H. Phillips, p. s. 51 Frederickton (N. B.) Exhibition, is in town for Campobello-Pairbanks Sportsmen's Show in Grand Central Palace, which opened today and runs to February 28. Phillips represents New Brunswick Bureau of Information and Tourist Travel exhibit, which has a working set in addition to its other display.

Assets of Fair Circuits

By J. F. MALONE

Address of the secretary of Dodge County Fair, Beaver Dam, and of Wisconsin Association of Fairs before the annual meeting of the association in the Hotel Schroeder, Milwaukee, on January 4.

Advantages of fair circuits are so apparent that it is surprising there are so few of them. Even a casual consideration of the subject points that out and deeper thought shows no disadvantages. To organize them there would only have to be a putting aside of "small-town jealousy," of interfering in the same corner with the jealousy the prevalent feeling that "our fair is better than any other fair," a fact that may be true and for the reason that "our fair" has had an unusual break in weather for several seasons. I never heard a fair secretary crowing about his fair after a year in which the Lord has visited him with three or four days and five to seven inches of rain.

Then something would have to be done about the fair board that insists on going it alone; the board that can't work with anyone else. The only possible solution there would be either a visitation of Providence or allowing them to go their own way while the circuit to which they should belong would make such a showing as would convince even a Charley McCarthy that it takes more than wood to keep out ahead.

No Competition Involved

Fairs are largely alike; they are all serving a community purpose and co-operation among them would result in better fairs and to their mutual benefit. Obviously it is plain that better terms and better shows and carnivals could be obtained by circuit buying. If you offer any booking house or carnival a 10-fair circuit, fair following fair in sequence, with short jumps, they can afford to make a better deal. The saving on transportation alone would be a welcome addition to any fair's income. I know a show that this past year jumped from Wisconsin to Indiana for a four-day showing and then jumped back to a fair in Wisconsin within 50 miles of where it started from, and you doubtless know many similar instances. Naturally, a booking house could afford a better bargain, a better show at a lesser price, for 10 fairs in a row.

Fairs of similar size, at least in Wisconsin, do not compete with one another. The percentage of our people who attend more than one county fair is so small as to be a negligible factor. I can only prove this by my own observations. The fair at Oakbush, so well managed by Senator Brown, and which he admits is better than Beaver Dam, and which I admit is almost as good as Beaver Dam, is 40 miles away. If we both get some people from 30 miles away, his fair to the south and our fair to the north, there is a 10-mile area where we appeal to the same people and no doubt there are some people in that area who attend both fairs. Most of the time in the past 15 years we have had the same carnival, frequently the same revue and many times at least some of the same acts, but I have yet to meet anyone who complained that we had the same carnival, the same revue or the same acts, and Taylor assures me that he never has had a complaint either. Of course, it might be that Oakbush and Beaver Dam have had such outstanding carnivals, revues and attractions that our mutual patrons were glad to see them again.

Little Effect on Dates

The same advantages would accrue to

five-took exhibitors, who could afford to carry a better herd over a circuit. Race horsemen have been blaming for circuits for years; it would greatly benefit them and the fairs, for as we operate one fair has more horses than it can conveniently stable, while 40 miles away another two fairs have races with three and four starters. Thrill Day people would likewise welcome such a set-up and concession men would like a route. Incidentally, circuits would easily eliminate the chiseling or undesirable concession man. Thank the Lord there are so few of them! Just a word down the circuit would eliminate such characters for good.

To be sure, there would have to be some adjustment of dates, but I have noticed in the past 10 years that there has been more or less changing of dates, anyway, so one more would not do any great harm and we can't all be on Labor Day, anyway. There would also have to be a little give and take; one or two fairs might have to repeat an act the first year, but after that there would be a new bill and a cleaner and better and cheaper one. Some fairs might have to take a little smaller carnival than they had been using and some fairs might have to take a little larger one but all in all, they would shortly have all they needed, as a fair circuit once established is as valuable in the fair business as in any other commercial enterprise.

While I have dwelt largely with a circuit dealing with bigger fairs, the same facts apply to smaller fairs grouped together. A circuit that takes rides only would get the same results and have the added assurance that the rides booked would show, as no one would dare to cancel out one date in a circuit.

Calls Similarly Nil

It may be suggested that the same set-up would make all fairs too much alike, but I am sure the physical character of each fairgrounds makes enough difference so that the small percentage of people who attend more than one fair would not be disturbed thereby. I do not believe they would notice the similarity, save perhaps as to the grandstand show. I have in mind a fair board member who this year visited a neighboring fair after his own fair had been held and, upon returning, complained to the secretary that he for one would like to get a carnival like the neighboring fair had. The same carnival had played his own fair two weeks before. I have taken the liberty of suggesting circuits that I feel would work out. The plan is by no means perfect. It is just a suggestion. A circuit would have to be organized a year ahead and so I leave this listing with you for your consideration. Personally, I hope the day will come when we can put it into effect, as I believe it would give us what we are striving to reach, a better fair that best serves the State and community.

Kinston Books Attractions

KINSTON, N. C., Feb. 18.—Following incorporation of Lenoir County Fair under auspices of the American Legion Post here, several contracts have been closed for attractions, reports P. B. Bland, secretary. Cetlin & Wilson Shows have been booked as midway attraction and contracts have been signed with George A. Hamid, Inc., for free acts and the Ohio Display Fireworks Co. The board recently leased a site and a 100-page premium book is being prepared. Fair will embrace seven or eight surrounding counties. Officers are George Skinner, president; A. K. Barris, treasurer; Leo H. Harvey and Roger Sutton, vice-presidents.

Fair Grounds

BERLINGTON, N. C.—Community Fair Association named Gervas Love and Jack Edwards's committee to select a site for permanent fairgrounds.

HOUSTON.—An exposition, nationwide in scope, celebrating the 75th year of citizenship for Negroes, is being planned for Houston in 1940. Negroes of Texas and adjoining States are being asked to sponsor the move for a fair which would open in June and last five months, with estimated potential attendance of 3,000,000. John L. Blount,

Houston, has been named general director in charge of a drive to raise \$1,000,000. Show is to be named Three-Quarter Century Mark Celebration and Exposition.

HARRISBURG, Pa.—Gov. Arthur H. James signed an appropriation bill allotting \$312,500 to the State's World's Fair Commission for completion of Pennsylvania's exhibit at the New York World's Fair. The bill also changes membership from 5 to 14. Senator Edward J. Coleman, acting chairman, said the Commonwealth was paying \$111,000 for 17,000 feet of floor space and \$250,000 for its exhibits and displays.

FAYETTEVILLE, Tenn.—For the 1939 Lincoln County Fair here the J. J. Page Exposition Shows for the midway and displays by Midwest Fireworks Co. have been contracted, said Secretary Ibram Higgins. There will be three days of harness racing and a new judges' stand with a secretary's room on the first floor will be constructed. Association's plant is free of debt and there is a cash balance.

MOLINE, Ill.—Central Illinois Trotting and Pacing Association, meeting in Toulon, adopted resolutions opposing a parliamentary and forcing organization of all trotting and pacing associations into one group. Halsey Mosler was elected president; J. Fred Baker, vice-president; Frank Stephenson, secretary-treasurer; committee on fair dates, Louis Cramer, Dr. H. C. McMullen, John Sheehan, Wayne Glutz, Robert Breen and Halsey Mosler.

COLUMBUS, O.—Another step toward completion of a Junior Fair building on State Fair grounds here was taken when Fair Manager Win H. Kinnan appealed to the WPA to prepare a project to complete it. Materials necessary and to be furnished by the State will cost \$2,585, according to estimates. Original estimates of funds necessary for materials was \$32,000. To date \$56,000 has been spent.

LEESVILLE, La.—Lovett Word, president of Vernon Parish Fair last year and elected secretary-manager for 1939, reports that \$550 in indebtedness, owed since 1930, was paid in 1938 and that a small loan will be negotiated for advance work in connection with this year's fair.

BALLSTON SPA, N. Y.—Saratoga County Fair here will be held only three days, this year instead of four. The Agricultural Society re-elected Truman Middlebrook general superintendent.

Fair Elections

JACKSONVILLE, Tex.—W. C. Albertson was elected president of East Texas Livestock Exhibition Association; Frank Young, Marvin Smith, vice-presidents; Leon Devenport, treasurer; C. E. De Busk, Jacksonville, secretary-manager.

TURTLE LAKE, Wis.—Walter Cornwall, Dr. D. A. O'Brien and Axel Palmer were re-elected directors of Intercounty Fair Association.

LOUDONVILLE, O.—Charles Bernhard Jr. was elected secretary of Loudonville Agricultural Society, sponsor of the annual free street fair, to succeed the late O. K. Andrea, who held the post more than 16 years. Floyd McGuire was chosen a director. Mrs. Vera Andrea, widow of the late secretary, was named assistant secretary.

ENGELHARD, N. C.—Hyde County Fair Association elected J. O. Buchanan president.

ARKADELPHIA, Ark.—Clark County Fair and Live-Stock Association elected Clarence Hardin, president; I. D. Jones, E. G. Mitchell, W. E. Miller, vice-presidents; H. A. Daugherty, treasurer; George S. Dewa, secretary.

PUNNICHY, Sook.—Punnichy Agricultural Society elected President, E. Jacobs; vice-presidents, Max Reug, John Ringstrom; secretary-treasurer, C. E.

Medland; assistant, Rudy Wodtke. Society reported more interest in its work than in number of years and starts 600 year with 40 new members. It was decided to hold a 1939 fair.

MARIETTA, Ga.—Cobb County Fair Association re-elected officers and announced plans for a 60-foot exhibit building to house poultry. New directors are R. L. Osborne, J. W. Allgood, Marie Chastain, R. C. Cousins, Mrs. Felton Dobbs, H. P. Carpenter, J. C. Nichols and John Blackwell.

JENNINGS, Ia.—Charles R. Housler was elected president of Jefferson Davis Parish Fair Association; W. L. Day, vice-president; L. L. Kilgore, treasurer; J. O. Harman, secretary-manager.

HENDERSON, Tex.—J. H. Cleneden was re-elected president of Rust County Fair Association. Others named are L. W. Turner, vice-president; W. E. Wylie, treasurer; J. W. Harris, secretary-manager. Association had \$1,525 profit in 1938.

MAGNOLIA, Ark.—Columbia County Fair Association elected Ven Godley, president; John Gantt, vice-president; Charles V. Robinson, secretary; J. B. Leo, treasurer.

LOGANSPORT, Ia.—Interstate Free Fair elected Jack R. Gambles, president; P. N. Miller, vice-president; J. W. Caraway, treasurer; Clyde Malone, secretary-manager.

LISBON, O.—H. E. Marsden, secretary of Columbiana County Agricultural Society, has been notified of his election as a member of the executive committee of Ohio Fair Managers' Association. He is one of ten members comprising the committee, which met recently in Columbus to organize

World's Highest Aerial Act. No Net—No Safety Device—Finishing with a 500-foot "Slide for Life."

THRILLS Seldom AND CHILLS! THE STRATOSPHERE MAN

A spectacular night and day exhibition, breathless, spine-rattling and thrill-packed. Good for picture circuit. AVAILABLE FOR FAIRS, PARKS and CELEBRATIONS. For more details, call THE BILLBOARD, Cincinnati, Ohio.

WINDOW CARDS

14x22, 22x28 paper and cardboard, posters, one-sheets, heralds, etc., for all occasions. Quick service, low prices. Write for free catalog.

BOWER SHOW PRINTING CO., FOWLER, IND.

WANTED

CARNIVAL FREE ACTS, REVUE, RIDGE, AUTO RACES FOR POTTAWATTAMIE COUNTY FAIR

AVOCOLA, AUGUST 14 TO 17, INC. Pine Gate. R. P. MCKINLEY, Secretary.

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WANT MORE REVENUE for YOUR ORGANIZATION? Read "BINGO BUSINESS" A Column About Bingo In the WHOLESALE MERCHANDISE Department THIS WEEK and EVERY WEEK

THE MINNESOTA STATE FAIR

Announcement Committee will hold a meeting the afternoon of Thursday, March 9, at the Leary Hotel in St. Paul, for the purpose of purchasing Grandstand Attractions for the 1939 Fair. Booking Agencies for Grandstand Returns, Fireworks and Thrill Acts are invited to have representatives present.

1939 FAIR DATES—AUGUST 25 TO SEPTEMBER 4—TEN DAYS. RAYMOND A. LEE, St. Paul, Secretary.

Bookings Top For Conneaut

Schedule at Penny spot is heaviest in 10 years—more rides are installed

CONNEAUT LAKE PARK, Pa., Feb. 18.—More conventions and picnics for the 1939 season have been booked by management of Conneaut Lake Park than at any time in the past 10 years, reports Harry C. Lewis, of the publicity department.

Managing Director Thomas C. Foley, who is given much credit for making the park one of the best that made money last year, believes plans now being mapped will assure the best business in years during the coming season. Two more rides have been installed, Stratoship and Loop-o-Plane, bringing the total number of riding devices to 15.

Park was in receivership when taken over by Managing Director Foley, who has supervised improvements costing more than \$200,000 in the last two years. Prelim season will open as usual on May 15, with regular opening scheduled for Decoration Day.

At the annual Lincoln Day banquet of Crawford County Republicans in the dining room of the Hotel Conneaut on February 13 about 1,500 were served, and there was dancing after a speaking program.



THOMAS C. FOLEY, managing director of Conneaut Lake (Pa.) Park, is given credit for a winning 1938 season at that report, where more conventions and picnics for 1939 have been booked than at any time in the past 10 years. More than \$200,000 for improvements has been spent in the past two years since he took the managerial reins. Riding devices have been augmented to 15 in preparation for the prelim opening on May 15 and regular bow on Decoration Day.

Ocean Beach, Conn., May Be Taken for Public Park

NEW LONDON, Conn., Feb. 18.—City council has adopted a resolution to acquire Ocean Beach and adjacent property for a public park. City will ask the Legislature for authority to issue \$2,500,000 bonds, to be exempted from the city's bonded debt. In payment to owners for the land which the city will take under eminent domain.

Council rejected a proposal to have Governor Baldwin name a commission to operate the new park and beach. Practically all cottages along the Ocean Beach site were destroyed by the hurricane and tidal wave of last fall. It is proposed to have council name a commission to operate the new development.

Engineers who drafted the plan believe the project would pay for itself in 37 years. Plot is a 30-acre tract.

Hatch in Charge of Bob Lo; Walled Lake Work Going On

DETROIT, Feb. 18.—E. B. Hatch will have general charge of 1939 park operation at Bob Lo Island Park. It was announced. Opening date and season's plans have not been decided upon yet.

Plans for larger Detroit parks are being made now, although little active work has been started. Walled Lake (Miche) Park has already distributed an elaborate folder to a mailing list of about 4,000 organizations of many types, promoting picnics and excursions.

J. E. (Gene) Pearce is in charge of the park office in Detroit for his brother, Fred W. Pearce. Plant at Walled Lake will be modernized and changes completed in the spring. Work has been going on since closing last fall.

Swing Building for Roseland

ABBURN, N. Y., Feb. 18.—Erection of a Merry-Go-Round building is under way as first of several improvements to be made this year in Roseland Park at foot of Canandaigua Lake.

"Liability for Accidents"

In this issue, in the Carnival Department, is the 18th of a new series of legal opinions of special interest and benefit to people in all lines of show business. One of these articles appears in the last issue of each month. The author, Leo T. Parker, is a well-known writer and lawyer.

Uncle Sam's Beach Erosion Survey To Stop Heavy L. I. Annual Loss

By ALFRED FRIEDMAN

PAR ROCKAWAY, L. I., N. Y., Feb. 18.—Federal government survey of beach erosion conditions is being completed and results to be made known shortly will probably reveal suspicious plans to guard against washouts such as have been common along the South Shore, which fronts on the Atlantic Ocean. Uncle Sam estimates that fully \$250,000 in property damages results each year around Long Island's beaches.

Cy Phelan has an original plan to set up telescopes at the beaches next summer for spotting interesting scenery off the coast, particularly incoming and outgoing ocean traffic. Bermuda Pool, Casone Park, is topping up for summer. Cement "boardwalks" are out from the standpoint of practicability, around Long Island, and are now as unpopular as they were popular. Salt air and moisture play havoc quickly with the texture, while wood appears to acquire additional strength.

Dan (Rockaway) Costart, back after a tour of beaches on the West Coast, reports that Long Island's shore is the finest, in his opinion. Most of the shore spots he saw on the Coast were pebbly or pebble ridden, and no place did he see, he avers, such white clear sand as that on Long Island's beaches. Rockaway rooming house operators will pay an \$10 tax next summer. Long Beach Stadium will be groomed for early opening. Hawking to motorists on roads leading to and from the World's Fair grounds at

Flushing is to be taboo, say police officials.

Broad Channel Carousel Park is open and getting fairly good trade. State Troopers around Jones Beach have been advised to be "extra courteous" to inquire from persons in cars bearing out-of-town license plates. Searching for a novel idea for a party on their Westbury estate, Mr. and Mrs. Terrence Wiggins called on Larry (Rockaway) Semel, who once before helped them out with a circus party idea. Semel proceeded to duplicate an old-time penny arcade in the Wiggins abode and results drew enthusiastic thanks of the host and hostess.

Indianola in Columbus, O., Is Ordered Sold by Referee

COLUMBUS, O., Feb. 18.—Sale of Indianola Park, former North side amusement center, has been ordered by the federal referee in bankruptcy. Action was taken on petition of Frank Colopy, trustee, appointed to handle affairs of the park company after it was adjudged bankrupt on November 19.

Assets include a swimming pool and real estate appraised at more than \$42,000. Charles G. Mills being principal owner. Prior to being adjudged bankrupt the company had filed a petition seeking to reorganize but no plan of reorganization was submitted.

Indianola Park a decade ago was well known. Its passing follows demolition of Orlin Park, now the site of a housing project.

Idora Pool Acquired By Operating Group

YOUNGSTOWN, O., Feb. 18.—Ownership of Idora Park swimming pool here has been transferred from Idora Natatorium Co. to Idora Amusement Co., Tom Murray Jr., of the amusement company, announced.

He said the natatorium company, which has operated the pool since it was built in 1924, has not renewed its lease and the park management acquired the pool and plans to operate it, beginning this year. Amount involved was not disclosed.

A number of changes are contemplated to improve swimming facilities. The pool was built at a cost of about \$108,000, can accommodate about 1,500 persons, is of circular type and has excellent bathroom and beach facilities.

HOUSTON.—Sunshiny cool days, after a prolonged wet spell, are bringing out record winter Sunday crowds to Hermann Park Zoo and pleasing concessioners. Tom Baylor, chief assistant keeper, is nursing a sore face and injured feelings after a brush with a 20-pound baby leopard. He has made pets of the baby leopards, and Geraldine, one of the youngest, put three claw marks on Baylor's face.

WPA Improvements Made By New Heads of Pa. Spot

ALTOONA, Pa., Feb. 18.—Lakemont Park here, formerly operated by Altoona Logan Valley Traction Co., has been taken over by citizens and the county commission, who have sponsored an \$64,000 WPA improvement project, including construction of a swimming pool with filtration plant, reports E. J. Bigley.

Park has a Whip, Figure Eight, Merry-Go-Round and Hootler on its 100 acres, in addition to a theater, dance pavilion and 12-acre lake for boating.

COLUMBUS, O.—A gift of 20 rhesus monkeys to Columbus Zoo by Olsen and Johnson, stars of Helzapoppo, came after the zoo's directors had made them honorary members of the association, which recently launched a campaign to enroll 25,000 members, sponsored by the Junior Chamber of Commerce, for purchase of more animals and construction of several buildings. Olsen and Johnson, when they appeared in Columbus some time ago, assisted the committee in several publicity stunts at the zoo. A large signboard erected in front of the State house pictures a movable monkey climbing a giraffe's neck and the monkey's progress will indicate success of the drive. The monk climbed to 2,000 on the first day of the campaign.

Flu Spot To Add Features

JACKSONVILLE, Fla., Feb. 18.—Dixie-land Park, colored resort here, was to reopen for the spring season on February 20 with Tom Rich's rides and shows and concessions, reports Dick Oldham, proprietor. As soon as weather becomes settled officials plan to construct an outdoor roller-skating rink and concrete bowling alleys.

American Recreational Equipment Association

By R. S. UZZELL

Golden City Park at Canarsie Shore on Jamaica Bay, Brooklyn, N. Y., has been obliterated. The ground has been swept clean by the city of New York and dredges are being set to pump in sand to form a beach where the park formerly existed. Sewers have been diverted and garbage goes to a disposal plant. Where once there was only polluted water will now become a healthful bathing resort.

From time immemorial it has been a rendezvous for fishermen, the sporting variety and those who pursue it as a vocation. The lover of the sport could go deep-sea fishing for a nominal fee. While the professional brought in his cargo and sold it fresh from the boat without waiting for refrigeration. Five or six for a quarter was the popular price, and what a bargain and luxury! Colorful characters were those captains of the fishing boats. To a pity they were overlooked by O. Henry. Where these men and their following will concentrate is not yet determined. The park was built by Harry G. Traver and R. S. Uzzell in 1907 at the cost of a modest fortune. And a beautiful place it was, with its trainload of Greek columns and all finished in white and gold.

To Tell of N. E. Damage

Jack and Irving Rosenthal once owned it and made there a substantial sum of money which really put the two brothers on the map. They in turn were succeeded by the land owner, represented by her able attorney, William Bradford Roulston, a Yale man and once city editor of The New York World. Here is the kind of a man we want in this amusement business. And best of all he likes the game. Let us hope that he finds a new location to his liking and remains in the business. It would be great to have him deliver to a paper at an annual meeting on *Plans, Ordinary* (See RECREATIONAL on opposite page)



A NEW BRITISH RIDE, Demon Whirl, which has been in operation at the Olympia, London, during Bertam Mills' Fun Fair. It has proved a fast device and very popular, being composed of two turntables, each carrying eight cars. The turntables revolve, bringing the big whirl when they crash, as it appears to riders that they are going to crash into the car in front of them, but it is raised by about four inches.

The Pool Whirl

By NAT A. TOR

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

Ye Old Story

For the past few summers there have been editorials here about the evil custom of pool men who have their life guards or locker boys put on makeshift water shows instead of hiring pro swimmers. On those occasions we tried to point out how foolhardy it is for aquatic men to try to please patrons with performances staged by amateurs willing to work for a few paces. Now word comes that a similar condition is prevalent in Florida.

The aquatic scene from "Capt. Jimmy Jamison, high diver, who is leading in his entry to this column's forthcoming world's high-diving contest, revealed: "There are lots of her pools built and being built here in Miami Beach, and plenty of them want to run regular weekly water shows. Many try to run them and shortly afterward fold up. I have noticed this before but this year I found out the real reason for Alexander Ott reigning supreme as the water showman of Miami. The simple answer is that owners of various pools turn over the job of producing water shows to any locker boy or girl swimmer from a northern pool who had his or her name mentioned in a newspaper. Then after a few financial flops the managements won't even back an ace water man. In other words, they completely reverse themselves and pass up offers from real showmen."

All of which is another reason pool men must come to their senses pronto. Surely they realize that if they continue to pinch pennies and put on half-blow water shows it won't be long before the public will tire of such entertainment.

Water Shows Popular

Despite amateur invasion, pro swimmers and divers seem to be doing all right for themselves down Miami way. Following the style set by Rooney and Miami Biltmore pools, nearly every tank is going in for special swim presentations in addition to regular daily offerings. That the H-2-O raucous idea seems to be catching on all over the country is evinced by the elaborate aquatic follies prescribed at famed Radio City Music Hall in New York with Eleanor Halm featured. As this column predicted many months ago, it wouldn't be surprising to see a great many night clubs and theaters staging like attractions.

Outdoor pool men readying themselves for coming summer are especially likely to consider popularity of water shows. If you've never staged one, try a few this season. Make certain to include some ballet numbers because that's what put over ten shows and, considering publicity certain to result from Billy Rose's Aquascope at the New York World's Fair, such shows are certain to be in demand next summer. Understated three big shows were staged in Miami recently. Jimmy Jamison worked all three, which should dispel any idea that his best asset unfair competition is a case of sour grapes.

One show was staged at Macfadden's Beauville's pool, under direction of Rhonda Blochrey, late of Shelton Indoor tank, New York City. Besides "Caytain," Jimmy Madeline Karson, teen diving ace, Tony Zukas, acrobatic diver, and Frank Foster, billed as "the Olympic Champ," performed. Later used to put on water shows at Park Central tank in New York and more recently toured a water carnival and dance at Sea Glades pool in couple of Sundays ago. At this show Zukas worked with Jamison and feature was Sam Hayward, one of the discoverers of this department. Congrats to whoever thought of the new cute billing for Sam. To wit, "Edison of the Springs." In addition, Miami Beach Patrol gave a drill exhibition under Captain Vaise, topped off by a beautiful water ballet routine.

Hollywood (Fla.) Beach Casino presented a recent splash carnival. At this one Howard paired with Jimmy Jamison for high-diving honors. Jerry Kenny, Canadian Olympic champ, also performed, as did Helen Hayden and the

Three Comedy Kings, Dutch Unterberger, Don McKay and Charlie Pace, Mary Shephard and Helen Hayden were brilliant in a water waits turn and Norma Warner and Virginia Unterberger put on an interesting act describing evolution of swimming.

Admission for these water shows in Florida is usually 55 cents, with all of them offering reserved seats at \$1.10 and \$1.65. An encouraging note is that two of the three shows advertised advance reservations, with both reporting remarkable results. Water shows have been put on a different level and it's up to pool men in the North to follow suit and help the tad catch on in a big way.

Do! and Don't

Why doesn't some swim pool, revive the old stunt of presenting a meeked marvel who can swim against all comers? Used to be pop in billiards, wrestling and boxing but, as far as I know, it has never been done in swimming.

George Kojac, former Olympic champ who has become a medic, returned to swim tanks last week competing in a meet in Downtown A. C. indoor pool. It marked his first appearance in competition for over three years.

George Vreeland, Newark, is no longer head of New Jersey A. A. swim committee. He's busy with the Eastern Swim Association, which is formed and which will run meets next summer.

RECREATIONAL

(Continued from opposite page) Business Ethics. He has had a few trimmings which would put feeling and punch into his speech.

Wallace St. C. Jones was in New York and confirmed the date of the New England meeting of park men as March 21 in the Manger Hotel, Boston. They have outlined an interesting program, much shorter than usual and of live topics. The storm damages and the reconstruction will be handled by those who suffered the losses. Danny Bauer, New Bedford, Mass., and Mrs. E. E. Enggren, Lake Pearl-Wrentham, Mass., will relate their experiences. Here are two colorful characters who are worth bearing on any subject of their actual experience. Other interesting and prominent speakers will be noted in the program, soon to be announced.

Eyes Were on Ohio Valley

A lot of us were anxious about our friends along the Ohio River when the flood stage was reached. The sudden cold snap which retarded the melting of the abundance of snow saved the day for Coney Island, Cincinnati, and other parks in the valley.

Los Angeles has had a big snow. The natives do not know what to make of it. That all-winter operation of outdoor amusements there has soured, poetical but has never produced much profit. Some of us learned to close in October and open in May to avoid a long unprofitable winter grind. Conversely, August is the coldest month of the year in San Francisco, and its fog can almost equal London's. Why the tourist who crosses the deserts of Arizona or Nevada in summer clothing to arrive in San Francisco with no topcoat and acquire a cold that mars the rest of the trip. Learn to dress and diet for the trip to get the most out of it. Consult a good tourist agency or someone who has been there in summer and in winter, but don't miss the exposition.

DETROIT—Henry Wagner, manager of Eastwood Park, returned to Detroit last week from a trip to the South. His partner, M. B. Kerner, is expected back shortly.

WASHINGTON—Two cubs were born in National Zoo recently, offspring of a female Kodiak and a polar bear. The pair produced four cubs in 1938, three of which are living. Dr. William M. Mann is zoo superintendent and William A. Blackburn, keeper.

MISS. URGED

(Continued from page 38) 1940, asking for appropriation of premium money, citing educational and publicity benefits of fairs to the State. He also urged that Mississippi fairs give increasing attention to young people. Discussing carnivals and other amusements, he urged booking of reliable attractions institutions and weeding out of those not up to standard. He pointed to the necessity of providing plenty of wholesome amusements during fairs. The president urged fair officials to sell merchants on the opportunity offered them by fairs to display merchandise and advertise goods and service thru exhibits.

1938 Attendance 1,000,000

Secretary Dean, in an interesting report, announced that more than 1,000,000 attended the 34 fairs held in Mississippi last year. More than \$50,000 was paid in premiums. Seventeen of the 34 fairs have free gates. Mr. Dean, commenting upon the president's recommendation that the association seek State aid, suggested a formula used elsewhere, appropriating State funds to the maximum amount of \$500 for county fairs, \$2,000 for district fairs and \$5,000 for State fairs on condition amounts were matched by local funds.

F. J. Hurst, Jackson, State extension service editor and agricultural superintendent of Mississippi Free State Fair, in an address on How Fairs Stimulate Agriculture, told of wonderful improvement in agricultural exhibits at Mississippi fairs during recent years. Other addresses were by W. W. Sampson, manager of Mississippi Rating Bureau; H. E. Mangin, director of vocational agriculture; John R. Williams, district extension agent; J. O. Tackett, agricultural agent, Illinois Central Railroad; May Crowell, State agent in home demonstration work; W. H. Sanford, Jr., Neshoba County Fair, and R. O. Prescott, secretary of Rankin County Fair. Entertainment included a luncheon tendered to fair officials and visiting showmen by Mississippi Free State Fair and a banquet with a floor show.

Among the visiting showmen and allied representatives were Art Biese, Theatre-Duffield Fireworks Co.; Morris Miller, Miller Bros. Shows; Bruce Bachman, Mr. and Mrs. J. W. Laughlin, West Bros. Shows; John Holiday, Al Day-singer Shows; Joe Gailer, Buckeye States Shows; John Gordon, Gordon Fireworks Co.; K. E. Boggs, Highway Advertisers; J. S. White, H. T. Morgan, C. E. Erickson Co.

FLORIDA SHINE

(Continued from page 38) a complete change of scenery, costumes and numbers in the Follies International. An unprecedented stretch of fine weather continued. Slight rain came on Wednesday and it was somewhat cooler on Thursday, but sunny. Records show this fair has had one of the best weather breaks in history of the weather bureau here.

Strider is Honored

On Tuesday, Tampa Bay, many offices and shops closed half a day to allow employees to attend. Attendance was 20,116. During the afternoon grandstand performance Eumantel Zochinik, one of the human buffets in the brothers' double cannon act narrowly escaped asphyxiation. When the gun was fired by Bruno, trigger man, Mario scared thru the act as usual and landed in a net, but Eumantel stuck in the barrel of the cannon. While spectators agonized, Bruno quickly lowered the barrel, crawled in head first and pulled out his brother. To a burst of applause Eumantel took a bow. He was considerably shaken up but not seriously injured and returned to the act the following day. A like accident has occurred three times during the five years Zochinik has been doing the act. It was mild.

On Maine Memorial Day, Wednesday, which drew 18,222, war veterans paraded thru main streets to the grand stand where they had a special program, followed by the usual afternoon grandstand performance. During the night show General Manager P. T. Strider was honored by presentation of a plaque from agricultural agents of counties exhibiting at the expo. "In appreciation of his impartial co-operation and fairness." In presenting the plaque Louis H. Alamyzer, Highlands County agent, said, "Every year the agents of the counties exhibiting here strive to make their exhibits better, and we want to show our appreciation to a man who has helped us, a great showman and a fine gentleman, P. T. (Pa) Strider."

Tutor in Final Stunts

Lucky Teter and his Hell Drivers presented their third and final thrill program Thursday afternoon, Tourist Day, to a large grand stand, slightly cooler weather adding snap to the stunts. Teter has proved very popular here. On Friday, Cigar Day, with special awards presented

to exhibitors in the cigar building, the exposition was host at a luncheon at the Floridan Hotel for county and home demonstration agents of exhibiting counties.

Today President Roosevelt was scheduled to deliver a special message by long-distance telephone from Key West, Fla. in response to an invitation to the President to visit the exposition en route to Key West. Final AAA auto races were also scheduled and Tony Willman, Milwaukee, who has taken top honors in all three racing programs, was again expected to lead the field.

KY. WILL BATTLE

(Continued from page 38) co-operation of county and home economic agents.

Contracts for Page

Showmen present were F. H. Bee, Park Bee Shows; James Dewey, Puntland Shows; William R. Hicks, J. J. Page Shows. Fair officials attending were K. Buford Van Arsdale, Thomas Squiffel, Walter Cleland, N. M. McCroarty, Harrodsburg; J. W. Whitehouse, University of Kentucky, Lexington; T. R. Webber, E. H. Iotshchild, R. P. Eddle, K. J. Chise, Shelbyville; Joseph Polin, J. R. Wharton, J. A. Barber, Springfield; Dr. O. P. Miller, W. J. Harris, Columbia; Wood Wellingford, P. N. Parry, C. D. and R. K. Ashbury, Germantown; Franklin E. Martin, J. McGinnis, Lester Rucker, Lawrenceburg; W. O. Stiles, A. S. Walther, B. R. Damarec, Bardonia; Nelson County Fair, Bardonia, was made a member of the association.

J. J. Page Shows were awarded contracts for Shelbyville, Springfield, Lawrenceburg and Mount Sterling fairs.

DETROIT—United Booking Association has signed 14 fairs in Michigan, Ohio and Indiana for its shows during the 1939 season. Manager Henry H. Lajeders reported, including repeats of 10 fairs it had last year.

RESORT SACRIFICE SALE

In Nation's Playground, MINNESOTA—\$0,000. Latest, Established Trust, Income 1938.

71 Acres, 53 Acres Timbered Island, Bunker to Marland, Modern Home 10-3; Lodge, 9 Cottages, 10-1; Tavern, 32-22; Bar, 24-20; 12 Units, 20-20; 3000, 100, 1000, 24, 2000, 24, 2000, 2000.

WILDERNESS RESORT, NORTH MINNESOTA. Located among virgin woods. Large Log Lodge, 28 Log Cottages, 48 Buildings, equipped and furnished. Single complete, best of fishing. A real wilderness. Open country, capacity over \$70,000. Investment over \$100,000. Most sell. Price and details upon request. MANY OTHER MINNESOTA RESORTS, ALL SIZES, ALL PRICES. MIDWEST REALTY INVESTMENT CO., 2600 Marquette Ave., Minneapolis, Minn.

PARK LOCATION WANTED

For one of the finest 50-Machine Penny Arcade in the U. S.

Also have one 90-Machine Penny Arcade for sale at \$3,000.

MATT. T. COLLINS, Data, N. Y.

LARGEST MANUFACTURERS OF MECHANICAL SHOOTING GALLERIES IN PARKS, RESORTS, SPORTS PLACES, CARNIVALS. CATALOGUE FREE. W. F. MANCIELS CO. CONEY ISLAND, N.Y.

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

LOOK IN THE WHOLESALE MERCHANDISE SECTION For the LATEST NOVELTIES, PRIZES, PREMIUMS, AND SPECIALTIES

Auto-SKOOTER-Water SHOWMEN. GET THE RIDES THAT PAY YOU BIG DIVIDENDS EVERY YEAR. LUSSE BROS., INC., AUTO SKOOTER 2200 N. FAYUILL ST., PHOENIX, ARIZ. WATER SKOOTER LUSSE BROS. LTD. Central Dept. 45 Broadway, Boston, W. C. Lybrand.

TAMPA GOOD TO RAS

Gross Goes Up At Florida Fair

Extra week helps swell receipts—two big days top those of 1938 on midway

TAMPA, Fla., Feb. 18.—That the Florida Fair and Pan-American Hemando De Soto Exposition here on January 31-February 18 has done unusually well by the Royal American Shows is the consensus on the midway. Show grossed considerably more than last year on the entire engagement due to the extra week. However, most individual show managers say the first two weeks were exceptionally good and that the third week dropped off a little. Many believe three weeks is too long for a Tampa run. Children's Day and Gasparilla Day grosses were much larger than last year's and the first two weeks much better than the total run in 1938. Weather was fine thruout. With close of the (See TAMPA GOOD on page 51)

Alton Shows Start Off Well in L. A.

LOS ANGELES, Feb. 18.—O. H. Alton's Silver State Shows moved to East Ninth street here this week after a successful week's stand at Third street and Ford boulevard. Considerably enlarged, show came in here February 4 after playing Southern California and Arizona territory all winter. Staff includes O. H. Alton, owner-manager; Ed Smithson, general agent; Mrs. C. H. Alton, secretary-treasurer; Charles Conley, special agent; George Loomis, banners; George Davis, lot superintendent; and Howard Grain, chief electrician.

Shows: Ten-in-One, M. E. Arthur, owner and manager; Tommy Williams and Pat Thomas, front; Mrs. M. E. Arthur, cashier. Attractions include Francis Noon Girl; Leo Gilman, Punch and magic; R. E. Nelson, fire eater; Bob Halsey, human ostrich; Ray Baylor, human seal; James Costell, leopard man; Ruth and Alva Evans, smallest married couple; Billie Osteen, iron-tongue girl; Darlene Darnell, illusionist. Annex has (See ALTON SHOWS on page 51)

Asks Aid for Heller's Son

WASHINGTON, Feb. 18.—James H. Timmons, 1740 P street, Northwest, Washington, seeks letters of character recommendation from show officials for Erwin Heller, organ repairman and son of Max Heller, Macedonia, O. According to Timmons Erwin Heller was arrested last October 24 in Decatur, Ga., charged with possession of burglary tools, which in reality were for use in repairing organs, was rushed to trial without defense counsel and sentenced to 9 to 10 years in prison. Letters may also be addressed to Max Heller.

Collins Gets Model Post

ST. PETERSBURG, Fla., Feb. 18.—Dick Collins, formerly with World's Exposition Shows, announced here last week that he had been engaged to handle publicity this season for the Model Shows. He will remain here for about two weeks for conferences with Manager W. R. Harris before leaving for the show's quarters in Macon, Ga.

Aerial Arontys to Burdick's

OZON PARK, N. Y., Feb. 18.—Manager Ira Burdick, Burdick's All-Texas Shows, and Aerial Arontys, high perch act, closed contracts here last week whereby the latter will tour the organization's Southern route, reports B. C. McDonald, secretary.

DETROIT, Feb. 18.—City council issued its second carnival permit of the year this week. It went to West Detroit Park, Veterans of Foreign Wars, for a carnival to be held on Michigan and Joe streets.



POLLY BARNHART, cookhouse operator with West Brook, Okla., and a bird fancier, as she appeared while feeding some of her winter boarders during a blizzard in Minneapolis on February 9. She will leave there about March 11 for the West quarters in Morley, Mo. Photo by CHG Barnhart.

Warns of Ban in Oklahoma

CINCINNATI, Feb. 18.—Manager Jimmie Ellis, Oklahoma Ranch Shows, wintering in Tulsa, Okla., wired The Billboard yesterday as follows: "Prohibitive license measure pending in legislative body now convened which, if approved, will prohibit carnivals from Oklahoma. Those interested contact me by wire or phone. Measure must be contested. Have plans formulated but need assistance."

Ray Balzer Is Stricken

CINCINNATI, Feb. 18.—Mal M. Fleming, in a letter to The Billboard, reports he received a communication this week from Mrs. Ray Balzer stating that her husband, Ray, well-known concessioner and adjuster with Dodson World's Fair Shows, is in a critical condition in a Milwaukee hospital as the result of a stroke and cerebral hemorrhage sustained there on February 2. Stricken in the Royal Hotel Coffee Shop, he was removed to his room and later taken to the hospital. His wife has been at his bedside constantly. Balzer is commander of the Arthur E. Dodson American Legion Post on the Dodson organization.

Ballyhoo Bros.' Circulating Expo.

A Century of Profit Show

By STARR DOBELLE

Step-in-the-Ocean, Fla. Week ends February 18, 1939. Dear Mixer:

This finds the show back on its winter route of bona fide Florida fairs. On the train's arrival the tide was in, holding up moving onto the lot until it went out. Our entire company is worn out from chasing the tide in and out all week. We were caught so often by the tide backing up on us that we became accustomed to the water and everybody put on bathing suits and worked their stands and shows in the water. The cookhouse served orange juice and fish all week, rushing the Lenton's season.

A bathing beauty contest held on the lot every night aroused the whole neighborhood. Our newspaper ads read, "Every man, woman and child is eligible to enter. Come prepared and wearing bathing suits for this rare occasion." This move not only drew them but held them on the lot. The novelty of it, all was the fact that they could enjoy the rides and shows while swimming. One concession displayed a sign reading, "Who while you swim." The show was very lucky, as one of our water-show

St. Louis Clubs' Valentine Tacky Party a Success

ST. LOUIS, Feb. 18.—Missouri Show Women's Club and International Association of Showmen's joint Valentine Tacky Party and Dance in the Mezzanine Ballroom of the American Hotel here on February 14 proved successful, reports Kathleen Riels. Room was appropriately decorated and each guest received a valentine souvenir. A buffet supper, consisting of assorted sandwiches, relishes and delicious homemade cakes made by members of the MSWG, was served. Many original and comical costumes prevailed, with first prize in the former going to Tom W. Allen, while Gertrude Lang carried off first honors in the latter class.

Art Bette's Musical Madmen furnished the music. Among those present were Mr. and Mrs. John Francis, Mr. and Mrs. J. Crawford Francis, Mr. and Mrs. Jack King, Mr. and Mrs. Bob Perry, Mr. and Mrs. B. Perkins, Walter Jaag, Mrs. Hayes, Elsie Koob, Emil Schoenberger, Charles (See ST. LOUIS CLUBS on page 51)

End in Miami Hospital

NEW YORK, Feb. 18.—Returning showmen report that Joe End, concessioner, is at Municipal Hospital, Davis Island, Miami, Fla., with an undescribed ailment.

Illinois Dates to McClellan

ST. LOUIS, Feb. 18.—J. T. McClellan, owner of the Royal Midway Shows, while en route to quarters in Little Rock, Ark., visited The Billboard offices here and advised he had obtained midway contracts for Ashley, Pinckneyville, Anna and Colton, Ill., fairs. This season will mark the first time the shows have gone out with a gate, he said.

Coleman Sigs Three Fairs

MIDDLETOWN, Conn., Feb. 18.—Coleman Bros.' Shows have been awarded midway contracts for the fairs to be held in Union and Farmington, Me., and Greenfield, Mass. Thomas J. Coleman said here last week.

EL PASO, Tex., Feb. 18.—Tri-State Shows opened here yesterday with rides, shows and concessions at the Southwestern Live-Stock Show and Sheriff's Posse Rodeo. Date runs thru February 23.

girls won a contest each night. Pepp Ballyhoo said, "We were out to win" and he didn't have the prize money anyway.

So elated were the bosses over this date that they immediately ordered 50,000 lithograph passes displaying pictures of their five wives in bathing suits, the cut-lines reading, "Our inspirations. Mermaids of the world's only underwater midway." While the tide was in General Agent Lem Trucklow arrived on the lot with a pocketful of fat contracts. He was a most impressive figure in his bathing suit and long flowing beard. Many mistook him for Father Neptune. Trucklow had just returned from the Alaska meeting, where the fair secretaries had entertained him royally and handed him 10 fair contracts for 1940. As he stepped into a sleigh for his return journey he had been informed that all contracts would have to be confirmed by the board of directors at the 1942 meeting, when the building of the fairs would start.

On Thursday (pay day) the receding tide carried the office wagon far out into (See BALLYHOO on page 51)

Weak Knees

CALIPATRIA, Calif., Feb. 18.—Ed Kanthe, Polish wrestler on Crafts 20 Big Shows Athletic Arena, had the scare of his life while en route to join the show here. After gassing up at a station near Brawley, Calif., about midnight, he pulled onto the highway and a few miles up the road heard a cough emanate from the rear seat. Stepping on the throttle he raced for a light along the road, nearly wrecking his trailer before stopping. Opening the rear door, he found a stowaway, whom he soon routed. Despite his prowess as a wrestler, Kanthe had to admit he was weak in the knees for a few miles up the highway.

Crafts First Two Imperial Valley Stands Below Par

CALIPATRIA, Calif., Feb. 18.—Crafts' 20 Big Shows' winter unit concluded a week's stand here last Saturday, under fire department auspices, to below par business, according to Roy Scott, of the show's staff. Unit came here from Riverside County Fair and Stampede at Indio, Calif., where it opened the previous week and played to fair business the last two days after being severely handicapped the first part by high winds and cold nights. Show is scheduled to play Imperial Valley for four more weeks before returning to San Bernardino. (See CRAFTS FIRST on page 51)

Ira Burdick Feted At Birthday Party

HOUSTON, Feb. 18.—Quarters crew of Burdick's All-Texas Shows joined the Burdick family here on February 9 in staging a surprise party for Manager Ira Burdick in celebration of his 45th birthday anniversary, reports B. C. McDonald, secretary. He was presented with a huge cake bearing 45 lighted candles and as the evening wore on many more friends joined the party, which lasted until early morning.

Altho the party started in Burdick's elaborate living quarters, finale was staged in Mrs. Otto Preston's home. Mrs. Preston was hostess, assisted by her daughter, Betty. Numerous gifts were tendered Burdick and an abundance of refreshments proffered. Those present included Mrs. Jewell, Ira Jr. and Bill Burdick, Tobe, Hattie and Betty McFarland, Mack and Betty Belaw, Roland Smith, Eddie Clark, L. C. and Gail Wade, Lillian Altwine, Mrs. Paul Jones, Mr. and Mrs. C. O. and Clinton Foster, Bronson and Louise McDonald, Mr. and Mrs. Charley Hess, Alex and Ouzale Esqfir, Charles Ellenthal, Evelyn Cantrell, Gladys Farnsworth and Mrs. Mollie Moseley.



WILLIAM (BILL) HUBBARD, general manager of Crafts Golden State Shows, who will continue his activities to operation of the organization this season, giving up his private interests in tented shows. He recently was elected chairman of the membership committee of the Pacific Coast Showmen's Association.



Palace Theater Building, New York.

NEW YORK, Feb. 18.—Next meeting, and an important one, is scheduled for February 28, and don't forget to send in your reservation to the executive secretary for the spring outing at Atlantic City March 28-31.

President Hamid will have much to report at the February 28 meeting. Committees for 1939 will be announced, and Hamid is appointing men who will really work for the organization. There is much work to be done. There will be further news regarding the Troupers' Home Project, and we can count on an interesting discussion in this regard. Brother Harold O. Hoffman, former New Jersey governor and now president of the Dexter Fellows Tent of the Circus Saints and Minners Club of America, is expected to attend the meeting.

Details of the Atlantic City sojourn were related here last week. However, members are requested to advise Secretary Liddy as soon as possible regarding reservations. This is vital due to having to definitely contract for transportation by March 1. Club's welfare fund is the beneficiary. Brother Robert Strago promises to be a perfect host.

It is the club's aim to more than double its membership for 1939. When NSA was in the embryonic stage there were those who said it couldn't be done. However, nearly 600 members in one year is the answer to the scoffers and doubters. A goal of 1,200 members for this year is not improbable. Jack Feldberg, who will have a number of concessions on the B. & V. Shows, has signified his intentions of getting 50 paid-up members and win the coveted Gold Life Membership Card. Shows out to get 50 or more members are World of Myth, New England, Johnny J. Jones Exposition, Art Lewis, Edly Brothers and O. C. Buck, Joseph A. and Alfred O. McKee, of the Rosenthal Bros., Palisades Amusement Park, promise many more members from there, despite the fact they were Gold Life Membership winners last year.

Well, the gals packed them in at their binggo party on February 12. Attendance totaled 450 and prizes were truly the last word. The bronze plaques, awarded for distinguished services to the organization, was presented to the Ladies' Auxiliary and accepted by President Dorothy Packman. Dr. Jacob Cohen surprised the presentation address and surprised Miss Packman when she learned she was the recipient of an individual plaque for her unselfish efforts in our behalf. Auxiliary's Welfare Fund was substantially increased as a result of the party. Brother David Epstein donated the p.-a. system equipment, and a vote of thanks went to him.

Herman Cohen is commuting to Washington, D. C., these days being engrossed with the operation of binggo in the nation's capital. Constant visitors to the clubrooms include Moe Elk, Lazarus Pink, Jimmy Fallon, Herman Wolfe and Moe Young, of the Hamilton Producing Co. Jackie Owen is bemoaning the fact that all the pinocchio players left for Florida. Jack Linderman, who threatens to leave for Florida any day now, has been affectionately dubbed "Back-to-Back Schultz" by his cardroom cronies. Frank (Whitey) Perry, currently with the Grotto Circus in Cleveland, penned be-

had not received his paid-up card. The matter has been taken care of.

Daily congratulations and greetings from the officers and members to Frank Sullivan, Hip Raymond, Oswald Lennsch, February 24; Max Schaffer, February 26, and Glenn H. Porter, March 1.

Ladies' Auxiliary

February 12 binggo party was a distinct success, with nearly 450 patrons in attendance. Sister Irene Greene topped the list on ticket sales and Frank Circle had a delegation of 50.

President Packman has announced the following committees for 1939: Reception, Pearl Meyers, chairman; Irene Greene, Lillian Brooks, Leah Green- spoon, Edna Laures and Ruth Robbins. Membership, Bess Hamid, chairman; Edna Laures, Dolly Horowitz, Dorothy Packman and Stella Feldberg. Entertainment, Midge Cohen, chairman; Bess Hamid, Bess Cohen, Madge Bloch and Lillian Faber.

Board of Governors: Bess Hamid, chairman; Helen Rothstein, Bess Cohen, Ida Harris, Madge Bloch, Rosa Lang, Anita Goldie, Lillian Tobias, Ruth Robbins, Flora Elk, Ada Cow, Edythe Hamburg, Rosa Donatella, Edith Devany, Jesse Greene, Mildred Hofland, Della Brensk, Hoy Sisters, Lola Chalfonte, Hilda Bergen, Fanny Linderman, Moby Jones, Mary Buck, Bootle Paddock, Shirley Lawrence, Marge Cetlin, Sadie Wilson, Jessie Glick, Dode Allen, Mabel Schoonmaker, Anna Halpin, Margaret McKee, Rose Gruber, Midge Cohen, Leah Green- spoon, Edna Laures, Lillian Faber and Dolly Udowitz.

We were happy to hear from Sister Shirley Lawrence from Miami with a check for binggo tickets and a donation to the Bess Hamid Sunshine Fund. It's good to see Sister Peggy Landry well again. And it was with grief that we learned that Sister Helen Curry, of Palisades Park, lost her mother and brother recently.

That ardent worker, Edna Laures, gave all a grand surprise last week when she presented our president with a club banner and said it was from the Laure family and that they hoped it would wave over our clubrooms forever. It is beautiful and has provoked no end of comment from sisters and our NSA brothers.

Sister Madge Bloch proposed Franca Meil for membership, and the committee accepted.

Ohio Concessioners Confer; To Stage Membership Drive

COLUMBUS, O., Feb. 18.—Ohio Concessioners' Association held a meeting here on February 8 in the home of Secretary E. R. Hume, with 40 members attending. President N. H. Cohen presided. A committee was appointed to draft by-laws for the organization, and members decided to stage a drive for 200 new members between February 11 and July 1.

It also was decided to hold monthly meetings to enable members residing near here to keep informed of the association's progress. Membership cards were presented to those attending, and Mrs. Hume served a luncheon after adjournment.

R. & W. Northern Route Set

WENTWORTH, Mo., Feb. 18.—L. O. Reynolds, manager of the Reynolds & Wells United Shows, announced here that General Agent J. A. (Doc) Burns had signed contracts for the following northern fairs: Rush City, Bay- port, Pipestone, Waseca, Malneviv and Mankato, Minn., and Marshalltown, Webster City, Algona and Marion, Ia. Show will also play Prairie du Chien (Wis.) Fair.

Sunset Repeats at Annuals

OAK PARK, Ill., Feb. 18.—E. H. Garman, manager of Sunset Amusement Co., said here last week that the organization had been awarded the mid- way contract for Wapello County Fair, Eldon, Ia., making its seventh consecutive year there. Other repeat dates include Davis County Fair, Bloomfield, Ill., and Whiteside County Fair, Morrison, Ill. Latter dates mark the show's fourth consecutive year at those fairs.

Silver State Adds 9 Dates

EL PASO, Tex., Feb. 18.—General Agent Bill Starr of Paul Tove's Shyer State Show, has returned from a tour of the West and Middle West and reports the following dates contracted by the organization: Roota Bluff County Fair,

"THE RIDE OF TOMORROW"



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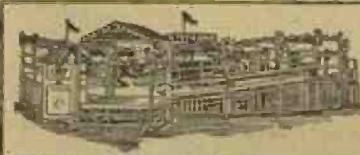
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22 Seats Shaped Streamlined Steel Cars. Seats 80 Adults, 120 Children Per Trip. Complete Center Demolition in Opposite Direction of the Speeding, Whirling Trains or Rockets. Thrilling Safe! Present Modern!

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OPENING MARCH 25, 1939

WANT Cookhouse, Photo Gallery and legitimate Concessions of all kinds, Wheels that work for stock only. THE following sold: Corn Game, Moose Game, Popcorn and Penny Pitchers. WANT Shows of all kinds, Performers for Minstrel and Musicians for Colored Band. Louis Augustino, Mary Webb get in touch with us. Girls for Girl Shows wear CHAS. FAY, Gen. Del., Norfolk, Va. RIDES WANTED: Tilt-A-Whirl, or any other small Fair Ride. Fees/Acts get in touch with us. Route to interesting parties. Address

GEO. PARROTT, General Manager, Boonesville, Va.

OR E. B. KAW, General Agent, Gibsonton, Fla.

STRATES SHOWS WANTS

Legitimate Concessions and Shows not conflicting. Specially want real Hillbilly Show, also Unborn, Crime and Deep Sea Show. Train leaves here the first of April. Show opens at the Jacksonville, Fla., Fair, April 13. Address STRATES SHOWS, Box 574, Savannah, Ga.

Mitchell, Neb.; Gothen County Fair, Torrington, Wyo.; Dawes County Fair, Chadron, Neb.; Sheridan County Fair, Jordan, Neb.; Sioux County Fair, Harrison, Neb.; Hay Springs (Neb.) Festival; Tri-State V. F. W. Convention, Billings, Mont.; Hardin (Mont.) Rodeo and Stock Show, and Big Horn Basin Fair, Powell, Wyo.

Walton de Pellaton Back To Hilderbrand's United

LOS ANGELES, Feb. 18.—Formal announcement that Walton de Pellaton would return to O. H. Hilderbrand's United Shows and Circus Combined in 1939 as secretary-treasurer and auditor

was made here Monday night at a banquet tendered him by Owner O. H. Hilderbrand and the show's staff. Contracts were signed last November, but due to unforeseen circumstances the announcement could not be made until the present time, Hilderbrand said.

De Pellaton was the show's secretary upon its inception in 1934, serving in that capacity until 1937 when he resigned to accept a similar position with the White City Shows for 1938. By unanimous consent of the personnel, he was persuaded to resume his old activities. He will also act as auditor of the No. 2 unit, now under construction in the show's quarters here, and which is scheduled to be shipped in April.

SHOW and TRAILER CANOPIES TENTS Fulton Bag & Cotton Mills

Important Announcement New 1939 Chevrolet Trucks and Passenger Cars available for immediate delivery. CHAS. T. GOSS WILD STANDARD CHEVROLET COMPANY, East St. Louis, Ill.

Midway Confab

By THE MIXER
(Communications to 25 Opera Place, Cincinnati, O.)

CONTACTING helps contracting.

A **GOOD IMPRESSION** route concessions and depressions.

THE SHOW will tell whether owners are thinking in terms of today or yesterday.

REPUTATION: A bubble which a man bursts when he tries to blow it for himself.

TEXAS CLIFF OVERMYER recently rejoined the J. B. Edwards Shows, making his third season there.

MR. AND MRS. JACK ROWE of West Bros. Shows, are visiting friends in Tampa, Fla.

"We did not book that fair because another show offered more money than it is worth."

DON LEB pens from Springfield, Ill., that he has been spending the winter working in the Gay '90s night club there.

O. J. BACH SHOWS, according to Leo Grandy, have signed Lee Taylor's short-range, lead gallery.

who has returned from an extended trip to the West Coast, is back "in harness" at the Jacksonville, Ill., offices.

MR. AND MRS. TED ENGLAND report from Blytheville, Ark., where they have been wintering, that they will have their concessions on West Bros. Shows.

A TROUPER'S winter vow: "Next winter I'll hibernate in the North. The Billboard arrives a day earlier up there."

A. VIRONA, past six seasons with the De Luxe Shows of America, letters from Newark, N. J., that he has signed his custard truck with the Model Shows.

THELMA, Mystery Girl, and Bobbie Burns card from Louisville that they have booked their Sex Show on the L. J. Huth Shows for 1939.

SOME of the boys really went to town with their knives at the fair meeting banquets, remarks Red Hicks.

SUNNY BERNET, of the Globe Poster Corp., is in Florida, his first trip there in many years. Wherever Sunny is there is mirth and merriment. For many years he was an ace stage comedian.

MRS. CATHERINE OLIVER, former carnival owner, sojourning in Springfield, Ill., as guest of Mr. and Mrs. Howard Barlow, will operate her frozen custard concession on the Western States Shows.



WILLIAM B. HICKS, versatile veteran carnival executive who has been putting in a busy winter on the staff of the J. J. Page Exposition Shows aiding in lining up contracts of numerous State meetings of fair associations. "Red" has been active in practically all branches of carnivalism during more than a score of years around the midways. He signed four contracts for J. J. Page at the most recent State gathering, Kentucky Association of County Fairs, in Lexington on February 11.



J. A. (DOC) BURNS, past season general representative of the Reynolds & Wells United Shows, has returned to the organization in the same capacity for 1939. He is currently making a tour of the North, where he has added a number of fair dates to the organization's route.

MOST Johnny-come-lately concessionaires cannot distinguish the difference between Upper Ten and Lower Five midway patron.

A. B. (PETE) JONES, former copartner with Walter B. Fox in operation of the original Famous Dixie Shows, is in a commercial line in Huntington, W. Va.

CARL HAGAAN, illusion and side-show operator with Groves Greater Shows last season, is wintering in Chicago, where he is building a new illusion show.

MANAGEMENT of the Great Pheasant Shows will install a weeping chamber next season, towels to be furnished at cost.

RALPH H. BLISS, who has been wintering his winter vacation in Laredo, Tex., with several trips into Mexico, will rejoin the Greater United Shows on one of the frosts this season.

"HOW many fairs did you book at that meeting?" "Well, I'll tell you; I'd got the last one; I was after I'd have had exactly one."

AFTER AN ABSENCE of 20 years D. A. Mortuary of the J. J. Page Shows, is

spending the winter with his folks in Memphis. He says he'll be back with it when the birds begin to sing.

AT a spaghetti supper given in their Memphis apartment by Shep and Margaret Miller those present were Mr. and Mrs. K. E. Farrow, Charles and Marie Russ and Jack L. Oliver.

TO SOME g. a. h. d. it's a good idea to have a forwarding address with telegraph companies before you check out for the next town.

BILL GAULDIN cards from Spray, N. C., that he has booked his Snake Show with the W. C. Katin Shows. R. L. Dodson and John Glass will be associated with him.

"**HAVE SIGNED** with Northwestern Shows for the exclusive on photos and this year have a machine which I invented," cards John L. Wimslet from Detroit.

"**YES**, those are the ladies of the Great Wheel Barrow Shows playing the pinball game."

J. A. WINTERS has left the Deo Lang Shows, of which he was general agent, and is taking out a carnival of his own by the name of Standard Shows of America.

HOWARD PIERCY, adjutant of Arthur E. Dedson's American Legion Post on Dodson's World's Fair Show and owner of several concessions on the same show, has gone to Tampa for several weeks.

ROUSECAR residents leaving the BACK end of the lot in filthy condition has ALSO helped to close town.

AMONG VISITORS to the Crafts '39 Big Shows during the opening stand in Indio, Calif., were Frank R. Conklin and Sammy Bokowitz, of the Conklin Shows, and H. and Mrs. Brodbeck, of Brodbeck Bros. Shows, of Kansas.

OPENING OF THE CARNIVAL season is in the offing. Where are some of the numerous exponents of outdoor show business who haven't been heard from for some time? It seems that all should have jobs by now.

THE LATE George Moyer once routed a circus all season from a wheel chair by reading daily newspapers and studying statistical reports.

"**PETE CHRIST** has booked his gonk-house with the Funland Shows and will be in quarters here about March 5," scribbles Ted E. Taylor from Marietta, Ga. "Ben Tosh is directing quarters' activities."

AT A RECENT meeting of New Britain (Conn.) license committee, Coleman Bros. Shows were awarded the first carnival permit for 1939, reports Thomas

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PENNY PITCH GAMES
Size 4 1/2" x 4 1/2"
Price \$20.00
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Size 4 1/2" x 4 1/2", with 5 Jack Pots, \$44.00.

PARK SPECIAL WHEELS
30" Diameter, Beautifully Painted. We carry in stock 12-16-20-24, and 30 number wheels. Price \$12.00

BINGO GAMES
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Full of New Games, Billboards, Balls, Lamps, Aluminum Ware, Games, etc.

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Shipments Made to Your Customers Under Your Label. No checks accepted. O. O. D., 25% Deposit. Our names or ads do not appear in any publications.

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Address: P. O. BOX 8, New Albany, Ind.

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS

VARIETY and quality will make up most of the 1939 midways.

WARREN RICE, of athletic show note, has signed with L. G. Skeene's Athletic Arena on the Al Baysinger Shows.

A. J. BUDD left Sydney, Australia, on the S. S. Mariposa bound for Los Angeles on February 21.

PROPER salt for hamburger is more of an accumulation than a recipe.—Mrs. Upshaw.

DARE-DEVIL CURTISS is doing the featured free act on Crafts' 20 Big Shows this season. Act is billed as the World's Highest Motorcycle Skf Jump.

R. E. (COTTON) GIBBSON, a recent visitor to quarters of Wallace Bros.' Shows in Memphis, left for his home in Canton, Miss.

FAMOUS last words: "I'm not worried about that fair. We paid them in full last season."

NEWELL AND VIVIAN TAYLOR, formerly with Wallace Bros.' Shows, were recently glimpsed on the streets in Memphis.

NED TORTI, of Wisconsin, De Luxe Corp., Milwaukee, returned to his home last week after spending two weeks in New York on a buying expedition.

SOME of those 100-per-cent-for-the-boss chaps (in his presence) usually head one of the secret orders of "hookers" and organizers.

LEE SULLIVAN, of the Eli Bridge Co.

DU-PLEX WHEELS

Multiple on single axle, two, three and four Big Eli Wheels operate on many midways and as a rule they are top money-makers. They lead the field for net return on the investment. For big days they have big earning capacity—more quickly installed for the small profit.



ELI BRIDGE COMPANY
Builders of Dependable Products,
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HIT OR MISS PENNY PITCH

Write for literature and plans for hitting 100% with one throw. Hit some lines. Wheels with turn-right lights will get a better record than usual. Ask Marshall of K. G. Clark, New Hill or Miss Park (wheeler) and you will be made for Victory Machine. Write for Price and literature.

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NO PAY GATE.
Want Legitimate Concessions, SHOWS — We Have the Equipment.
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UNITED AMERICAN SHOWS

NOW CONTRACTING
BADA RIDES WANTED, ALSO DIGGERS
Address: Box 17, North Little Rock, Ark.

J. Coleman. Organization will exhibit on Vibber's lot.

MANAGER to special agent "Tell our committee to use the money that was appropriated for newspaper advertising toward the light bill."

MR. AND MRS. CURTISS EDWARDS, wintering in Little Rock, Ark., have signed their cookhouse with the O. J. Beatty Shows for the coming seasons, reports Babe Lavender. Edwards was associated with I. J. Clark this past season.

MR. AND MRS. PAUL N. FARRIS, during a visit to the St. Louis office of The Billboard, advised that they will have their concessions on West Bron. Shows again, the third successive year with that organization.

IT IS claimed that Barnum said, "The American people like to be bamboozled." But he did not say, "Put the American people in an empty tent; they'll find their way out."

CYCLONE HARRY BELL, cards from Minneapolis that he has given up the athletic show field for a while at least in favor of entering the pitch game. He adds that he's not getting rich, but is making a living.

THEXTON TERRY, past two seasons with Del'Crouch's Wall of Death Show on Max Gruber's World Exposition Shows, has been spending the winter working in Newark, N. J., factory but will return to Crouch's show this season.

ANNIE FAY, noted ball-game wiper, had such a good week at High River Fair last season that the Raw Deal Shows have decided to play the date again.

MANAGER AND MRS. W. R. HARRIS, owners of the Model Shows, who have been wintering in St. Petersburg, Fla., were entertained on Shrine Day at the Tampa (Fla.) Fair by Rubin Gruber, Carl J. Sedlmayr and Curtis and Elmer Veloso.

A. L. (ABE) WOLFE, of Monkey Speedway Note and formerly with the Morris & Castle Shows and Johnny J. Jones Exposition, is recuperating at home in Boston after a recent operation. He's with the John H. Marks Shows and would like to read letters from friends.

FARMER: "Gosh! You must have plenty of nerve to come down in a parachute in a 100-mile gale like this!" Stranger: "I didn't come down in a parachute; I went up in a tent."

VIRGINIA CAMPBELL, midjet, past two seasons with Max Gruber's World Exposition Shows, is vacationing at home in Chatsworth, Ga., after recently concluding a successful stand on Broadway, New York, following a four-week tour of other Eastern cities.

MR. AND MRS. CLIFF BARNHART will have their cookhouse with West Bron. Shows again, their second year there. Mr. and Mrs. Earl Barnhart will have their pop-corn concession and Penny Arcade with West Bron. Shows, this year making their fifth successive with that aggregation.

A DICTIONARY of midway slang might be placed on the billboards of some shows for benefit of the talker's listener. Such a book would give them some idea of what he is talking about.

MR. AND MRS. FRANK CURLEY and their daughter and son-in-law, Mr. and Mrs. Dan Lynch, who have been visiting Curley's mother in Hollywood, Calif., plan they plan to leave there about March 15.

Fast Action

IN THIS fast day and age the popularity of all midway riding devices further proves that outdoor amusement seekers not only are motor-minded but demand fast action for their money. Some sit-down shows have hurt their patronage by forcing customers to wait thru numerous long-drawn-out ballies. The talkers, while rambling thru a verbal maze, think of course, that the candy pitch will keep the minds of the waiters occupied. It does help to break a certain amount of monotony, but it is the performance that they paid to see. When talkers insist upon making repeated openings, with patrons walking out faster than they can be put in, then it is time either to close the show or try to build up patronage with a bit of fast action.

for the Lagose Shows' quarters in Harverhill, Mass. to prepare their concessions and rides for opening.

TED G. TAYLOR cards from the Puntland Shows' quarters in Marietta, Ga.; "Frank F. Bunn and daughter arrived in quarters last week with their caramel corn stand and trailer. General Agent James Dewey being excellent work in Kentucky and Ohio, has signed several good fairs."

WORKINGMEN are human beings and deserve consideration as such. I know a show that carries well-groomed, well-fed and cared-for boys stock but its laborers are all down at the heel.—Colonel Patch.

JOSEPHINE SHERLOR, of the Eddie Sheeler-Troupe, and Mr. and Mrs. L. C. Hoffmeister, wintering in Aransas Pass, Tex., last week motored to San Antonio, where Hoffmeister purchased a new Packard, car. After the ladies had spent a few days shopping all returned to Aransas Pass in the new car.

DID YOU KNOW that the new 28-foot all Dural Topped-style private coach which Roy E. Ludington, manager of Crafts Enterprises, purchased recently is said to be the latest made in trailers, with electrical automatic gadgets, hot and cold running water, shower bath, electric refrigeration and what not?

GOOD general agents booking still dare watch stock market reports as closely as if they were brokers. Such news often constitutes a barometer as to paying dates and



BILLIE CLARK, well known in outdoor show circles and associated with the J. J. Page Exposition Shows, is pictured here with a sailfish he caught at Jensen, Fla., recently. Photo furnished by R. E. Savage, of the Page organization.

territory. Agricultural reports also are of vital interest to showmen.

"JUST VISITED the Blue Ridge Shows in quarters here and found them almost ready to open," letters Pat (Craah) Regan from Dublin, Ga. "Rides have been painted and they are flashy in appearance. Have been working small towns with Merchants' Thrill Show and find a better outlook for 1939. Natives of Tennessee, Kentucky and Georgia have a little money to spend."

F. W. PAULL, last season with Dick's Paramount Shows and formerly with the Curtis L. Bookes and Krause Greater Shows, last week signed with the Penn American Shows as lot superintendent and electrician. He also has his concessions booked with the organization and has been operating a tourist camp and gasoline station in Columbia, S. C., this winter.

CARNIVAL business is big business. Yet some fair-booking propositions made by general agents and their managers would make other big business men a meeting of stockholders, view the deal with great concern and perhaps float a bond issue.—Milo (Not So) McCool.

AFTER THREE weeks at the Open Door, Tucson, Ariz., bitery, Sidney Presson's Revue has moved into the Lodge Club in the same city. Unit includes Charles and Babetta Greiner and Mildred Gillette. Sidney and wife, Mildred, have been associated with the T. J. Tidwell Shows for the past five years and report they will return to the organization in the spring.

Scenario!

A NEW scenario for a carnival motion picture, Blackie, a ride platform attendant who regularly contributes his pay to the galloping dominos, whose feet are on the ground and whose clothes are torn and tattered, finds a poke containing \$700 in one of the ride seats. Calling over a stick with whom he has been dropping in a concession top, they locate the owner thru a card found in the poke and he turns out to be none other than a millionaire manufacturer and sportsman. They promptly return the money. Before the show leaves town, Blackie is rewarded for his honesty with the heart and hand of the tycoon's daughter and is made a partner in his father-in-law's \$1,000,000 business. His pal, the stick, is made vice-president of the concern. Then for a happy ending they promote the Old Man for a carnival, sell him the seat-fraking privilege and live happily ever after!

RECENT ADDITIONS to the Model Shows for the coming season, according to General Agent C. J. Franco, are Joseph Murray, pony ride; Earl Weber, photo gallery, and Jack Stern, Unicorn, Rumba and Poing shows. Weber has been associated with the De Luxe Shows of America for the past two years and Stern is in New York, where he is framing a show.

DURING the season the boss said, "We won't do anything to our equipment until we get in the barn." Now he is saying, "Our equipment came in looking so good that we won't have to do anything to it this winter."—Ebert Hoebender, artistic and modernistic blacksmith.

"RECENTLY CONTRACTED several Mississippi fairs for Scott Bros.' Shows, for which I'm starting my third season as general agent," letters Jack DeVoe from Nashville, Tenn.; "Took in the fair meetings here and renewed acquaintances with William R. (Red) Hilder, with whom I stopped on the K. G. Barkout Shows in 1916-'17. Also in evidence were P. H. Bee, J. J. Page and Bill Rogers."

ALBERTA MILLS, chimpshow operator of Snapp's Greater Shows last season, scribes from Joplin, Mo.; "Just returned from Los Angeles, where I saw many showfolk. I'm sending my son to school here and looking forward to plenty of activity in Snapp quarters soon. Just finished reading last week's issue of The Billboard. Have read it for the past 10 years and hope to be able to get it for 20 more."

ANTI-CARNIVAL propaganda, published in newspapers regarding shows, exhibiting in their cities often is quickly clipped and mailed out by competitor showmen, who have skeletons rattling in their own closets. Moral: People living in border towns should not light matches.

GEORGE LAROSE, cookhouse operator, with the former Melville-Raise Shows many years, is in General Hospital, Buffalo, where his left foot will be amputated when his condition improves. Doctors fear for his life, since his heart is in a weakened condition, and he is anxious to read letters from friends, reports his daughter, Mrs. Carl Davis, who has the cookhouse with the Kaus Exposition Shows.

GEORGE BALDWIN, whose Jitterbug Revue has been playing Key West (Fla.) Park since January 28, last week closed contracts to return to the W. C. Kaus Shows for 1939. Troupe includes Arthur Hall, Slim and Louis Harris, Gladys Johnson, Mary Emmons, Irene Lewis, Beatrice Able, O. D. Duke, George Smily, Helen Baldwin, Musical Masters, Webb Anthony, Ed Cranston, R. V. Lewis, William Pearson, Baldy Joe, Walter Bayless, George Baldwin and Little Jeff.

A CARNIVAL employee asked his boss for a raise and to back up the request he said the chief that several other companies were after him. Later the boss discovered that the employee was referring to an auto finance company, a credit life company and a time-payment home-lease concern.—Cousin Wags.

"SINCE FLYING is nearing in the Southland, we decided to close the museum after a five-week run at the Happy Hour Theater here to complete building show for its appearance with Crowley's United Shows," letters Jack Hamilton, manager, from Houston. "A new aerial rigging for the Great Knoll has been completed. New banners for the Ball of

EVANS MONEY MAKERS. Make your Concession the LIVE SPOTT Body on EVANS' 45 Year Experience for the Latest. Amusement Equipment. PADDLE WHEELS OF ALL KINDS \$7.50. Long Range Shooting Galaxies and Supplies for all makes. Wholesale of every type. Everything for the Showman. FREE CATALOG H. C. EVANS & CO. 1529-30 W. Adams St., CHICAGO

M. R. WEER SHOWS. Open April 28th in Michigan. WANTED CONCESSIONS OF ALL KINDS. An Open House, Good Games and Good Shows. SPECIAL NOTICE—Joe Frederic wants help for his Arcade. Man must be simple and be able to drive truck. No drinking. Write MR. FREEDERICH at Detroit, Mich., 2432 Smith St. All Concessions Write MRS. M. R. WEER, Cassopolis, Mich. Have last open books in September to book as you wish, closed 1938.

TILLEY SHOWS WANT FOR SEASON OF 1939. Mechanical Show, Indian Show, Tubing Show, No. 1000000 with win transportation. WILL BOOK any location. Attractions with or without own bill. Many complete units for 2500 each. WANT water, capable of making water from steam. Ask for same. CONCESSIONS open Arcade, Photo U-Boy, Penny Ride, Candy Truck, Ferris, WANT Photo Four Riders for season. Games, Billiards, Ride. Help who can drive truck. WANT all Michigan locations. Address: BOX 287, Ladd, Ill. SECOND-HAND SHOW PROPERTY FOR SALE. \$20.00 Myra's Illusion with Mirrors. Cost \$150.00. \$40.00 8-Headed Wax Babylike also, many other. \$10.00 Genuine Bill this Party Show. from the Am. \$18.00 Genuine Circus Trailer. Other Musical Instruments. 6000 Pairs Attractions. Fine Risk Shows, all sizes.

Oddities and much equipment has been constructed here this winter. George Hennessy will be in charge of all fronts and handle publicity.

DAYS OF BRASS—Scenes Back of Minstrel Show; Hans, 1931. First Colored Boy; "Ah shoot a dollar. Who's going to do me?" Second Colored Boy; "Go ahead, shoot. Nobody's allowed to fade you all, Buck, but listen here! I didn't fade you boys dollars were on 'cause it takes two o' dem Uncle John's brass pieces to make one o' dese Uncle Sam's hard ones."

GEORGE L. OWENS, of the Royal American Shows, pencils from Cleveland; "Stopped off here while en route to Chicago, and visited Al Strat Grotto Circus in City Auditorium. Many good acts are being presented. Also visited the side show in the basement under direction of Jack Ivins. Headless Girl Division, owned and managed by Eddie Comstock, owner-manager of the Fantasma Show on the Goodman Wonder Show, is popular. Robert Johnson is assisting Comstock. Both will head for Goodman's quarters in Little Rock, Ark., soon to prepare for opening of the season."

AN old-hand remark: "To be with him I don't work out of the office; I work for an independent operator." A company's entire financial should show respect for the carnival's owners and managers. "Familiarity breeds contempt." Regardless of what you

Pacific Coast Showmen's Assn

730 S. Grand Ave., Los Angeles, Calif.

LOS ANGELES, Feb. 18.—Monday night's meeting attracted 105 members, and more past presidents were on hand than for several years. Meeting was designated as "Past President J. W. (Patty) Conklin Night" and he was given a rousing reception, as were Past Presidents O. N. Crafts, S. L. Cronin, Harry Fink and Theo Forstall. Officers present were President Harry Hargrave; Joe Glacy, first vice-president; Phil Williams, second vice-president; John H. Ward, third vice-president, and Ross R. Davis, treasurer. Lights were lowered and silent tribute paid our late brother, W. H. (Bill) Rice.

President Hargrave invited the past presidents to share the rostrum with him and laid out business details in such a manner that several had the opportunity to preside. Communications: From Will Wright, past president, came news of the Golden Gate International Exposition. Roy Barnett also penned info about the exposition. Other welcome letters came from Burt Harris, Roy Ludington, John T. Backman, Henry Bahr and Doc Barnett. J. W. (Patty) Conklin, who had presided, followed by O. N. Crafts and Harry Fink, took the gavel and injected much wholesome comedy into the meeting. Harry put out the "tingaree" for voluntary contributions to the Emergency Sick and Relief Fund.

Meeting was interrupted here for a special entertainment thru the courtesy of Nick Wagner, who presented Professor Levette and Elsie and George Washington. Weekly award went to Conklin, who donated it to the Emergency Sick and Relief Fund. Matter of new quarters again was discussed and a new location tentatively agreed upon.

William Hobday presented the first good-will banner, which will be sent members at the opening of their shows. All agreed it was one of the most attractive the organization has yet gotten out. Board of governors is holding meetings each Monday night, with a

large attendance prevailing. Several of the past presidents in attendance who have not been frequent visitors to the club showed a hearty interest and the talks made by them were worth while. J. W. (Patty) Conklin stated that he had for many years been interested in showmen's organizations and that it was his observation that those who are rightfully recognized as showmen were awake to the importance of being affiliated with such organizations.

Ladies' Auxiliary

February 13 meeting was well attended, but because of the Valentino Party staged by Chairman Rosemary Loomis only a short business meeting was held so the festivities could get an early start. President Marie LeFors called on Second Vice-President, Marcella (See PACIFIC COAST on page 57)

Dick O'Brien Joins Strates

LEAVENWORTH, Kan., Feb. 18.—Dick O'Brien announced here this week that he had signed as special agent and publicity director of the James E. Strates Shows for 1939. Well known in outdoor show circles, O'Brien was assistant manager of the Dodson World's Fair Shows for three years, and for two years was general agent of the John Francis Shows. He had his own show last year but sold it to Louis Ialer.

Isn't the Show; It's You

If you don't like the show you are with And you think it isn't your type, You needn't put your clothes in a grip And take a long, long hike. You'll only find what you left behind; The show business there isn't much new. But you knock yourself when you knock your show;

It isn't the show; it's you. Real shows are not made by folks afraid That some other showman will get ahead.

If everyone worked and nobody thought A show could be raised from the dead. And as you try for a personal stake Give the boss a thought or two, The show will soon be what you want it to be;

It isn't the show; it's you. ALYNE POTTER MORENOX.

There's an AIRLINE SOUND SYSTEM for every purpose in the SHOW BUSINESS!

ORCHESTRAS
SIDE SHOWS
CARNIVALS

GREATER VALUES! TIME PAYMENTS!

Whether you're playing to 15 or 10,000 people, whether you're in a big show or on a Big Top, Orchestra or Sound Truck, there's a Ward Airline Amplifier that will do your job perfectly—built with Wards guaranteed quality throughout—and offered at Wards amazingly low prices. Every Wards Amplifier is built to Wards' rigid specifications by leading manufacturer—each one with a dozen exclusive Airline features contributing to greatest operating convenience and finest performance—and each carries Wards' guarantee of satisfaction. Send for Wards' Sound System Catalog today—compare Wards' Amplifiers with others—you'll see why Wards is one of America's largest suppliers of Sound Equipment for show business.

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Please send me the 1939 Sound System Catalog FREE!

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Museums

Address Communications to Cincinnati Office

Kortes Starts 11th Week in N. O.; Weather Helps

NEW ORLEANS, Feb. 18.—Pete Kortes World Museum opened its 11th week at 614 Canal Street with a better break in weather and attendance has been up 100 per cent over last week. Popeye has returned after an absence of several weeks. Kortes new Freak Band is clicking and lineup includes Leo and Doc, xylophones; Allen, rice man, banjo; Albinas Twine, mandolin and accordion; Gene, zither; Alice from Dallas, fat girl, ukulele; Al Tomatine, Italian giant, fiddle; Popeye, baton waver, and George Rodi, guitar and instructor. Ork has been heard regularly over three radio stations and has appeared at several charity affairs.

Felix, Indian, sculptor; Prince Buddha, mentalist, and Al Tomatine, giant, have been regular entertainers at Kiwanis and other clubs. Jack Halligan and Leon, mentalist, along with Lloyd-Power, frog boy, leave soon to join the Conklin Shows. Dick Roper left for San Francisco and has been replaced by Bonnie Peterson and Babe Carroll, No. 2 unit on South Rampart street is clicking. Paul Herald, giant, moves over from Canal street, and Strone, serpent girl, comes in with A. G. White as manager. Jack Hudson is on tickets after spending some time in Miami.

Flu Spread Hits Lauther's Museum at Pittsburgh Stand

PITTSBURGH, Feb. 18.—Current epidemic of colds and flu, brought about by unseasonal weather, has found its way into Carl J. Lauther's Oddities on Parade Museum and as a result almost all members are harboring a quinine complex. Frances Lauther has been ill for several days but is well on the road

to recovery. Frances Murphy, Gorilla Girl, recently was interviewed on the Women in the News program over Station KDKA here. Pictures of the broadcast appeared with stories in local papers.

Unit is now in its ninth week here. Last Friday at 1 p.m., after an explanatory announcement was made to the audience, activities were stopped and all performers stood with bowed heads for one minute as a tribute to the late W. H. (Bill) Rice. Reported by Paul D. Sprague.

Asheville Okeh for Miller

ASHEVILLE, N. C., Feb. 18.—Morris Miller's Museum came in here from Tennessee and located on the main triangle. Because of several inclement days, Red Devil, street advertisers and pantomime artists, could not work. Dixon, mechanic, man, clicked wherever. Town was well billed, and full co-operation was received from The Citizen-Times. Some new illusions are being built here by Marvin Smith. Dr. Guy Waters and wife enjoyed good ashey business, and Lady Verona and Duck-Wucky did well. Owner Morris Miller is on a scouting trip. Reported by Frank J. Lee.

Philadelphia Houses

PHILADELPHIA, Feb. 18.—Rain and cold weather hurt business here this week. South Street Museum has Slim White's Colored Bertie; Alboa, alligator boy; Jacob Block, mechanical man, and Prince Singh, mentalist. Dancing girls are in the annex. Eighth Street Museum has El Cayote and Princess Wanda, whip cracking and rope spinning; Shackles, escape artist; Broadway, ventriloquist, and Illusions and Posen, Plastique. In the annex are dancing girls.

ANNA JOHN BUDD WANTS FOR 1939

FREAKS, WORKING ACTS, DANCING GIRLS, TALKERS and USEFUL PEOPLE. Acts show on Pacific Coast preferred. State Salary, send photos. Have Australian and New Zealand dates for real Attractions. By arrangement with GREENMALCH and JACKSON.

ANNA JOHN BUDD, Bristol Hotel, W. 8th St., Los Angeles, Calif.
P. S.—Anna John Budd will arrive S. S. Mariposa, February 21.

FREAKS-SIDE SHOW ACTS-TALKERS

Wanted for Summer Season 1939 — 20 Weeks — One Spot.

Palace of Wonders, Coney Island, N. Y.
All People Employed by Me in Past Write.

DAVID ROSEN, 3780 Surf Ave., Coney Island, N. Y.

WANT-WEST BROS.' SHOWS-WANT

OPENING MARCH 25; CITY PARK, CAPE GIRARDEAU, MO., TEN DAYS, AUSPICIOUS NATIONAL GUARD.

Connections that work for book only, will sell X Displays, Costard, Tabular, Lead Gallery, SHOWS—Will buy Motorcycles for reliable showmen. Will furnish new Turn Panel Front for Girl Rides and Folding Show. FOOT-SLIDE: One available, Blue Glider Ride, Loop-o-Plane, Chaperone's Park Costard Machine Mounted on Trailer, \$1,500; will book same on dates. Open Game Top, \$25.00. WANT Ride Trip that will drive home; come to winter quarters, Fair River, Mo., look us over, Dinner and Bed for this year. BOX 07, Marler, Mo.

FOR SALE

1 ALLAN HERSCHELL 40-FT. 2-BREAST MERRY-GO-ROUND with Top, 5-hp. Wall, Gas and Gas Engine. In good condition and ready to operate. \$1,500.00.
1 No. 12 ELI FERRIS WHEEL, equipped with LEAD Water. Ready to operate. \$1,500.00.
1 SMITH & SPENCER CHAIR-O-PLANE. Ready to operate. \$750.00.
1 BILODROMY, 22 Feet in Diameter. In good condition, with A-No. 1 Top.
1 GALLY MACHINE with Motor.
1 10x20 TOP with Avonoid and Frame for Ring. \$25.00.
1 10x18 CONCESSION TOP with Fauna, 10-hp. Walls, A-No. 1 shape. \$35.00.
All of the above Equipment stored South Bend, Ind. Can be seen there.
J. C. WEER, 630 East Irvington Ave., South Bend, Ind.

Z & P SHOWS

26-WEEK SEASON IN MICHIGAN. OPENS APRIL 5 NEAR DETROIT.

WANT—SHOWS with own outfits (20% and 25%). RIDES: We have Motor-Go-Round, Ferris Wheel, Chairplane, Tilt-a-Whirl, Loop-o-Plane, Kiddie Ace Ride.

WILL BOOK one more Ride that doesn't conflict. 20% CONCESSIONS. We carry the Girl, Flat or Cooper's Scooter, Lollipop, Ice Cream, all open, except Cook House, Dishes, Pancakes, Candy, Flood, Mouse Game, Bingo. WANT Down Ride, people without Displays, Seated, Small Shows all kinds, Short Range Gallies.

ZIEGLER & POLLIE SHOWS (Motorized)

Until March 2 address 28 So. Division Ave. Grand Rapids, Mich.; after March 2 address 406 Hazard Street, W. Ferris, Mich.

—BIG BARGAIN—
NEW "CONCESSION TENTS"
 Cable Enc. 12 ft. Front, 10 ft. deep, 8 ft. pitch, 6 ft. 6 in. inside, 8 ft. high, 3 ft. sidewalk. Top and Siding, 12 oz. D. F. Khabl. Walls and Siding, 3 oz. Khabl, Red Trim, Storm Guy and Shipping Ties.
\$39.95
CAN SHIP THE SAME DAY ORDER ARRIVES
 Other Sizes on Request.
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 17th & Central, Kansas City, Mo.
AMERICA'S BIG TENT HOUSE
 National Representative, A. S. CAMPFIELD,
 152 W. 42nd St., New York City, N. Y.

3000 BINGO

Illustrated cards, black on white. Wood marks on printed two sides. No duplicate cards. Put up in the following size sets and prices:
 25 cards, \$3.95; 50 cards, \$6.75; 75 cards, \$9.50; 100 cards, \$12.25; 200 cards, \$24.50; 500 cards, \$61.25; 1000 cards, \$122.50. Remaining cards \$14.50 per 100.

Set of 20 Lightweight Bingo Cards, \$1.00.

3000 KENO

Ships in 20 sets of 100 cards each. Played in 5 rows across the cards—set up and down. Lightweight cards. Per set of 100 cards with markers \$3.00.
 All Bingo and Lotto sets are complete with wood markers. Lally and direction sheet. All cards size 6 1/2".

THIN BINGO CARDS
 Bingo cards, black on white, size 5 1/2". Thin cards such as used in theaters, etc. They are marked or numbered in playing and then discarded, 2,000 different cards per 100, \$1.25, without markers. Set of markers, 50c.
 Automatic Bingo Machine, real class, \$12.50
 Lollipop, white cards, 5 1/2" x 1 1/2", Per 100, \$1.80
 Machine Bingo Cards on same size, per 100, \$1.80
 Bingo Card Markers, in styles, \$5.00 for 1.00
 Send for free sample cards and price list. We pay postage and tax, but you pay C. O. D. expense. Instant delivery. No checks accepted.

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SHOW PRINTING

ACE MIDWAY ATTRACTIONS
 Now Booking for Season 1939.
 530 West 59th Street, Chicago, Ill.

MOTOR CITY SHOWS
 NOW BOOKING SHOWS, RIDES AND CONCESSIONS.
 Can't see any Attractions that don't get booked.
 VIO BORWITZ, 426 Fremont St., Detroit, Mich.

DARE-DEVIL OLIVER
 World's Premier High Dive
 All Inquiry for 1939. This is an extraordinary act. Write for particulars care LOWES CAMP, at Petaluma, Fla.

WANT MORE REVENUE
 for
YOUR ORGANIZATION?
 Read
"BINGO BUSINESS"
 A Column About Bingo in the
WHOLESALE MERCHANDISE
 Department
THIS WEEK AND EVERY WEEK

Winter-Quarters News and Gossip

As Reported by Representatives for the Shows

W. G. Wade
DETROIT, Feb. 18.—The writer has just returned from a three-week tour of the Upper Peninsula of Michigan, where he found the iron, copper and lumber industries showing unusually active signs of a big summer business. Manager W. G. Wade has announced the signing of contracts to present the midway at the Dominion Day and Fourth of July celebration in Sault Ste. Marie, Mich., and the Iron Mountain (Mich.) Iron Festival.

Henry Hodges again has contracted his side show, as have Fred Haragan with Roll-O and Cookhouse; Jack Winters, Penny Arcade, Congress of Fat People and Snake Show; William Pink, Octopus; Earl Ingalls, Loop-o-Plane, Kiddie ride and Keeping Lena. Carl Priddy, who will begin his 17th season with the organization, is in charge of quarters. Almost all of the show-owned rides have been reconditioned. A coat of paint will be given the Ferris Wheels and Tilt-a-Whirl and work will be finished. Reported by E. L. Wade.

Dec Lang's

WACO, Tex., Feb. 18.—With about 35 in quarters, work has begun in earnest with Barney Williams in charge of building and Ted Reed superintending the painting. Modernistic decorations will be carried through. Earl Richardson is putting the finishing touches on a larger cookhouse than he had on the shows last season. Blackie Adams is putting the trained animals thru their routines. Almost all concessioners with the shows last year will return for the coming season.

Many of them are here building and repainting to have everything in readiness for opening here on March 1. Recent visitors included Charley T. Goss, Standard Chevrolet; Frank House, president of Standard Chevrolet; Charles Lenz, Mr. and Mrs. Duffie Larson and daughter, Irene, of the Kitten County Fair, Hallock, Minn., and Messrs. Butts, Smith and Mitchell of the San Augustine (Tex.) Fair. Owner Dec Lang's brothers, Leo Lang, and wife, and L. B. Smith spent several days here while on their vacation. Among daily visitors are Harrison Walte, Mr. Naylor and Joe Durant. Reported by Patricia Williams.

Goodman Wonder

LITTLE ROCK, Ark., Feb. 18.—Manager Max Goodman is personally overseeing construction of the several new fronts which will grace the midway. Color scheme is Prussian blue, gold and silver. With about eight weeks left before opening, work in all departments is going at full speed. Shows will be rebuilt and new attractions added. General Agent Clint W. Finner, field officer, has been making strides over the country, prospecting new territory and arranging major details. Reported by Beverly White.

Miner Model

NEW HOLLAND, Pa., Feb. 18.—Happy Aroid, Indies from York, Pa., that he will join with his two concessioners soon. Other concessioners signed included Harry Stern, two, and Bert Strong, three. Raymond Parker arrived last week with two new concessions purchased from Leroy Kraus. J. E. Gordon has signed his show for the season. Work in quarters starts about March 1, when all rides, two Ferris Wheels, Chairplane, Kiddie Autos and Octopus, all owned by the management, will receive a new coat of paint and be overhauled. Reported by Raymond (Pud) Parker.

John H. Marks

RICHMOND, Va., Feb. 18.—Manager John H. Marks announced this week that opening had been set for the middle of April. Work is progressing and the crew are far ahead of schedule. A new Roll-o-plane has been ordered for March 15 delivery. Al Huban, former business associate of Manager Marks, is a daily visitor. He's now in business here. William Marcum, sound-effect opera-

tor, is overhauling the old and installing new public-address system for the various fronts. Doc Anderson, of minstrel note, again will manage the new Hot Chocolate Club colored revue. His wife, Evelyn (Aunt Jamima), will be featured. Publicity department, with the writer in charge, is arranging the season's schedule. Herman Singer, who will manage the side show this year, writes that he will have an imposing list of acts and will arrive soon. S. T. Jessop, president of the National Tent Mfrs. Association, visited during his brief stay here. This season will mark the show's 14th annual tour. In last week's show letter it was erroneously reported that Governor J. E. Price and Mayor J. Fulmer Bright were guests of major John H. and Mrs. Marks at the recent fair meetings here. Reported by Walter D. Nealand.

Art Lewis

NORFOLK, Va., Feb. 18.—With less than two months before opening, work is being rushed at quarters with a full crew of mechanics, helpers and painters. New truck body which will carry the new front entrance has been completed and mounted on its truck chassis. New transformer arrived Monday and has



MILTON M. MORRIS, widely known outdoor showman of Washington, D. C., and last season affiliated with the Goodman Wonder Show, who has been named manager of the Sam Lawrence Shows for the coming season. He started in the business when carnivals were young and has been active in many capacity capacities, having been part owner of the former Morris & Castle Shows and later manager of various carnival organizations.

been installed; W. H. Jones, operator of Binges on various shows and the one on this organization, visited recently.

Butler (Pa.) County Fair has been added to the fair route. F. W. Hufferd has booked his long-range shooting gallery. Mrs. Gene O'Donnell is visiting her parents, Mr. and Mrs. George Marr, of the West Shows, in Florida. A new lighting system is being installed on the show, and a new set of cables has been purchased. Reported by F. Percy Morency.

Wallace Bros.

MEMPHIS, Feb. 18.—The writer has returned from a three-week tour of the hinterlands with several signatures on the dotted line, while Jack K. Oliver and Manager R. E. Barrow were doubling in brass in Mississippi. Opening date has been officially set for March 13, and full speed ahead is the signal at quarters. Merry-Go-Round has been rebuilt and new ticket boxes which artist James Hayden is decorating have been built for all shows and rides. Charles and Marie Russ have been signed to produce a musical revue, and C. L. Clements has contracted to operate the side show. Kid Blopper will produce the management-owned minstrel show. John Scott, has contracted for all

merchandise wheels, and Harry and Billie Cohen will return with Bartlett Diggers, while Abe and Nina Frank will operate the corn game, their third consecutive season. Arthur Borrell and wife will have the sound truck and privilege car. Cookhouse again will be operated by the office. The writer's former boss, Al C. Hansen, was a recent visitor, as were Mr. and Mrs. Frank Sparks. Reported by Walter B. Fox.

O. C. Buck

PORTSMOUTH, Va., Feb. 18.—Mr. and Mrs. Nathan Roth arrived last week and took an apartment for remainder of the winter. Nath has three concessions booked. Lloyd Harding, of the Octopus, also arrived and was handed a paint brush immediately. Don Spillman, assistant carpenter, is building 16 ticket boxes. All rigs and show boxes will be identical. A few of them were saved from the fire.

Work on James Thompson's Huston Show has been started. Freddie Munn's monkey and dog circus has been contracted and new fronts are being built for the attractions. A front also is being built for William Goll's attraction. Jimmy Allen, Merry-Go-Round foreman, is happy since Manager Buck announced a new machine will grace the midway. K. C. (Humpty) Grana, penny arcade and concession operator, letters his rebuilding is finished and he's ready for operating. H. W. Jones again will have the bingo, making his third season. Reported by R. F. Melndon.

Sam Lawrence

BLACKSHEAR, Ga., Feb. 18.—Because of limited space at Waycross, Ga., show moved into a larger building here, where work has been progressing under supervision of Louis Gueth. All rigs have been painted. Owner Sam Lawrence, who has been attending fair meetings, and Mrs. Lawrence, who has been in Miami the past month, arrived Saturday and were well pleased with progress. Office wagon has been repainted and Mrs. Lawrence again will be in charge. Manager Lawrence has about completed the fair route and General Agent Crump has been sending some good still dates. Manager Milton M. Morris is in the East taking care of the shows' business there.

New Whip will be ready for opening. Owner Lawrence recently purchased two new Chevrolet trucks. Within the next two weeks there will be about 20 men here and work will take on added vigor. Opening has been set for the last week in March. The writer is the shows' Billboard agent. Reported by Louis Gueth.

Crystal Exposition

CRYSTAL RIVER, Fla., Feb. 18.—Manager W. J. Buntz has had a crew of eight working here all winter. He recently presented Mrs. Buntz with an eight-room home here. Two other houses, one a five-room, the other a four-room, will be completed next week. The office is being overhauled and new fixtures will be installed. A new public-address system has been installed in the sound truck.

Sam Pettit, who has charge of the Camden, S. C., quarters, reports that work has progressed nicely since opening on January 10. Work will be in full swing about March 10. John Vaday has purchased new photo gallery. Opening has been set for April 13. Staff remains same as last year, with W. J. Buntz manager; Mrs. W. J. Buntz, secretary-treasurer; Doc M. Allen, agent; Walter Buntz, superintendent of grounds, and the writer, superintendent of rides. Recent visitors were Mr. and Mrs. A. K. Kline, of Eberly Aircraft Corp.; Mr. and Mrs. Jack Perry and John Vaday. Reported by Charles Staunko.

Crowley's

CORPUS CHRISTI, Tex., Feb. 18.—Only minor work on equipment remains before opening here February 25 under American Legion auspices. In addition to six light towers for the midway, two towers for parking space have been constructed. Mrs. Frances Crowley has been dubbed "Queen of the Fishers." Little Georganna Crowley was tendered a surprise party and shower. Owner George G. Crowley has recovered from a sprained ankle. Bencher Bentum visited and displayed drawings of a proposed diving act. Mr. E. Jackson, formerly Madame Marcella, is now in Sherman, Tex., writing show stories.

General Representative E. W. Wells is putting finishing touches on the 1939 route. The writer made an airplane trip to Toronto, where he visited Hon. Gerry O'Leary. Reported by Doc Waddell.

Fidler's United

ST. LOUIS, Feb. 18.—All equipment has been moved into new quarters on North Broadway because the previous location was too small. Work has gotten under way in earnest, and additional canvas has been ordered from Fulton Tent and Awning Co. Show will use a pay gate this season. A new side show is under construction, and several additional fronts will be completed before opening.

F. W. (Blackie) Sumption, scenic artist, formerly with the Goodman Wonder Show, is redecorating all rides. Jack Rasco, Ride-O-foreman, has been getting that ride in condition. G. Sowash, billposter, formerly with the Sells-Straling Circus, who will have charge of the advertising department, writes he is anxiously waiting opening. General Manager Samuel Fidler will leave for Miami soon. Personal was given to learn of W. H. (Bill) Rice's death, and all feel that the show world has lost an outstanding figure. Reported by R. J. Cousins.

Buffalo

BUFFALO, Feb. 18.—F. L. Lang, who this year begins his fourth year with the organization, has been placed in charge of the bingo and concession equipment and merchandise. William Abel is adding a new-type penny pitch to his string of concessions. General Superintendent Putney left for St. Louis on business but before leaving placed an order for new cable and other new equipment for the electrical department. Several additions to the office staff are planned. Reported by Howard Potter.

L. J. Heih

NORTH BIRMINGHAM, Ala., Feb. 18.—Manager L. J. Heih and General Representative Joe J. Fontana have returned to quarters from the Illinois fair meeting and report a successful trip. Fontana recently announced that the organization had been awarded the midway contract for the Cobb County Fair, Marietta, Ga., for the second year. Charlie Wrenn came in recently and is building a new motordrome. Work is progressing nicely and all rides have been refinished. A new organ trailer and arch for the dual wheels have been completed. Hooper Dent and his Hot Harlem Troupe are in quarters. Reported by R. L. (Bob) White.

Frisk Greater

MINNEAPOLIS, Feb. 18.—Manager Hoesehon recently returned from a successful booking tour. Since the shows open on April 29, quarters activities have been speeded up. Trucks are being overhauled, and almost all of the ride engines will be replaced by electric motors, necessitating additional transformer equipment. Edward Prescott, Merry-Go-Round foreman the past season, is confined in Ancker Hospital with paralysis of the nerves. Reported by Neal Langan.

T. J. Tidwell

SWEETWATER, Tex., Feb. 18.—With opening set for March 25, Manager T. J. Tidwell doubled the quarters crew, which now totals 34. Leo Blomdin has his monkey farm about ready for the paintshop. He also will have a new front. Spoonery Brown has completed the Merry-Go-Round, and Everett Morris arrived Monday with two new semi-trailers. These will be built into the front Sunshine Butler's Harlem Show.

All trucks and trailers have been checked and are in the paintshop. A new entrance featuring indirect lighting has been built. Recent visitors included Jack Turner, Henry Gibson and Henry Guyton, General Agent Don M. Brashear has been very busy and recently delivered several fair and celebration contracts to Manager Tidwell. The writer is in charge of quarters, with Haba Katool as steward. Doc Killington and Mr. and Mrs. Danny Ferguson arrived recently. Several members attended the recent funeral of Mrs. Kl. Crump, mother of Mrs. Joy Cooch. Dan Meigs, press agent, and Bill Page, billposter, report they will come in soon. Reported by Jimmie Luch.

Barker

CHARLESTON, Mo., Feb. 18.—The writer returned from a booking tour, on which he signed five fall fairs, two in Tennessee and three in Mississippi. Quarters work is under way with a new crew. Under direction of Arthur O'Neill, all trucks are being put into shape and new shows are being built. Mrs. Barker made a trip to St. Louis for paint and other equipment needs. The writer attended the Charleston council meeting and was granted a permit for a seven-day spring opening on the streets, under local fire department auspices. Jimmie Winters visited from St. Louis in interest of his corn game and other concessions he will have on the show. Reported by C. S. Reed.

Winters

TAMPA, Fla., Feb. 18.—With the arrival of warm weather, preparations are being made to move to quarters at Clarksville, Va., where work will get under way as soon as weather permits. Canvas and paint have been ordered, and all rides, trucks and fronts will be redecorated under supervision of R. M. Stark. Albert Beresoff left with the sound truck for quarters. Recent visitors included Heavy Trotter and wife, Brownie Miller and wife, Mr. and Mrs. Charles A. Hartzberg, Al Promadori, Mighty Bronson, Mr. and Mrs. William Pratt, Harry and Daisy Reeves, Abner K. Kline and Clint Myers. Reported by Carl O. Bartels.

Couch's United

STUART, Ia., Feb. 18.—Work is progressing nicely in quarters here. Two trailers, a grab stand, show and kid ride are under construction. Light plant is being overhauled along with the cars and trucks and a deal for a Ferris Wheel and sound car has been completed. Reported by E. N. Voss.

Royal American

TAMPA, Fla., Feb. 18.—Good weather has helped attract big crowds to the fair and shows midway here. Especially laid out by Business Manager Elmer O. Vlahar, the midway presents an impressive picture, with new neon tubing adorning all sides of the nine flood-lighting towers. Several new chrome and neon show fronts greatly enhance the scene. Among the many visitors during the first two weeks were J. C. McCaffery, general manager Amusement Corp. of America; Fred C. Beckmann and Barney S. Gerety, Beckmann & Gerety Shows, Mr. and Mrs. Rubin Oruber, Rubin & Cherry Exposition, Abner E. and Virginia Kline, Clara Mortensen, Mildred and Leo White and Mr. and Mrs. Mortensen, of Crafts '30 Big Show.

Mr. and Mrs. Roland W. Richards, who being publicity director of the show, arrived here January 27, having been delayed on business in Chicago. They brought along their new trailer home. Baby Ruth Pontico celebrated her 22d birthday anniversary on February 8 with her sister, Big Bertha, and the latter's husband, Slim Jim Curtis, at a Big Bertha-Day Party. Raynell's new Parisian Polles was presented here for the first time and has been enjoying great popularity. Reported by Roland W. Richards.

Mighty Sheelsly

BROWNSVILLE, Tex., Feb. 18.—Show is playing a 10-day stand at the Charro Days Fiesta here, having opened on February 10. After this date it will remain in quarters here for several weeks before officially opening the season. Plenty of work is going on in quarters. Repairing, painting and general show fronts are under construction. Howard Ingram, trainmaster, has arrived from Sarasota, Fla., to take up his duties. Charles Pounds, secretary, is busy in the office. Mrs. Pounds has the oookhouse. They wintered in California. Mr. and Mrs. Al Renton spent the winter here and their side show is a nifty, Ray Hamilton joined as artist and is busy painting new fronts and touching up others. New minstrel front is nearly completed, and Dr. Fisher, who has the Hall of Science, is building a new show. This is his second year on the show.

Dinty Moore has a crew building a new Scooter. He also has the designers. Personnel mourns the loss of its beloved General Agent W. H. (Bill) Rice. His son, Warren, is expected soon to take

up his duties as corn-game operator for John D. Sheelsly, Capt. John M. Sheelsly returned from a business trip and supervised the lot layout. A new top for the Monkey Circus arrived from Baker-Lockwood Co. and Art Eldredge, manager, is putting the monkeys thru their paces daily. Dolly Dimple joined with the Fat Show and Earl Ketting overhauled the motordrome, of which Mrs. Ketting and her lion are features. Michael Goodwin arrived from Miami Beach, Fla., to accept a position with John D. Sheelsly as secretary of concessions.

Art Martin has charge of the Hawaiian Show for the local date, with W. G. Collins in command of the Gay New Yorkers. Ken Davis and Dr. Fisher are the free attractions here. Mr. and Mrs. Jackson, of the Jackson Shows, Chatam, Ont., visited this week. Clarence Pounds, who assisted his father in the office the past two years, has accepted a position in Glendale, Calif., where he has purchased a new home. Reported by E. C. May.

Fuzzell's United

NORTH LITTLE ROCK, Ark., Feb. 18.—All ride and truck painting and repainting has been completed and building of new fronts is under way. General Manager T. A. Fuzzell reports he will remain here to personally supervise quarters work. Mrs. Fuzzell will have charge of the office. A number of showfolk wintering in Hot Springs and Little Rock have been commuting back and forth to many parties and entertainments given by members of the show. Mrs. Myra (Greener) Rollman, independent concessioner, gave a luncheon for Mrs. Jessie L. Howe, owner of the Strand Theater, Hot Springs, and an ardent carnival fan. Mrs. Peggy Reynolds, of Reynolds & Wells Shows; Mrs. T. A. Fuzzell, Mrs. T. H. McNeil, Mrs. Roy Goldstone, Mrs. Florence Pratt, Mrs. Ann Steplina, Mrs. Marie Suski and Mrs. Louise Grossman attended. Mr. and Mrs. Fuzzell recently purchased two new cars. St. Claybourne, in charge of building the McNeil's con-

WANTED! Men To Cash In On These New Popcorn Machines. These thoroughly new, up-to-date popcorn machines set all the records and claims. They are improved big capacity models with lights, color and motion that really get the popcorn for you. All-steel, full cabinet construction. Capacity: 48.00 to \$18.00 per hour. Low down part prices, easy terms. Write for Catalog: ADVANCE MFG. CO. 6322 St. Louis Ave., ST. LOUIS, MO.

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FOR SALE Concrete Test, Model, 1210, 245, 1220, 230, complete with Frames 1x10 Top, 518; 10-ft. Arm, 36; 120 Dell Rack Pumps, 500 each, worth \$17 10 total, including 2 wheels, 24; 2 New Style Betty Tables, each \$2.50; 218 Ball Box, \$2.50; 218 Nets, \$1.25 each; 20 Gross New China Glass, 650 Gross, cost \$30; 300 New Hoop-La Pyrex, third of wholesale; 500 De Luxe Plates, 100 items in cartons, 12c each; 1816 Heavy Tarps, \$10; 1818 Tarps, \$8; 240000 with Curly Braid, \$2.50; White side Wall, 20 ft. 34x150 100 used Dues' with 51 4-wheel Road Body Merchandise Trailer, fine condition, 1918 and 1920, \$40; 40 Plus Hoop-La Blocks with 40 Rings, \$4; 3 new Oldham Pinch Boards, stamped Feb. 24; 100 Charleston Hinged Cars, \$3.50. All used but 2 weeks. ROUSEY, Jamaica, New York. 18245 Aberdeen Road.

C. F. ZEIGER UNITED SHOWS. Will furnish outfits for shows. Party with Dog and Monkey Act that can work Pickout Pony. Legitimate Concessions. Curley Hughes wants for Side Show, Freak or Act to feature; other Side-Show Acts, write. Workingman and useful Carnival People, write. Man with Sound System to announce free acts. Fairs and Celebrations start July 1. C. F. ZEIGER, Box 199, Albuquerque, New Mexico.

DICK'S PARAMOUNT SHOWS, Inc. PLAYING THE BEST DATES AND CELEBRATIONS IN NEW ENGLAND. ALSO 7 FAIRS, 6 SHOW OPENS ABOUT APRIL 20. WANTED—RIDES: Chaperone and U-Drive Cars. SHOWS: Fun House, Magnet Show, Cold Shows. CONCESSIONS: Frozen Cones, Photos, Long and Short Range Shooting, Gallery, Grand Stairs. HELP: Reliable Show Painter; sober Bids Help, single Truck Drivers. DICK GILSDORF, General Manager, 68 Abbott Street, Worcester, Mass.

T. J. TIDWELL SHOWS & CARNIVAL. Opening Sweetwater, Texas, March 25. Can place Side Show or any other Money-Getting Attractions (no Girl Shows wanted). 20 Fairs and Celebrations contracted, 20. Address BOX 954, Sweetwater, Texas.

ELITE EXPOSITION SHOWS. WANTED OPENING IN APRIL. SHOWS not conflicting with Ft. Snako, Mechanical, Frisk and Athletic Shows. Especially want high class 10-15 Day Shows. (Will furnish new outfit.) Also want Fun House or Crane Show, or what have you? FREE ACTS—along with show. Frisk Shows. We have D. Hides. CONCESSIONS—One of a kind and Fair. Have already booked Over House, Photos, Popcorn, Curly Candy, Novelties, Hoop-La and Ball Games. WANT Agents for Hot-Cook and Cotton Candy (one lot); Kasha, Lead Gallery, Charitable Shooting Gallery, Penny Pitch. (Write writer) Cass. Elliot (one lot); etc. We pay handsomely for every act. HAVE GOOD ROUTE OF FAIRS AND CELEBRATIONS. Address: EDGAR, ROTOLO, Mgr., Sweetwater, Ark., until March 15; then Winterquarters, Independence, Kan.

ANDERSON-SRADER SHOWS, INC. WANTED Pitch Show. Have complete outfit. Will furnish New Top and Banner Line for any Grand Show with white. WANTED TO BOOK Penny Arcade and Railroad. CONCESSIONS OPERA Photo Gallery, Fish Pond, Scales and Mouse Game. Show opens in Wichita, Kan., in April. Have 74 Fairs and Celebrations booked, starting in July. Address all mail to Concordia, Kan., until March 10; then Wichita.



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Your opportunity is here. No experience is necessary. In a few days you can become an expert operator. One out of fifty persons know their height. Order yours today and go to town. Price \$30.00 F. O. B. Coldwater, Mich. Cash, Balance C. O. D., Cash Made Immediate Shipment. Write for Descriptive Circular.

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Playing Illinois, Indiana, Missouri Best Spots, Including 14 Bona-Fide Fairs and Celebrations.

Want Showman with worth-while Attractions. Can use one more Modern Ride with transportation. Want American Palmist, Custard, Load Gallery, Penny Arcade and legitimate Merchandise Games.

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WEYLS PRODUCTION CO.

SHOW OPENS GREENSBURG, PA., APRIL 15.

WILL ROCK for long season of 22, 23, 24, 25, 26, 27, 28, 29, 30, 31, 32, 33, 34, 35, 36, 37, 38, 39, 40, 41, 42, 43, 44, 45, 46, 47, 48, 49, 50, 51, 52, 53, 54, 55, 56, 57, 58, 59, 60, 61, 62, 63, 64, 65, 66, 67, 68, 69, 70, 71, 72, 73, 74, 75, 76, 77, 78, 79, 80, 81, 82, 83, 84, 85, 86, 87, 88, 89, 90, 91, 92, 93, 94, 95, 96, 97, 98, 99, 100.

ACE Midway Attractions. FIRST CALL TO RIDES. OPENS EARLY IN APRIL. THE call revolves on Corn Game and Cook House. Dinner and Custard, American Palmistry. Will look a few Legitimate Celebrations that look for stock only. No racket of any kind. No Wheel. No Mirrors. Want Attractive Shows of all kind. Want Manager for Ride Show. Leo Powers wants Acts Managers for Shows. BOB GALE—Three Kiddie Rides and Supporting Girl Attractions. Will look some. This Show carries no cost. BOX 174, Cherrystone, Kan.

W. E. West Motorized Carnival

Now Booking for Season 1939 Shows and Concessions. Oper April 2. Playing Nebraska, Kansas, Oklahoma. Pairs all booked. WANTED Cook House. All Concessions open except Corn Game, Pen Cash. WANT Ride Help and Managers for Shows. BOB GALE—Three Kiddie Rides and Supporting Girl Attractions. Will look some. This Show carries no cost. BOX 174, Cherrystone, Kan.

REYNOLDS & WELLS UNITED SHOWS

Booking Nothing Get the Best. All Others Save stamps. Address WINTER QUARTERS, Wentworth, Ma.

ALL-AMERICAN EXPOSITION SHOWS

NOW BOOKING LEGITIMATE CONCESSIONS AND SHOWS FOR 1939. Want Top-class Shows. Have Top and Barriers for sale. Have booked 25 Fairs and Celebrations. Address Webb City, Mo.

PAN-AMERICAN SHOWS

NOW CONTRACTING ATTRACTIVE RIDES, SHOWS, CONCESSIONS FOR 1939 SEASON. Address 411 Broadway, Johnston Ok., Ill.

Miner Model Midway Shows

NOW BOOKING SHOWS, RIDES AND CONCESSIONS OF ALL KINDS. Will look some. Have booked 25 Fairs and Celebrations. Address Webb City, Mo.

GEM AMUSEMENTS

OPENING MORTGELLO, KY., MARCH 31—E SATURDAY—STORO AUSPICES. Will look some. Have booked 25 Fairs and Celebrations. Address Webb City, Mo.

OKLAHOMA RANCH SHOWS WANTS. Will look some. Have booked 25 Fairs and Celebrations. Address Webb City, Mo.

iting friends at West Palm Beach, Fla. while Mr. and Mrs. Bob Coleman, are visiting Mrs. Coleman's mother and father at Johnson City, Tenn. Visitors included Herman Hanry, Sam Westraube, Pat Bullen, Henry Davis, Ernest Seifman, Jim Alford, Willie P. Roberts, John Sawyer, A. P. Stowers, Mr. and Mrs. Al Strong, George Whitehead, A. Karpel, Earl Adams, Roy Pultord, Emma Van Collette, Ralph Sims, Helen Travers, Jeff Brown, A. M. Tilford, Ruth Jenkins, E. L. Nelson, Pete Lazaro, Roger Smith, O. E. Katz, Henry Hederman, Frank Moran, Willie Hodges, Jim Richardson and R. A. Stone. Reported by Bill Eaton.

Lee Bros. NORTH TOPEKA, Kan., Feb. 18.—Work is slated to get under way soon. Paul Eberole has signed his concessions, as has Leo Glavin. Jack Clifford will have his new mechanical show on the organization. Manager Coleman Lee left this week for Kansas City, Kan., on a business trip, and General Agent S. O. Lee is on a booking tour. Recent visitors included L. C. Reynolds, H. Wells and Slim Lindsay, of Reynolds & Wells Shows. Reported by Mrs. C. Lee.

United Amusement BELLEWOOD, Pa., Feb. 18.—Work in quarters here began in earnest with the arrival of equipment used last fall in the South. New fronts will be built and a new entrance arch constructed under direction of Al Thomas. Free acts will be carried again, but there will be no gate, and opening has been set for April 22. Manager Arthur Nagle has been on a booking tour for the past few weeks. Lloyd Smith, Tony Harley and W. E. Wickes have contracted their concessions for the coming season. Clarence Hurst, chief, is taking good care of all in quarters. The writer has been signed to handle the press back with the show. Reported by R. E. Hickman.

Buckeye State NATCHEZ, Miss., Feb. 18.—General Manager Joe Gallier expressed pleasure this week over progress being made in quarters under direction of Pat Brown and Keycheck Harry. Remodeling of the new office wagon is under way and rides have been renewed thruout. Work also has been completed on the bodies of the new semi-trailers. General Agent J. A. Gentsch was in quarters for a conference with Gallier. Reported by Ted Johnson.

W. E. West CHERRYVALE, Kan., Feb. 18.—Many improvements are being made in quarters here and repairing and painting are progressing rapidly, with Gene Mascalline in charge. Owner West and Eddie DeKnap attended the Nebraska and Kansas fair meetings and were successful in lining up several dates. Mr. and Mrs. Walter Savage, ride owners, visited while on route to New Orleans. Hymie Schreiber also visited. Mr. and Mrs. West spent a week in the Ozarks on vacation. James White will be with the show again as advance agent. Betty John writes she will arrive here soon. Owner West recently purchased new canvas and fronts for her show. Owner West is now a member of the local Chamber of Commerce. Reported by Francis Martin.

Golden State NORTH HOLLYWOOD, Calif., Feb. 18.—Over 80 men are on the pay roll in quarters here and all shows, rides and rolling equipment will be overhauled. Two semi-trailers are being built to house the two new rides purchased recently. All show fronts will be modernized in design. Jack Willard, cookhouse manager, is rebuilding and remodeling, while Harry Takel, concessioner, will add new concessions of his own creation. John (Spot) Ringland, concessioner, with Crafts Co. 1 unit, will have five new concessions on this unit. Dick Kanthe will return as owner-manager of the Athletic Stadium, and Thomas Bailey again will manage the Oriental Temple. A monkey and wild animal show will be added this season. Bill Hobday, general manager, will confine his activities exclusively to operation of the show, giving up his private interests in tented shows. General Agent Phil Williams has been active and reports things look favorable for 1939. Ray Smith has been added as special agent. The writer has his new trailer here. Harold Mook, secretary, has resumed his office duties after extended vacation. Reported by Bill Hobday.

Heart of America Showmen's Club

Reid Hotel Ladies' Auxiliary

An old-fashioned school setting greeted members as they appeared for the February 19 meeting in the club-room. Mrs. C. W. (Mother) Parker portrayed the role of teacher. Amusing childhood incidents were related by members and several poems dug up to everyone's enjoyment. Lucille Hansen won the spelling bee, with Loretta Ryan a close second. Mother Parker was awarded a pair of pillow slips donated by Juanita Strassburg. After "school" was dismissed, strawberry shortcake with whipped cream and coffee was served.

Interesting letters were received from Mario LeFors, president of the Pacific Coast Showmen's Association; Ladies' Auxiliary, and Leah Brumlove, president of the Ladies' Auxiliary of the Showmen's League of America. Deep sympathy was expressed by those present to Mrs. Charley McManhan and Mrs. W. H. (Bill) Rice. Members present were Mrs. C. W. Parker, Mollie Waterston, Mickey Engerhol, Pearl Billings, Boots Marr, Lucille Hansen, Bird Brainerd, Freda Ryder, Lucille Hommingway, Martha Walters, Helen B. Smith, Elizabeth Yearout, Ruth Ann Levin, Peggy Landee, Jess Nathan, Loretta Ryan, Hazel Howk, Viola Parry, Margaret Anaher, Ruth Martone and Jessie Melloe.

Members are looking forward to the anniversary dinner in the President Hotel February 24. Mr. and Mrs. Charles Nathan have returned from Lexington, Mo., where they attended the West-wood Military Academy Ball, where their son Jim, is a cadet.



Second social function of the Concessions and Showmen's Club of America in the form of a get-together party on February 14 in St. Louis proved a big success. About 200 attended the Heart of America Showmen's Club and Ladies' Auxiliary fourth annual masquerade in Coates House, Kansas City, Mo., on February 14. C. J. Falls and H. A. Swartz were in Cincinnati framing the Falls & Swartz Show for a May opening. Law Marcuse, formerly with the Lipps Amusement Co. as secretary and treasurer. Heart of America Showmen's Club took charge of the funeral of George Martin, known as Fern Whitey, who died in General Hospital, Kansas City, Mo., on February 13. Harry E. Grandell was engaged as general agent with the Cooper Rialto Shows for 1934. Leavitt-Brown-Huggins Shows signed Rodney Krell's side show for the season. Greater Sheeley Shows were contracted to furnish the midway features at Maryland State Fair, Timonium. Sam Anderson, of the California Shows, was granted a patent on a new game called International Climbers which he invented. Morris & Castle Shows were signed to play Fort Smith, Ark., in April under auspices of the Grotto. Harry Long, erstwhile carnival manager, was operating a large combination store in Fort Wayne, Ind. Rain failed to hurt the Johnny J. Jones Exposition opening at Orange County (Fla.) Fair. Capt. John M. Sheeley, owner-manager of the Greater Sheeley Shows, accompanied by his press representative, Claude R. Ellis, motored to Cincinnati and visited The Billboard office from Dayton, O., where the Sheeley Circus Co. was playing an indoor event. Northwestern Shows were awarded the midway contract for Northwestern Michigan Fair, Traverse City. Victor Lee, well-known Eastern showman, signed his Egypt attraction with Morris & Castle Shows. Rex Karzon, professional chest expansionist, signed with A. L. Salvati's Circus Show on the Happyland Show. John T. Hutchen's Museum was clicking to good business on Main Street in Danville, Va.

American Carnivals Association, Inc.

By MAX COHEN

ROCHESTER, N. Y., Feb. 18.—This office is in receipt of a communication from Richard S. Kaplan, associate counsel for the Midwestern area, relative to the wage and hour law matter, in which he says, in part: "I have come to one conclusion: That so long as an organization goes into a city and in that city manufactures goods, merchandise, delivers service, furnishes amusement or entertainment within that city or State, and that the moment that week or day of service is over, the company folds up its business and goes to another city or State, that it has finished all of its work and is not engaged in interstate commerce."

This, of course, coincides with our views upon the subject and so far as we have been able to learn is the consensus of all who have contacted this office relative to the subject.

In view of the conclusion generally reached that the industry, by reason of its local operations as distinguished from interstate operations, is not governed by the wage and hour law, everyone expressing an opinion to date holds that it is unnecessary to hold a meeting of the ACA wage and hour law committee, and therefore since such a meeting would, under these circumstances, serve no useful purpose, we have decided that we will hold no committee meeting and will proceed upon the basis that the federal law does not apply to our industry.

St. Louis

ST. LOUIS, Feb. 18.—Vic Onnara, general agent of the Imperial Shows, Inc., who visited The Billboard office here on Wednesday while en route to quarters in Hannibal, Mo., advised that he had his show booked solid at fairs and celebrations from July to October. Curt Rea, who will have the corn game with the Olive Amusement Co. again, cards from Brownsville, Tex., that he and Mrs. Rea are wintering in the Rio Grande Valley, La. S. (Larry) Rohrer, formerly general agent of the Gold Medal Shows, spent several days here this week, coming up from Memphis, Tenn., where he had been wintering. Sam Liebowitz, prominent concessioner, passed through Monday en route to the South. He will operate concessions on two different shows this season.

Mr. and Mrs. James Laughlin, owners of the West Bros. Shows were here on a buying expedition. They attended the Tennessee and Mississippi fair meetings last week, and Jimmie reports work is progressing nicely in Morley, Mo., quarters. Mr. and Mrs. Jack Downs, of the Snapp Greater Shows, stopped off while en route to the South to report he has the best string of fairs and celebrations booked in the history of his organization. Mr. and Mrs. William Snapp, who have been vacationing in California, are expected back in Joplin, Mo., quarters soon.

Doc Taylor, ventriloquist with the John Howard Museum, visited Monday. Charles T. Goss, who with Frank J. Haus, president of the Standard Chevrolet Co. has been vacationing in Florida since February 11, cards from Miami Beach: "We should have a showmen's convention here some time. We could get a lot of things done." Mrs. Anna Jane Pearson, owner, and Laura Potter, secretary of the Pearson Shows, were here Tuesday on a buying trip and also to attend the Missouri Show Women's Club Tacky Party at the American Hotel.

CRAFTS FIRST

(Continued from page 42)

where after a four-day layoff it will officially open the season.

Attractions making the tour include: Shows, Crafts, 20-in-1, J. A. Buchanan, manager and operator; Karl Miller's Fold-It and It Girl Revue; Penny Arcade, Mrs. O. N. Crafts; Carl Lohmuller's Society Circus; Wall of Death, G. A. Prosser, manager; Monsters Alive, Bob Parry, owner; Athletic, Kanthe Bros., operators and managers.

Concessions include bingo, Mary Ludington; penny pitch, photo gallery and high striker, E. L. Hanson; cork gallery, Dorothy Gilliland; country store, Eddie Elias; baseball and string game, Louis and Johnde; cookhouse, candy, pop corn, lunch stands and all other necessary items, Mrs. O. N. Crafts, offer-

ated and managed by Jimmie Lynch; blankets, ham and bacon, candy, rugs, cigars and all wheels and four ball games, owned by England-Korte Co. and operated by Bill McMahon, Ruth Korte, John (Spot) Ragland, Louis Korte and Ruth McMahon; guess your weight, Al Zobran, and lead shooting gallery, Charles M. Miller.

Rides: Merry-Go-Round, Joe Duran, foreman, and J. B. Vassille, assistant; Ferris Wheel, Patty Murphy, foreman, and Joe Wallace, assistant; Baby rides, O. L. (Red) Turner, foreman, and Z. Armstrong, assistant; Octopus, W. (Pud) Cooper, foreman, and Henry Workman, assistant; Hoyday, Roy Graham, foreman, and Andy Speth, second man, and N. M. Christner, third man; Roll-o-Plane, Lee Cole, foreman, and George Hafer and Will Doolittle, assistants; Acrophane, Johnny Gilliland, operator.

Electrical department is under supervision of Elmer Hanson, with Frank Wagonblast, chief electrician. Remainder of staff includes H. (Blackie) Kraft, night policeman; Mack Doman, lot superintendent; George Bryant, superintendent traffic and truck drivers; Fred W. Olick, chief motor mechanic; Bill Harris, assistant and superintendent of motor fuels. Office is in charge of T. J. (Tommy) Myers, with general business being handled by Roy K. Ludington; H. Perry is agent, with Mrs. Perry, banner solicitor. Phil H. Williams is general agent and Roy Scott is handling press, radio and advertising back with the show. Owner O. N. Crafts is in quarters at North Hollywood, Calif., assembling his Golden State Shows for an early opening.

ST. LOUIS CLUBS

(Continued from page 42)

Humphrey, Anna Jane Pearson, Powell and Don Leonard, Mr. and Mrs. Francis L. Deane, Mr. and Mrs. Leo Lang, Mrs. Orce Goss, Mr. and Mrs. George Davis, Mrs. Millicent Navarro, Walter Babler, Mr. and Mrs. Arthur Ottuliani, Mr. and Mrs. James Gedda, Mrs. Jennie Gessino, Mary Gedda, Ralph Faehn and son, Andrew March, O. E. Hedges and Mr. Lewis. Mr. and Mrs. Tom W. Allen, Mr. and Mrs. Albert Dew, Mrs. Peggy Smith, Mrs. Elice Burke, Mr. and Mrs. Fred Reed, Mrs. Lula Reed, Mr. and Mrs. John Calto, Mr. and Mrs. Arthur Humann; Mr. and Mrs. Earl Rebe and daughter, Doris Elisabeth; Nell Ward, Mr. and Mrs. Roche Landes Exeter, Mr. and Mrs. R. J. Cousins, Rod Koltzer, Harry Bernstein, Joe Houlee and Edith Brown.

BALLYHOO

(Continued from page 42)

the ocean, where it floated and bobbed around for several hours. Our quick-thinking treasurer tied 10 bags of briars on the end of a rope, throwing them into the water and anchoring the wagon within the three-mile limit. Those who couldn't swim missed a pay day and those who could were disappointed.

Saturday night all of our well-bathed equipment was towed to high-and-dry spots, none the worse off but several tons lighter. Visitors during the week included several showboat companies and three captains from whale cars who were out scouting for an exhibit.

MAJOR PRIVILEGE

TAMPA GOOD

(Continued from page 42)

fair today, the Royal American organization gets a much-needed breathing spell in which to freshen up and get ready for Sara De Soto Pageant in Sarasota, Fla., in March.

Many Royal American performers were scheduled to appear at the Showmen's League Benefit last Saturday at midnight, but because of large crowds the midway did not close until after 1 o'clock a.m. and some acts had to be canceled. Show went over well, however, with acts from the Royal American, Ringling show, and the entire cast from Ernie Young's Revue. Proceeds, which will go to the League's old-age and cemetery fund, will be announced by Carl J. Sedmayr, who was in charge.

Raynell an Aviator

Midway murmurs: Raynell Lorow, of Raynell's Parisienne Folies, has been taking flying lessons for several weeks at the Tampa Aeronautic Club, has eight hours to her credit and recently made her first solo flight. Already has booked passage by plane to Miami for a week's vacation as soon as the Tampa fair winds up. Frances and Curly Lavier, also of the Folies, are proud parenting. The baby, a girl, was born at their home



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in Tampa recently, and cast of the show have adopted her. After much consultation with her Angel Puss, and girls fight for chance to skip bally and take care of the baby. El Sterling, new maestro at the electric organ for the Folies, is a Tampa musician and joined only for the local stand, but is going over so well Raynell probably will take him on permanently. . . . Roland W. Richards, RAS publicity director, entertained Max Goodman, of the Goodman Wonder Show; Manager W. E. Hirsch, Louisiana State Fair, Shreveport, and Dave Stock, ride operator. . . . Dick Best, of Best's Side Show, was busy during the Tampa engagement building a new front, and Tom Rankine was handling the show. New front is for a new and larger show which, with all new acts, will go with the Royal American at beginning of the new season. Present unit, under Tom Rankine, will join the Rubin & Cherry Exposition. . . . Illness of Tom Rankine last Tuesday night caused cancellation of Capt. Dave Francis' act that night, as no one except Rankine can work with him. Giddy, glass swallower in Best's show, was also unable to work several performances due to glass tube breaking in her throat and cutting it badly. Danny Wilson, ensee during the Tampa stand, will return to the Art Lewis Show. . . . Cortez Lorow, of Look Show, is also preparing new front and features for the season.

New Rides Popular

Silver Streak of Spillman Engineering Co., Dipsy Doodle of Tampa manufacturer, and Super Roll-o-Plane of Eyerly Aircraft Corp., all new rides tied out for the first time on the Tampa midway, caused much comment and proved very popular. . . . Larry Bantlin's chimp, Bonzo, wowed 'em in the Shrine parade last Monday. . . . Swingland is the new name of Leon Clinton's colored show, new front being used for the first time here. . . . Aldrich's Royal Hawaiian played Tampa for the first time since 1937 and state their gross has been much better this season. Jack Carter, entertainer between shows, has been very popular here. Aldrich plans to enlarge the show for the season, to have 12 girls, 10-piece band, four principals, and the two children, Snookie. . . . and Puanini, 7. . . . Peaky Hoffman and Eddie Davis did well with outdoor dining room. Tom Parker and Dick Collins were busy as usual publicizing, and Floyd Newell handled grand-stand concessions. . . . Walter Kemp, of Kemp's Thrill Arena, said business was more than double this year over last; Marjorie Kemp has a new assistant, Mary Dinger, who is being trained to substitute, giving Marjorie more time to train new acts. Arena now has five acts, six girl riders and three men, two wild animal acts with four lions. More acts will be added for the season.

Many Showfolk Visitors

Register of visitors during the fair included Nat Green, The Billboard; Max Landerman; Gene Austin; Rubin Orinberg; Fitate Brown; Mr. and Mrs. Abner K. Kline; Eyerly Aircraft Corp.; Mr. and Mrs. J. S. Bullock; Virginia Harris; Clarence L. Poplin, Bullock Amusement Co.; Lillian Sheppard; Benny Itona; Carnival Novelty Co.; L. I. Thomas;

Gooding Greater Shows; Bill Carsky, Casey Concession Co.; P. Ralph Gervens; Louis Torti, Wisconsin De Luxe Corp.; Jacob Gruber; Mr. and Mrs. J. D. Wingert Jr.; Hube Nixon; B. J. Sweet; Ed Squires; Otto Anderson; C. G. Hart; Nell Berk, West's World's Wonder Shows; Bert Miner, Dodson's Shows; Howard Ingram, Mighty Sweeney Midway; Mr. and Mrs. J. H. Owens; Mr. and Mrs. Dale Miller and Nancy; Moe Eberstein; Curtis Eberstein, Beckmann & Grety Shows; A. J. Sugarman, I. Margid, Cleveland Merchandising Co.; Robert Mansfield; C. J. Woodruff; Mr. and Mrs. J. E. Viskay; Mrs. W. R. Harris; James C. Simpson; Little Joe Miller, Babe Miller, Gooding Shows; White Thompson; Phil Lessor; Clarence Hunter; Charles Gross; Mr. and Mrs. J. P. Scoggins; Mr. and Mrs. A. D. Diaz; Johnny J. Kline; W. R. Harris, Model Shows; Emily Friedenholm, Rubin & Cherry Exposition; Ben and Mildred Williams, Williams Shows; Leona Parker; Mr. and Mrs. M. A. Olynka, Maria Shows; Mr. and Mrs. S. Salberg, Delight Shows; Dick Collins, Model Shows; T. W. Kelley, A. H. Sheppard, World of Mirth Shows; Peanuty Schnier; West's Shows; R. L. McDonald; Keystone Exposition; Mr. and Mrs. Thomas A. Parker; Floyd Newell, Mighty Sweeney Midway; Mrs. Johnny J. Jones, Frances Scott, Carolyn Ward, Virginia Edwards, Harvey T. Wetson, Harry L. Wilson, Fred Kaplan, Eddie K. Cox, George W. Parze, Gloria A. Wilson, Harold Paddock, Morris Lipsky, Ralph J. Reynolds, Mr. and Mrs. Harold Yennie, Mr. and Mrs. E. Eriksen, Mr. and Mrs. Leo Cuddy, J. S. Bunton, Ralph Lockett, Mr. and Mrs. Tom M. Allen; W. V. Setzer, Bill Setzer, E. Lawrence Phillips, Mr. and Mrs. Dell Lanikin, Ernest Dellabote, Mrs. W. W. Setzer, Mr. and Mrs. Sol Wamerman, Johnny J. Jones Exposition.

ALTON SHOWS

(Continued from page 42)

May-Jo, and Joe Erabant is inside lecturer. Chris Olsen's Fan Show, with Eunice Kirby and Ella Knowlton Haide.

Rides: Pony, Mr. and Mrs. Dan Armfield; Joe Tierney, on stock; the Spider, F. W. Reiz and Bob Brewster; Tall Spin, Henry and Stacey Johnson; Maude Fuller, tickets; Merry-Go-Round, B. O. Steward, foreman; Frank Crain, assistant; Edna Garner, tickets; Tilt-a-Whirl, Howard Crain and Al Wilson; Older, A. S. Eller and William Menck; Octopus, Bud Cross and H. J. Harben; Loop-o-Plane, George Billows and Florence Perler.

Concessions: Cookhouse, Dutch Schulz, owner; Cal York, griddle; Etna Graves, assistant; Chuck Smith, counterman; hamburger, Harry Wildman; pop corn, G. C. Atkinson; candy floss, B. Turner; Jewelry, Clyde McGahan and M. Ortiz; cigar gallery, Cora Grievos and Anna Morkle; string game, Joe Steinberg, owner; Tony Nelson and Bill Baines, agents; clothesline store, William Gref and Eddie Kirkman; tip 'em over, Joe Goff; novelties, Bert Shannon, Laddy Cose, Al Johnson and Mammoth; Ike; short-range lead gallery, Albert Bogarth; plate store, Leo Walker and Fred English; photo strips, Elna Rockwell, owner; and Nettie Gorman; assistant; spot the spot, Ed Williams; blankets, Dutch Schulz; roll-down, Tom Phillips and Harry Boyd.

Liability for Accidents

By LEO T. PARKER, Attorney at Law

ACCIDENTS will happen invariably, but liability varies. Under ordinary circumstances all persons are expected by law to use an ordinary degree of care to protect themselves against injury. In other words, no person is entitled to recover damages for an injury if the evidence indicates that a reasonably prudent person, under the identical circumstances, would have exercised such care that the accident would not have occurred. This point of the law has been upheld by all higher courts.

When rendering its decision in injury cases the jury will consider the evidence to determine the facts, as follows: (1) Was the injured person exercising at least an ordinary degree of care to protect himself from injury when the accident occurred? (2) Was the injured person unfamiliar with the fact that the thing which caused the injury was dangerous? (3) Was the condition so dangerous that the average prudent person, under the identical circumstances, would have been injured? (4) Did the proprietor of the amusement place and his employees have knowledge of the defective condition, and if not, had the defect existed for so long a period that the former could have discovered and repaired it had he used ordinary and reasonable care which would have been exercised by the average prudent and experienced proprietor?

If, after considering all of the testimony and evidence, the jury decides that all of these questions can be answered in the negative then it is bound to render a verdict against the injured person. If the questions are answered in the affirmative then the injured person is entitled to damages in an amount sufficient to compensate him for: (1) the disability which will reduce his ordinary income; (2) the pain suffered; (3) the loss of time; (4) the expenses incurred as a result of the injury; and (5) loss of income during the period of total disability.

Must Exercise Care

It is well-established law that proprietors of places of amusement are duty bound to exercise at least ordinary care to prevent injuries to patrons. Generally speaking, the higher courts have held that "ordinary care" is that degree of care which would have been exercised by other experienced and prudent proprietors under the identical circumstances surrounding the injury.

Of course, there is no fixed standard in the law by which a court is enabled to definitely decide in every case what conduct of a proprietor is reasonably careful and prudent. In other words, "ordinary care," "reasonable prudence" and such like terms when applied to the care legally required cannot be arbitrarily defined. Nevertheless when deciding controversies involving injuries to patrons of amusement places the higher court carefully considers all details of the testimony in view of determining whether or not other reasonably prudent proprietors would have exercised no higher degree of care when

confronted with the same circumstances. The latest higher court case which illustrates important points of the law involving injuries to patrons is *Wilson vs. Iberville Amusement Co.*, 181 So. 317.

The facts of this case, which was decided only a few weeks ago, are that the Iberville Amusement Co. was exhibiting a film to patrons when someone in the audience shouted "fire" and "light." A general stampede followed with the result that several patrons were injured. One of these patrons filed suit against Iberville and testified that as she endeavored to get into the aisle she was knocked down and trampled upon and sustained injuries to her back, hips and head. She proved that the film was ignited while being projected, and alleged that the manager and employees of the Iberville company had failed to exercise ordinary care, otherwise the film would not have ignited.

The counsel for Iberville introduced testimony proving that the projection room in which the fire originated was built in accordance with the specifications of the building code of the city; the projection machine was of the most modern type and in perfect condition and such as is used in the best theaters; that the operator in charge of the projection room was experienced, and that the films used were obtained from distributors handling the best productions. Also, testimony was introduced proving that on the night of the accident 700 feet of the film which was being exhibited caught fire and was burned, and that the smoke being visible to the audience alarmed the patrons, causing one or more persons to shout "light" and "fire," and that the operator quickly extinguished the blaze and no damage other than the destruction of the film resulted from the fire itself, the several persons were injured in the ensuing panic.

In view of this testimony the higher court held Iberville not liable since the testimony indicated that ordinary care had been exercised to safeguard patrons against injuries resulting from fire. This court stated the important law as follows:

"Proprietors of places of amusement, public resort and convenience owe a duty of great care, differing somewhat in degree, but all of a high order, to their customers to the end that they may escape injury while doing business with them. The obligation of this defendant was to use every device and employ every method sanctioned by the best practice of the motion picture industry as calculated to insure the safety of their patrons against fire hazard. . . . On the whole, we believe the defendant (Iberville Amusement Co.) has overcome the presumption of negligence. We believe defendant has shown that it exercised every reasonable precaution and was free from negligence. It should not be required to do more."

Patron Negligent

A legal illustration of when and under what circumstances a proprietor of an amusement place may be relieved from liability for injury to a patron is Gordon vs. Maryland Amusement Co., 190 A. 519. In this case it was factuated that a person named Gordon purchased a ticket to a place of amusement which entitled him to a chair near a railing. A large crowd of spectators moved up to the rail in front of Gordon so that in order to see he was obliged to stand upon his chair. The crowd suddenly surged back against Gordon, knocked his chair from under him and caused him to fall to the ground and receive serious injury.

Gordon filed suit and alleged that the accident occurred in consequence of a breach of duty to take precautions against injury from a danger which

should have been known to the proprietor. However, it is interesting to know that the higher court held Gordon not entitled to recover damages, and said:

"It would be charging the defendant corporation with an unduly strict responsibility to hold it amenable to this suit for not anticipating and providing against the contingency that a patron standing on a chair behind a crowd might not protect himself against the obvious risk of being overturned if he were not sufficiently prompt in changing his position under such circumstances. . . . Assumption of risk of accident means voluntary incurring that of an accident which may not occur, and which the person assuming the risk may be careful to avoid after starting. . . ."

Proprietor Must Inspect

All courts are in accord with the law that proprietors are legally bound to inspect premises to discover and remedy dangerous conditions.

For example, in the leading case of *Wool vs. Kinney*, 169 N. E. 343, the higher court held that failure to inspect premises to discover defects results in liability. In this case it was shown that a patron slipped upon a floor. He was seriously injured and sued for damages. During the trial the injured person proved that the floor had remained dangerous for several days and that the proprietor had failed to prove that the premises had been inspected during this period. Therefore the court held the proprietor negligent, saying:

"The proprietor knew of the substance being on the floor on the day of the accident, and this inference must be based upon the first inference that it was the same substance which was on the floor for two days."

In other words, the court decided this case as tho the proprietor knew that the floor was dangerously slippery and neglected to remedy the dangerous condition.

Carrier's Duty to Concessioners

Considerable discussion has arisen from time to time with respect to the liability of common carriers, as railway companies, for injuries sustained by concession owners and employees who travel with shows and are transported under arrangements made by the owners of the shows. According to the case of *Bernardi Greater Shows, Inc. vs. Boston and Maine R. R.*, 1 A. 360, decided the past few weeks, a common carrier is bound to exercise reasonable care to safeguard concession owners and employees who travel on show trains altho the officials of the railway company are not informed of the arrangements made by the show owners to transport individuals who are not show employees.

The testimony indicated that the Bernardi Greater Shows contracted with a railway company whereby the latter agreed to "transport the show, show material, show animals, apparatus and paraphernalia, and persons in charge thereof, employees and performers." A wreck of the show train occurred, causing serious injuries to employees of a concessioner who were traveling on the train under agreement with the show.

The injured persons filed suit to recover damages, and the counsel for the railway company argued that no liability existed because the railway company had not contracted or agreed to transport the employees who were injured. However, the higher court held that irrespective of whether the railway company officials were notified that concession employees were traveling on the show train under an agreement with the Bernardi Greater Shows, the railway company employees owed the same legal duty to safeguard these employees as they owed to the other passengers. This court said:

"Under these circumstances we have no hesitation in holding that the employees of the concessioners who were traveling on the train under an agreement with the show company were invitees of the railroad, to whom it owed the duty of exercising reasonable care."

This court in the same decision laid down important law with respect to liability of a railway company for damage to show equipment when the various items are not listed in strict accordance with the tariffs.

The distinctive characteristic of a common carrier is that he undertakes to carry for all people indifferently. Hence he is regarded in some respects as a public servant. While a common carrier is practically an insurer against loss of or injury to shipped merchandise and equipment, a private carrier is liable only when the loss results from his negligence. Therefore in order that the shipper shall recover from a private carrier for the loss of or damage to shipped goods it must be proved that the carrier failed to use an "ordinary" degree of care to protect the shipped merchandise against loss or damage. In other words, a shipper cannot recover the value of lost or damaged merchandise from a private carrier unless convincing proof is given that such loss or damage resulted from negligence of the private carrier. However, if, for instance, a wreck on a railroad occurs as the result of defective railway bed or equipment the company is liable irrespective of whether the accident resulted from negligence on the part of the carrier's employees. Under the same circumstances a private carrier would not be liable unless the testimony proved that the carrier's employees were negligent in failing to discover and repair the defect which caused the wreck.

Another important point of the law is that under various circumstances the usual liability of a common carrier may be automatically reduced to that of a private carrier, whereby the common carrier is not liable for injury to or loss of shipped merchandise unless the shipper proves that the loss or damage resulted from negligence on the part of the carrier's employees.

For instance, in the above-mentioned case of *Bernardi Greater Shows, Inc.*, it was shown that the Bernardi show entered into a contract with a railway company by the terms of which, "it had the option of shipping its show, both persons and property, at higher rates according to the tariffs, classifications and Rules of the railroad and therefor receiving the security of the liability of the railroad as a common carrier."

Under these rates animals classified as animals would take a specified rate; wagons as wagons would take another rate, and persons transported on passenger trains would pay the usual passenger rates. The cost of such transportation under these conditions would be five times as much as under the special contract which the Bernardi Greater Shows, Inc., made with the railway company. Under these circumstances the higher court refused to hold the railway company liable as a common carrier and said:

"The fact that the railroad there expressed its willingness to haul the property of the show as ordinary freight in its regular trains does not justify the inference that it professed its willingness as a common carrier to haul circus and show trains as special units. . . . It seems plain to us that the contract was an agreement for the transportation of the show train as a unit, but it now appears that this was a service outside the scope of the defendant's assumed obligations as a common carrier. We therefore conclude that in making this agreement the defendant (railway company) contracted as a private carrier to render a service."

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A-B-T, PISTOL TARGETS, \$7.50 5 AUTO Derbys, \$12.50; B Bally Reserves, \$15.00; 5 Bitter Ues, \$7.00; 5 Bumpers, \$6.00; 6 B Toro, \$19.50; 5 Madcaps, \$5.00; 5 Short Sox, \$5.00; Mills Tickettes, \$3.00; 5 Seaburg Rayo-Lites, \$72.50; 10 Wurlitzer Skooballs, \$39.50; 300 Norris Masters (porcelain), \$4.50. One-third deposit. Balance C. O. D. **MYCO AUTO-MATIC SALES COMPANY**, 746 South High St., Columbus, O. mh25x

BARGAINS — AIRWAYS \$7.50; RESERVES, \$9.95; Suspense, \$35.00; Arcades, \$19.50; 1-2-3, \$25.00; Arrow Head, \$75.00; Buttons, \$35.00; Fairgrounds, \$60.00; Lite-A-Pac, \$9.00; Bally Balls, \$20.00. **SEIDEN DISTRIBUTING CO.**, 1240 Broadway, Albany, N. Y. mh4x

CASH WAITING—WE WILL PAY CASH FOR Northwestern Deluxe Merchandisers. State condition and price wanted in first letter. **M. T. DANIELS**, Wichita, Kan. mh4x

FOR MOST COMPLETE VENDING MACHINE Catalog published, with over 100 illustrations, send 10c in stamps. **ASCO**, 883 Hawthorne, Newark, N. J. mh4x

FOR QUICK SALE—25 A-BT LITE MODEL F Targets, perfect condition, ten dollars each; or Trade for Wurlitzers, 1/3 deposit. **SIMON'S MUSIC SERVICE**, Williston, S. C. mh4x

FOR SALE—616 WURLITZERS, \$100.00; 312- and 412- \$55.00; Rock-Ola Rhythm Kings, \$45.00; 1 Edebet Rotary Merchandiser, \$45.00; 10 Cranes, \$20.00 each. All machines A-1 condition. **KING AUTOMATIC MUSIC CO.**, 1312 S. A St., Elwood, Ind.

FOR SALE OR TRADE — WANTED BANG-A-Deers or Wurlitzer 616. For sale, 25 Deuces Wild, each \$11.50; 25 Mills Fruit Kings, used two weeks, each \$16.50; cannot be told from new. 7 1/2-cent and 1 10-cent Jewels Chiefs, details over 187,500, each \$27.50; 1 10-cent Mills, Blue Front G. A., \$37.50; 1 5-cent Mills, Extraordinary, \$30.00; 2 Bally Reserves, late model, each \$15.00. One-third deposit, balance C. O. D. **CLINTON VENDING MACHINE COMPANY**, Clinton, Ia. mh25x

GOODBOY'S BARGAIN LIST IS WAITING for You. We Buy, Sell or Exchange. **GOODBOY**, 1824 East Main St., Rochester, N. Y. mh25x

LIMITED QUANTITY OF MILLS, JENNINGS, and Deluxe Modern Small Scales, all in good condition, \$25.00 each; in lots of five, \$22.50. **JOE WITBERGER**, 312 W. 7th St., Cincinnati, Ohio. mh25x

MILLS \$40; \$25.00; SCALE, \$10.00; SHOCK-ers, \$5.00; Skeeplechase, \$3.00; Rocklet, \$3.00; Batapenny, \$3.00; Green Pig, \$3.00; Shootaway, \$2.00; Ideal Card Venders, \$2.00. **DE VAUL'S ARCADE**, W. Orondaga, Syracuse, N. Y. mh25x

ODD BALL ST. MORITZ PACHY REVIEW, \$39.50 each; Repatta, \$45.00; Kick, \$49.50; Soccer, \$7.50; Littlebus, \$3.00; Hi-Low, \$2.50; Green, \$2.50; A. B. Y. Guns, \$8.50. **LEHIGH SPECIALTY**, 2nd and Green, Philadelphia, Pa. mh25x

OUR SPECIALTY — RESULT MERCHANDISE Vendors, all types. We can show just the machine you want. Write **R. ADAIR CO.**, 733 S. 24th St., Oak Park, Ill. mh25x

RECONDITIONED, GUARANTEED A-1 SHAPE—Multi Free Races, \$77.50; Kicks, \$50.00; Repatta, \$52.00; Ragtime, \$50.00; Odd Balls, \$30.00; Peppy, \$35.00; Exposition, \$35.00; Betas, \$30.00; Skeeles, \$35.00; Flights, \$35.00; Palm Springs, \$32.50; Snappers, \$22.50; Swings, \$27.50; Bultseye, \$17.50; Zephyr, \$17.50; Airways, \$16.50; Ski #8, \$15.00; Bally Reserves, \$15.00; Bang-a-Deer, late model, \$119.50. Terms: 1/2 down, balance C. O. D. **DETROIT COIN MACHINE EXCHANGE**, 5249 Grand River Ave., Detroit, Mich. mh25x

USED PHONOGRAPH RECORDS—24 FOR 60c. Payettes: Caroms, \$4.75; Jumbo, \$2.75; 1c Slots, late Jennings Duke Jackpots, \$4.75; Scales, porcelain, small models, \$17.50 up. **DELUXE SALES**, Blue Earth, Minn. mh25x

WANTED — MUSESCOPE MOVING PICTURE Machines and Reels. Send particulars. **SAM HORROCKS**, Orange, N. J. mh25x

WANTED — ALL LATE NOVELTY GAMES. Sell or trade. Bally Reserves, \$15.00; Lightning, \$22.50; Review, \$27.50; Ball Fery, Chico Derby, \$5.00. **R. D. GRADSKY**, 501 Lexington Ave., Dayton, O. mh25x

WILL TRADE MILLS, WAITING SCALES FOR Diggers—Trade Waiting Scales for Console, trade Counter Games for Columbus Peanut or Gum Machines; trade Cigarettes or Candy Machines, 6 or 9 columns, for Consoles; trade Nides Dance Master Music Machine for Diggers; trade Mills or Waiting Scales for Mills Vest Pocket, Columbia or Q. T. 1c, 5c, 10c or 25c play, \$35.00 each. **O'BRIEN**, 87 Thames, New York, N. Y. mh25x

1/2" BALL GUM, FACTORY FRESH, 11c BOX; Tab, Stick, Midget, Chicks, every Vending Gum. **AMERICAN CHEWING**, Mt. Pleasant, Newark, N. J. mh4x

65 INTERNATIONAL BABY MUSESCOPE MA-chines—Complete, perfect working condition, \$12.00 each. **P. O. B. New York**, **MAX MEUMS**, 1140 Flatley Ave., Bronx, New York. mh4x

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100 DIFFERENT KIND VENDING MACHINES—Always something different. Write for our low price list. **RAKE**, 5438 Woodland Ave., Philadelphia, Pa. mh4x

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FORMULAS

EXPERT ANALYSIS—RESEARCH, INDUSTRIAL Development. Newest guaranteed Formulas. Biggest catalog free. Nominal prices. **GIBSON LABORATORY**, Chemists, Bldg. 1142 Sunnyside, Chicago. mh4x

FOR SALE—SECOND-HAND GOODS

CORN POPPERS—GASOLINE, ALL ELECTRICS, Giant Geared Popping Kettles, Long-Running Rotary, Caramelizer equipment. **NORTHSIDE CO.**, 1925 10th, Des Moines, Ia. mh4x

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POPCORN MACHINES—CRISPETTE, CARMIL-crisp, Cheezekist, French Fried, Potato, Chip Machines. **LONG-EAKINS CO.**, 1076 High St., Springfield, O. mh4x

PORTABLE SKATING RINK—50x120, HARD Maple Floor, 200 Pairs Chicago Skates, Completely equipped. Cash \$2,500. **C. J. McDONALD**, McDonald Hotel, Mt. Pleasant, Tex. mh4x

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A-1 ATTRACTIONS — HEADLESS SOLDIER Miracle, Genuine Octopus, Crime Show, Punch Figures, Uniform Specimens, Tents, Banners. **UNIVERSAL**, 3238 S. State, Chicago. mh4x

BARGAIN—COMPLETE CARNIVAL FOR SALE. Herschell-Spillman 3-Absent Carousel, Man-of-War, 12-Car Whip, Smith Chain-of-Planes, Solid Masc Kidie Auto Ride, together with wiring and equipment. Everything in first-class shape. \$4,500.00 cash. Now playing in Florida. Will sell separate. **TRAVER**, 945 13th Ave., St. Petersburg, Fla. mh25x

BARGAIN — FINE MIDGET STEAM TRAIN, Engine and Track. Good condition, \$1,300.00. **WILSON**, Apt. 5, 150 N. Milwaukee, Wichita, Kan. mh4x

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DRAMATIC TENT COMPLETE — 60x110, Blues, Reserved Chairs, scenery, Trunks, Light Cable, Switch Board, Costumes, Band Uniforms and three Trucks. One Bus Complete Office. A real bargain. Write **SHERMAN**, 229 Seventh St., N. W., Washington, D. C. mh4x

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HELP WANTED

ARTIST, PHOTOCRAPHER — LOOP STUDIO, Chicago, wants Woman and Girl Models, amateur and professional, all ages and sizes, to pose for linguistic and history photographs for magazines. For sale percentage. Appointment through **WILMA BRUCE**, 39 Pine St., Brooklyn, N. Y. mh4x

CATCHER AND TUMBLERS WANTED—STATE of Illinois not necessary. Also Car for light aerobatics. **MATHIS**, 911 Penn, Jeffersonville, Ind. mh4x

DANCERS, SINGERS, ACTS, NOVELTIES OF ALL kinds—Wanted for Phoenician. Photos will be returned. **CARL MADRID**, 3500 Cottage, Bury 4th, N. Y. mh4x

EXPERIENCED ELEPHANT TRAINERS AND Helpers—To break Baby Elephant and also to accompany finished act on road. Give full qualifications in first letter. **MEEMS BROS. & WARD, INC.**, Oceanside, N. Y. mh4x

Additional Ads Under This Classification Will Be Found on the Next Page

COSTUMES, UNIFORMS, WARDROBE

ASSORTED BUNDLES, \$1.00; COSTUMES, \$1.00 up. Fans, Hula-Hula, Evening Gowns, Wraps, Furs, Bargains. **CONLEY**, 310 West 47th, New York. mh4x

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GIRLS WANTED — ENTERTAINING HOSTESS.
HALLIDAY TAP ROOM, Cairo, Ill. mh4

GIRLS FOR HIGH AERIAL ACT—GOOD PROS-
pects for long season. State ill. BOX 925,
care Billboard, 1564 Broadway, New York.

MUSICIANS WANTED—RESIDENTS OF NEW
York City. No pay while rehearsing. BOX
925, care Billboard, 1564 Broadway, New York.

NOVELTY 4-PIECE ORCHESTRA—NITE CLUB
work, dining floor work. Advise costumes
and talent. HOTEL NEW OGDENSBURG, Og-
densburg, N. Y.

WANTED — ENTRIES FOR WALKATHON
opening February 18. Write stating full par-
ticulars. HALLIDAY HOTEL, Cairo, Ill. fa25

WANTED—CIRCUS MUSICIANS ON ALL IN-
struments for Melodion Circus. Write JACK
KOPRON, 229 Madison, San Antonio, Tex.

WANTED FOR ESTABLISHED NOVELTY BAND
—Piano, doubling; Accordion; Trumpet;
Drummer, with Vibraphone experience; Tenor
Sax, doubling good legitimate Clarinet; Bass,
Brass and String Double. Doubling vocal and
arranging ability given preference. BOX C-
107, Billboard, Cincinnati, O.

WANTED — WALKATHON PROMOTER WITH
Complete Unit. Rush answer. JAY Mc-
CONKEY, Reid Hotel, Kansas City, Mo.

LOCATIONS WANTED

WANTED TO LEASE OR RENT FOR SUMMER
or Year Round—Roller Skating or Dancing
Stable place. Give all facts in first letter.
New England territory preferred. BOX C-110,
The Billboard, Cincinnati, O. mh11

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Mental Spirit Effects, Horoscope, Buddha and
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South Third, Columbus, O. mh11

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50c. MAX HOLDEN, 220 W. 43d St., New
York City. mh25x

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Telling, Luminous Paints, Ghost Effects,
Incense, Palmistry Charts. Catalogue 10c.
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Ventriloquist Figures, Punch and Judy and
Marionettes. PINKY, 1261 N. Wells, Chicago, Ill.
Illustrated folder free. fa25

VENTRILOQUIST FIGURE—WHITE BOY, PRO-
fessional size, no toy. First eight dollars.
LTON TOONE, 1705, Belmont Ave., Philadel-
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MISCELLANEOUS

TRADE THAT TRAILER NOW ON A 1939
Alina or Covered Wagon. No payments till
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Fla.

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ATTENTION, OPERATORS — MERCHANTS'
Free Movies. Biggest thing outdoor amuse-
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ments rented. 521-A STATE THEATRE, Phila-
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COMPLETE TALKIE PROGRAMS — \$15.00
week. \$7.50 two nights. Jangle Serials.
\$3.00 chapter. Silent Features, \$5.00. Use
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Broadway, Dayton, O.

EXCEPTIONAL BARGAINS — 35MM.—16MM.
Portable Sound Projectors, Supplies and Com-
plete Equipments. Free catalogue. MONARCH
THEATRE SUPPLY COMPANY, Memphis, Tenn.
mh11

EXPLOITATION SPECIALS — BRAND NEW
Laboratory Prints. Edgar Wallace's "White
Face," great for horror or spook shows; "Pro-
tect Your Daughters," "Before the White Man
Came," all-Indian cast. Religious "Passion
Play," "Life of Christ," "Christus," "Brother
Francis." OTTO MARCH, 630 Ninth Ave.,
New York City. fa25

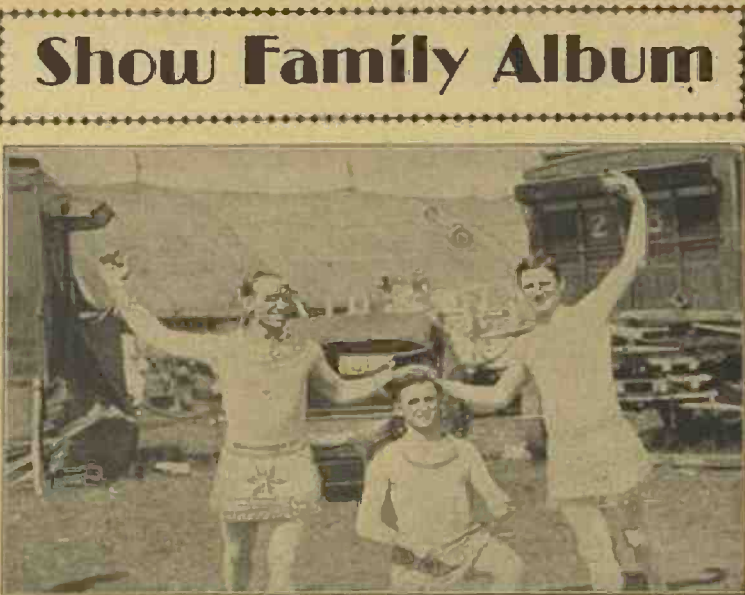
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Sound Portables, complete. Limited quantity.
Universals, with Amplifiers, Speakers, Equip-
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price. Request Special Bulletin. Also 16MM.
Sound Projectors. CONSOLIDATED THEATRE
SUPPLY CORP., 1600-B Broadway, New York,
mh4x

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\$25.00. Flaming Signal, \$25.00; others,
\$15.00. Examination allowed. Deposit. Lists.
H. G. NEWTON, St. Stephen, S. C.

FASHION PLAY — 16MM. SOUND, 4 REELS.
\$100.00. Full. Like new. Sacrifice \$40.00.
KING, Room 825, 134 N. La Salle, Chicago, Ill.

SIMPLEX, POWERS PROJECTORS, LAMP-
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Stereophones, Portable Projectors and 16MM.
Equipment bought and sold. Write ZENITH
THEATRE SUPPLY, 808 W. 44th, New York,
N. Y.

WESTERNS, SPECIALS, ROADSHOWS—35MM.
16MM. Sell and rent. Buy Silent Serials.
Projectors for sale. LONE STAR FILM COM-
PANY, Dallas, Tex.



THESE PERFORMERS, who did single bareback somersaults with the Barnum & Bailey Circus, season of 1917, were snapped that year as they came from the big top after completing their act. From left to right are Orin Daveport, now operating an indoor circus unit; George Hannonford, of the George Hannonford Family, which has appeared with many American and foreign circuses, in vaudeville and played fair circuits, and Freddie Derrick, of Derrick and Bradna, now retired from the profession and living in England.

The Billboard invites its readers to submit photos taken from 15 to 20 years ago. It is especially 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.

UNUSUAL BARGAINS IN USED OPERA CHAIRS.
Sound Equipment, Moving Picture Machines, Spotlights, Stereopticons, etc. Projection Machines repaired. Catalogue 5 free. MOVIE SUPPLY CO., LTD., 1818 S. Wabash, Chicago. mh11

35MM. SOUND ON FILM — WESTERNS, AC-
tions, War, Gangsters, Silent, Passion Play. Five reels, new, fifty dollars. Write, APOLLO EXCHANGE, 117 S. 9th St., Newark, N. J. fa25x

35MM TALKING WESTERNS WITH SHORTS.
\$15.00—Want Unencumbered Lady Partner. Fancypants and board. Address MANAGER, Tent Talking Theatre, Keora, Ohio.

35MM TALKIES, FEATURES, \$10.00 UP.
Shorts, \$2.00; Serials, \$90.00. Perfect prints. Rentals \$7.50 week. Lists, ENTERPRISES, Box 23, Hagerstown, Md.

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BUILDING EUROPEAN AERIAL ACT — Re-
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way, New York.

PHOTO SUPPLIES AND DEVELOPING

ACT NOW — 4-FOR-A-DIME OPERATORS:
Send for free catalogue of complete line of money-makers. MARKS & FULLER, Inc., Dept. BC-11, Rochester, N. Y. fa25x

ALL 4 FOR 16c OPERATORS—SURE WE'VE
the new Superized Paper, also full length Cameras. Write for reduced prices on Machines and Supplies. WABASH PHOTO SUPPLY, Terre Haute, Ind. mh4

BUILD YOUR OWN 4 FOR 16c PHOTO MA-
chine. New Improved Camera, together with plans for building the booth, now only \$10.00. Enlarger only \$10.00. OLSON SALES CO., 213 9th, Des Moines, Ia.

NEW! DIFFERENT! — EIGHT DECKED EM-
bossed Prints and one Professional Enlarger, ment. 25c (room). Reprints, 3c. EAGLE STUDIOS, Dept. 25, 1910 Farmington, Omaha, Neb. 18 years of quality work. mh4x

PHOTO MEN—WHY WASTE TIME AND PAY
privilege on an out-of-date single machine when you can get over twice the money with the new Crescent Double Outfit, which makes both the four for a dime and the three for a quarter size prints! Make close ups, full form and groups. Discard your old outfit, get in the money with the New Crescent Outfit! \$130.00 complete with best lens money can buy. Write HASSAN, Box 971, Parkersburg, W. Va. fa25x

PHOTO MACHINES—SINGLE, DOUBLE AND
Full-Figure Models. Start in business with Efficient Professional Equipment. America's foremost manufacturers. A-SMILE A-MINUTE PHOTO CO., Salina, Kan. x

ROLLS DEVELOPED — TWO PRINTS EACH
and two Free Enlargement Coupons. 25c. Reprints, 2c each; 100 or more, 1c. SUMMERS' STUDIO, Unionville, Mo. mh11x

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SELL BUSINESS CARDS, BUSINESS STATION-
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SCENERY AND BANNERS

BEST CARNIVAL AND SIDE-SHOW BANNERS
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Acts, Magicians, Tent Shows, Dances, all purposes. Three to five colors. Hundred \$3.00; two hundred, \$5.50. TRIBUNE PRESS, Fowler, Ind.

NEARGRAVURE FLASHY LETTERHEADS IN
Colors—Acts, Carnival, Circus—Illustrations. Real stuff. Samples, layouts. Right prices. Anything printed. SOLLIDAYS, Knox, Ind.

SHOW PRINTING—ALL KINDS, 200 ONE
Sheets, \$8.00. Best dates, cheapest prices. KANSAS CITY POSTER PRINTERS, 1209 South-west Blvd., Kansas City, Kan.

WINDOW CARDS—14x22, ONE COLOR, 100,
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100 6-PLY 14x22 CARDS, \$2.50; 5,000 4x9
Dodger, \$3.75 postpaid; 1,000 Envelopes or Letterheads, \$2.50. CRESSMAN, Washington, N. J. fa25

1,000 6x9 CIRCULARS, \$1.50; 5,000, \$4.50;
1,000 Letterheads or Envelopes, \$2.25; post-
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Franklin, N. H.

WANTED TO BUY

LEASE OR BUY—NO. 5 OR 12 ILL AND 2 OR
3 Abreast M. G. R. A. HOFFMAN, House-
man Bldg., Grand Rapids, Mich.

OCTOPUS RIDE WANTED — GIVE LOWEST
cash price, age and complete details first let-
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Will pay 75c to \$1.25 per gross. Write de-
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Outfit. Must be reasonable. No bank.
Particulars. NEILL, 127 S. 51st St., Philadel-
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We pay highest cash prices by mail for Dia-
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quantity. Send goods today. Insured. Ship-
ment held intact pending our cash offer. You
can depend on Press for square deal every time.
PRESS AND SONS, Jewelers, Established 1888,
Chestnut St., Philadelphia, Pa. x

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Name Black Type), 1c WORD, OASH
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Coast; publisher-director for 146 Texas bands; 14-
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casts. Best guarantee against percentage on any
deal offering average possibilities, although will con-
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underestimate! I don't. All communications promptly
answered. Write today. C. W. WILSON, 1012
CUNYBORGH, Apt. G-1, 817 West Park, Okla-
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AVAILABLE—HOTEL, CLUB, BALLROOM en-
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pieces. Attractive girl vocalist. Smartly styled
special arrangements, swing and waltz. All
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AVAILABLE UNTIL MAY 15TH—SMOOTH 5-
Piece Night Club or Hotel Combo. Piano,
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union. Prefer engagements in Midwest. Wire
or write BOX C-1057 care Billboard, Cincinnati,
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0170-10180-10190-10200-10210-10220-10230-10240-10250-10260-10270-10280-10290-10300-10310-10320-10330-10340-10350-10360-10370-10380-10390-10400-10410-10420-10430-10440-10450-10460-10470-10480-10490-10500-10510-10520-10530-10540-10550-10560-10570-10580-10590-10600-10610-10620-10630-10640-10650-10660-10670-10680-10690-10700-10710-10720-10730-10740-10750-10760-10770-10780-10790-10800-10810-10820-10830-10840-10850-10860-10870-10880-10890-10900-10910-10920-10930-10940-10950-10960-10970-10980-10990-11000-11010-11020-11030-11040-11050-11060-11070-11080-11090-11100-11110-11120-11130-11140-11150-11160-11170-11180-11190-11200-11210-11220-11230-11240-11250-11260-11270-11280-11290-11300-11310-11320-11330-11340-11350-11360-11370-11380-11390-11400-11410-11420-11430-11440-11450-11460-11470-11480-11490-11500-11510-11520-11530-11540-11550-11560-11570-11580-11590-11600-11610-11620-11630-11640-11650-11660-11670-11680-11690-11700-11710-11720-11730-11740-11750-11760-11770-11780-11790-11800-11810-11820-11830-11840-11850-11860-11870-11880-11890-11900-11910-11920-11930-11940-11950-11960-11970-11980-11990-12000-12010-12020-12030-12040-12050-12060-12070-12080-12090-12100-12110-12120-12130-12140-12150-12160-12170-12180-12190-12200-12210-12220-12230-12240-12250-12260-12270-12280-12290-12300-12310-12320-12330-12340-12350-12360-12370-12380-12390-12400-12410-12420-12430-12440-12450-12460-12470-12480-12490-12500-12510-12520-12530-12540-12550-12560-12570-12580-12590-12600-12610-12620-12630-12640-12650-12660-12670-12680-12690-12700-12710-12720-12730-12740-12750-12760-12770-12780-12790-12800-12810-12820-12830-12840-12850-12860-12870-12880-12890-12900-12910-12920-12930-12940-12950-12960-12970-12980-12990-13000-13010-13020-13030-13040-13050-13060-13070-13080-13090-13100-13110-13120-13130-13140-13150-13160-13170-13180-13190-13200-13210-13220-13230-13240-13250-13260-13270-13280-13290-13300-13310-13320-13330-13340-13350-13360-13370-13380-13390-13400-13410-13420-13430-13440-13450-13460-13470-13480-13490-13500-13510-13520-13530-13540-13550-13560-13570-13580-13590-13600-13610-13620-13630-13640-13650-13660-13670-13680-13690-13700-13710-13720-13730-13740-13750-13760-13770-13780-13790-13800-13810-13820-13830-13840-13850-13860-13870-13880-13890-13900-13910-13920-13930-13940-13950-13960-13970-13980-13990-14000-14010-14020-14030-14040-14050-14060-14070-14080-14090-14100-14110-14120-14130-14140-14150-14160-14170-14180-14190-14200-14210-14220-14230-14240-14250-14260-14270-14280-14290-14300-14310-14320-14330-14340-14350-14360-14370-14380-14390-14400-14410-14420-14430-14440-14450-14460-14470-14480-14490-14500-14510-14520-14530-14540-14550-14560-14570-14580-14590-14600-14610-14620-14630-14640-14650-14660-14670-14680-14690-14700-14710-14720-14730-14740-14750-14760-14770-14780-14790-14800-14810-14820-14830-14840-14850-14860-14870-14880-14890-14900-14910-14920-14930-14940-14950-14960-14970-14980-14990-15000-15010-15020-15030-15040-15050-15060-15070-15080-15090-15100-15110-15120-15130-15140-15150-15160-15170-15180-15190-15200-15210-15220-15230-15240-15250-15260-15270-15280-15290-15300-15310-15320-15330-15340-15350-15360-15370-15380-15390-15400-15410-15420-15430-15440-15450-15460-15470-15480-15490-15500-15510-15520-15530-15540-15550-15560-15570-15580-15590-15600-15610-15620-15630-15640-15650-15660-15670-15680-15690-15700-15710-15720-15730-15740-15750-15760-15770-15780-15790-15800-15810-15820-15830-15840-15850-15860-15870-15880-15890-15900-15910-15920-15930-15940-15950-15960-15970-15980-15990-16000-16010-16020-16030-16040-16050-16060-16070-16080-16090-16100-16110-16120-16130-16140-16150-16160-16170-16180-16190-16200-16210-16220-16230-16240-16250-16260-16270-16280-16290-16300-16310-16320-16330-16340-16350-16360-16370-16380-16390-16400-16410-16420-16430-16440-16450-16460-16470-16480-16490-16500-16510-16520-16530-16540-16550-16560-16570-16580-16590-16600-16610-16620-16630-16640-16650-16660-16670-16680-16690-16700-16710-16720-16730-16740-16750-16760-16770-16780-16790-16800-16810-16820-16830-16840-16850-16860-16870-16880-16890-16900-16910-16920-16930-16940-16950-16960-16970-16980-16990-17000-17010-17020-17030-17040-17050-17060-17070-17080-17090-17100-17110-17120-17130-17140-17150-17160-17170-17180-17190-17200-17210-17220-17230-17240-17250-17260-17270-17280-17290-17300-17310-17320-17330-17340-17350-17360-17370-17380-17390-17400-17410-17420-17430-17440-17450-17460-17470-17480-17490-17500-17510-17520-17530-17540-17550-17560-17570-17580-17590-17600-17610-17620-17630-17640-17650-17660-17670-17680-17690-17700-17710-17720-17730-17740-17750-17760-17770-17780-17790-17800-17810-17820-17830-17840-17850-17860-17870-17880-17890-17900-17910-17920-17930-17940-17950-17960-17970-17980-17990-18000-18010-18020-18030-18040-18050-18060-18070-18080-18090-18100-18110-18120-18130-18140-18150-18160-18170-18180-18190-18200-18210-18220-18230-18240-18250-18260-18270-18280-18290-18300-18310-18320-18330-18340-18350-18360-18370-18380-18390-18400-18410-18420-18430-18440-18450-18460-18470-18480-18490-18500-18510-18520-18530-18540-18550-18560-18570-18580-18590-18600-18610-18620-18630-18640-18650-18660-18670-18680-18690-18700-18710-18720-18730-18740-18750-18760-18770-18780-18790-18800-18810-18820-18830-18840-18850-18860-18870-18880-18890-18900-18910-18920-18930-18940-18950-18960-18970-18980-18990-19000-19010-19020-19030-19040-19050-19060-19070-19080-19090-19100-19110-19120-19130-19140-19150-19160-19170-19180-19190-19200-19210-19220-19230-19240-19250-19260-19270-19280-19290-19300-19310-19320-19330-19340-19350-19360-19370-19380-19390-19400-19410-19420-19430-19440-19450-19460-19470-19480-19490-19500-19510-19520-19530-19540-19550-19560-19570-19580-19590-19600-19610-19620-19630-19640-19650-19660-19670-19680-19690-19700-19710-19720-19730-19740-19750-19760-19770-19780-19790-19800-19810-19820-19830-19840-19850-19860-19870-19880-19890-19900-19910-19920-19930-19940-19950-19960-19970-19980-19990-20000-20010-20020-20030-20040-20050-20060-20070-20080-20090-20100-20110-20120-20130-20140-20150-20160-20170-20180-20190-20200-20210-20220-20230-20240-20250-20260-20270-20280-20290-20300-20310-20320-20330-20340-20350-20360-20370-20380-20390-20400-20410-20420-20430-20440-20450-20460-20470-20480-20490-20500-20510-20520-20530-20540-20550-20560-20570-20580-20590-20600-20610-20620-20630-20640-20650-20660-20670-20680-20690-20700-20710-20720-20730-20740-20750-20760-20770-20780-20790-20800-20810-20820-20830-20840-20850-20860-20870-20880

CONVENTIONS

ALABAMA
Hirmingham—Order of Red Men, Apr. 8.
H. D. Friedman, Box 274.
Birmingham—Un. Spanish War Veterans, June 4-6. C. A. East, Glencair, Ala.
Montgomery—Veterans of Foreign Wars, June 11-12. O. Barron, Bessemer, Ala.

ARIZONA
Douglas—E. & A. M., K. A. Masons & Knights Templar, March 27-31. J. H. Barrett, Box 187.
Douglas—State Elks' Assn., Apr. — L. J. Lutz.
Douglas—Un. Spanish War Veterans, Apr. — T. L. Hartzel, 1444 6th St.
Oroville—Order of Odd Fellows, Apr. 17. O. H. Williams, 233 Sutherland st.
Oroville—Knights of Pythias, May 2. J. D. Leper, Box 1320, Pinal, Ariz.
The Bill—State Woodmen of World, March 23-24. S. E. Rasmussen, Little Rock.

ARKANSAS
Little Rock—State Outdoor Adv. Assn., Letter part of March, J. P. Baird, Box 154.
Little Rock—State Sons of Amer. Revolution, Feb. 22. M. E. Mitchell, 338 Center st., Conway.
Little Rock—Knights of Pythias, May 15-17. S. C. Cassell, 114 Gordon Terrace, Hot Springs.

CALIFORNIA
Berkeley—O. A. R. of Coll., Apr. 26-May 3. Mrs. L. Gardner, Los Angeles.
Oakland—R. M. A. & K. A. Masons, Apr. 20-31.
Oakland—Knights Templar, Apr. 24-25. T. A. Davis, 4423 Masonic Temple, San Francisco.
Oakland—Order of Odd Fellows, May 9-13. P. D. Macbeth, 76 7th st., San Francisco.

California (cont.)
San Francisco—Order of Eagles, June — W. R. Baggett, Humboldt Bank Bldg.
San Francisco—Forest of Amer., May 18-21. P. J. Zelleh, 430 Marshall St. Bldg.
San Francisco—Order of Pioneers, May 10-11. W. J. Fogels, 603 Schmidt Bldg.
San Francisco—Nail, Rojourners, May 23-27. Charles G. P. Unmacht, 135 Ockenbrook rd., Bethesda, Md.
Santa Cruz—Knights of Pythias, May 15-18. H. A. Thayer, 1123 Market st., San Francisco.

California (cont.)
Santa Cruz—Knights of Columbus, May 29-22. E. Molkenburg, San Francisco.
COLORADO
Gunnison—Knights of Columbus, May 24-25. G. O. Keller, La Junta, Colo.
CONNECTICUT
Hartford—Order of Red Men, May 6. Wm. Saunders, W. Woodside ave., Waterbury.
Hartford—Yankee Div. Veterans Assn., June 23-25. Hon. Brown, Box 1778.
Stamford—Order of Odd Fellows, May 16-17. W. M. Clark, North Granby, Conn.
Wilmeric—Knights Templar, May 3. W. N. Barber, 32 Orient st., Meriden, Conn.

DISTRICT OF COLUMBIA
Washington—Veterans of Foreign Wars, June — K. C. Kelso, 1434 H st., N. W.
FLORIDA
Fort Myers—Order of Red Men, May 16-17. D. T. Farabee, Box 4.
Hollywood—State Hort. Soc., Apr. — D. Floyd Davenport, Fla.
Jacksonville—Knights Templar, May 17. J. Berman, Bin Beach, Fla.
Orlando—State Elks' Assn., Apr. — M. P. O'Brien, Jacksonville.
Miami—Veterans of Foreign Wars, June — H. Magie.
St. Augustine—Knights of Pythias, Apr. 26-28. I. Friden, Box 493.
St. Petersburg—State Florists' Assn., May 29-30. C. L. Whipps, Box 102, Jacksonville.
Tampa—State Firemen's Assn., June — F. Blander, Chaffinsoeher, Fla.

GEORGIA
Atlanta—American Legion, June — M. Bowdell.
Cantonville—Knights Templar, May 18. C. B. Wood, Savannah.
Macon—R. & S. Masons, Apr. 28-29. W. J. Penn Jr.
Macon—Knights of Pythias, May 17. L. P. Terrell, 316 Adams st., Macon.
Rome—Order of Red Men, June 21. C. Gillett, Atlanta.
Savannah—Order of Odd Fellows, May 23-25. W. A. Nichols, 78 Cascade ave., S. W.

INDIANA
Lansing—Knights of Pythias, June 8-10. P. G. Green, Box 262, Kellie, Ind.
Wabash—Knights Templar, May 18. D. Benka, Boise, Ida.
ILLINOIS
Chicago—Fremont Adv. Assn. of Amer., May 1-3. Edward W. Dutz, 400 Fifth ave., New York City.
Chicago—Natl. Confectioners' Assn., May 22-24.
Chicago—334 Div. War Veterans' Assn., Last week in June. W. L. Engel, 127 1/2 Dearborn st., Room 1022.
Quincy—Un. Spanish War Veterans, June 22-24. C. N. Neal, 4124 1/2 Monroe st., Springfield.

INDIANA (cont.)
Madison—Un. Spanish War Veterans, June 4-6. W. C. Oren, Soldiers & Sailors Monument, Indianapolis.
Evansville—State Elks' Assn., June 4-7. W. G. Green, Box 192, Shelbyville.
Indianapolis—Knights Templar, May 20. W. R. Swain.
Indianapolis—Ladies' Oriental Shrine of N. A. M., May 16-18. Mrs. C. J. Hartung, 2361 Mayville Place, Toledo, O.
Kokomo—F. M. O. Odd Fellows, June 12-18. E. M. Tomes, Wood, Ind.
Michigan City—Disabled Veterans of World War, June 7-9. W. V. Pierceall, Indianapolis.
Vincennes—Order of Eagles, June 14-15. A. A. DeBrouque, 126 Railroad ave.

INDIANA (cont.)
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Iowa
Ames—State Bandmasters' Assn., June 4-6. Alvin Leach, 804 W. Leach st., Des Moines.
Burlington—Disabled Amer. Veterans of World War, May 29-31. H. J. Wiseman, R. R. 3.
Burlington—Un. Spanish War Veterans, June 18-20. Chas. Behn, 2123 E. 19th st.

IOWA
Ames—State Bandmasters' Assn., June 4-6. Alvin Leach, 804 W. Leach st., Des Moines.
Burlington—Disabled Amer. Veterans of World War, May 29-31. H. J. Wiseman, R. R. 3.
Burlington—Un. Spanish War Veterans, June 18-20. Chas. Behn, 2123 E. 19th st.

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Order of Odd Fellows, June 21-22. W. G. P. Dutz, Box 728, Cincinnati, Ohio.
Missouri
Cape Girardeau—Un. Spanish War Veterans, June 18-21. J. W. Carls, 309 N. Broadway, St. Louis.
Joplin—O. A. R. of Mo., May 15-18. J. L. Pierson, 427 Victoria Bldg., St. Louis.
Kansas City—American Fed. of Musicians, June 13-17. F. W. Hirtach, 29 Division st., Newark, N. J.
Mexico—Order of Odd Fellows, May 23-25. Dan Weidie, 3763 Lindell, St. Louis.
St. Joseph—R. A. Masons, Apr. 28. T. L. Berger, Ironton, Mo.
Secalia—State Elks' Assn., May — E. W. Baker, Becker, Mo.
Springfield—Knights Templar, May 16-17. H. V. Denford, Trenton, Mo.

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Nebraska
Grand Island—Knights Templar, Apr. 20-21. L. Smith, Omaha.
Hastings—O. A. R. of Neb., May 15-17. R. E. Coleman, Lincoln.
Nebraska City—Order of Eagles, May 8-9. F. A. Mathews, 439 Parman Bldg., Omaha.
Omaha—A. F. & A. Masons, June 5-7. L. E. Smith, 601 Masonic Temple.
Spartanburg—F. M. O. Odd Fellows, June 8. E. C. Peterson, Carson City, Neb.
York—Knights of Pythias, May 9-10. George Kralick, 1212 P. st., Lincoln, Neb.

NEBRASKA (cont.)
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Valley City—Order of Eagles, June 24-26. J. J. Connolly.
Valley City—Knights of Pythias, June 24-26. G. Anderson, Box 130, Fargo, N. D.
Valley City—State Elks' Soc., June 23-24.
OHIO
Cincinnati—White Shrine of Jerusalem, May 9-11. Mrs. Clara C. Hammon, 5543 Congress st., Chicago, Ill.
Cleveland—Solar, International, June 10-12. C. R. Perry, 33 E. Wacker Drive, Chicago.
Columbus—Woodmen of World, Apr. 29-May 1. M. E. Tirochi, 1912 Cypress ave., Cleveland.
Columbus—Un. Spanish War Veterans, June 18-21. J. P. Edwards, 1189 Wyandotte Bldg.
Columbus—O. A. R. of Ohio and Antislavery Organizations, Week of June 19. Miss L. R. Lucas, Memorial Hall, Columbus.
Dayton—Order of Red Men, June 9-10. F. O. Keuhaus, 2341 Mentor st., Toledo, O.
Madison—Knights of Columbus, May 20-22. J. W. Malley, 321 S. Main st.
Newark—Northwestern Ohio Volunteer Firemen's Assn., June 21. J. W. Gardner, 300 Lehigh st., Akron.
Toledo—Order of Odd Fellows, June 20-22. C. T. Cross, 12 N. Fourth st., Columbus.
Toledo—State Elks' Assn., June 20-22. J. G. Henry, 131 N. Main st., Marysville, O.

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Toledo—State Elks

Sponsored Events

Veteran, Lodge and Other Organization Festivities

Conducted by CLAUDE R. ELLIS
Communications to 25 Opera Place, Cincinnati, O.)

Attractions Draw Crowds To Parent-Teachers' Event

HOLLYWOOD, Fla., Feb. 18.—Successful carnival and circus under auspices of Parent-Teacher Association on the school grounds here on February 3 and 4 drew good crowds both nights with a fair matinee Saturday, reports Taylor Trout, who staged the show and booked attractions. There was a 10-cent gate and an extra 10-cent charge for circus seats. Opening-day feature was a school children's and Boy Scout parade.

On the bill were William Ketrów's Elephant; Fisher and Graham, trapeze; Skeets Means, tumbler; Art Bowden, trick rope; and Bryan Woods' Dogs.

Indoor Show Pulls Crowds Despite Inclement Weather

WAYNESBURG, O., Feb. 18.—In spite of heavy snow, the recent two-day American Legion Indoor Circus here was well attended, reported Ben H. Forchuck, who arranged details and worked up a program for the event.

He has five other spots contracted. Program was provided by J. R. Malloy's Circus unit and ran more than an hour and a half.

Among acts were Barney Arnsen, tight wire; Ruth and Jack, Roman rings; Nancy Darnell, aerialist; the Arnsens, comedy acrobats and clown; Marion Wallick, impalement act and trick roping; Tanker Toy's Dogs and Ponies, and Art Hill, tramp cyclist.

Crater Boosts S. F. Fiesta

SAN FRANCISCO, Feb. 18.—City-wide celebrations bowing in the Golden Gate International Exposition's Premiere Fiesta brought to the front Art Crater, member of advance staff of West Coast Amusement Co., who went in as a pinch hitter for Polk Gutch for Klindel & Graham, handling the Boating Camp. He crashed every day in the city, making front pages, had a six-page insert in 22 weekly publications, had something on every radio station in town and a full page in the rotogravure section of a Sunday issue.

Midway Set for Miss. Fete

JACKSON, Miss., Feb. 18.—Miller Bros' Shows will be featured at a six-day event on the fair grounds here, celebrating 75 years of progress in the State, reports Frank J. Lea, general agent. A committee is holding meetings in sections of the State to boost attendance. There will be college and children's days at the event. Governor Hugh White, Mayor Walter A. Scott and Mabel Stre, secretary-manager of Mississippi State Fair, have granted permission for the event to be staged on the fair grounds.

Weyls Midway for Festival

GREENSBURG, Pa., Feb. 18.—For the Moose Club First Annual Spring Festival to be held on the Vanover avenue city lot, Clarence J. Foltz, P. P. Butlermore and E. W. Hunt, executive committee, are completing the program, which will include an industrial parade, Eddies' Day and popularity contest. Free acts will be presented daily. Weyls Production Co. has been contracted to provide the midway, reports R. L. Overstreet, of the company. Profits are to go toward maintenance of the Moose Home, Moose Lodge.

Boston Show Has 290,180

BOSTON, Feb. 18.—Record attendance, 290,180, was registered at the Sportsman's Show, staged by Campbell-Pullbanks Co. in Mechanics Building here on February 4-5. It was necessary to close the doors several times. On the bill were Emil Lehr's Otters, Joe La Platinamo's Wolves, Angie Harvey, fly caterer, Singing Lumberjacks and Larry Long, fly caterer.

Shorts

MIGHTY SHEELEY MIDWAY was featured attraction at Brownsville (Tex.) Charro Days Fiesta on February 15-16, program of which included a rodeo, parade, horse show, balls, contests and motorcycle regatta.

A **FIVE-NIGHT** show, depicting Spokane's history, will be that city's principal contribution to Washington's Golden Jubilee Celebration on the fair grounds next summer. Annual Sportsman's Show, canceled for this spring, may be added. James L. Paine is temporary chairman.

A **MODERN** fireproof Sports Arena to seat 7,000, under construction in Baltimore, reports Vice-President I. K. Edelstein, Coliseum Club, Inc., will have a portable interior to make it elastic for holding any event and will be available for conventions and shows.

W. G. **WADE** Shows have been contracted for Dominion and Independence Day celebration, Sault Ste. Marie, and the Iron Festival, Iron Mountain, Mich., reports E. L. Wade.

PACIFIC COAST

(Continued from page 47)
Farette Farmer to preside. She handled the chair like a veteran. Just before noon President LeForn called on those members who had been called upon to bring the liquid refreshments. To climax the joke President LeForn withdrew from her desk a "jug" and added it to the collection. Responding with the bottles were Betty Coe, Martha Lovins, Ethel Krug, Fern Chaney, Nina Rodgers, Rose Rosard, Rosemary Loomis, Hazel Fisher and the writer. After 24-journment songs were sung and solo selections rendered by Norma Burk, Stella Linton, Alfrido Loomis, Amelia Paris, Blossom Robinson, Fern Chaney and Etta Hayden. Edith (Requimau) Bullock gave out with an unusual story that received a big hand.

President LeForn is getting many compliments for her keen foresight and gracious gestures towards members. Board of directors met and took action on new quarters and dues for the year. To meet expenses it was decided to assess each member \$1 for the emergency. This to be paid by June 1. Dues remain at 50 per year. New quarters submitted by PCBA will house both clubs and auxiliary quarters will be enlarged. It is with extreme satisfaction that members note the progress made by the auxiliary in the last few years. It is financially sound and has over 300 members on its rolls. Club thru Secretary Edith Bullock, extends an open invitation to any auxiliary to visit at any time and enjoy the meetings while a guest in California. This is the last meeting for several, who have advised they would be leaving in a few days. They are Clara Zeiger, Rosemary Loomis and May Ward; who go to New Mexico. White City Shows get under way February 20, so many members will be missed at the next meeting. However, all pledged to work hard for their club.

LISTS

- (Continued from opposite page)*
Houston — Texas and Southwestern Cattle Raisers' Assn., March 21-23, Henry Bell, Coliseum Bldg., Ft. Worth.
Port Arthur — Order of Eagles, May 16-17, W. T. Gouley, 332 N. Texas st., San Antonio.
San Antonio — State Woodmen of the World, March 29-31, R. E. Miller, Dallas.
San Antonio — Knights Templar, Apr. 24-25, T. Bartley, Waco, Tex.
San Antonio — Spanish War Veterans, June 4-7, (tentative), J. H. Meyer, 218 Broadway st.
Waco — Knights of Columbus, May 9-10, P. J. Kinane, Box 973, Austin, Tex.
Waco — Knights of Pythias, May 8-10, Theo. Yarbrough, Box 214, Weatherford, Tex.
UTAH
Ogden — Order of Odd Fellows, May 18-19, W. N. Oundry, 41 P. O. Place, Salt Lake City.
VERMONT
Barre — Knights of Pythias, May 14, F. D. Parsons, Montpelier, Vt.
St. Albans — Knights of Columbus, May 24, H. O. Bailey, 118 Doweys st., Bennington, Vt.

VIRGINIA

Abundant — Veterans of Foreign Wars June 16-22, E. C. Byrd, Sta. Hill.
Marion — Knights Templar, May 11-12, C. V. Eddy, Winchester, Va.
Richmond — Woodmen of World of Va. Apr. 11-12, J. W. Gearty, 3128 Griffith ave.
Richmond — Order of Sons of Men, May 17-18, A. M. Tanna, Box 143, Harrison, Va.
Roanoke — State Moose Assn., June 10-12, P. L. Holcomb, 1449 Hamilton Terrace, S. E.

WASHINGTON

Port Angeles — Order of Eagles, June 18-19, R. Trubshaw, Box 67, Anahomish, Wash.
Seattle — Northwest Morlans' Assn., March 19-24, Clyde Lester, Box 483, Walla Walla, Wash.
Seattle — R. A. M. & R. & S. Masons and Knights Templar, May 8-12, P. C. Dunn, 315 Joe Vance Bldg.
Spokane — Knights of Columbus, May —, O. Scholt, Box 125, Walla Walla, Wash.
Tacoma — F. & A. Masons, June 20-21, H. W. Tyler, Masonic Temple.
Tacoma — Order of Odd Fellows, June 20-22, G. R. Chamberlin, 603 Fairwell ave.
Vancouver — F. of E. State Orange, Approx. second week in June, Harry Check 3104 Western ave., Seattle.
Vancouver — Veterans of Foreign Wars June 21-24, E. L. Alexander, 828 County-City Bldg., Seattle.

WEST VIRGINIA

Bluefield — Order of Red Men, May 16, T. J. City, Huntington, W. Va.
Bluefield — Veterans of Foreign Wars, June 23-25, A. B. Honley, 1612 Franklin st., Charleston — Shrine Directors' Assn., March 22-23, L. C. Fletcher, Box 435.
Clarksburg — Odd Fellows' Encampment, June 7, W. Reed.
Elkins — Knights Templar, May 17, H. F. Smith, Box 338, Fairmont, W. Va.
Sistersville — State Kils' Assn., May 29-31, O. W. Orsod, 1810 4th ave., Huntington.
Williamsport — United War Veterans, June 11-13, Norris Bruce, Box 362, Piedmont, W. Va.

WISCONSIN

Kenosha — Order of Odd Fellows, June 6-8, A. M. Arveco, 748 N. 2nd st., Milwaukee.
Maricette — Va. Spanish War Veterans, June 19-23, Harvey Washburn, 26 Cedar ave., Menomonee, Mich.
Marinette — Order of Eagles, June 21-24, Frank Manro Jr., R. 1, Box 37, Marinette.
Milwaukee — A. & R. Masons, Apr. 11-13, H. Grandall.
Milwaukee — Knights Templar, June 23-24, F. J. Furlin, 220 N. Van Buren st.
Sheboygan — State Dairymen's Assn., March 21-22, A. O. Thomson, Ft. Atkinson, Wis.

WYOMING

Cheyenne — Veterans of Foreign Wars, June 22-24, F. M. Powers, care Post Office.
Lusk — State Firemen's Assn., June 21-23, A. J. K. Kelly.
Rawlins — Spanish Amer. War Veterans, June —, R. O. Goble, Casper, Wyo.
Rock Springs — Order of Eagles, June 28-27, C. Boett.

CANADA

Calgary, Alta. — Knights of Pythias, March 8-9, A. E. Hartley, No. 3 Dominion Bank Bldg., Medicine Hat.
Hull, Que. — F. & A. Masons, June 14, J. C. Jones.
Hamilton, Ont. — Order of Odd Fellows, June 22, W. Brooks, 229 College st., Toronto.
London, Ont. — Order of Foresters, June 26-27, A. P. Van Bommen, Bramford, Ont.
Medicine Hat, Alta. — Order of Odd Fellows, March 9-10, A. B. Ballentine, 263 IOOF Temple, Calgary.
Saskatoon, Sask. — Order of Odd Fellows, June 14-15, P. D. Gray, 2 Black Block, Regina, Sask.
Toronto, Ont. — Hort. Assn. of Ont., March 2-3, J. A. Carroll, Parliament Bldg.
Toronto, Ont. — Ont. Assn. of Agri. Societies, Feb. 23-25, J. A. Carroll.
Victoria, B. C. — Order of Odd Fellows, June 14-18, E. L. Webber, 144 W. Hastings st., Vancouver, B. C.
Windsor, Ont. — N. A. Masons, Apr. 27-29, E. Smith, London, Ont.
Winnipeg, Ont. — Knights of Columbus, May 19-20, J. W. G. Tierney, Armpit, Ont.
Winnipeg, Man. — Order of Odd Fellows, May 31-June 2, Robt. Duff, 383 Kennedy st., Winnipeg, Man. — F. & A. Masons, June 7-8, J. A. Russell.

Winter Fairs

- CALIFORNIA**
Imperial — Imperial Co. Fair, March 4-12, D. V. Stewart.
San Bernardino — National Orange Show, March 16-26, Wm. Starke.
FLORIDA
Eustis — Lake Co. Fair, Feb. 20-23, T. S. Haselton.
Fort Myers — Southwest Fla. Fair, Feb. 21-23, C. F. Heuck.
Palmetto — Lettie Co. Fair, Feb. 23-24, Howard Poppell.
Homestead — Hedden District Fruit Festival, Feb. 27-March 4, J. M. Croft, 219 Cabinet Bldg., Miami.
Jacksonville — Carnival-Jacksonville Fair, Apr. 13-22, E. Ross Jordan.
McDonough — Brevard Co. Fair, Ann. Fair week in March, C. E. McNulty.
Orlando — Central Fla. Expo, Feb. 27-March 4, Crawford T. Bekford.
Palm Beach — Everglades Fair & Bean Festival, March 28-Apr. 1, George M. Wood.
Plant City — Fla. Strawberry Festival Assn., Feb. 23-March 4, H. H. Hall.
Rustlin — Florida Tomato Festival, Apr. 13-22, George D. Woodman.
Sebring — Sebring Farmers' Co. Fair Assn., March 6-11, W. M. Williams.
TEXAS
El Worth — Southwestern Expo, 3000-3006 36th st., March 10-12, John B. Davis.
Houston — Houston Fair Show & Live-Stock Expo, Feb. 27-March 5, W. O. Cox, San Antonio — San Antonio Fair Show & Rodeo, March 3-4, J. C. Deal.

Dog Shows

These Dates Are for a Five-Week Period

- ARIZONA**
Phoenix — March 8-10, Mrs. E. P. Joubert, 375 Virginia st.
Tucson — March 11-12, Fred Finney, Boardwalk.
CALIFORNIA
Arcadia — March 15-16, Jack Bradshaw, 1246 E. Grand ave., Los Angeles.
Beverly Hills — March 4-5, Mrs. Jack Oakie, Brentwood Heights, West Los Angeles.
San Bernardino — Feb. 26, Jack Bradshaw, 1224 E. Grand ave., Los Angeles.
COLORADO
Denver — March 26-26, Miss Hazel R. Sweeney, 1632 Stock st.
ILLINOIS
Chicago — Feb. 26, Paul Schwarz, 429 W. Deming Place.
MARYLAND
Baltimore — March 19, Foley, Inc., 2000 Ransstead st., Philadelphia, Pa.
MASSACHUSETTS
Boston — Feb. 21-22, Foley, Inc., 2000 Ransstead st., Philadelphia, Pa.
MICHIGAN
Detroit — March 4-5, C. G. Trevel, 3117 St. Woodward ave., Royal Oak, Mich.
Flint — March 2, Foley, Inc., Box 818, Detroit.
MISSOURI
St. Louis — March 11-12, Foley, Inc., 2000 Ransstead st., Philadelphia, Pa.
NEW HAMPSHIRE
Manchester — March 18, Foley, Inc., 2000 Ransstead st., Philadelphia, Pa.
NEW MEXICO
Albuquerque — March 19-20, Mrs. George Cooke, RFD 3, Box 197.
Santa Fe — March 20-21, R. S. Weed.
NEW YORK
Buffalo — Feb. 25-26, Foley, Inc., 2000 Ransstead st., Philadelphia, Pa.
Niagara Falls — Feb. 24, Chester A. Egan, 478 Berkshire ave., Buffalo.
Rochester — Feb. 28-March 1, Foley, Inc., 2000 Ransstead st., Philadelphia, Pa.
NORTH CAROLINA
Asheville — March 24-25, J. C. Adams Jr.
OHIO
Canton — March 23-24, A. W. Bow, Box 818, Detroit, Mich.
Cincinnati — March 18-19, Foley, Inc., 2000 Ransstead st., Philadelphia, Pa.
Cleveland — March 25-26, Foley, Inc., 2000 Ransstead st., Philadelphia, Pa.
Dayton — March 21-22, John T. Marvin, R. 1, Box 112.
RHODE ISLAND
Providence — March 11, Louis G. Mac, Box 796.
TEXAS
El Paso — March 13-14, Mrs. C. C. Stevens, 719 N. Florence st.

JULY 4th Celebration

BATH, N. Y.
WANTED: Shows, Rides, Concessions.
J. VICTOR FAUCETT, Secy.,
Stauben Co. Agr. Society, Bath, N. Y.

WANT WANT

For Southeast Michigan Live Stock Show, Forest, Mich., March 23, 24 and 25.
Also for Good Clean, Well-entertaining program, AD, 1000 W. G. N. McMillen, Secy., Southeast Michigan Live Stock Show, Forest, Mich.

ACTS WANTED

FOR SHRINE CIRCUS
OMAHA, NEB., MARCH 27.
Address RINE, WRIGHT, Des Moines Hotel, Des Moines, Ia.

CARNIVAL WANTED

BY HELENA RECREATION ASSOCIATION
In Hill and Farm Section of State.
To Play One Week in April or May.
V. C. NASH LINDBER, Chairman,
422 Porter St., Helena, Ark.

WANTED

RIDES AND CONCESSIONS
7 DAYS
West Beginning Monday June 10 to 23, inclusive.
Have good proposition. Write for CATOR BUCKAGE,
Care Alpha Veterans' Pipe Company, Alpha, N. J.

WANT MORE REVENUE for YOUR ORGANIZATION?

Read
"BINGO BUSINESS"
A Column About Bingo in the
WHOLESALE MERCHANDISE Department
THIS WEEK AND EVERY WEEK

Wholesale Merchandise

PRIZES · NOVELTIES · PREMIUMS · SPECIALTIES

Conducted by MAYNARD L. REUTER—Communications to 1564 Broadway, New York

Search on for Easter Items; Disney Clan To Lead Parade

Salescard and bingo ops, pitchmen and direct sellers scan market — Ferdinand the Bull looks surefire — bunny glove dolls and other items getting play

NEW YORK, Feb. 18.—With Easter only six weeks off, alert operators are spinning the merchandise market for items which will enable them to cash in on the inevitable business spurt that marks the Easter season. Bunny Day is April 9, and many specialty numbers have been fashioned to meet demands. For a number of years parents have been getting away from the custom of giving their children large amounts of candy and eggs at Easter. The kids usually go to town on the stuff and wind up in bed. Rather than disappoint them at the festive season, more parents are discovering how much better it is to give children the stuffed bunnies, mechanical chicks, dolls and other items which are featured at Easter.



By JOHN CARY

BINGO IS HARD put in certain localities where political jockeys are riding it in earnest. It's only in places where abuses have been obvious and long standing that they've been able to make headway. A reliable indication that an institution is reaching full growth is when legal complications arise. The immediate and vigorous protest from bingo's thousands of loyal supporters is ample evidence of its strength and popularity.

MANY PANS ARE SAYING politicians want to take away their only diversion and social outlet. This is true in that bingo has supplied what movies could not. The chaos of getting together with one's friends and chat has been one of the main reasons for the popularity of the game. Conscientious operators might stress this fact and cite the real service they render.

IT'S TYPICALLY ironical that honest men carry the burden built up by fly-by-night operators. Blame for huge takes, meager prizes of wretched quality and egg heads invariably goes to a small selfish minority who exploit the game for a good thing with the idea of dropping out of sight as soon as the going gets rough. Then worthy ops are left to combat unfavorable opinion these businessmen have strewn in their wake.

IN A NUMBER OF SECTIONS it is apparent the citizenry are ready to organize and take up the torch for the continuation of bingo. This will undoubtedly be the determining factor where banning legislation has been proposed. Hard-headed churches and charitable ops are leading the fight with the argument that their existence is threatened by loss of revenue from bingo. With so many loyal followers and worthy ops dependent on bingo, there is little doubt but that some kind of mutual agreement will be reached. Probably local regulation and levy of a small tax.

WITH LENT BEGINNING this week some games at churches will shut down. This leaves a lot of chronic fans with time on their hands and other bingo clubs a chance to pick up new business. Most clubs and fraternal ops realize the regular game will return to the fold but expect to attract a goodly number of new players.

WE NOTICE there is a good deal of muttering under the breath about the policy of high prices for refreshments at bingo games. Quite a few won't indulge because they feel they're paying enough as it is. Seems like it would be worth the difference in good will. (See BINGO BUSINESS on page 80)

Salesboard ops are reported to be especially active now, getting up deals featuring Easter numbers. Bingo ops are adding a bit of the Easter flavor to games by featuring stuffed rabbits and similar numbers as feature prizes and consolation awards. Pitchmen and direct sellers, too, are dividing their time between selecting merchandise for Easter promotions and spots they intend to work. All seem eager to cash in on a growing preference among parents to favor stuffed animals to over-stuffed kiddies at Easter.

Disney Troupe

Stuffed rabbits, as staple as wheat at this time of the year, are bound to repeat as a favorite number. A good share of the spotlight, however, is bound to be copied by Walt Disney's tribe of lovable characters. Walt Disney's animated cartoons have done more to supply new ideas for stuffed animals and plaster dolls than anything in the last 10 years. While it is true that movies have influenced doll specialties in the past, never before has the market been dominated so completely as Mickey, Donald, Pluto, Snow White and her troupe and Ferdinand the Bull now are doing.

Regardless of the popularity of others, special mention must go to that incredible beast, Ferdinand, who has endeared himself to millions. He now appears in various models, scaled authentically from the cartoon, done in plaster, rubber and cloth. Most of them are in colors and many come complete with bumblebee on back and flowers in front. Cloth numbers range from a few inches to about one-quarter life-size. They also feature Ferdinand at different ages, from pasture to arena. Few animals have been accorded the reception this pacifistic bull is getting.

Bunnies

The bunnies will, of course, be as popular as ever. One of the most promising variations of this long-earred nursery hero is a large fleece number. It has powdered eyes and is washable. Panda is also a steady seller.

Hand puppets or glove dolls are a fast-moving item. All Disney creations mentioned are available. Likely hits are Dopey, the dwarf; the Ritz Brothers, and Charlie McCarthy, all set to go thru their antics. The glove model of Max Hare is especially appropriate at this time of year.

Dolls and Dogs

Some of the newer numbers in the doll world are muff dolls and dolls of foreign nations. Muff dolls are small cloth characters with the lower part of the costume made to form a muff for youngsters' hands. Foreign dolls are attractively dressed in bright-colored native costumes.

In the four-legged world little dishahunds and scotties are cute newcomers. An entire menagerie is found in a special Frank Buck series that includes almost every beast of Africa and Australia. Zebras, leopards, kangaroos and elephants are all present and those (See SEARCH ON on page 80)



By BEN SMITH

Some smart manufacturer is going to walk into a gold mine. He is now devoting his time to creating an item for the salesboard market and every operator in the nation is waiting to put his cash on the line as soon as it is ready. Are you that manufacturer? You're missing a grand opportunity for some real volume business if you're not.

And talking of new items, have you ever thought of confining an item to the salesboard market exclusively without offering it thru any other sales channel? Operators would gladly pay a premium for such protection and order in greater volume on top of that. A protected item is a natural on a deal. It gives the player additional incentive. He is shooting for something he can't obtain anywhere else. And there is no chance of the item being murdered by a price-cutting retail outlet.

We are not attempting to infer that all items offered to salesboard operators should receive protection. That would be silly. There have been too many items which were successfully promoted at the same time on a board and thru other channels for us to go out on a limb with any such suggestion. However, premiums which had such protection in the past produced a turnover for longer stretches than the average run of items which had no protection.

We see where the Morismaths in 1 Camera is coming back to life again. A little over a year ago some of the boys sure went to town with it.

Operators who work bars, taverns and other spots where sporting fans gather may be interested in a unique group picture of all the heavyweight champions done in natural colors. Picture is 22 by 22 1/2 inches in size and comes framed with an easel back. Sporting Picture Co. is the sponsor and reports nice sales on the item.

We often wonder what makes a certain type of operator tick. You know the yoked we mean. He'll walk into a location and find a card already placed by another operator, but instead of making a graceful exit will start knocking the deal in an attempt to substitute his own. Why he can't leave well enough alone we'll never know. There certainly is no percentage working this way. All that this operator does is leave himself wide open for a severe headache and the possibility of the spot drying up entirely. There are enough locations available to satisfy everyone, and the man who isn't afraid to do a little hustling should have no trouble getting cards placed without stepping on another operator's toes in the process.

HAPPY LANDING.

Demand for St. Pat Novelties Begins

NEW YORK, Feb. 18.—With St. Patrick's Day less than a month off, pitchmen are losing no time in contacting sources of supply for quantities of shamrocks, clay pipes, green snakes and other novelties. All the O'Briens, Moores, O'Rourkes, Demmonds, O'Shaunessys, Doyles and other true sons of Erin, as well as the Castellinis, the Schmidts and Cohens, don their bit of green on March 17 in tribute to St. Patrick.

Many pitchmen find it worth their while to work St. Patrick items. Among

Big Drive on Cameras Seen

No. 1 item of last summer, due to repeat, judging by promotional plans

CHICAGO, Feb. 18.—After proving to be the best all-round item last summer, the candid camera is due to ascend still greater sales heights this spring and summer, judging by promotional plans which several firms here are reported to have in progress. While it is still a bit early in the year for snap-shooters to be placed on the market, firms are busy preparing campaigns to get cameras off to a flying start as soon as the weather warms up enough to give the picture-snapping term a chance to germinate.

Underwood Industries has already announced its new Underwood Speedex—a trim-looking number with a Graf Maniacus 50 mm. lens that has a fixed focus and double lens eye-level viewfinder. Arrow Sales is set with its Eight candid-type camera, too. Altho no official announcements have as yet come forth, Silver Mfg. Co.'s Candex, as well as models marketed by J. Mallory, Univer Corp. and others are sure to figure prominently in the drive to make American more picture-minded than over its months to come.

The increase in popularity of the camera during the past year is seen as the direct result of many firms marketing candid to sell at remarkably low prices. This made them natural for the concession, bingo and salesboard markets. Sales in these fields are not governed by the fact that the public has money to buy. They are the result of the public's desire to possess a camera. Many over-the-counter sales aren't made simply because the prospective buyer has an antiquated box camera in his attic which he still regards as good enough to take pictures. This isn't true in the prize fields, where many who would never think of laying out cash to buy a candid will snatch at the opportunity to win one. That's why concessioners and bingo and salesboard ops enjoyed such a good season with them last year.

Many concessioners state that candid cameras attracted more play to their stands last year than any other prize they flashed. Low price of many of these on the market lent them to liberal payouts, too. Outdoor bingo layouts used plenty cameras last year to good advantage. Bingo ops and other concessioners are reported to be banking heavily on candid to get a good share of the long green for them during 1939.

Because the low price of the candid lent themselves to small card promotions, salesboard ops clicked merrily with candid. Some ops enjoyed the fastest turnover of the year on the number during hot-weather months usually regarded as the g. for salesboard promotions. Some of the men are already making up deals for the coming season in which cameras will be featured. They plan to start pushing them earlier than last year before competition from retail outlets gets into action.

With such mass as Life, Look and Pic (See BIG DRIVE on page 80)

Items in the current crop that look hot are shamrocks, pipe shamrocks, hat shamrocks, green carnations, Irish flags, green bows, hats, horns, snakes and blowouts.

Agents who supply night clubs, hotels, taverns and clubs with novelties also bank on St. Pat's night to bring them a little extra biz and already are out hustling for orders. It is reported. Word from supply houses here indicates that jobbers and wholesalers expect a brisk business this year in St. Pat's merchandise.

Popular Items

Write to The Billboard's Buyers' Service department, 25 Opera Place, Cincinnati, O., for addresses of companies in this department supplying the items which interest you.

Underwood Speedex

A candid-type camera for which big things are in store during the months to come is the Underwood Speedex, Underwood Industries, Inc., reports. Max Mitchell, general sales manager of the firm, states that salesboard operators, owners and bingo operators who have seen this number say it is a honey and sure to click. Features of the camera are a Graf Mombicus 90 mm. lens, Kodak focus and double lens eye-level view finder

Takes both time exposures and color shots. Firm says that small size of the number makes it unusually popular, the Speedex measuring only 5 1/4 by 2 1/4 inches. Camera uses standard vest-pocket-size film and produces 16 pics per roll, 1 1/4 by 1 1/4 inches in size. Speedex is sturdily built, ultra-modern design with metal parts chrome finished, it is said. Mitchell reports the camera sells for an unusually low price, making it available to all types of price and premium classes.

Now Cig Gadget

Ashco is the name of a new streamlined combination cigar holder and ash tray marketed by Ashco Corp. Firm heralds the new number as a device which makes it possible for one to smoke in an open car, in bed or anywhere without fear of flying sparks and spilling ashes. Another feature, the company states, is that it enables one to smoke the cig from tip to tip. Number looks something like a pipe save that one smokes it with bowl downward. Along the top side of the shank are holes, which permit smooth smoking. To use, one removes the mouthpiece, inserts and lights cig and slides the holder over the cig. Holder accommodates ashes from three cigarettes and can be dumped by unfastening the lid on the end of the bowl.

Pope of Peace Medallion

Since the death of Pope Pius XI N. Shure Co. and Harry Pakula & Co. have announced a new item called Pope of Peace Medallion which appears to be a natural for novelty workers. Medallion is made of 14k bronze and bears the likeness of the late Pope on one side, on the other St. Christopher, with the inscription, "Behold Saint Christopher, Then Go Your Way in Safety." Such an item will undoubtedly be popular with the public, the firms report, as Pope Pius XI was one of the most highly revered and honored characters the world has ever known, beloved by everyone regardless of religious beliefs.



Jeweled Necktie

J. Leiktram, who has invented many novelty necktie specialties, is introducing a necktie studded with imitation precious stones. These come in various color combination stripes and each is studded with three stones. The stones are studded into the tie by a patented process and serve the same purpose as a stickpin, the firm reports. Some years ago Leiktram marketed a similar item and he reports it was highly successful. He states that he has received many requests for the item recently with the result that he has produced an improved version of his original creation.

Desk Organizer

Miracle Desk Organizer is the name of a device that is new and should make a hit as a prize on any dealerizing to office men. Produced and marketed by Charles G. Cooper, item is a horizontal cabinet with glassed folders long enough to take legal-size papers. Designed principally to solve the problem of what to do with important papers not ready to be permanently filed, number's price is said to be low and appearance neat.

New Krinkle Novelty

Jitter Bug is the name which Mystery Novelty Co. has put on the new, krinkle novelty hit it is marketing. Number works the same as the krinkle clown, the firm reports, but is designed to look like a typical jitterbug attired in freshman cap and bow tie. Number is said to lend itself to real flash demonstrations that might prospective buyers and make them come across with cash.



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A dazzling double-profit feature—the hottest promotion combination on the market! Two outstanding sales successes at prices you can't overlook! Nationally known Underwood Ivory-Rubber Grip Dry Shaver, with simulated pig-skin pouch packed in colorful lithographed carton. Smart, streamlined candid type Speedex Camera with ebony Bakelite case, Geared focus lens. Takes time and snap shots. Cash in on the Camera market—It's big!—with Underwood Speedex, 1939's greatest promotion item! You can't afford to miss this promotion special! Order Now!

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Lifetime Guaranteed

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25% Deposit With Order, Bal. C. O. D., F. O. B. Chicago.

UNDERWOOD INDUSTRIES, Inc. 644 N. MICHIGAN AVENUE, CHICAGO, ILLINOIS



St. Patrick Day Novelties

	Dozen.	Case.
822N11—St. Patrick's Hat	1.50	15.00
822N12—St. Patrick's Hat	.70	7.00
822N13—St. Patrick's Hat	1.75	17.50
822N14—Irish Flag, 1 1/2 x 2 1/2	.25	2.50
822N15—St. Patrick's Blouse	1.50	15.00
822N16—St. Patrick's Green	1.50	15.00
822N17—St. Patrick's Green	1.50	15.00
822N18—St. Patrick's Green	1.50	15.00
822N19—St. Patrick's Green	1.50	15.00
822N20—St. Patrick's Green	1.50	15.00
822N21—St. Patrick's Green	1.50	15.00
822N22—St. Patrick's Green	1.50	15.00
822N23—St. Patrick's Green	1.50	15.00
822N24—St. Patrick's Green	1.50	15.00
822N25—St. Patrick's Green	1.50	15.00
822N26—St. Patrick's Green	1.50	15.00
822N27—St. Patrick's Green	1.50	15.00
822N28—St. Patrick's Green	1.50	15.00
822N29—St. Patrick's Green	1.50	15.00
822N30—St. Patrick's Green	1.50	15.00

N. SHURE CO. 200 W. Adams Street CHICAGO

SUPER VALUE

The ELGIN "KWIK-SHAVE" ELECTRIC DRY SHAVER

69¢ EA.

QUANTITY PRICE



- DEPENDABLE SELF-STARTING MOTOR.
- DOUBLE-EDGE SHAVING HEAD.
- STREAMLINED CASE.

Reaches a new high in quality and performance—compared favorably with other higher-priced shavers—yes it's astonishingly low priced. Made for 110-volt A.C. current only. Leads usually used, complete with card and plug.

GELMAN BROS. 119 North LaSalle St. CHICAGO, ILL.

Extra Value! \$2.25 Each



5 for \$10.50 5 for \$10.50

Model 8888—Ladies' Bracelet Watch. Reminiscent styled 10 1/2 L. Chrome cases in assorted engraved designs with beautiful link bracelet to match. Guaranteed jeweled movements. Each in attractive gift case. An amazingly big value and whitened premium item. Save money NOW by ordering five watches for \$16.50.

ROHDE-SPENCER CO. 223 W. Madison St. Chicago

HERES AN AMAZING OFFER GENUINE DIAMONDS

100% PURE GOLD
100% PURE SILVER
100% PURE COPPER
100% PURE BRASS
100% PURE ZINC
100% PURE ALUMINUM
100% PURE IRON
100% PURE STEEL
100% PURE LEAD
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100% PURE NICKEL
100% PURE CHROME
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100% PURE COBALT
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Bingo Fan Raises Voice in Protest

MILWAUKEE, Feb. 18.—A few weeks ago an article appeared in The Milwaukee Journal entitled "Bingo, a Moral Delusion."

"To The Journal: After reading 'Bingo, a Moral Delusion' I wonder where the delusion really lies?"

"To say that a good end does not justify a bad means is certainly correct. . . .

"If I attend the theater I pay 50 cents and am given about three hours of entertainment. . . .

"If, on the other hand, I wish to play bingo, I pay from 5 cents to \$1, depending upon how many games I wish to play. . . .

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In this issue, in the Carnival Department, is the 13th of a new series of legal opinions of special interest and benefit to people in all lines of show business. . . .

"There are wicked shows sometimes allowed in the theater. . . .

"SEARCH ON" not in characteristic poses show expressive glances. . . .

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BINGO BUSINESS

(Continued from page 58) to charge merely standard prices. . . .

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NOTES from SUPPLY HOUSES

About April 15 La Lupa & Son will be located in new headquarters at 160 Fifth Avenue, New York. In the meantime the firm is conducting a stock-wide sale and the boys are picking up some real buys, it is reported. Lupa handles a complete line of electrical and premium merchandises.

Louis J. Lindner, who makes a specialty of supplying college caps and gowns to pitchers, montellists and horseshoe workers, states that he recently supplied Kay Kysar, orchestra leader, with a silk gown, cap and hood. Kysar in his well-known presentation of his "Kollage of Musical Knowledge" burlesques a college professor.

Jack Gordon, of Gordon, Novelty Co., has found that the market for tricks and jokes is becoming more and more developed. His business has become so extensive that his firm at this time is making many of its own items. Jack Spiegel, sales manager, whose experience goes way back, is devoting most of his time to developing new items.

Arrow Sales Co., operated by Samuel H. Baum, is featuring the Elgin Candid-type Camera. Baum feels that with the approach of the camera season the candid-type camera will find great vogue in the prize trade. He reports many favorable sales of the item. He also handles the Elgin Electric Shaver and a line of notions such as powder puffs, band-aids and shaving creams. In the near future he plans to issue a bargain sales circular which he will furnish on application.

Ned R. Baskin, president of American Radio and Novelty Co., was married to Shirley Mankus in Chicago February 12. They will honeymoon in Florida and the West Indies.

LOS ANGELES

(Continued from page 46)
Frank Conklin were sighted around town, with Frank looking in the pink of condition. Patty and wife will go to San Francisco before leaving for the East. Irvin Pollack visited briefly before pulling out for the North. Cal Latta left for San Francisco. Jack Schaller has three troupes working out at the Schaller Ranch ring barn.

O'Brien Buys Heyday

NEW YORK, Feb. 18.—W. J. O'Brien, side-show operator of Revere Beach, Mass., reports that he has purchased a Heyday from P. E. Gooding, with device to be rebuilt and installed at Revere about April 1. O'Brien denied rumors that he has been "wiped out" by conditions and weather, and says: "Truth is, I'm going great guns; never have had a better winter and planning to play right back over my promotion dates beginning next fall with an indoor circus unit."

Eastern Info

Bella Bonita, who has spent most of the winter doctoring a bad leg, is on the mend. She recently signed to appear with her lion act on the Billy Lynch show as a feature act of the midway. Bella is raising a lion cub in her New York apartment.

Feltman's of Coney Island will probably have a flock of flat rides in its kiddie sector. The famed static figures piety of World's Fair traffic will go beachwise. And the fair will have few rides in its 280-acre amusement area.

Talking about beaches, W. J. (Bill) O'Brien's Revere Beach (Mass.) side show will be billed International Casino and will make its bow May 27 with Nils Nelson, rubber-skin man; the Schlegelberg mental act, Floyd Woolsey Innanz and other talent. George LaPolletta is down for magician-manager again. O'Brien set-up in all new acts, up to his Casino, at any rate, which seems like a first-rate procedure.

Al Steinberg has been picked by George A. Hamid as picnic manager and publicist for Hamid's Play in Atlantic City. Steinberg, recently named assistant

to the publisher of The A. C. Daily World, once p. a. d. the city Auditorium and a few years ago was attraction manager and p. a. of the pier when it was plain Million-Dollar Pier. He was on its staff last year up until near opening time.

Rumors are flying thick and fast about Lucky (Tarill Show) Teter. Teter, now in Florida, is said to be buying up racing cars. This is interpreted to mean that he is going to take a fling at the auto race business. Even so, he will devote most of his time to his Hot Drivers, of which he's the star and inspiration.

Theodore Megardner Jr. is back in New York after an 11-month tour with burro basketball and baseball. He has opened an agency just below Times Square. . . . Oscar Lowande is one of clown alley in the Federal Theater's production of Pinocchio. . . . W. E. (Hoscock Red) Deloney is winter trouping down Georgia way.

International Association of Showmen MARYLAND HOTEL

ST. LOUIS, Feb. 18.—At the regular February 17 meeting President John Francis, Secretary Francis L. Deane and Leo Lang, treasurer, were seated at the officers' table. Club decided that the ball which was to be held at one of local hotels in April be postponed until New Year's Eve, when a banquet also will be held. It is planned to make the affair an annual event in the future. Tom W. Allen was named chairman of the arrangement committee.

Club will stage a bingo party February 25, with Jimmie W. Winters in charge. New members were Jack King, Don Leonard, Harry Barnstein and Floyd Heave. Brother Tom W. Allen made a lengthy report on the funeral of William H. (Bill) Rice, lauding the Showmen's League of America for the splendid member in which it handled the funeral. Others called upon for remarks were Art Giuliano, Earl Klebe, George Davis, J. Crawford Francis, Walter Jasp and Frank Joering.

Secretary Deane reported that dues were received from Brothers Leo Sullivan, George Hawk and E. Clifton Kelley this week. The secretary would appreciate it if all members would send in their dues for 1939. Send them in now to Francis L. Deane.

Ala. Billboard Bill Tabled; Texas, Ark. Yet To Decide

NEW ORLEANS, Feb. 18.—Following a proposal to more stringently control billboards, the Alabama House last week voted to table the bill for another session.

Under a bill planned in the Texas House, Travis Dean, of Hamlin, would assess a tax of \$1 for each 75 lineal feet used when the signboard is visible from any State or federal highway.

Regulation and control of rights-of-way billboards or signs is vested in a bill sponsored by the Arkansas Roadside Council. No board would be allowed within 100 feet of the rights of way of State or federal highways in Arkansas. It was unofficially announced in advance of a final draft of the measure. Both branches of the legislature will have similar bills.

With the Ladies Here and There

By VIRGINIA KLINE

PORT PIERCE, Fla., Feb. 18.—After two weeks at the Tampa (Fla.) Fair I know why it is called the winter Mecca of the show world. I sat in Eddie Davis' cookhouse on the grounds there and saw more showfolk than any place I can remember. Mrs. Eddie Davis, cashier, wears sports ensembles and looks like a college girl on vacation. Mrs. Mildred Cuddy, who has been in the East for only a few years, stops and speaks to more friends than some of the Easterners. Mr. and Mrs. Harvey Wade are stopping at a camp near the grounds and have gone in for some serious fishing. They hold the record for the largest fish caught this winter.

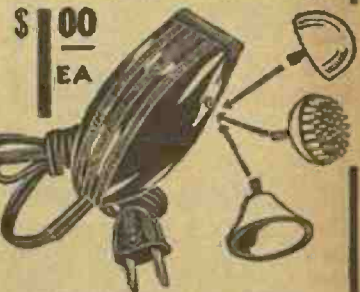
Mrs. Carl Sedlmayr speaks of the weather in Florida and her home in Miami, but there is more pride in her voice when she talks of her son, C. J. Jr. Eddie Strauszberg came over from the North Miami Zoo for a day, but we kept his wife two days so she could see all the sights. Mrs. Earl Purtha's platinum blond hair makes a striking appearance especially when she is with Mrs. Harvey Wilson, whose hair and eyes are very dark. Being a grandmother doesn't make Mrs. Rubin Orabery look a day older. The sports outfits worn by Mrs. J. C. McCaffery make her look like a native Florida. Mrs. Fred Beckmann's sailor-type bonnet gives her a decided girlish look. When we asked Billie Wasserman how old she was she said she was nearing 50.

Mrs. Marjorie Kemp claims she gets air sick in an airplane, but she did not look a bit frightened when she rode to Cape to the lion in her motorhome act. Mrs. Marie Gratoff told me she last saw me on the Patterson-Kline Show in Tulsa, Okla., in 1910. That's a long time ago. Mrs. Vera Hancock has the longest eyelashes I've ever seen. Mrs. Louis Tord and Mrs. Gene Berni could only spare a day away from the good fishing. Billie Wilts invited me to see the big Gasparilla parade from her hotel room, but there was such a traffic crush I was glad to see it from where we stopped. Ida Colton said her feet hurt plenty after a day spent walking here and there on the grounds. Mrs. Johnnie Bullock and daughter, Virginia Harris, look more like sisters than mother and daughter.

Phoobe Casaky is as busy here as when she's in Chicago. Mrs. Charles Lorkin and Mrs. Homer Finley have some good ideas for a really comfortable ticket booth after long hours at the fair. Much as I enjoy watching Bunko the chimp, I could never be as calm as Mrs. Ruth Benthin when he climbs on her shoulder. Mrs. Booze Paddock wore a tan and white outfit one day and appeared the next day in a black hat, dress and monkey fur coat, completely changing her appearance. Mrs. Johnny Jones wore a most becoming spring hat. Nancy Miller wears blue very well. Mrs. Max Kimerer remembers the John Moore Shrine Shows and how profitable they were. Margaret Sherman never forgets to ask about her Kansas City friends. Mrs. Barney Gerey was charming in a dusty pink suit, with an American Beauty Rose shade hat and gloves. Mrs. Guy Dodson knows everyone and is glad to see them all. Mrs. Hans

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Mertons was enjoying the fair and collecting souvenirs.

Mrs. Roland Richards' home on wheels is just about the latest word in trailers, while Mrs. Ruby Velare's private car is about tops in a railroad car home. I can carry away some very new and novel ideas from the Tampa Fair, but they will all be colored by this handsome, quiet and beautiful car presided over by Ruby, who is one woman in the show world who knows what she wants, car design it, enjoy it and still do her part in the show's office with her husband.

Truck and Trailer Legislation

PIERRE, S. D., Feb. 18.—A bill, No. 175, designed to amend the existing law relating to registration fees for housecars, house trailers and trailer coaches, has been introduced into the House at Pierre by Mr. Stephenson. The bill provides for a personal property tax upon housecars, house trailers and trailer coaches when the same are used for living purposes. Amount of fee is based upon the weight of the vehicle.

For vehicles weighing up to 1,000 pounds the fee is \$2; 1,001 to 1,500 pounds \$7.50; 1,501 to 2,000 pounds \$10; 2,001 to 2,500 pounds \$12.50; 2,501 to 3,000 pounds \$15, and \$2.50 additional for each 500 pounds or major fraction thereof.

Bill also provides that whenever any housecars, house trailers or trailer coaches which are used for living purposes other than when they are used on the public highway shall be assessed and taxed in the name of the owner thereof, the same as any other personal property, and the tax shall be in addition to the registered license fee.

Pressure Again Exerted To Ban Billboards in Pa.

PITTSBURGH, Feb. 18.—Pressure is being exerted again to ban billboards throughout the State by newspaper and women's clubs and was brought into open by report of State Planning Board to Gov. Arthur James. Submitted by Acting Chairman J. H. Steinmann, report recommends zoning legislation for roadside development, billboard licenses, wider highways with boards set back and laws.

One bill in Legislature, already introduced by Representative Thomas A. Curran, asks registration of billboards and payment of tax of 6 cents per square foot. Heat is being resumed in order to preserve State's scenic beauty that is chief support of \$300,000,000 tourist business, protect property values and increase traffic safety.

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Disagrees With Hickey's Views

Wilkes-Barre, Pa.

Editor: The Billboard

As a trouper I have to take exception to the article written by Robert E. Hickey in the Chicago Stadium's hockey booklet, comment on which appeared in "Sports From the Crossroads" in The Billboard of February 4.

I believe I am also safe in saying that the public does not prefer the building to the tent so far as a circus performance is concerned. There is a certain romance, a certain intriguing appeal about a circus tent which I think takes care of Mr. John Q. Public, so I am going to center my remarks around the trouper's angle.

Bob has been out of circus business for a year or so and, of course, in his capacity of publicity man he has always enjoyed the comforts of hotels, with occasional visits to the show whether in a building or under a top. From such a sidewise glance I am sure it does appear to Mr. Hickey that the building is the more comfortable of the two, but now let's take facts from the trouper's viewpoint.

There were very few Chicago openings not attended by one or more deaths among the circus personnel resulting from colds developing into pneumonia. The Cole, Hagenbeck-Wallace and even the McCoy show, which, opened in the Amphitheater last spring, have all felt the depressing hand of death during the indoor engagements. One of our Indian babies on the McCoy show contracted pneumonia and died on the third day of our engagement. Before our 10-day engagement had ended practically everyone on the show was suffering from a bad cold, and all of us were praying for the sunshine and the grassy lots. The stock, too, suffered from the confined, dusty atmosphere, and we lost six of our best horses during the engagement.

I am merely expressing my views as a trouper, and while I am in temporary retirement, I hope soon to be with one of the big ones again. When I do I certainly hope our extremists and our "streamlined adherents" will at least grant us the privilege of those glorious summer months under canvas. When they take that away from us, in my opinion they take away the most glamorous portion of the American circus. Let them have their buildings in Europe. Climatic conditions play a big part over there, but in America let's keep our greatest of all outdoor amusements outdoors—under the white tops.

HARRY THOMAS

STANLEY DAWSON

(Continued from page 35)
Doc was on a cruise on his yacht, accompanied by his brother.

Coming into Tampa, found it full of showfolks. Noticed at the fair were Frank Lentini and wife, associated with Dick Best; Funk Ewing, at the Hawaiian Village; Johnny Carlson, head usher; Joe Pontico and wife; Baby Ruth; Frankie Morris; Eddie O'Laughlin; Harry Stecker and wife, the Claxton Entertainers; Clifford Hammel and Betty, and one of the Brennan brothers, Tom Rankine Jr. is at Tampa.

Driving from Tampa to Sarasota I observed Henry Ringling North, Pat Valdo, Fred De Wolfe, George Smith, Mr. Kelley, Clyde Ingalls, "Ray" and their two children, Schlick brothers, Miss Johnson, Jimmy Whalen, Skinny Jones, Sam Clark, Joe Dan Miller, Spaulding, Marie Maximo, Uyenes Troupe, Terrell M. Jacobs, Walter McClain, Frank Braden, Roland Butler, Arthur Hopper, Willard D. Coxe, Judy Grater, John Meck and Sophie, Gabe Detterer and Sadie, William S. A. Downing, Sam Clarke, Lawrence Blaud, Curly Lil, Peanut Robinson, Zeke and Torchy, Raleigh Davidson, Freddie Bartlett, Frans Wosak, Mike Cary, George Escalier, Eva, Lloyd Morgan, Mr. Skully, Doctor Bergen, Mrs. Carl Hathaway, Frenchy Healey, Ray Marlowe, George Fowler, Irving Nelson and wife. The Tin-Ann Tourists were in full blast at Bradenton and Sarasota, both spots offering circus entertainment at various intervals. Mr. Skully, former circus executive, is holding an important city position, and Irving Nelson is on the sheriff's staff of Sarasota County. Gabe Detterer is superintendent of a city park. John Meck is operating the restaurant at Ringling-Barnum quarters; Joe Dan Miller is running the oothouse; Mike Cary and force are repainting the show; Skinny Jones is running the carpenter shop; Bill Veske is master mechanic; Lawrence Blaud is working on the wardrobe.

Buck Healey, a former trouper, is spending his vacation at the Sarasota Terrace. Yellow Burnett has been in town a few days doing some deep-sea fishing. Chester Felke is a recent arrival at Sarasota. Hubster Rooney is spending the winter there.

Prof. P. O. Lowery and Billy May write that Shorty Mathews is in Chester, Pa., and that Sol White, oldtime band leader, is wintering at Columbus, O. Milt Robbins and wife were visitors at Sarasota February 5. Misses Jack Earles and El Paso were promoting Tommy Hart and Austin King the writer's good call on him.

UNDER THE MARQUEE

(Continued from page 36)

Evansville, will have his spiral globe act at the shows.

GLADYS FOREST under went a major operation February 18 at the California Lutheran Hospital, Los Angeles. Recently she has been a "bit" player at the movie studios. Friends are asked to write.

O. M. HIBBARD, of Sturgis, Mich., writes that he will be on the road again this year, and that he was well pleased with the settlement of the Ringling Bros. and Barnum & Bailey organization in consideration of injuries sustained in 1936.

TIOE HALE, contracted to have the band on the Funland Show, advises that he will have 10 circus musicians, featuring standard circus music and carry a special arranger for popular music. An elaborate band wagon will be used and band will have special line of paper.

HORACE LAIRD, clown, has been contracted by Mrs. Edna Curtis for the Minneapolis and St. Paul Shrine dates. Will also be at the Chicago Stadium Circus, following which he will join the big tops. Laird has played 10 weeks of indoor dates, including those of Haggard and Morlog.

NEMO, the bull which James Heron had, got into the hands of the U. S. Printing and Engraving Co. and was then peddled to John Francis. This is the same bull that George F. Dorsey had with Dorsey Bros' Circus.

WIGGOL E. KEEL, veteran horse trainer who had the Riding Keds act on the Gainesville Community Circus, suffered a heart attack recently in Fort Worth and was critically ill for weeks. He has

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OPENING HATTIESBURG, MISS., SATURDAY, MARCH 4.

CAN PLACE following Shows with or without outfits: Monkey Show, Side Show, Fun House, or any other Attraction of merit. All Concessions open, including Coin Game and Penny Arcade. Ride Help and Help in all departments come on. Address ROBERT R. KLINE, P. O. Box 688, Hattiesburg, Miss.

BROWN NOVELTY SHOWS

OPEN VALDOSTA, GA., APRIL 1 TO 10.

CAN PLACE Flat Hides, Octopus or Loop-o-Piano. Will furnish Tent and Benches for all shows. Distant Africa or Crime Show, at reasonable prices. CAN USE Operator for Illusion Show and for Monkey Showhouse, or will sell Down and look on show. Concessions all open except Blank, Penny Trick, Cookhouse, Fishpond and Fish-Till-We-In. Show will play Northern territory during the summer. Address BROWN NOVELTY SHOWS, Box 424, Valdosta, Ga.

been removed to his home in Gainesville, Tex. He is employed by the Texas Department of Agriculture.

IT'S THE INTEGRITY and skill of management that figures most in obtaining financial backing for a circus. Bankers look more to that than chattel mortgages on property. Shows with good grosses but mismanagement often fail, while shows with poor grosses but wise management survive.

PETE MARDO paid final tribute of respect to an old friend and co-worker, Meade Werniz, former acrobat, who recently died in Akron, O. Mardo and his two associates in the Mardo Trio joined the Werniz and Dilworth Troupe in 1899, Mardo recalled, and for years toured with it in Wauveria and with major circuses.

HUNTER JARREAU, business manager of The Daily Town Talk, Alexandria, La., writes that he has a route book, season of 1894, of S. E. Barrett and Co.'s United Monster Railroad Shows, published by W. T. Blaser, press agent. It was given to him by a circus man. The show had 11 flat cars, 3 box cars, 5 stock cars, 2 advance cars and 2 sleepers. Among the animals were 121 horses, 10 ponies, 4 mules, 3 elephants, 9 camels and 18 cages of animals.

H. H. WHITTIER pens that D. E. Mural, musician, is in the Research Hospital, Little Rock, Ark. Mural was bandmaster at the Southern Illinois Penitentiary for 15 years. He is improving and expects to return soon to his home in Murphysboro, Ill. Was in the band with the Cook & Whitby Circus in 1898. At that time Bill Goetz was band leader and Billy Walters, Pony York, Orant Wood and Mural were the "Four Horsemen" in the cornet section of the 35-piece band.

FRED BRADNA, equestrian director, was given a tribute recently by The Detroit News when George W. Stark devoted his entire column to Bradna and the early days of the Detroit Shrine Circus. Occasion was the celebration of Bradna's third of a century in the post. He started with the first Shrine circus 34 years ago, and has been in the same post with every circus hold place, except last year when he was prevented by a broken leg.

MRS. C. W. WEBB thanks the many folks who wrote and offered to go to Holla, Mo., to assist her in getting the Russell Bros' Circus ready for the opening since Mr. Webb has been ill. She adds: "I never knew we had so many friends before. I received more letters than I could possibly answer to the recent note in The Billboard. It is good old show spirit for people to offer their services free because they thought I had my hands full with the circus and a sick husband. Mr. Webb is improving some."

WILLIAM B. NAYLOR, former Sales-Photo and Hagenbeck-Wallace p. a., is now manager and p. a. for Julea, Bryan and Bryan's firm, beside Nazi Germany. Bill says 5,041 people jammed into Public Auditorium, Cleveland, Wednesday night, February 1, to see the picture and to hear Bryan tell his story of what is

CENTANNI GREATER SHOWS

OPENING APRIL 14

WANTED—Cookhouse, Fresh Custard, Ball Games, Duck Pond, Cigarette Shooting Gallery. Will sell Educator's Wheels to one man. Will book Shows with their own outfit, percentage low. Want Foreman for 2-Showed, Merry-Go-Round and Foreman for Ferris Wheel. Will book High Dive or any other Sensational Act. MICHAEL CENTANNI, Newark, N. J. 927 Broadway, Tel., MURDOCK 26336.

HAPPY ATTRACTIONS WANT

Opening Saturday, April 20, Coahoccon Show—Will furnish complete outfit for any world-wide Attraction. Attractive propositions of new shows with own outfit. Concessions—Cookhouse, privilege in tickets. Also Concessors of all kinds. Negatively no gift or agitator. Ideas—We have our own Rides. HAPPY ATTRACTIONS, Box 125, Coahoccon, Calif.

WANT SHOWS and CONCESSIONS

No gift. Week February 27, Hialeah, Fla. until March 5. Wood Palm Beach, opening in continuation in heart of city; Rio West Hollywood, Fla.

BARNEY TASSELL UNIT SHOWS

CENTRAL STATES SHOWS

OPENING AT STAFFORD, KAN., APRIL 30. New Booking Shows and Concessions.

(Can place—Griff Shows, Hawaiian, Athletic, Jungle Land or any Show of merit. Can place Legitimate Concessions. Also want Agents for Stock Shows. Want Experienced Cook, Horse People. Also want Operator for Trolley Carriages. Billie Tech wanted. Address P. M. MOGGER, Box 1036, Aransas Pass, Tex., until March 31st then Stafford, Kan.

Model Shows, Inc. Wants

For the Best Pets, Objections and Hill Hides in the East. Sell X on RAT Juice and Cure Glass. Book Kiddle, Auto Ride. Buy Bill's Wheel Bar carts. Write W. R. WARRIS, Mgr. 27 N. Ninth St., St. Petersburg, Fla.

WORLD OF PLEASURE SHOWS

CONTRACTING SHOWS, CONCESSIONS Address FRANK MILLER, 16854 Stanbury, Detroit, Mich. Tel., Vermont 6, 2127.

Peakman Amusements WANTS

Legitimate Concessions—Everyday Open. Penacola Opening, Atlantic City Till 11 P. Write PEAKMAN, 2500 N. E. St., Pensacola, Fla.

happening in Germany, the gross amounting to \$3,711.40. In Milwaukee Auditorium the previous Sunday night the receipts were \$2,992. A tour of cities with large Jewish population is planned by Bryan and Naylor. Detroit, St. Louis, Los Angeles, Washington and Baltimore are already in line.

Picked Up in Macon, Ga.

MACON, Ga., Feb. 18.—P. N. Branson spent several days here, traveling for the U. S. Printing and Engraving Co., of Kansas City. Ray Rogers of Barnett Bros. and Wallace Bros' circuses, was here last Sunday attending to legal business with Earl Conway. Sam Beatty, of Rubin & Cherry Shows, spent a few days here. Charles Forrest is a regular visitor to the trouper's quarters at the Central.

Felix Bley spent several days here as the guest of Tom Altos. Bley is booking Will Rock, magician. Dorothy Herbert, en route to Sarasota, spent several days at the Downsia quarters, guest of Carlos and Etta Carroon. Paul (Ray) Grove, of Casey, Ill., is in Macon.

Mamie Butters, of wire-cog fame, has returned for a rest. Edith Mack, wife of Harry Mack, press agent on the Downsia show, is still in Detroit attending to her mother, who has been quite ill. Charles Katz has returned from Florida after making the larger circuit and enjoying the fishing.

Carlos Carroon has the Liberty and Menage horses of the Downsia show ready to go. Gertrude Redden has signed as a feature with Wallace Bros' side show. Ayes Feister is in Florida visiting her brother, Babe Feister, of the Redding Outlets. Expected to return here shortly. Buck Taylor says all ready for the season—bulls are in tiptop shape.

Eddie Jackson is still at home in Akron, O. Ruby Hoyt, Georgia Land, Jeannette Wallace, Isabelle Gilligan, Freda Stauders, Etta Carroon, Marion Shufford, Gertrude Redden, Mamie and Inez Butters represent the fair sex at the daily gathering in the Central lobby.

COIN OPERATED • • • VENDING • • • SERVICE • • • MUSIC • • •



AMUSEMENT MACHINES

A Department for Operators, Jobbers, Distributors and Manufacturers

Conducted by WALTER W. HURD—Communications to Woods Building, Randolph and Dearborn Streets, Chicago.

REGIONAL

The Minnesota State meeting and regional show at St. Paul February 3 (The Billboard, February 11, 1939) served to enhance the discussion of regional shows for the coin machine industry. The idea of regional shows has been mentioned many times before but perhaps there is more in the background this time to advance the idea.

If there should be general trade sentiment in favor of regional shows the manufacturers' association headquarters would need to serve as a clearing house and general headquarters for all regional shows. Or else there would be a tendency to conflict and cross purposes in the holding of regional meetings.

It would be just as easy for regional conflicts to develop and for competitive promotions to get out of bound as it is for competition in selling to go to extremes. Hence the need of a fostering spirit on the part of the manufacturers' association if regional meetings are ever to mean all that they might mean to the industry at large.

There was considerable talk among members of the vending machine division during the December and the January sections of the national convention this year about the holding of regional shows for the vending machine industry. There were strong indications that something will actually be done by the vending machine trade toward this end.

The vending machine trade would probably benefit more than any other division of the industry by the holding of regional meetings. Such centers as New York, Cleveland, Chicago, Dallas and San Francisco have been mentioned as points for the holding of regional vending machine conventions and exhibits. Other centers would probably begin to appeal for meetings also, once the movement gets under way.

Some have suggested that the vending machine trade could easily time its regional meetings to coincide with regional meetings and displays of supply trades. For example, the candy trade is already committed to a plan of holding regional conventions and exhibits, and with the growing importance of candy vending machines many advantages can be seen in holding regional vending machine shows at the same time and place as regional candy shows.

The idea of reciprocal convention courtesies was employed this year by the CMMA annual convention in Chicago when it exchanged courtesies with the tobacco distributors and the refrigeration industry in national convention at the same time. The tobacco convention had a number of vending machines exhibited at its show. Thus it can be seen that a friendly exchange of convention courtesies with the supply industries may have many possibilities. It is probable that regional shows would have a much more mutual and intimate link than national conventions could have.

The recent Minnesota regional meeting was an example in good management of a regional show, and credit belongs to the officials of the operators' association and the distributors who co-operated with them. The Minnesota area offers at this time probably the best market for amusement games and hence amusement machines dominated at the show. A large hall had been rented and instead of each distributor having an

individual exhibit, machines were grouped by type or class. Hence there were groups of scales, phonographs, vending machines, pinball games, consoles, bells and so on.

This avoided the display of any competition among distributors in showing machines. Distributors located in the region were the only ones placing machines on display.

The Minnesota operators' association held its annual meeting and election of officers in the evening during the one-day convention. The display of machines helped to bring a large attendance when it is often difficult to get operators to attend a State meeting in itself. The Minnesota meeting was arranged on short notice and hence lacked any real publicity: also severe weather conditions hindered attendance of operators from a distance. Food and refreshments were served during the entire day.

The large display of machines tended to distract from the operators' meeting held in the evening. In other words, there was a tendency to hurry so that members could get back to the exhibit floor. Operators' meetings and discussions have practically disappeared from the national conventions, so the regional meetings may have a tendency to restore such discussions.

Operators' meetings probably mean much more to vending machine and phonograph operators than they do to operators of amusement machines. While many legislative questions are facing amusement machine operators during the first half of 1939, still the operator of amusement machines will always be interested most in the displays of new machines. His is a business of supplying the public taste for novelty, hence machines mean more to him than discussions of trade problems.

So in all national or regional conventions where amusement machines are displayed the machines will probably dominate the meetings in the amusement operators' mind.

But with music and vending machine operators there will be a stronger tendency to discuss trade problems, and regional meetings would seem to provide favorable circumstances for such discussions.

An active trade association in each trade center would be a necessity in holding regional meetings. No doubt the movement would work both ways: strong trade groups will encourage regional meetings, and regional meetings will help to build more active State and city associations.

While not many precedents have been set for regional meetings and displays, yet some creditable ideas have been set up. A regional phonograph meeting in Chicago had a unique display of 70 models of phonographs, including one of every model made for the last 10 years. It was truly an educational display. The Eastern cigaret operators have also had displays of cigaret machines from the early days up to the present streamlined designs. These are indications that regional meetings can be made educational.

The regional idea is being used to advantage in other industries. Maybe it is an idea to strengthen organization in the coin machine industry.

International Phono Association Head Addresses Los Angeles Ops

An address delivered by telephone to a meeting of phonograph operators assembled in the Hotel Clark, Los Angeles, February 1. The address was made by E. C. Stephens, manager of the International Association of Automatic Electric Phonograph Owners, who spoke from his headquarters in Chicago.

"Phonograph owners of Southern California, in behalf of the International Association of Automatic Electric Phonograph Owners and its affiliate local associations, I salute you.

"We realize that you, like phonograph owners in all other cities of the nation, are struggling with the seeming insurmountable obstacles of cutthroat competition, chiseling and unethical practices so prevalent in the operating industry. Day by day, week by week and month by month these conditions are becoming more ruinous and disastrous except in those cities where the great national movement to stabilize this industry, thru the International Association, is in progress.

"As proof of the effectiveness of such activities we need only to consider the results obtained in the largest phonograph centers in the country—New York and Chicago. What has been done in those cities should be of vital interest to you; but time will permit only a brief summary of these results.

Chicago Classification

"A phonograph classification and commission schedule was compiled by the Chicago local association. On November 29 this schedule was placed in effect thru a working agreement with the local union of the International Brotherhood of Electrical Workers. At that time the local association had only 43 members, representing approximately 60 per cent of the phonographs in the city. It now has 83 members, representing 96 per cent of all phonographs in the city, all of which has been accomplished within 60 days. These members are now and have been retaining from \$4,000 to \$7,000 more money each week from the proceeds of the phonographs than they did prior to the adoption of the schedule.

"For example, if at your meeting tonight there were \$6,000 in nickels to be distributed among you on the basis of phonographs owned would any one of you oppose such distribution? Certainly not. No one could be so foolish. While in reality this is not exactly what is being done by the local association in Chicago, yet the financial benefit which each member enjoys is, in substance, the same as if such distribution were being made at each weekly meeting. After all, since we are operating phonographs to make profits, isn't it absurd to think that anyone would oppose any plan that could bring about such substantial immediate results? Therefore any opposition must come from lack of understanding.

"The New York local association affiliated with the International on November 16, and in January its membership represented 7,788 instruments, or more than 98 per cent of the phonographs in that city. Do you may know the enthusiasm of the members of that organization, I take the liberty of reading this excerpt from a letter received from Mr. Rubinow, president of the Automatic Music Operators' Association, Inc., New York, dated January 27:

"I cannot close this letter without expressing to you what I feel is the general attitude of all our membership, that is, that our affiliation with the International Association of Automatic Electric Phonograph Owners and the Interna-

tional Brotherhood of Electrical Workers, altho of such recent date, has already lifted their burden considerably and has opened their eyes to the benefits that can be theirs in the future.

Meeting Obstacles

"These are actual demonstrated facts and therefore are incapable of being laughed off or brushed aside by the misrepresentations, ridicule or indifference on the part of those who may have ulterior motives in interfering with our progress. One should look with suspicion on the motives of those who endeavor to obstruct the advancement of so noble a cause which will bring relief and benefit to the vast majority of phonograph owners and service men.

"In both Chicago and New York attempts were made to obstruct the progress of the International Association and its local affiliates—political intrigue, investigation by the State's attorney's office and every other possible method, even attempts to brand the activities as a national racket. Investigations made by legal authorities and others have in every instance brought out the unmistakable honesty and sincerity behind this movement and, most important, the urgent need for an organization of this kind. Therefore do not be daunted by any attempts which may be made in your territory to defeat the purpose of establishing your business. Conduct the promotion of your local association in such a manner that its records and sections may be open to the discerning officials or persons who might feel cause to question its integrity and purposes. Push steadily forward to the goal which will be yours if you do not falter or give way to opposition. We are confident that you cannot and will not encounter anything like the difficulties which have been encountered in Chicago and New York during the early stages of our activities, and therefore the progress which you can make should be more rapid and encouraging.

"What the two largest phonograph centers in the country—New York and Chicago—have done in so short a time to correct the chaotic condition in the operating industry that existed in those cities and to start the profits back into the pockets of the phonograph owners can be duplicated by the third largest—Los Angeles—if you will put forth the same concentrated effort, and co-operation.

"I read a telegram just received today from Mr. Glancy, president of the Houston, Tex. local association:

"Grateful for your letters. Board of directors has unanimously indicated affiliation which will be voted on by membership Thursday night. Directors have also approved specimen by-laws with slight changes and have formulated new and stringent code of ethics. Will notify you by wire Friday morning of outcome. Regards.

St. Louis Reports

"What the St. Louis association is doing I will leave for the president of that association to tell you himself, as it has been arranged that he too will communicate with your meeting tonight.

"Time will not permit covering our other activities in various parts of the country, but all of them are equally as encouraging, which bespeaks the momentum being gained day by day by our association, and which will carry it on to the peak of success.

"We will welcome the early affiliation of your association with the International, and may success and harmony attend your every effort in the formation of it. In your endeavors along these lines I promise you the whole-hearted support of the International Association and all its local affiliates.

"Before signing off I want to urge you, as individuals, to put aside any petty dissensions or differences that may exist and carry in your minds only the good that can be accomplished by earnest and sincere co-operation. Bear in mind that growth sees error, while exuberance discovers virtues. Our industry should honor the men who are constructively progressive and shun those who are progressively destructive. That man is better off who sees the stars than he who gazes into the mud.

"And now signing off, I wish you all a cord good night and best wishes for your good luck and good fortune!"

KEENEY'S POT SHOT PAYOUT TABLE OF FREE GAME



\$152
in one day*
\$278
in one week*

In fact, producing higher earnings than any other Payout table or Free Game operators have ever had on their locations.

3 MODELS (ALL 1-BALL)
4-coin, multiple-play, payout
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Don't delay—order today!

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"The House That Jack Built"
2001 Calumet Ave., Chicago
* Names of operators sent on request

Again Shipping SPINNER-WINNER CONSOLE-ACTION COUNTER GAME

Fort Worth

PORT WORTH, Tex., Feb. 18.—Fort Worth operators are all set and ready for the big Southwest Fat Stock Show and Rodeo. Machines are on every location and many new pieces have been spotted. The North Side, where the big celebration is held, is being dolled up from top to bottom. Already cowboy boots are hammering the pavement on Exchange avenue and more "Wild West" folks arrive daily. More coin machines will be placed inside the grounds this year, which will be a welcome event to Fort Worth ops.

J. L. Chernosky has joined the group of Fort Worth merchandise operators. He has purchased several vending machine routes located in Fort Worth and surrounding territory. His intentions are to purchase and establish four rural routes of bulk merchandise vending machines leading out of Fort Worth. Chernosky is an operator of long experience and is re-establishing himself in a big way.

H. S. Minter and Ernest Walker are having considerable success with their automatic award shooting gallery. Minter is the originator of the device, which is the only one of its kind in the world. Several units will be operated at the coming show and rodeo.

Tommy Lattimore, well-known Fort Worth op, is keeping a heavy string of counter games going. Tommy reports very good business at the present and looks forward to a good year during 1939.

B. E. Traynham, at one time one of the most active operators of this city but who has been absent from the city for some time, is now back at the game of operating again. He has a nice string of machines placed and says he will keep adding equipment to his present supply.

The Ruth Music Co. continues active.

HAWTHORNE
NEW IMPROVED
BALLY SUPREME
KICKING BUMPER
Triple Entry - Pastime
KEENEY'S
Distributors for all leading Manufacturers of Coin Controlled Machines.
Immediate Delivery.
ENID MINT COMPANY
C. M. Mc DANIEL, Enid, Okla.
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"Contact Us For a Better Deal"

Mighty Oaks from Little Acorns Grow
That's the first rule of saving and also of founding a successful business—a business like an operation of **PHOTOMATICS**, which continue making money year in and year out while the get-rich-quick machines have their day and phfff! Think it over carefully and
INVESTIGATE
International Microscope Reel Co., Inc.
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LOOK
IN THE WHOLESALE
MERCHANDISE SECTION
for the
LATEST NOVELTIES, PRIZES
PREMIUMS AND SPECIALTIES

GET KIRK'S GUESSER-SCALE
(PENNY BACK IF YOU ARE RIGHT)
with the "WATCH YOUR HEART BEAT" feature
★
GREATEST MONEY MAKER EVER BUILT
★
ALL-MECHANICAL OPERATION
C. R. KIRK CO. 2626 N. WASHINGTON CHICAGO, ILLINOIS

In the phonograph operating field with Beeburg instruments. This firm is one of the oldest music houses in the city. However, their phonograph operating activities started only a few years ago.

Joe Hanson, formerly of Wichita Falls, Tex., is now operating in and around Fort Worth. Hanson is a well-known Texas operator.

Frankrich Distributing Co. has added a new board operating to its line. The firm reports business fair and looking up for the coming spring.

Operator Bob Martin, an oldtimer on the row, is adding new Beeburg phones to his route every few weeks. He is one of the Fort Worth ops who took old man depression's sock on the jaw, came up for more and just kept right on operating.

Berman Suggests Trade-In Policy

DETROIT, Feb. 18.—Adoption of an all-round trade-in policy is the solution for most of the difficulties that beset the music machine field, in the opinion of Louis Berman, manager of the Champion Automatic Music Co. Said he: "Such a policy would mean higher prices for machines, but paradoxically would actually not cost operators or manufacturers any more money and would improve operating conditions. "As things stand today the operator has to get a minimum per week—43 or 44—from the location owner. Competitive conditions have reached the point where we are forced to give 50 per cent commission, so that we have to exact the minimum in order to meet

the payments on the notes. "If the manufacturers and the industry generally feel that we have approached the saturation point as far as new buyers and to some extent new locations are concerned, let's adopt a trade-in policy generally. The operator who has any kind of a route has good, mediocre and poor locations. He can keep a machine in operation for a period of 18 months, roughly six months in each type of location. At the end of that time the machine should be traded in and the manufacturer should scale his prices accordingly. The payments on the machine cannot be stretched out longer than that period because the machine has about reached the end of its useful life at 18 months. "This means a higher price for new machines and for the new man going into the business, so that the new man will need a substantial amount of capital to start with. But it will mean lower prices, in fact, for the man already established, inasmuch as the trade-in value will be much higher and his cash outlay when he turns in the old machines will be accordingly less. "At the same time the higher prices would discourage the location owner from buying machines. "A general plan of this kind would also discourage those new entrants into the music business who try to push established operators out by offering higher commissions. If they start with machines at a higher price they will not be able to cut under the well-established operators that have already determined and allocated overhead costs. "This automatically solves the problem of saturation, because there would be a new machine to be sold for every machine discarded or traded in. Further, there would always be a steady market for new machines to replace those destroyed by fire, breakage and other causes. "The operator who has a few machines and is operating at a loss or wants to get out of the business for any other reason could sell his machines to some other operator, because the machines would have a definite trade-in value to other operators. This would eliminate the practice of selling to the location owner just to get out from under a loss. "A liberal trade-in policy would mean a constant market for new machines, and the manufacturer would have the assurance that the machines were in the hands of men experienced in the business who know how to take care of them and operate them."

Operating and Maintaining

By FRED BESSER

A department on the repair and upkeep of coin-operated machines. A year's subscription to The Billboard is offered for the best letter received from an operator each month on any phase of the subject.

RADIO INTERFERENCE ON LOCATIONS

Dear Sir: Please tell me how I can eliminate the creation of so-called radio interference from my pin tables on my locations' radio receivers.—H. C. GLUGAS, Pennsylvania.

Answer: If you have definitely determined that it is the pin table that is causing the interference then you will have to install an interference or "static eliminator" on the radio receiver itself. This is not a costly procedure, and the surest way to definitely overcome this difficulty is to explain your problem to the neighborhood radio shop technician and have him prescribe the exact remedy needed. Your problem will present to him a routine radio service call for which he will in all probability charge you his standard fee. Let him do it, however, as he will bring with him an assortment of wave traps, filters and eliminators and by trial he can determine the one best suited for the peculiar conditions under which the radio at that location must operate. There has just been introduced to the radio trade a static eliminator that is adjustable, and once the technician has determined what must be attached to the radio to reduce the noise it is a simple matter to place the correct one in service. It is wise to employ a radio technician, as your only problem might be a different method of plugging the radio into the supply line or a slight aerial change, etc.

KEEPING EQUIPMENT CLEAN

Dear Sir: I don't believe that I am any more fastidious than the average, but I pay almost as much attention to keeping the outside of my games clean and spotless as I do about keeping them in perfect playing condition. I accomplish this in a number of different ways. At some locations where there is not a large number of employees I make it a point to pay a routine call for the sole purpose of cleaning up the games. Soap and water and a little Bon Ami, go a long way in eliminating the grime spots. I also have a can of wax and a rag, and with a little muscular effort it is surprising what a clean appearance my games present. On the spots where there is a porter or some help that are accustomed to cleaning table tops or booths I tip one of them weekly for the sole purpose of giving the glasses on my games a couple of "wipes" as they pass them by. You have to use judgment in picking someone or they'll "take you," but I usually get around to explaining how the games perhaps pay part of their salary for the boss. You'd be surprised how it helps me! Another point that I try to watch is to keep the front moldings on the games clean. When it is dirty I replace it with an extra molding that is clean and I take the dirty one back to the shop. A little bit of sandpaper and then some clear lacquer to match the remainder of the molding and it's finished. It always annoys me to have to play a game with a glass so dirty that you can hardly see the ball and a molding so filthy that you are afraid to touch it for fear of becoming infected. This might sound silly to you, but try it some time and you'll discover that what looks clean and wholesome is the equivalent of something entirely new to a lot of players.—A. B. PLANK, New York.

OPERATING GAMES ON 25-CYCLE CURRENT

Dear Sir: I am operating in a territory whose electrical currents are rated at 115 volts, 25 cycles. It is quite a bother and expense for me to purchase games that are built especially for 25-cycle operation. Is there any way by which I could purchase some unit that would allow me to operate the regular 60-cycle games thru this unit directly from the 25-cycle current? What is the real difference between 60-cycle and 25-cycle current?—HENRY ANOUS, Canada.

Answer: There is a device known as a frequency changer that would be suitable for your games. These units, however, are expensive, the cost being approximately that of a novelty game. In addition they are large and heavy and you would require one for each location.

The final choice of whether these units would be applicable to your operating requirements must be yours, as you would be in a position to know whether your locations would consent to the operation of a device that might have to be placed in the backroom in an attempt to silence the noise, and whether the location would permit its continuous operation. I am speaking now of a rotary frequency changer, somewhat on the same order as a rotary converter (by a rotary converter, in this business, is usually meant a device that converts direct current from the supply lines into alternating current of either 60 or 25-cycle frequency). There are also vibrator type frequency changers, which are akin to vibrator type converters. Here again the meaning of converter in this business is assumed to be the type that converts direct into alternating current.

To obtain a clear conception of the difference between 60 and 25-cycle current let us first visualize the operation of direct current. In this type of power supply the current always travels in a continuous direct line; out one wire thru the game and back thru the other wire. This action is never changed; the current always flows in just this one direction. In alternating current, however, the current first flows out one wire and back the other wire; then it reverses its direction of flow by flowing out the second wire and returning to the power supply by means of the first wire. As a further illustration, consider that you could view just one of the two supply wires and that you could see the current flowing thru that one wire. Then you would see the current flowing first from right to left, then from left to right, and continuing this alternating direction as long as it flowed.

Now each complete, double change of direction (namely, once flowing toward the right and once flowing toward the left) constitutes a cycle. Thus if the current is specified as being 60 cycles per second, it also means that there are 60 changes as described. It also means that the current travels 60 times to the right and 60 times to the left during a specified time. This specified time is always one second, so that a 60-cycle current has 120 reversals of current direction each second. When current flows thru a coil the coil is reluctant at first to allow the current to pass thru it, but after a small fraction of a second we could say that the coil becomes accustomed to the current and lessens its reluctance and allows the current to flow. This is the condition that exists when the coil is being operated on direct current. Now if we operate the same coil on alternating current of 60 cycles there will be 120 times during a second when the natural reluctance of the coil attempts to prevent the current from flowing. To equalize this condition it would be necessary to place a heavier wire on the coil, which would allow a larger current to flow, thus generating approximately the same power as was originally generated by the coil operated on direct current.

If the coil and relays that were originally intended to be operated on 60-cycle current were connected to a power supply of 25-cycles they would draw more current and consequently would have 60 much power that they would pound themselves to pieces. This can be understood by realizing that the coil would allow more current to flow when the current is changing only 60 times a second (for 25-cycle current) than when the current is changing 120 times per second (for 60-cycle current). This is all due to the one fact that a coil at first attempts to resist any current from flowing thru it. Thus the lesser the number of times the current attempts to change direction the more current will flow in any one coil.

When a game is ordered for 25-cycle operation it is necessary for the manufacturer to change every coil on the game to make them operate properly on that frequency. It is also necessary for the transformer to be redesigned for 25-cycle operation. You will observe that of two identical transformers, one for 60-cycle and one for 25-cycle operation, that the 25-cycle transformer has been changed in the windings and that there are approximately twice as many iron laminations composing the core.

3 Across the Boards	\$33.50 Ea.
10 Around	32.00
20 Around	\$2.50 Ea.
1 One-Two-Three, Liza Meritt	\$5.00 Ea.
1 Pick 'Em	\$5.00
2 Quizzes	\$5.00 Ea.
3 1234 Track Times	\$5.50 Ea.
4 1237 Red Head Track Times	\$5.50

WHAT IS YOUR BEST OPERATOR FOLLOWING NUMBER?

1 DAILY BERRY	2 PANCO RACES
2 SEE JAY	3 PLAY TIME
3 HUMPALITES	4 RODMONY
4 CAROM	5 ROYAL RACES
5 DAILY RACES	6 SPEED KING
6 FLICKERS	7 SPRINGTIME
7 HIGLEAM	8 TURF CHAMP
8 NI-DE-MOS	9 FLEETWOOD
9 HIGH CARDS	10 FOTO-FINISH

1/2 Deposit, Balance C. O. D.

Cleveland Automatic Vending Co.
1823 E. 9th Street, Cleveland, O.

BLOTTO BRAND NEW PENNY COUNTER GAME!

LEGAL EVERYWHERE!

Blot of Gum released with every penny inserted! Plenty of thrills, action, suspense! It's a real profit-maker because it has so MUCH PLAYER APPEAL—CHEATPROOF! Special compartment in machine for winners giving you a perfect checkup!

ORDER YOUR SAMPLE NOW. (Size 19"x13"x7 1/4")
1/2 Deposit, Balance C. O. D. LOTS OF \$13.50.

ACME SALES CO., 779 Conoy Island Ave., Dept. B-225, B'klyn, N.Y.
Only National Distributor for BLOTTO



OVER 100 STYLES TO SELECT FROM.

THE ORIGINAL RED-WHITE & BLUE

THE LEADER OF ALL JAR DEALS.

50 WINNERS. Each \$1.10 \$1.00
1850 Tickets. Each (In Oct. Lot) JARS, 30¢ Extra.
Take in 75¢-82.50
Pay Out 72.00
Please State Your Business When Writing Us.
Profit \$30.50
Write Us for Full Particulars on Our Complete Line of Jar Deals. ALSO SEND FOR CATALOG.

WIS. DELUXE CORP.
1900-12 North 3rd Street, Milwaukee, Wis.

ATTENTION DISTRIBUTORS!

GET EXCLUSIVE RIGHTS FOR YOUR TERRITORY NOW!

The only exact Miniature Bowling Game—uses real pins. Patent money-maker of them all. Size 10 by 4 feet; Mechanically perfect, foot-proof coin mechanism. Sets and resets pins automatically. We are the ONLY FIRM manufacturing this sensational game.

Write for Exclusive Territory—NOW!

MINIATURE BOWLING COMPANY
328 South 6th Street, NEWARK, N. J.

Ops View Advertising Records

By TOM MURRAY, Fort Worth

NO DOUBT every music merchant in the United States and Canada has heard something about this record advertising idea. It was first mentioned at the phonograph operators' meeting which was held at Chicago during the convention and exhibition held at the Sherman Hotel in January, 1938. Since that time phone operators have been discussing the idea pro and con. It has been a topic every time music merchants got together, but to date nothing definite concerning the record advertising idea has been announced. Now and then some item of publicity regarding the plan filters into print, but no one, until now, has actually gone to the active phonograph operators and talked or discussed the matter with them. As my old clothing merchant of Chicago, years ago, used to say, "Meet me face to face." No one has actually gone out and met the operators face to face on this record advertising matter until I took it upon myself to do so. I'm going to present to you in this article the music merchants' reaction to the idea and you can weigh their opinions as you see fit.

We might as well start talking about this question now, because it is growing paramount every day and a short advertisement placed on the hundreds of thousands of automatic phonographs throughout the United States is nothing to be sneezed at from a profitable advertising standpoint. Manufacturers of various national products are also realizing this very truth as well as leading advertising agencies. The net of automatic phonographs, playing to millions of people daily from Maine to California and from the Northern border of Canada to Brownsville, Tex., offers national advertisers one of the best advertising bets they have ever had. And judging from present indications something is going to be done about it right away.

A Short Answer

To start, let's use the shortest answer received in our many interviews with music merchants about advertising records. This short answer came from a noted North Texas phonograph operator when approached about the subject:

"I would be interested in such records for about 300 machines along the line of some reasonable remuneration per machine for the operator."

Another music merchant who has been in the business since the days of the first automatic phonographs answers our questions about advertising records this way:

"To be frank, I am truly at a loss to express myself clearly and say just exactly what I think would be the outcome of playing records with advertising messages cut on them. However, I believe that it would be all right to have, say, 10 words of advertising on a record and the rest good music. The music would have to be good. And again, it might not work out so pretty. If it could be worked out it would be a fine thing for the phonograph operators. Naturally, I myself, like other operators, would expect some sort of pay for running the records on my machines. I don't think operators would bother with the ad records just for free playtime."

Of course, we operators have to consider our locations. They will have as much to say about these advertising records as we operators, and no doubt they will expect some sort of a cut-in if they have to listen to the advertising over and over for a solid week."

You will note that this operator sees trouble coming up with the location owner when he starts loading his machine with ad discs. We will hear more regarding the deal from the location owner's viewpoint a little later in this article.

Two Sides to Idea

And now, here are the words of another pioneer music merchant, one who started with the piano way back when William S. Hart was a two-gun man in the silent movies. Listen!

"This record advertising business sounds like a youth whose voice is changing, good and bad, high and low, coarse and fine. No doubt there will be many problems to iron out before it becomes a pleasant and profitable venture, but I believe it is coming just as sure as new models are coming, and we ops might as well start talking the thing over and go to turning it

around in our heads. It will certainly be up to the advertising concern that attempts this venture to take care of all royalty fees, etc., that might bob up. The poor op has all he can handle now just to make his monthly payments. He can't stand any more expenses. In fact, he will have to be paid for this record advertising service or it will not go."

We are beginning to see already that the operator will not tolerate these ad records just for FREE discs. It will require a little compensation to interest him in using ad records and caring for them as they should be.

And now we will hear from one of the country's most aggressive music merchants, a man who has a large investment in phonographs and who depends upon selling music for his living, like thousands of other operators. He answers at length, weighing every word as he speaks:

"I have been hearing various rumors of such a thing as advertising on phonograph records and operators placing them in their machines, and I have given some rather wandering thought to the matter. However, I would hesitate to make snap judgment on the matter.

Needs Extra Revenue

"I will say this much; the music operator certainly needs some extra revenue, and if advertising will give it to us, why not? The advertiser who creates or has the recording done must be smart enough to offer good music to go along with the ad records. One of these ad records without good music will fall flat and kill play on the machine.

"It does seem possible that the operator could get some worth-while power of suggestion in having his machine play at regular intervals. If the idea of automatic playing every 30 minutes does show up it looks as tho it might keep play going on a phono. But again the location owner comes in and how do we know but that he'll get plenty tired of listening to advertising over and over and believe me, most of them are plenty cranky.

"I do know that the advertising on the platter should be short and very much to the point and the music better than just fair. The machine MUST be so equipped with a device that would protect the customer from paying for the advertising record. And last but not least, such an attachment must be workable and free from creating service calls."

Talks to Locations

Next we hear from a large music operating organization's president. It

seems that this man, before permitting an interview, talked with his locations, and he brings up some new angles that will present themselves when these advertising records start spinning in the American phonographs throughout the land. We will let our good friend take over the mike and talk to you:

"Regarding this record advertising matter, I talked with a number of my locations, as well as with my associates, and it is their opinion as well as my own that such records will be very unsatis-

ATTENTION OPERATORS

Cleveland and Ohio

Immediate Delivery in Cleveland and 24-Hour Delivery to All Parts of Ohio on

THE COMPLETE LINE OF

GENCO GAMES CIRCUS - BUBBLES and STOP & GO

The Above Genco Games in Both Regular and Free Game Models.

AVON NOVELTY CO.

2923 Prospect Ave.,

Cleveland, Ohio.

Patents and Inventions

By KEN C. SHYVERS

Patents are issued once every week by the Patent Office in Washington, D. C. Searches are made of all coin-operated devices and parts thereof, also on out-door rides and such games as it appears could be adapted to coin operation. The Billboard's sole object in maintaining this department is to present in a matter of hours the patents just issued to enable manufacturers and inventors to get together on a commercial basis and for the general knowledge of those interested. Without inventions and new blood no industry can go forward.

Patent No. 2,149,160.
Pertaining to Turnstile.
Application, December 6, 1938.
Issued February 7, 1939.
Number of Claims, 8.
Inventor's Name—Starris J. Lacey, Brooklyn, N. Y., now by judicial change of name Stephen John Lewis.
A counter and operating mechanism therefor.

Patent No. 2,149,194.
Pertaining to "Game Device."
Application, March 26, 1938.
Issued February 7, 1939.
Number of Claims, 3.
Inventor's Name—Harry A. Rubens, Joliet, and Edward R. Toorpe, Galesburg, Ill.

A game . . . the combination of a hollow boxlike structure having a top wall provided with a plurality of rows of elongated slots, each slot in any row being separated from and out of communication with adjacent slots in said row.

Patent No. 2,149,253.
Pertaining to Phonograph Adjustable Drive.

Application, June 30, 1938.
Issued February 7, 1939.
Number of Claims, 4.
Inventor's Name—Joseph Erwood, Chicago, Ill.

Assigned to the Webster Co., Chicago, Ill.
A driving connection between a spindle and turntable comprising a plurality of springs each having a curved portion in frictional engagement with the spindle and all together engaging therewith through substantially 360 degrees.

Design Patent No. 113,245.
Pertaining to Design for a Phonograph Cabinet or the Like.
Application, December 8, 1938.
Issued February 7, 1939.
Designer's Name—Henry T. Roberts, Chicago, Ill.

Assigned to J. P. Seeburg Corp., Chicago, Ill.
The ornamental design for a phonograph cabinet or the like.

Design Patent No. 113,246.
Pertaining to Design for a Phonograph Cabinet or the Like.
Application, December 8, 1938.
Issued February 7, 1939.
Designer's Name—Henry T. Roberts, Chicago, Ill.
Assigned to the J. P. Seeburg Corp., Chicago, Ill.

factory.

"One of my best locations said he would not let us use the records in any place if they advertised various beers, drinks, etc. He said, for instance, that he has good customers that frequent his place who might be working for the very firm with whom the advertiser on the record would be competing. Advertising a certain drink would offend the customers who might be working for competitive concern. These customers would certainly not play a machine with their competitor's advertising on it. This is one angle I gathered from my locations.

"Another location owner pointed out that some folks came to his place to play the phonograph and get away from the radio advertising which gets so tiresome. Then to turn phonograph advertising loose on them would ruin his business. As I and my associates see the thing at this time, we are absolutely against such an idea and will have to see things differently from the way we see them now should we ever use such records."

So these few opinions direct from operators, will give music merchants something to be thinking about and also prompt them to start feeling out their locations as to how they feel about the matter of records carrying advertising being played in their places of business.

The Billboard will be glad to hear from other music merchants on this subject.



THE GANG waits around to play Skill, Mills' new skill game.

TOPPER!



Designed to provide operators with maximum service and sales appeal at a LOW PRICE. Vends everything—candies, peanuts, pistachios, charms, etc. Capacity 5 lbs.

\$6.75

Special Introductory Offer!
1 Topper
10 lb. Candy
1 gr. Toys
All for \$2.75.

PEANUT & GUM VENDING MACHINES

Now, direct from factory.
Only **\$2.40** and up

Over 50,000 sold.
1/3 Deposit With Order, Balance C. O. D.
Send for circular and easy terms.
Order Now
Factory Distributor

TORR 2047A-SO. 68
PHILA., PA.

250 CHARMS NO LEAD—NO JUNK ASSORTED \$1.00 (55 Varieties)

F. O. B. Chicago. 1/3 Deposit with Order.
KING & CO.
FORMERLY BUREL & KING
3700 W. LAKE ST., CHICAGO, ILL.
Distributors for
NORTHWESTERN MFG. MACHINES
PAN'S HARD SHELL CANDIES

PROVEN Money Makers!

Experienced operators know the important thing is to get the Vendor into the location! Torr's has got everything built. Maintenance, compact, it gets into taverns, waiting rooms, stores and restaurants closed to ordinary vendors. Thousands already placed; room for thousands more. The most profitable machine; just once-backs. We'll match it against any other in the low priced field. Has 12 revolutionary features, including Magic Coin Selector, Yale Tumbler Locks, adjustable dispenser, Venis carry, gum or peanuts, 1 1/2 and 3-lb. sizes. Thousands of Torr Money Vendors now making real profits to operators. Don't wait. Write for full details, prices and money-back guarantee today. **PIELING MFG. CO.**, Dept. 3, Jackson, Miss.

FEBRUARY SPECIALS

EACH MACHINE THOROUGHLY RECONDITIONED

10 Northwestern Deluxe	9.00 Ea.
10 Western Mfg. Vendors	5.00 Ea.
10 Perfection, Yonkers Lock, Box 4 Station	5.00 Ea.
10 Special, with Stands and Overruns	18.00 Ea.
200 Penny Kings, Ball Gum	1.00 Ea.
Capacity 200, Gum Only	2.00 Ea.
10 You Chew Gum Vendor, Olympic Plated, Latest Model	4.00 Ea.
10 Olympic Deluxe Grip Scale	0.50 Ea.

FREE
1 lb. Candy or Peanuts, or 500 Ball Gum and Brackets with each.

LUCKY BOY VENDOR \$5.95
Write for prices of many other new and used machines.

RAKE 9400 Woodland Ave., Philadelphia, Pa.

ROWE ARISTOCRAT

6-COLUMN—SLUG PROOF 1 1/2 CIGARETTES
RETT MACHINES, Reconditioned \$11.00
new. Capacity 100
Packs:
1 or Many
\$20.00 Ea.
5 or 10 Machine/
\$22.50. Floor Stand,
\$3.00. Equipped with
200 Coin Slot, \$2.00
Ea.

TERMS: 1/3 Deposit, Bal. C. O. D.

ORROBBINS & CO. 1141-B DEKALB AVE. BROOKLYN, N.Y.

MERCHANDISE MACHINES

King & Co. Handling Pan Candy Line

CHICAGO, Feb. 18.—Officials of King & Co. announce that the firm is now handling a full line of the Pan Confection Factory line of small confections for bulk vendors. This line includes the greatest variety of small confection items to be had anywhere, they state. The firm also reports that its line of vendors and supplies is showing increasing sales every day.

American Chicle Makes \$3,297,495

NEW YORK, Feb. 18.—Operations last year of the American Chicle Co. resulted in net profit of \$3,297,495 after expenses.

depreciation, federal income taxes and other charges, according to the annual statement issued by Thomas H. Blodgett, chairman and president.

The earnings are equivalent to \$7.54 each on the 437,300 shares of stock outstanding and compare with \$3,819,078 or \$8.27 each on 437,500 shares earned in 1937.

In the final quarter of 1938 the company had a net profit of \$745,827 or \$1.70 a share, while in the fourth quarter of the previous year \$811,032, or \$1.85 a share was made.

Current assets as of December 31 last amounted to \$9,067,362 and current liabilities to \$1,050,724, as compared with \$7,235,061 and \$994,184, respectively, at the end of 1937. Cash increased to \$2,929,788 from \$1,916,566 a year earlier. Inventories at cost aggregated \$2,900,078 at the close of last year against \$3,025,523 on December 31, 1937. Earned surplus of \$6,272,859 compared with \$5,600,289 a year before.

cigarette merchandisers' association

The writer of this column finds himself up against the rail and squarely behind the eight ball this week. With a Friday night deadline to meet, he cannot wait to report the happenings at the Interstate CMA meeting scheduled for tomorrow (February 18) in Newark, nor is it possible for him to write what will transpire at the second annual exhibit, dinner and dance of the CMA of New Jersey on Sunday at the Hotel Robert Trent in Newark. Consequently, followers of this column will have to wait for the March 4 issue for the report of these two CMA events.

From Mrs. Babe Kaufman comes a suggestion which many cigarette merchandisers should find of value. Mrs. Kaufman is a well-known figure in the coin machine world. In addition to her activities in the music machine field, she operates cigarette machines and is on the board of directors of the CMA of New Jersey.

It seems that a few weeks ago Mrs. Kaufman was checking over her operating costs for 1938 and was somewhat appalled by the amount it had cost her to mail commission checks to the location owners in whose establishments she has machines. So she figured out a new system which has all the advantages of using checks, yet saves her the 5-cents per check cost she formerly paid to send her customers their remittance.

Mrs. Kaufman's system is a simple one, which any operator can put into effect immediately. Instead of mailing checks to location owners she sends them the form printed below completely filled out in check form. When her service man calls the location owner "cashes" the voucher and both the location owner and the service man sign their names on the back of the check as witness of payment. At the end of the day the service man turns in the vouchers he has redeemed together with his cash and a report of his collections. The cash plus the total of the vouchers must equal his collections. Simple, eh? Yet Mrs. Kaufman reports that this system will save her many hundreds of dollars during 1939.

Mrs. Kaufman's suggestion makes us think that undoubtedly many of those who follow this column have devised similar money-saving schemes. This business is far too young in years for any operator to know it "cold." New ideas are constantly coming to light—ideas which can make this business more profitable for everyone once they are made known. So this is a plea to all operators of cigarette merchandisers: Don't hide your light under a bushel. Let us know of any system you have devised or put into practice which reduces costs, increases efficiency, etc. It is only by the constant interchange of ideas that this business will continue to progress.

An interesting report on the physical effects of smoking has just been published by a group of University of Southern California scientists who conclude from their research that effects of nicotine from smoking do not interfere with growth of the bones or cause degeneration of the blood vessels. "We do not conclude that smoking causes disease of the heart," also said Dr. Clarence E. Thielen, professor of pharmacology. "In the presence of other ailments, however, nicotine may become a contribut-

MODEL "E" SEL-MOR

\$6.25

SAMPLE
(CHEAPER IN QUANTITIES)
GUARANTEED 4 1/2 YEARS

Sells all Candies, Toys, and Ball Gum. Brings BIGGER PROFITS!

Ask Any Smart Operator!

GREAT STATES MFG. CO.

Dept. E, 1601-06 E. 29th St., Kansas City, Mo.

tributing factor." The experiments conducted under Dr. Thielen's direction for some years indicate smokers' fat tissue is reduced by 10 per cent. "Other ingredients found in tobacco smoking," he said, "include tar, carbon monoxide and pyridine. However, we are confining our experiments only to the effects of nicotine.

"Many smokers confuse the smoke stain resulting from blowing onto a handkerchief with nicotine, when it is merely tar. Approximately nine-tenths of the nicotine is burned up in smoking, but it is the other one-tenth, absorbed into the blood from the lungs, that we are interested in studying."

Reporting methods and results of experiments on nicotineized rats, Dr. Thielen said there is no apparent difference in effects as between the sexes, altho reactions on succeeding generations are still a subject for further investigation.

There is much conflicting evidence, he said, "as to effects of smoking on the nerves, digestive glands and the brain. However, we are confining our experiments to the physical effects of nicotine alone on tissues, and we consider our work as just begun."

A welcome visitor to New York this week was Walter Guild, manager of the CMA of Massachusetts. He gave an interesting report on current conditions in Boston. Seems like the governor's suggestion of a 2-cent State tax on cigs is due to be enacted soon. Guild was a mighty busy man while here, and stated Friday that he intends to be on hand for the Interstate CMA meeting Saturday and the New Jersey jamboree on Sunday. He also revealed that the Massachusetts CMA will hold their next meeting on March 9. Anthony Mason, head of the Connecticut CMA, will be the guest of honor at that meeting and will tell the boys just what effect the Connecticut State tax on cigarettes had on CMA members in his State.

Sales of Philip Morris cigarettes in January were approximately 740,000,000, a 16 per cent increase over January, 1938. This compared with sales of 900,000,000 in December, which represented an approximate 23 per cent increase over the 1937 comparative. The decline in January compared with December was about in line with the usual seasonal contraction, it was reported.

The CMA of New Jersey will hold their next meeting on Tuesday, February 28. This will be the first meeting at which the newly elected officers will preside. Standing committees for the year are scheduled to be appointed and a report of the second annual exhibit, banquet and dance will be made.

This meeting will also be the first to be conducted along new lines recently adopted by the group. New meeting policy calls for the meetings to begin promptly at 8 p.m., regardless of whether or not a quorum is present. At 11 p.m. the meeting will adjourn no matter what business still remains to be discussed. These hours, from 8 until 11 o'clock, will be devoted strictly to business of the association. All speakers or other events of an entertainment nature will go on at 11 p.m. after the regular business of the association has been concluded. By adhering strictly to this schedule CMA members hope to keep their meetings from running into the wee hours of the morning.

Correct Portions Are Necessary for Profitable Vending

By W. R. GREINER

Northwestern Corp., Morris, Ill.

Altho we have frequently mentioned a simple way to determine the correct portion to vend in machines, for the benefit of our many new readers we again provide this information. The first step is to decide the percentage at which you wish to operate, whether the cost of your merchandise per pound will be 20 per cent or 25 per cent of the gross amount per pound.

If you believe 25 per cent is sufficient take the cost of your merchandise plus transportation costs, multiply it by four (if you prefer 20 per cent multiply it by five), which will give you the number of pennies your machine should take per pound of the merchandise. Divide this amount into the number of pieces per pound and you will have the correct portion. Place the correct number of pieces in the delivery cup of the machine, close or open the portion adjuster until the merchandise comes flush with the top of the delivery cup. Your machine will then average the desired amount per pound.

As an example, say Spanish peanuts cost you 10 cents per pound and average 1500 pieces per pound. You are going to sell them using the 20 per cent basis, which gives you 50 cents per pound. Divide 50 cents into 1500, which gives you 37 pennies to the portion. Practically all merchandise used in bulk vending can be figured at this percentage with the possible exception of pistachio nuts, which may run a little

Nearly every manufacturer of confections gives you the count per pound on their price list, however, the number of

pieces of merchandise to the pound is easily determined by weighing an ounce, counting the number of pieces that weigh one ounce and multiplying by 16.

Most everyone knows that 20 per cent is the correct amount to pay to the location on bulk vending machines. In some cases, however, it is necessary to pay 25 per cent, which is top. Many operators tell us they find when paying 25 per cent to the location that figuring the merchandise at 20 per cent is very satisfactory. Thereby 55 per cent is left to cover servicing costs, depreciation and provide ample profit.

Coca-Cola Net Is \$7,363,846

NEW YORK, Feb. 18.—The annual report of the Coca-Cola International Corp., made public recently, showed a net income for 1938 of \$7,363,846 after expenses, federal income taxes and other charges. After deducting \$588,932 dividend payments on the Class A stock, the result is equivalent to \$35 each on 194-110 shares of no par common stock outstanding at the year end.

The net income in 1937 amounted to \$7,420,022, or \$35.11 a share on 194,808 common shares then outstanding.

Urges Advertising, Selling Tie-Up

CHICAGO, Feb. 18.—The increased volume in 5-cent sales and the importance of closely watching the trends in consumer demand by the retail merchant are stressed in a report issued recently by the William Wrigley Jr. Co. Columnists will be interested in the report in that it urges the immediate usage of advertising as a sales stimulator.

"Candy men have worked out a system of watching for increases in buying demand on one or another item. They do this by keeping in close touch with the advertising programs of manufacturers whose products they handle. They follow the pulse of demand, order their stocks accordingly and get big extra profits each month without added expense or effort," the statement declares.

"Today when advertisers start a new radio program or put on a special advertising drive it frequently results in a quick and sustained rise in the demand for their products.

"The candy man naturally benefits by these increases in popularity if he has sufficient stock on hand when the increased demand occurs.

"Alert buying methods are constantly

becoming more important in retail business. Buying practice should be made to follow public demand as closely as possible. Cut and dried methods of ordering stocks according to routine business needs no longer can keep pace with the quicker results of modern advertising," says the Wrigley report.

"As a typical example, just recently a special advertising campaign to push the sales of Double Mint chewing gum was started. The program turned out to be unusually successful. A check was made to find out how the dealers were handling increased demand for Double Mint.

"This check showed that stocks were so quickly depleted all over the country that many dealers were running short week after week. Dealers were losing substantial profits which they could easily have gotten because they were not in a position to push a product that was enjoying a marked speed-up in sales.

"Modern advertising methods can, however, make it easy for the retailer to gauge how often and how much to buy in order to get the maximum profits out of his business. He can very simply change his buying practices to take advantage of the bigger sales which advertising is regularly stirring up for one product or another.

"The retail dealer should form the good and profitable habit of watching the advertising programs that are put behind the products which he has in his store. When he notices that a certain product is being featured on the radio, in the newspapers or magazines, he should immediately order an extra stock of that product.

"The experience of the retailers with Double Mint chewing gum proves conclusively that habit buying is robbing retailers of many dollars of profit that walk into their stores every day and walk out again without their over knowing it.

"The dealers who are getting big profits out of nickel sellers are the ones who increase their orders and displays at the start of rising demand."

Business Is Good With Avon

CLEVELAND, Feb. 18.—According to Art Nagel, of Avon Novelty Sales Co. here, business is taking on a much brighter aspect. He says that they are doing a tremendous business on used equipment, making large shipments of reconditioned machines daily. Apparently operators are looking forward to the coming outdoor season, anticipating many new locations for games and machines in parks, resorts and pools, he says.

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 Northwestern are not only fine dependable machines, but they earn more money. The machines 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.

THE NORTHWESTERN CORPORATION 14 E. ARNSTROM ST., MORRIS, ILLINOIS

NORTHWESTERN Ball Gum Vender. The most beautiful vender ever built. Shined like chrome, sanitary delivery chute, porcelain finish. Vends the ball gum. Complete with 500 balls of 3/4 inch ball gum, \$7.95. \$9.00 cash with order, balance C.O.D. **M. T. Daniels** 1027-B University Avenue, Wichita, Kansas

New York Coin Men Cavort At Gala 7th Annual Shindig

720 take in event held at Billy Rose's Diamond Horseshoe—hailed as most successful affair staged by combined groups—out-of-towners present

NEW YORK, Feb. 20.—Holding strong to their policy that it is better to "listen to a show instead of a speech," the Amalgamated Vending Machine Operators' Association, Inc., and the Greater New York Vending Machine Operators' Association, Inc., held their seventh annual banquet and dance at Billy Rose's famed Diamond Horseshoe night club last night. More than 720 distributors, jobbers and manufacturers' representatives, together with their wives and friends, were on hand to enjoy what all hailed as the most successful affair the associations have staged. The entire club was turned over to the groups for the evening, and the affair was under the capable management of Joseph Fashman, general manager of Amalgamated, and his assistant, Alfred Lipshay, together with Saul Kalson, general manager of the Greater New York group, and Bart Hartnett, executive manager. Festivities started at 8 p.m. At the conclusion of the dinner the members enjoyed the star-spangled floor show and danced to the music of Noble Sissle's Orchestra. In addition to prominent local columnists, many out-of-town members of the industry made special trips here to be present. Among them were Jack Nelson, vice-president and general sales manager of Rock-Ola Mfg. Corp., and Al Silverman, general manager of National Paragraph Parking Meter Co. of Chicago. The special group of Wurlitzer representatives who journeyed from Buffalo to be on hand included Ernest Petering, Robert Bolles, John H. Schwartz and Merv Turwilliger.

EASTERN 350 MULBERRY ST. NEWARK, N. J.

EVERY MACHINE PERFECTLY RECONDITIONED READY TO PUT ON LOCATION ANYWHERE! Northwestern Co. Lutz, Combination 1c. & 5c. \$11.00. Northwestern Mfg. Co. Combination 1c. & 5c. 8.00. Northwestern 1c. Meter, 6.00. **Northwestern 1c. Ball Gum, 5.00. Northwestern 1c. Meter, 6.00. Northwestern 1c. Meter, 6.00. Northwestern 1c. Meter, 6.00.** Depend With Order, Balance C. O. D.



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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.



MUSIC and GAME OPERATORS Add 1 or More **SILVER KINGS** On Each Location. Watch PROFITS Grow With No Extra Steps. Everything furnished for a quick start. **SPECIAL—One Vender, 10 lbs. Candy, 1,000 Churns, 1000 Cakes, 1000 Biscuits, Only \$8.45** Ask for Special Information in Vending. Send for FREE Circular and Terms. Factory Distributor.

TORR 2047-A-SO. 68 PHILA.

SALESMEN WANTED Experienced Vending Salesmen to sell to operators a nationally known product backed by real and national advertising. Good territory given and guaranteed. Must be financially able to carry out. Desirably area to earn from \$120 and up per week. Offer references and details in length in first letter. Address: BOX D-100, care The Billboard, Clarks Summit, Pa.

YOU NEED New Erie Digger MACHINES. NEW PARTS TO REBUILD YOUR OLD DIGGERS? Order for Spring Catalog Now. **ERIE MFG. CO.** Est. 415, Middleton, Conn.

MUST SELL AT ONCE 50 NEW JERSEY LOTION DISPENSERS. Never been used. No reasonable offer refused. Care The-Billboard, BOX D-174, Clarks Summit, Pa.

MUSIC MERCHANDISING

N. J. Music Group Grows

Plans regional exhibit to celebrate success and to meet supply men

NEWARK, N. J., Feb. 18.—Assuming the management December 31 of the Automatic Music Association of New Jersey and still continuing to represent the Cigarette Merchants' Association of New Jersey, LeRoy Stein reports that the membership of the Automatic Music Association numbered 12 at the time and that within a short period of seven weeks the membership campaign was successful in increasing the membership to where it is now known as the "Feinz Association," i. e., 57 varieties of operators throughout the State of New Jersey.

This phenomenal growth has given such impetus to the association that it has already accomplished more in seven weeks than some other associations have been able to accomplish in as many years, members state. With an election of new officers, a board of directors and an arbitration board the association is now able to function efficiently.

The legal department is in charge of Sol L. Kesselman, who holds a similar post in the Cigarette Merchants' Association of New Jersey. Working together with Manager Stein, counsel Kesselman has been able to offer a number of services which have already been of direct benefit to the members in combating adverse legislation.

From the very day on which he took hold Manager Stein has condemned vehemently the use of smutty records and it is with pride that he reports that not a single record of this character has been placed in any phonograph in any location within the State of New Jersey. The Automatic Music Association of New Jersey will not countenance a violation of this rule and expulsion from the association is the penalty for this breach of contract, he says.

In addition, the co-operation of all manufacturers is sought and a policy of writing the representative of the several supply men has already been introduced. Among the first was Sam Kresberg of the East Coast Distributing Corp., Marty Wilnick of the Pioneer Co., David Wagman, of the Krich-Radioco and David Stern, of the Royal Distributors, and others representing unnamed companies.

It has already been suggested by the publicity committee that the association conduct a regional exhibit and banquet to celebrate its unprecedented success in organization and in order to provide an opportunity for the supply men to meet their customers in fraternal surroundings. The publicity committee has already given notice that it will seek the appointment of a special committee to carry out this project.

Another committee to function in the near future will be the World's Fair committee, whose purpose it will be to arrange for an official visit of music merchants to the World's Fair and if possible to have a day set aside to be known as "Automatic Music Merchants' Day."

Although the plans are still vague, we have learned from a good source that manager LeRoy Stein will try to organize a Interstate Music Merchants' Association similar to that in which he was instrumental in organizing among the first groups. About this he promises to give more information later.

Association identification decalcomanias have already been sent to the membership to be applied to all phonographs within the State of New Jersey by Washington's Birthday and will remain on the machines until April 1, 1939, when a new set will be issued.

Arrangements have already been made for the creation of a central purchasing department under the supervision of the manager and in charge of Archie Knas. (See N. J. MUSIC, 4th column.)

Record Buying Guide

An Analysis of Current Songs and Recordings From the Standpoint of Their Value to Phonograph Operators

By DANIEL RICHMAN

Fabulation 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. This is definitely one of the strongest items in the machine today, and those operators who aren't already playing it cannot be urged too strongly to do something about remedying that situation immediately. There are only three pop tunes currently that can be considered potent phone fodder—this and the two listed underneath—so that passing up a bet like this superior ballad of the My Beverly school is a prime mistake. Larry Clinton's recording extracts all the beauty from this Peter De Rose song that it contains—which is plenty—and Bea Wain assists nobly for the wordage.

Hold Tight. Terrific is the only word that can be used to describe the manner in which this apparently nonsensical bit of swing and jive has caught on in the machines. We say "apparently nonsensical" because it now turns out that the ditty is an adaptation of a fish peddler's chant familiar to all Harlem residents. However that may be, the Andrews Sisters' wailing just about tells the whole story as far as ops and their patrons are concerned, and Fats Waller fills in the details with a disc of his own that is attracting plenty of attention.

They Say. While *Umbrella Man* and *Jeepers Creepers* have more or less fallen by the wayside to all practical phone intents and purposes, this ballad is managing to hang on a little longer due, no doubt, to Artie Shaw's disc. It's come down to the fact that what they're dropping the nickels for now is not so much the song as the interpreter, which really doesn't make much difference as long as they keep up the dropping. Another week or two, however, should see the demise of this one.

COMING UP—BETTER STOCK THEM

Penny Serenade. This promises to be one of the biggest numbers of the next month or two, not only in the machines but in point of radio plugs and sheet music sales. Right now, for that matter, it's fast approaching the top and it's only a matter of days before ops will have to have it—but definitely. Sammy Kaye's disc is out now, as is Horace Heidt's—both of them good—but several important operators are looking forward to the release next week of Guy Lombardo's version.

I Got Along Without You Very Well. This is one of the best songs Hoagy Carmichael has ever written, and it has everything to put it at the head of the class, including the important angle of its publisher's intention to do just that for it. The pub goes to work on it next week in earnest, and ops had better do the same. Red Norvo gives it his expert treatment on his disc.

Cuckoo in the Clock. A lively melody and of cute lyric make this a strong potentiality for hit honors. Johnny Mercer, whose lyrics adorned *Jeepers Creepers* and *You Must Have Been a Beautiful Baby*, knocked it out with Walter Donaldson, and it looks pretty bright on the novelty number horizon. The same writers collaborated on *Shut-Eye*, for which ditto marks can be used, and both tunes are available to operators on one Ray Kayser record. That makes it a doubly good buy.

Little Sir Echo. Joe Marnala, swing maestro at New York's Hickory House night spot, made the adaptation of this Boy Scout anthem, and it's beginning to catch on with the public, justifying the excitement the number created along Tin Pan Alley. Sheet sales are rising, which indicates the song may soon become a necessity under the needles. Horace Heidt waxed it with the ingenuity that pushed his recording of *Ti-Pi-Tin* to the fore.

The Masquerade Is Over. A ballad that is starting out with the critical acclaim of the wise men of the music business behind it. A No. 1 niche is predicted for it, and it seems to have what it takes to get there. Larry Clinton does his usual great job on it.

OPERATORS' SPECIALS:

Listing covers those songs which in themselves cannot be classified as popular nation-wide hits, but which are, or give every indication of becoming, successful phonograph numbers.

I Cried for You. This is getting so big from a standpoint of copy sales and air plugs that it will probably follow the example of *Hold Tight* and jump out of this category into the "Going Strong" classification. Bing Crosby's record has come along to join the Casa Loma waxing, and the pair of them are setting a fast pace in the phones.

There's a Hole in the Ole Oaken Bucket. Developing very nicely as one of the more popular machine numbers is this Sammy Kaye down-on-the-farm ditty. Its corn-fed style and clever lyrics are responsible for its mounting favor. Better put this one in, if you haven't already.

Begin the Beguine. Still a front-runner is Artie Shaw's discing of this superb Cole Porter show tune. Not much more can be said about it at this late date except that you're missing—and have missed—a lot of nickels if it's not in your machine.

Artie Shaw Album. This collection of former musical comedy and motion picture hits as recorded by the current king of the phonos ought to be the answer to an operator's prayers. Best of the group for machine purposes are *Carious*, *The Donkey's Serenade* and *Rosie*, although the others won't chase patrons away from the box.

Tain! What You Do. A Jimmie Lunceford recording that's getting a nice play, and deservedly. It's a great swinger with plenty of listenable arranging tricks and an effective vocal chorus.

Blame It On My Last Affair. Not strictly a new number—Will Hudson featured it last summer—it remains to be seen whether this belongs in the above-mentioned or not. That will depend upon what position among contemporary pop songs it achieves, due to its publisher's plugging efforts and its reception by band leaders and the general public. In the meantime it's a very worth-while phone number the way Mildred Bailey records it.

GOING DOWN—NOT WORTH PUSHING

Jeepers Creepers, Umbrella Man, Thanks for Everything, Two Sleepy People, I Must See Annie Tonight, Deep in a Dream, My Reverie, You Must Have Been a Beautiful Baby, All Ashore.

Rock-Ola Phono Crashes Society

BIRMINGHAM, Ala., Feb. 18.—Max and Harry Hurvich, the famous "Gold Dust" twins of the Birmingham Vending Co., have promoted the phonograph as well that many people actually have Rock-Ola parties in the evenings at their homes and public places of amusement," reports a Rock-Ola representative.

"At a recent party where the Rock-Ola phonograph had been placed newspaper photographers snapped socially prominent blue bloods of Birmingham. One picture which appeared, recently in *The Birmingham News* shows a pretty debutante and her escort listening to the music of the phonograph.

"The Hurvich brothers have built up an enviable business in renting phonographs to private parties. Hardly a day passes by that they do not rent several phonographs for such purposes. They furnish the phonograph and the records and say they get a marvelous repeat business."

In speaking of the new Luxury Light-Up phonographs, Max Hurvich stated: "Without exception everyone down here admires them. For breath-taking flash and beauty of cabinet and clarity of tone it has no equal."

Cabinet Co. Gives Refund Guarantee

OMAHA, Feb. 18.—"As an added incentive and to encourage operators to investigate the money-making possibilities of our new illuminated cabinets, the Wood Products Mfg. Co. has established a five-day money back guarantee," declared L. E. Grace, manager of the company.

"This has always been a policy with this company," Grace explained, "but it is not generally known by operators. We don't want them to risk one dime on our merchandise. If an operator has not found an immediate increase in his play or is not in every way satisfied with the quality of workmanship and materials that go into our cabinet he simply returns the cabinet to us within five days from date of its arrival at his station and his full investment will be returned. Grace also stated: "Operators are expressing real enthusiasm over the new and unique finish being used on the cabinets. This is the latest innovation giving an effect of mother-of-pearl. At the present we are manufacturing the cabinets in four beautiful shades, troubadour red, Amazon brown, midnight blue and mohave."

Banner Employs New Road Men

PHILADELPHIA, Feb. 18.—I. E. Rothstein, of Banner Specialty Co., who has just returned from an extended visit to Miami and Havana, reports that one of his first actions on returning to business was to employ several new road men.

Rothstein is making a more intensive coverage of the large territory which the firm services, he said. They are once again, he claims, giving the operators just what they need. He stated: "As the business progresses many new problems arise. Today operators need more personal contact. They need close attention to their needs. We have placed another new road man who will visit with the operators in our territory and will keep them constantly advised of the new machines which we are featuring.

"They start off the year with the promise that we made to our customers at the end of last year. That we would give them the best of service as well as the best machines at all times."

N. J. MUSIC

(Continued from 1st column.)
its secretary, President Everett Minterston will make his inaugural address at the next meeting, in which he will review the history of the association and will announce the new plans and policies for 1939.

QUESTION—

How can Operators make their old, out-of-date phonographs into 1939 models?

ANSWER—

Simply by placing them into our new, illuminated cabinets. Not necessary to remove—or even touch—mechanism! Install yourself in 5 minutes! No special tools needed!

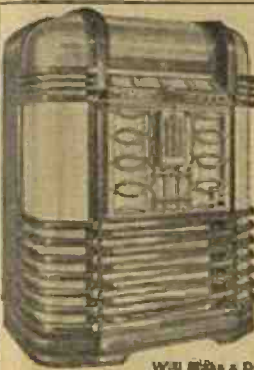
SEE— This unique cabinet pictured in our advertisement in *Billboard*, Jan. 28 and Feb. 4 issues, pages 77 and 69.

WRITE— At once for FREE information and literature showing these beautiful cabinets in colors! GET BACK INTO THE MONEY NOW! WRITE US TODAY!

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Automatic Phonographs Assure You a Steady Income.
We Will Take Your Used Pat Games, Coin Game Consoles, Slots and Phonographs.
In Trade on New Rockola Phonographs Send Us Your List and We Will Make a Deal With You!

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1019 Market St., St. Louis, Mo.

Phonograph Biz Grown Up—Kelsey

CHICAGO, Feb. 23.—“The phonograph has grown up,” declares Don Kelsey, of Mills Novelty Co. “A brand-new phonograph for a brand-new year. All over America business men are predicting that 1939 will be a year of prosperity and advancement. And so, to keep pace with the upwarping in economic conditions, Mills presents to operators and location owners an entirely new phonograph.”

“The phonograph experimentation period is over and the phonograph business has grown up. The automatic music machine has now become as much a part of American life as the radio or the automobile.”

“From the operator’s angle, too, the music business has grown up. Many of the unsuccessful operators have left the field; those who remain are now able to enjoy a profitable stable business. The days of price cutting are about over. Operators have learned to organize so inside themselves of a legitimate profit and to protect themselves from the unscrupulous few. The phonograph business has leveled off; it is now regarded by both the operators and the public as a legitimate established field.”

And so for this matured coin machine field Mills has developed a phonograph perfectly suited to the operator. For more than 50 years Mills has proved that it is above all the operator’s company. Mills machines are built so that they can be operated successfully; they are dependable, durable and economical,” concluded Kelsey.

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.**

San Francisco

February 18, 1939.

To the Editor:
This week the orchestra’s the thing in my locations in San Francisco. That hasn’t been true for several years, but since Artie Shaw hit the records he was a cinch for first place. I’ve asked some of the customers in taverns what it is that makes him click. Most of them think it isn’t what he plays but how he plays it; he can turn a Sunday school song into the meanest number you’ve ever heard. I’ve also noticed the return of Guy Lombardo to popular favor. No particular reason, it seems. People just like his style again.

My locations are mostly taverns and restaurants, and I find pretty much the same tunes registering week after week on the play meters in these spots. This week they were *Umbrella Man*, *Funny Old Hills* and *Jeevers Creepers*. Bing Crosby has been the top-ranking singer on my route so long he doesn’t even make news any more. What I wish we’d find is a hit tune that would last as well as he does. Other singers who always come in for a big play are Frances Langford and Ella Fitzgerald.

I believe one of the best ways to secure successful phonograph play is frequent servicing. I try to reach all of my hundred machines twice a week. Usually the owners of the taverns or restaurants take the names of pieces which customers ask for and turn them over to me. Frequently while I’m servicing the customers ask me personally to buy certain numbers. It makes the people feel they have a part in it, and consequently they play their own requests more often. In one place they post the names of the choices of the week with the names of the customers who requested it following. It has worked out very well and play on the phonograph has more than doubled.

MONTY THOMSON,
Crown Specialty Co.,
San Francisco.

Asbury Park, N. J.

February 18, 1939.

To the Editor:
Artie Shaw’s recordings are the outstanding numbers in the life of the wax distributor these days. His *Sage* and *Requiem* is one of the zippiest numbers I have heard since *A Ticket A-Dozen*. While we’re thinking of Artie and his music, I can’t help mentioning the good job we’re doing with *They Say* and *What’s This Thing Called Love*. These two numbers, also not as popular as the one mentioned at the outset of this letter, are making inroads into the fancies of Jersey shore people.

Jeevers Creepers, by Paul Whitman, is a consistently good tune. Its popularity is increasing and, frankly, I am restocking the waxing. Whitman does an excellent job on this Johnny Mercer brainchild. It seems to me that Whitman’s style of jazz is pleasing with fans to the nth degree.
Among my newcomers of artists Bucky

Newman’s work on *Get Out of Town* is small.

Johnny Messner, whose music is heard over the radio in this section three or four times weekly, is making his band and style outstanding. I have his *Umbrella Man* platter. The tune seems to have been written especially for Johnny. Another number which I rate in this division is *I Have Eyes*, by Henry King.

Eddie DeLange is known personally in this section, as is his recording of *My Heart Belongs to Daddy*. The pay customers are flocking to hear this number. *I Must See Annie*, played by Shep Fields, is on my “success” list.

There has been a spurt in the popularity of Gardel’s this past week. A few days ago Sammy Kaye played the number and gave special credit for writing it to a Syracuse boy over the radio. Since Kaye has a number of friends and followers here, this evidently is partly responsible for the sensational comeback. However, one of the writers, Barry Nielsen, is an Asbury native. You know homefolks have to back the boys. A few more radio plugs and this number will be dangerously near the top of my list.
MAC LEVINE,
King Amusement Co.

Los Angeles

February 18, 1939.

To the Editor:
There is still one super-record salesman on top of the heap and that one is Bing Crosby. He’s as good or better than he ever was as far as getting customers to put their nickels in the machines. For example, there is not one machine on my route that does not contain at least one Crosby number. The public demands them and with these records in stock they pay-off. *Funny Old Hills* and *Sweet Little Headache* are ace numbers, but recorded by anyone than Crosby they are little better than average.

Two numbers recently recorded by Davis and Schwieger are standing up along with the current crop of tunes heard on the *Hit Parade*. These numbers are *Sage of the Sage* and *One Little Date With You*. With good radio plugs behind these numbers locally, I find on checking my route that they are bringing in the coin. These tunes are recorded by bands that are more or less unknown. Given to a top band they would become sensational.

Best band recording are Art Shaw, topping Benny Goodman and Tommy Dorsey. *Jeevers Creepers* is still sticking up near the top. *They Say* is getting a nice play now. Ella Fitzgerald doing *I Got a Feeling in My Shoe* and the Andrews Sisters’ recording of *Hold Tight* are consistent money-makers.

Why don’t the sponsors of the *Hit Parade* take a consensus of phonograph operators before they release the popularity ratings of songs? Some of the numbers picked as the most popular of the week get very little play on our machines.

Colored bands go fairly well in this section. Best of the lot is Count Basie. Ella Fitzgerald sells Chick Webb’s Orchestra to the public here.
ART CARP, Route Manager,
Phonomatic Co., Los Angeles.

Coin Machines Keep Lively with LARRY CLINTON



Idol of the dance fans and an exclusive Victor band!

Larry Clinton, triple threat man... marvelous composer, terrific arranger, and band leader extraordinary... The man who sends out hit after hit like *Shadrach*, *My Revolver* and *Jeevers Creepers*... The band leader whose newest hits you’ve got to have in your machines if you want to get the biggest play! Keep your machines up on Larry and he’ll keep you up on profits!

- Last week’s flash on new Victor releases:
- 20071—Sweet Little Headache—Benny Goodman and his Orchestra.
 - 26141—Deep Purple—Larry Gilman and his Orchestra.
 - 20180—Funny Serenade—Sammy Kaye and his Orchestra.
 - 20187—There’s a Hole in the Old Oak Tree—Sammy Kaye and his Orchestra.
 - 8-10118—The Mascouade is Over—Van Alexander.
 - 8-7748—Begin the Beguine—Artie Shaw and his Orchestra.
- The Names That Had the Nickels are on Victor and Bluebird Records

It Pays to Use VICTOR AND BLUEBIRD RECORDS

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Flash News..for MUSIC MACHINE OPERATORS

A Guide to the best Swing Records made in the last 20 years is included in “THE HISTORY OF SWING” Section of Tommy Dorsey’s new book, “Love in Swingtime.” It contains valuable information that will save you many dollars in your business.

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- 10 616 WURLITZERS @ \$95.00 (3 or more \$90.00 Each).
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- 10 20 Record IMPERIAL ROCKOLAS @ \$100.00 (3 or more \$95.00).
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Your cooperation in apprehending the culprits will be appreciated. Report all information to the undersigned which will be strictly confidential. If the reward is claimed by more than one person, then the decision as to the person rightfully entitled to the reward will be made by me.

ARTHUR J. OLSEN, President,
PERMO PRODUCTS CORPORATION,
6415 RAVENSWOOD AVENUE,
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WIRE OR WRITE
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OFF THE RECORDS—

(Continued from page 15)

Apart from the kick imparted by Barnett's terrific tenor saxing and some nice trumpet riffs, I'm Frappin' Humble is only a humble effort not exceeding the mill-run caliber. Platinate in the ballad, I Get Along Without You Very Well, is as wishy-washy as any wax would dare to be without insulting the intelligence of even the most naive buyer. And it wasn't friendly guidance that advised Judy Ellington to sing, or rather struggle with the wordage, Tin Roof Blues in a slower tempo goes for naught because of the lame and limp rhythm section that leaves the horn sections hanging amid air without any solid foundation. Fiftover, Knockin' at the Famous Door, is a Barnett original that found its inspiration in a Duke Ellington compo, Stony Rhapsody; if memory serves, it's the best of a poor lot. Nat Jaffe's whipping of the black and white boys making the killer master to take.

For the same label, Les Brown has finally struck his stride. Band shapes up as real rhythm riders for a pair of songs grandmoo used to sing, arranged by Les in the acceptable swing fashion. Seeing Nellie Home and Old Dog Tray. Band has shown marked improvements with each recording and if he had stayed out in the sticks for some six months to shape up, his New York debut might have made a different kind of history.

Ballet Music

WITH ballet music enjoying wider favor among the "better" music lovers, Columbia offers two sets associated with the famed Ballet Russe de Monte Carlo—and both desirable. Offenbach's Gaité Parisienne, offered on two 12-inch disks, Efrem Kurtz, the Ballet Russe's chief conductor, waving the wand over the London Philharmonic Orchestra, harks back to the Can-Can days of "naughty" Paris. Score is a classic dance version of the composer's w-k. Orpheus in the Underworld.

F. Ruhlmann, conductor of the Paris Opera, conducts the Orchestre Symphonique de Paris in excerpts from Delibes' Coppelia ballet. Regarded as the most famous of all ballets, the two 10-inch disks offer some of the more irresistible melodies from the score. Coppelia was revived this season by the Ballet Russe.

Le Jazz Hot

THE second record from the Hugues Panassio series for Bluebird, Weary Blues and Je-Du, with Tommy Ladnier lending his name to the label, is too, too taproomy to rate any serious consideration. It takes jazz back too many years. Rather, in turning back the years, we find the hot jazz of Red Nichols and his Five Pennies (Jack Teagarden, Babe Rusin, Carl Kress, Benny Goodman and

Gene Krupa in this nickel) in Ditch and Indiana is just as refreshing today, now that Vocalion has reissued this classic couplet. And to this day we still hear the trumpeters tooting Nichols' famous chorus for Indiana and the clarinet players still piping Goodman's Ditch take.

Jimmie Lunceford is back at the wax-works, this time under the Vocalion wing. And there's no fault to be found in any of his first four sides. Le Jazz Hot is solid compology, dedicated to the obvious Panassio, backed by a ballad, Ramin'. A more desirable double is in his reworking of the old torch pop, Cheatin' on Me, and a swingy thingy that's contagious, Tain't What You Do, It's the Way That You Do It. Both sides get swell sing treatment.

Duke Ellington, on Brunswick, is entirely delirious with Slap Happy, a lap-up for cats, and tempers the mood with indigo to create a serious setting for Blue Light. Gene Krupa crashes thru on Brunswick with Te-Ke-Ke-Boom-De-E and his Apurwardgand gives every reason to believe that the band has finally come into its own.

For fiddlers, Bluebird brings Eddie South forward with a combo that apex the Hot Club of France Quintet. Name Mockingbird makes for a fiddle scorcher, backed by No More Blues, which should have had more of his gut-scraping rather than his singing. Fats Waller goes overboard on his vocal muggings on Bluebird for Hold Tight. It's Fats in his rarer moments, giving him the chance for expression one seeks in his sides but seldom finds, especially when most of his efforts have been as listless as this disk-doubler, mummbling the ballad You Out-Smarted Yourself.

For Dancing

INSPIRATION for cheek-to-cheeking, and just as mood-inspiring for sitting if out romance is added to the dance by Larry Clinton on Victor for I Get Along Without You Very Well and The Masquerade Is Over, more so because Ben Vain sings these smooth ballads. Latter side is potential hit-parade feed. Sammy Kaye, in characteristic musical manner, gives Victor a dandy double in Penny Serenade and Could Be. For the same label, Tommy Dorsey selects two danceable ditties from the new Stars in Your Eyes musical show, This Is It and It's All Yours. Will Osborne adds his distinctive bit on Decca for Down Home Rag and Where Has My Little Dog Gone!, which should go far to widen the wait-of enthusiasm for the Osborne brand of orkation.

Among the vocal sides, Gladys Sims, with Kay Kyser's kids and without the singing titles, gives Vocalion a dandy double with the traditional Goodbye, My Lover, Goodbye and Way Down Upon the Spanish River.



THREE WURLITZER MEN seriously talking things over at recent convention. Left to right, are E. H. Petering, North Tonawanda, N. Y.; Larry Cooper, Chicago Simplex Distributing Co.; and R. S. (Bob) Bleckman, district manager for Wurlitzer. According to Bleckman, the serious discussion went like this: Bleckman: "Cooper, rules to you?" Cooper replies: "Bleckman, suits to you!" "And then," says Bleckman, "the fight was on."

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St. Louis Phono Ops Affiliate

ST. LOUIS, Feb. 18.—Music operators of this city recently formed a local association known as the Associated Phonograph Owners, which is now in process of incorporation. It is affiliated with the International Association of Automatic Electric Phonograph Owners. The application for a pro forma decree of incorporation sets forth that the association "intends to promote fair trade practices and co-operation among owners and distributors of coin-operated phonographs. Officers of the newly organized group are George Ogilvy, president; John LaBeb, vice-president; M. C. Balenstier, manager and secretary; John H. Beckman, treasurer.

H. A. Steffens, president of the Inter-

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.

PHIL LANG

Phil Lang graduated from the school of American musical modernists to make a triple debut in the music world as a composer, arranger and conductor. Born in New York City, his scholastic studies were taken up almost entirely by music. After receiving a degree of Bachelor of Science (majoring in instrumental music) he studied advanced harmony, theory and orchestration at the Juillard School. He studied composition with the well-known Felix Doyo and this his studies became a member of Kappa Gamma Psi (national music fraternity) and the Oracle (honorary musical society). Before turning to jazz Phil did choral chores for the Ithaca Choir and aided the Ithaca Conservatory and Cornell University orchestras in a series of transcriptions.

Following this work Lang devoted a major portion of his activities to arranging for several of radio's outstanding musical directors, among them Rubinoff and Morton Gould. In the early part of 1929 both his published music and phonograph recordings were issued simultaneously, meeting with immediate sales success.

When Irving Mills, who has developed composers and band leaders such as Duke Ellington, Will Hudson, Gould and many others, heard Lang's work he took



EXPRESSING THEIR ENTHUSIASM for the 1939 Rock-Ola Luxury Lightbulb phonographs are, left to right, Ray Kiefer, Scofield, Wis.; Emil Kuthanek, Kewaunee, Wis.; and Mrs. Jerry Fench, Greenberg, Wis.

him under his wing and arranged to have Phil direct his own orchestra for phonograph recordings. Sponsored by Master Records, Inc., Lang's discs were released under the Brunswick label with spontaneous success, which gave added impetus to the sale of his first published works, including *The Hare and the Hound*, *Promenade* and *Brio-a-Brac*.

Lang's music and arrangements are distinctive because of the perfect balance struck by combining authentic instrumental tone colors and harmonies rhythmically decorated with novel counterpoint and other scholarly variations to relieve jazz from the monotonous tendencies of straight swing orchestration. In composing he has also adhered to a form of program music, basing each composition on a definite story idea, yet painting it musically in colorful patterns of harmony and rhythms designed for dancing.

Scientist Finds Jitterbugs Dying; Ops, Dancemen Glad

NEW YORK, Feb. 18.—The New York Times in a dispatch from Hackensack, N. J., carried a story recently under the heading, "Jersey Scientist Discovers Jitterbug Virus; He Finds Disease Spectacular But Not Fatal." The story discusses humorously, and at some length, the reason for and the reaction of the "jitterbug virus."

His report reaches the conclusion that the "disease" while widespread still slowly but surely die out. This should give hope to operators who have experienced trouble with ruined needles and records due to floor vibration caused by jitterbug cavorting. Likewise tavern owners and others operating dance floors can visualize the return of the day when jitterbugs will not crowd the more conservative dancers of the floor.

The story follows: That elusive and troublesome microbe, the jitterbug, has at long last been subjected to analysis by a competent bacteriologist.

Aroused by a controversy here and in near-by Clifton that has resulted in the latter place in the banning of swing music in local soda stores, Clifford H. Coles, head of the Science Department at Bergen Junior College, issued today a nine-point dissection of the virulent pest with comments on the biological results of its bite on humans aged 20 to 25.

An introductory paragraph tells of the scientist's difficulty in capturing these insects for laboratory examination. He then passes on to his conclusions as to the "biological effects" on those "unfortunates" who are attacked.

The report declares: "The poison may cause a sudden reaction in the body, in which case the individual, without any warning symptoms, is thrown abruptly into the throes

national Association, passed thru St. Louis February 12, on which day he met with the officers of the local group. Steffens advised that the membership of the International Association numbered approximately 35,000 automatic phonographs. Steffens' wig en route to Houston, where he plans on affiliating the Houston local with the International Association.

37 of the active music operators in this city are already members of the St. Louis Association, and the officials believe that in a short time they will add many more to their rolls.

of the disease, or the reaction may slowly build up to full vigor, requiring a month or more completely to possess the victim.

"The poison, apparently is carried to all parts of the body by the bloodstream and seems to affect certain of the endocrine glands, notably the adrenal and parathyroid.

"The stimulation of the adrenals results in unusual strength, daring and endurance, characteristic of the symptoms of this malady. The stimulation of the parathyroid gland results in excessive nervous activity as is shown by the jittery convulsions and problems of the body. This condition bears some resemblance to the advanced stages of the disease commonly known as St. Vitus Dance.

"One hopeful observation I have made is that the disease is rarely fatal. Most victims seem able gradually to throw off the poison, altho this may take several years.

"During the height of the disturbances, however, the effects generally are detrimental. Most afflicted individuals seem entirely unable to concentrate for any appreciable length of time on their studies. As a result these folks grow to maturity with pitifully undeveloped mentalities. Peculiarly enough the bodily development seems none the worse for this toxic condition. On the contrary the muscles, especially in the back, legs and arms, usually are firm and well developed.

"The agonizing contortions and unintelligible exclamations, the latter being evidently secondary effects, produce a heart-rending effect upon the victims' parents and elderly relatives."

Dr. Joseph M. Coppoletta, who teaches at the college, said that jitterbug contests "may be for weak minds, but not for weak hearts." Grace Castagneta, a concert pianist who lives near by, was also moved to comment. In her opinion the jitterbug mania is simply emotional frustration which censure will only aggravate.

On the complaint of parents, educators and clergy, Clifton officials ordered the police to stop local soda emporiums from purveying "hot" music to young patrons. The youth of the city is flooding officials with protests, but Hackensack town officers are none the less considering putting a similar prohibition into effect. The soda-bar proprietors defend their action, saying that the youngsters cannot go to public taverns and are kept out of trouble on soft drinks and swing phonograph music.



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What's Wrong With the Coin Machine Industry?

By FRANK W. WOOD

Editor's Note: This article is based on an interview by Mr. Wood with Fisher Brown, well-known Dallas distributor and former president of the Texas Coin Machine Operators' Association.

AMERICAN industry, along with the American nation, is now facing one of the crossroads in that long 10-year struggle of commerce and business to regain its equilibrium and set itself right again. At the beginning of 1939 industry in general is seeking a safe and sane stabilization. The coin machine industry is no exception to this stabilization process. At the outset of a new year this infant industry faces its greatest opportunity—an opportunity to regulate itself and to place the entire industry on a firmer basis and on a surer footing than it has ever before enjoyed.

Can the coin machine industry accomplish this task of rehabilitation and of correcting some of the many evils that are now a serious hindrance to its advancement and development? This is being asked by a large and increasing number of the forward-looking members of the coin machine trade. You may ask, "Can this reviewer answer this perplexing question of the industry?" In candid fairness I am only going to hold up the mirror to the lamp of experience in this article which I hope may point the industry in the right direction.

Believing in that oft-repeated adage that "the proof of the pudding is in the eating," the writer has sought the experience of one of the outstanding coin machine men of the Southwest—Fisher Brown, Texas and Louisiana distributor and former president of the Texas Coin Machine Operators' Association. Mr. Brown was asked: "What is the matter with the coin machine industry today?" He replied, "Our greatest fault has been a lack of unity and a definite purpose in establishing the good will of the public. It makes no difference how much publicity we give each other thru our trade journals of propaganda among ourselves, for we can certainly sit down and soil each other on almost any idea that we conscientiously feel is sound. But we cannot forever do business only with each other. The public in general is the source of revenue that sustains the coin machine business, and if the people are not satisfied with our motives and are not properly informed as to our intentions and the purpose of our enterprise they are not going to spend their money with us."

Publicity Mediums

"In this connection I would like to compare the coin machine business to one of the soundest and most legitimate industries in the entire country, the banking business. If our newspapers and radio broadcasting systems were to wage as consistent war against the banks of the country as they have against the coin machine industry and only told the truth, the banks would not find enough deposits on their books to be able to make any substantial loans. The point is, that public opinion approves modern banking methods, but we have not met the requirements of the public in the matter of operating coin machines so as to secure their full confidence and the general approval of public opinion for our industry."

To correct this wrong impression of the public the chief problem for the coin machine industry at this time, Mr. Brown says is "to secure proper newspaper publicity and co-operation among the entire industry and thus develop a good feeling toward us. Then the coin machine business would be on the same basis and certainly would maintain as high or higher status than the banking business or any other commercial enterprise."

To sum up Mr. Brown's experience the coin machine industry must realize its responsibility to the public. Coin machine operators and everyone connected with the industry must recognize their obligation to establish and maintain a respectable business. In other words, the successful operator of the future must see that his merchandise is right, that his methods of doing business are fair and above all that he maintains the confidence of the public.

Should Know Facts

As agreement is one of the chief items which the coin machine industry has

to sell I was interested to know Mr. Brown's impression in this field of coin machine operation. He believes that in most instances where newspapers headline coin machines, marble games, pin-ball games, etc., as rackets, it is because they do not have the real facts or proper information. His reaction to this phase of coin machine operation was: "The coin machine business has been publicized generally as a sort of racket, because most people who do not understand it accept the statements of their newspapers as facts. But the reporter who writes the articles they read and believe could well be mistaken. So if we could personally contact each of those



Fisher Brown

who report on us, I feel sure that we could convince the public thru their media (newspapers) that the sole purpose of the coin machine business is not gambling and that as high ideals in the amusement field may be maintained in this business as in the theater, the athletic field or any other type of amusement."

As a practical illustration of this point Mr. Brown related an incident in his own experience, when a local paper had featured a report with derogatory statements about the coin machine business, lambasting everyone connected with the business, calling the coin machine business a racket and those connected with it thugs and cheaters. After publishing this inflammatory story a reporter called on Mr. Brown as head of the Texas Coin Machine Operators' Association for an interview.

Mr. Brown said that instead of picking a fight with the author of the newspaper story, he invited him into his private office and told him that he would be glad to give him any information at his command. To correct the reporter's idea that foreigners were running the business, Mr. Brown told him that he was a native Texan, that he had been established in a respectable business for more than 12 years, that he conducted his business on first-class business principles. He took time to show the reporter over his establishment and to point out to him that he maintained a first-class service organization, with well-trained executives, responsible salesmen and a loyal and efficient office force. In other words, he sold himself and his organization to the reporter. The day following the interview the same newspaper published an entirely different story about coin machines and their owners, and the story was so laudatory that Mr. Brown received many letters and telephone calls thanking him for the good impression the story conveyed.

Leaders Should Help

Newspapers and radio broadcasting systems are the industry's best mediums to educate the public and to bring to them the proper perspective and the real purpose of the coin machine business. Mr. Brown believes that the support of newspapers and radio broadcasting systems of the country can be sought and obtained by the leaders and the better element of the industry. As he puts it: "Proper information must be disseminated thru intelligent channels and if you depend on some fellow who comes into the business without any



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Asbury Park, N. J.

ASBURY PARK N. J., Feb. 18.—Despite repair work on the local promenade and bad weather, crowds of people have been flocked in the spots remaining open the year round.

Elsworth Hice, formerly connected with automatic music machine operators in this section, has left for Washington and Baltimore.

The Coast Cigaret Co. recently installed a concrete and steel vault for cigars. The vault protects the merchandise from theft. The plans were received and approved by the underwriters, Harry Zink, manager, says.

Tommy Benjamin Jackson is beginning his fourth year as head of the King Amusement Co.'s service department.

Shore coin machine operators are gratified with the advance notice of Grand opening of shore enterprises. These spots always afford operators good customers and are ideal pin game, cigaret and music machine locations.

previous experience and without proper moral background, you may find that he will not give out the right sort of information. I feel that one of the greatest weaknesses at this time in the entire coin machine industry is the fact that there has not been the proper organized effort on the part of substantial manufacturers and legitimate distributors to disseminate thru such mediums as our daily newspapers and radio-broadcasting systems, the true facts and proper information as to the conditions that exist in this great industry."

Mr. Brown emphasized the need of co-operative effort on the part of everyone connected with the coin machine business to aid in its proper development. Team work and planned effort are needed between manufacturer, distributor and operator. He recommended strongly the formation of coin machine groups for their own protection and advancement. He stressed the importance of eliminating, thru the efforts of the industry itself, the inexperienced and unreliable operator, jobber or anyone in the business who seeks only the quick profits of a "mushroom operation." He pointed out that the success of the automobile industry was in its splendid organization—its development of a centralized and organized group to represent and to direct the affairs of the industry.

A unity of plan and purpose and a "single, but perhaps competitive group of units," was Mr. Brown's prescription for the coin machine industry in 1939. In comparing the coin machine and automobile industries he said: "I can recall

when there were any number of automobiles on the market, each with a different name and a different company and with only three or four exceptions they all went broke. But when they combined their efforts and energies and sales experiences thru organization all of them began to prosper. I think the coin machine business has now reached that stage when it is going to have to re-adjust itself to present market conditions and to face its own problems as one solid unit of a nationally organized industry."

Organization Needed

The coin machine industry should be organized and ready to deal with many new laws that will be introduced in the various State Legislatures during the coming year. Important developments may be expected in this legislative field. New laws for regulation, for legislating or for banning certain types of games will no doubt be placed on the statute books of many of our States.

The legislator or the lawmaker is the man to whom the coin machine industry must look for the correction of tax evils and for the adjustment of unjust and unfair regulatory laws. For as Brown says: "If the lawmaker is not fully informed as to the needs of the industry, he can easily make or break the industry." As president of the Texas Coin Machine Operators' Association, Mr. Brown has had wide experience in helping to get proper laws covering coin machine regulation in five different State Legislatures and he warns the industry that its members must guard against some individual member of the group suing for injunctions against the State enforcement authorities without the consent or indorsement of the other members of the group and thus antagonizing State and governmental authorities into believing the coin machine industry is trying to evade its just share of governmental expenses.

Local Opinion Heeded

Every effort should be made by the industry to see that legislators in every State are properly informed on all proposed laws that apply to the coin machine business. In relating his experience with the lawmaking forces, Brown said: "I have found in presenting bills to five different State Legislatures that the opinion of the lawmaker was matured before he left home and that he formed his opinion on coin machine regulation by reading his local newspaper and talking to his constituents. I think the coin machine industry should give full consideration to this phase of its own business and see that the lawmaker in the future comes to his Legislature in a more happy attitude toward the industry and certainly with his mind open on the subject of coin machine regulation and taxation."

If these suggested objectives are incorporated into a wise, broad and sensible plan of operation by the entire coin machine industry, Brown believes that the future of the industry is filled with real promise. In a look at the future of the coin machine business, he said: "My faith in the future of the industry is not dimmed by any adverse criticism and I hope for the complete elimination of those destructive forces that have brought about unfavorable impressions and also hope for their help we might expect to receive from those of the industry who really expect to continue in the right kind of operation in this splendid field of business."

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A-3 Condition
\$105.00
1/3 Deposit With Order, Bal. C. O. D.

SAM MAY & COMPANY,
2011-13 Maryland Ave. Balto., Md.

RECONDITIONED COUNTER GAMES

AST Target	Jeans Grand Stand, Sec.	\$14.50
30 M	Jeans, Keno's Flip Target	7.50
Cont. B-Pack	Mills Vest Pocket Bell	3.80
10	Mills Vest Pocket Bell	3.80
Dandy Vender	Mills Vest Pocket Bell	3.80
Dandy Track	Mills Vest Pocket Bell	3.80
Reels	Mills Vest Pocket Bell	3.80
Gem Operable	Mills Vest Pocket Bell	3.80
with D. Vender	Mills Vest Pocket Bell	3.80
Groeschel Gin	Mills Vest Pocket Bell	3.80
op. Be.	Mills Vest Pocket Bell	3.80
Groeschel Zephyr (Like New)	Mills Vest Pocket Bell	3.80
NEW COUNTER GAMES	Mills Vest Pocket Bell	3.80
Mercury	Mills Vest Pocket Bell	3.80
Shacka Gam	Mills Vest Pocket Bell	3.80
Vender	Mills Vest Pocket Bell	3.80
Zephyr	Mills Vest Pocket Bell	3.80
Nuts	Mills Vest Pocket Bell	3.80
(Lots of 5 or more, \$12.50)	Mills Vest Pocket Bell	3.80

Write for our Latest Price List of Reconditioned Photographs, Pin Games, Automatics, etc.
W. B. NOVELTY CO., INC.
3800 N. GRAND BLVD., ST. LOUIS, MO.

Pot Shot Is Setting Trend

CHICAGO, Feb. 18.—The all-skill direct-to-hole play principle of Keeney's Pot Shot, payout table and free game, is giving the playing public a new and different play thrill which it has not experienced in game play to date," reports Ray Becker, sales manager for J. H. Keeney & Co. "In Pot Shot both the shot and ball action are 100 per cent skill, and there is not a single pin, bumper or spring on the playing field to interfere with the shot skill into the proper hole for that play.

"That is why Pot Shot is proving so popular with the players. They see that any failure to win is definitely their own fault. Those wide-open skill shots to the six holes across the playing field sure look easy to make!"

Keeney Busy on 5 Games

CHICAGO, Feb. 18.—"Never before in our history," says J. H. (Jack) Keeney,

SEIDEL SCORES AGAIN WITH ANOTHER GREAT SALECARD DEAL
• A NATURAL FOR THE SPRING •
GIVE AWAY GENUINE FUR CAPES
BIG SPREAD — SMALL CARD — SMALL TAKE
Retail Value \$20.00
Send Today For FREE Sample Card and Full Details.
Here's a deal that's hot and really big and different. We make BIG MONEY for you. It's a Natural for the Spring and when placed on your shop, it will turn over faster than anything you've ever worked before. Works on a 62-hole card, 12 to 25¢. Winner gets a gorgeous genuine Fur Cape, sizes 12 to 40. Seller also gets a genuine Fur Cape. Your only investment to start, \$24.00 for 100 salecards and beautiful illustrated catalog showing styles of capes. You don't have to buy the capes until the cards have been completely sold and you have collected your profit. Absolutely FREE. DON'T LOSE A MINUTE—WRITE, TODAY AND CASH IN.
M. SEIDEL & SON 247 West 30th St., New York City

CLOSE OUT CLEARANCE SALE

PACES RACES, BROWN CABINET, PERFECT, LIKE NEW, \$100.00
Star's Races \$7.00
Stoner's Mills America 7.50
Marvel, Lita Rev. 28.00
Famous March, Shipper, Cream Line, Daytona, Nicodem, Rally Booster, Live Wire, Hold 'Em, Neck 'N' Nuts, Bank Nuts, Sequence, Short Case, Rally Poly, Map or Break and many others. State first choice, second choice in case you are sold out on first choice.
COUNTER GAMES: 2 JACK, \$5.00; 4 JACK, \$4.00; 3 JACK, \$3.00; 2 Stopped Games, \$3.00 Each; 2 Pin Loss, 1 Booster, 1 Bank, 1 Dice, \$3.00 Each.
SPECIAL FOR PARKS, BRADDER OF SPORTLANDS
21 Potshots, \$25.00 Each; 4 Numbers, \$25.00; 4 Gem Runs, \$25.00; 2 Ball Runs, \$10.00 Each; 2 Spots, \$20.00 Each; 2 Multi-Action Black Oppers, \$40.00 Each.
1 BRAND NEW, \$40.00 (cost \$33.00 net).
Terms: Less Than \$10.00, Full Cash. Over \$10.00, One-Third Cash or Certified Check, Balance C. O. D.
JERSEY SPECIALTY COMPANY, Inc.
NEWARK-POMPTON TURNPIKE, At Pompton River Bridge, SINGAPORE, N. J.

"I have been in volume production on five games at one time. We are now turning out our new Fasttime, console game; Pot Shot, payout table and free game, and our recent introduction in a console-action counter game, Spinner-Winner.
"In addition to those three," continued the head of J. H. Keeney & Co., "we are continuing to put thru new fads on our earlier console successes.
Triple Entry and Track Time. That adds up to five games, and our factory is very busy.
"There have been some delays in shipments due to our inability to manufacture fast enough to accommodate the overwhelming demand. But added forces and facilities have trodded out this situation, so that we can now guarantee reasonably prompt deliveries on any of the five games listed above."

Fastest Money-Maker Ever Devised!

PUNCH BALL

Sensation of Counter Game Industry



PUNCH BALL is NOT a gambling machine. It has no coin chute and no cash box, and it lacks any visible evidence that it is the fastest pickle taker that has ever been produced. It is the complete answer to the operator's prayer for a machine for territories that are closed to me-

- FASTEST MACH. EVER DEVISED
- CAN TAKE \$10 PER HOUR
- NO COIN CHUTE
- NO CASH BOX
- DIAL PROOF
- STURDY MECHANISM
- INDESTRUCTIBLE
- ALL METAL
- FIRST COST—LOWEST COST
- BEST PLAYING OF BALL AND PRIZEBOARD
- PAID OUT PROPORTION TO SPOT LOCATION
- ACCURATELY RECORDS PLAYS AND WINNERS
- ANSWER TO THE OPERATOR'S PRAYER!
- 5, 10 or 25 cent plays
- NOTHING TO REPLACE OR REPAIR
- WILL NEVER BE OBSOLETE
- MERCHANDISE PLAY IF DESIRED
- MADE BY MEN WHO KNOW
- SAVES COST IN A SINGLE DAY
- LOWEST INVESTMENT
- PROMPT RETURNS
- NOTHING ELSE IN ITS CLASS
- APPEARANCE INVITES PLAY
- BEAUTIFULLY ENGRAVED
- SCIENTIFIC DESIGN
- NO COMPETITION
- FASCINATING
- LIGHT WEIGHT
- ORNAMENTAL
- SPACE SAVING
- UNUSUAL
- PATENTED

mechanical amusement machines. There is nothing to renew or replace.

Every **PUNCH BALL** that has been placed on location to date has proved to be the most profitable machine that the location has ever had.

Hurry! Get your order in and get your **PUNCH BALLS** on location, before another operator gets there first.

NORWOOD MANUFACTURING COMPANY
1723 West North Ave., Chicago, Illinois

\$19.95
1/3 cash
WITH ORDER
BALANCE C.O.D.

CONSOLES		ONE BALLS		SCOTS	
Del. Domino	\$99.50	Derby Champ	\$42.50	Chief, 3-10-35	\$23.50
Pace Race	29.50	Derby Times	14.50	Five Fronts, 65	23.50
Tanforan	24.50	Gleeker	14.50	Villageheads	23.50
Liberty Bell	24.50	Entry	14.50	Cherry Bell, 25c	40.50
Track Times	24.50	Foto Finish	42.50	War Eagles, 5-10c	22.50
Mills Ore Game, 25c	48.50	Carve	12.50		
PHOTOGRAPHS		COUNTER GAMES		MISCELLANEOUS	
Worshiper P-10	29.50	Clippers	\$14.50	Rayville	\$79.50
Worshiper P-30	48.50	Ball Slide	8.50	Bumper Bowling	78.50
Worshiper P-45	68.50	Psychelon	8.50	Chief Eye	78.50
Worshiper P-75	139.50	Bally Bill Wood	8.50	Graphic Map, 9 TL	48.50
De-Ro-Mi	40.50			10 Shyrer Strikeline	79.50

1/3 Deposit with Order
GERBER & GLASS, 914 Diversey, Chicago

Fitzgibbons Boosts Four New Games

NEW YORK, Feb. 18.—John A. Fitzgibbons recently announced that he was ready with one of the biggest surprises he had ever released. He declared: "The surprise presentation of our new novelty action games has created a great buzz of excited talk everywhere in the territory covered by Fitzgibbon Distributors."

"From the New England States to Maryland," Fitzgibbons said, "we have been receiving phone calls, wires and letters asking us for more details on these four new Bally games, Bally Royal, Bally Supreme, Bally Keylite and the latest, Bally's Spotem."

"It is a well-known fact," he continued, "that today the operators and jobbers must have a varied line of novelty games. This is due to the demands of different locations. Where one location may like a high-score game with the reserve principle, another may be solely interested in a reserve game without the high-score action. Another may want a strict skill-type novelty game. And yet another wants a different type of game entirely. In these four games there is a game for every different type of location."

Calcutt Launches Sales Program

CHICAGO, Feb. 18.—"With the institution of one of the fastest delivery systems in the history of the trade, the Vending Machine Co. has opened a successful new sales program for 1939," declared Vemco officials recently.

"Sales will be scheduled for advance dates and will be so arranged that operators and jobbers will be given an opportunity to get the machines listed practically overnight if within close delivery distance. Others at far-away points will be first accommodated so that shipments will be scheduled to arrive at almost the same time in all spots."

"The sales of the Vending Machine Co. this year are expected to reach new record proportions. Completed plans of the firm call for continuous notification of the bargains that the firm will feature."

play the machines in those spots wherever they have been sufficiently modernized to attract the better crowds."

Attention Operators

PAY TABLES

Grandstands	\$98.50
Seabiscuits (Fastie-down)	96.50
Winning Tickets	110.50
Sport Pages	79.50
Derby Champ	62.50
Aksarben (Multiple)	62.50
Fairgrounds	34.50
Footwoods	29.50
Arlington	19.50
Breakneck	16.50
Derby Day	12.50
Mills 1-2-3 (Revised)	38.50
Mills 1-2-3 (Very Late Models)	64.50

CONSOLES

1938 Skill Times	\$109.50
Kentucky Clubs	92.50
Red Head Track Times	69.50
Grey Head Track Times	42.50
Jennings Liberty Bells and Derby Days (slant tops)	42.00
Jennings Liberty Bells and Derby Days (flat tops)	32.50
Keeney's Dark Horse	25.00
Tanforan	32.50
Bally Turf Special	29.50

1/3 Deposit—Balance C. O. D.
AVON NOVELTY SALES CO., Inc.
2923-25 Prospect Ave., Cleveland, O.

DICE GAME

A startling new game designed to create new interest!
Three actual dice on each ticket.
1296 ticket size 127 winners
5c play takes 64.80. Profit 21.80
2592 ticket size 253 winners
5c play takes 129.60. Profit 40.60
Also available in 10c play.



WERTS NOVELTY CO., INC.
Muncie, Ind. Dept. B-2

WANTED AT ONCE

SLOTS — PIN TABLES — VICTROLAS. HIGHEST PRICES PAID.
We also Loan Money on All Slots and Equipment.
SIMCO COIN MACHINE EXCHANGE
Simco Will Loan U Dough.
26 13th Street, Augusta, Ga.

Orders Indicate Arcade Revival

NEW YORK, Feb. 18.—"Since 1912," said Mike Munnies, "we have been giving complete service to arcade men through the country. This year we are offering the usual line of games plus many new winners which we believe will jump profits on these spots."
Munnies is firmly of the belief that the arcade is coming back stronger than ever. He stated: "Since our first announcement this year we have received more orders for arcade equipment than we have at any other time in our history for the same period. There is a definite swing to better the present-type arcades. The public is coming back to



BILL WARNER, of Staking Mfg. Co., Inc., Cincinnati, looks well pleased with the new seven-coin console made by Bally Mfg. Co.

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—Photographs—Payoff 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 Circulars!

MONARCH COIN MACHINE CO.
1731 W. Belmont - Chicago

High Standards For Games Repair

MERRICK L. L., Feb. 18.—Earle O. Backe, of National Novelty Co., reports that his firm will continue its present policies in regard to the reconditioned games department.

Backe stated: "For many months now we have won the praise of operators throughout Europe and this country for the fine reconditioned equipment which we ship. This is due to the fact that we maintain one of the best staffs of repair men in the country."

"We have received a few requests to ship games as is. This is not in keeping with the business policies which we have built over a long period of time. We have refused to ship games in this manner."

TODAY'S BEST CONSOLE

EXHIBIT'S 1939

'LONGCHAMP'

1 to 5 Mystery Selections Pays on Win. Place. Show and Daily Double. Up to \$6.00 Top. Changing Odds. Spinning Lights Under Dial.

The Sensational Vast Pocket Console.

World's Lowest Price, Only \$99.50

Exhibit's CHIEF SHIP the BEST 5-BALL NOVELTY AND FREE PLAY Table.

EXHIBIT SUPPLY CO.

4222 W. Lake St., Chicago, Ill.



No Closed Territory with this Profit Maker

Sell and operate Trading Post, the 1939, best amusement deal. Amusing, fascinating, a piece of fun. 5 balls out, fast in all locations. 100 prizes of great variety. Takes in \$12.00. Results to dealers at \$9.75. Mfg. 24". Weight 40 lbs. Order No. 890437. Packed, top in cartons. Each \$5.95

LOTS OF 12, EACH, \$5.75. No. 890438—HORN OF PLENTY. Dealer call as above. Flashy 3-Color Display. 80 Pulls Takes in \$2.50. Sells to Dealers at \$2.95. 34.25. Your Cost, Each, 1.00. Lots of 50 Each, \$2.75. WRITE—WIRE TODAY. 25% Deposit on C. O. D.

JOSEPH HAGN CO., Manufacturers and Distributors, 217-223 W. Madison St., Chicago, Ill.

Operators Okeh Atlas Repair Shop

CHICAGO, Feb. 18.—"The little mentioned but highly important repair shop of the Atlas Novelty Co. was the recipient of many complimentary letters and comments the past week from operators who made purchases of reconditioned equipment," declares Eddie Ginsburg.

He continued, "The shop comprises such experts as foreman Harold Schwartz, Frank Beck, Walter Prokop and Joe Green. All of these men are veteran coin machine experts who have been associated with Atlas for years. Each man is so proficient as to be able to work on any type of coin machines.

"Their work is made more efficient by means of late and modern equipment which has been installed in the shop. As a result, the Atlas Novelty Co. has earned an enviable reputation through the coin machine industry for shipping reconditioned equipment," he concluded.

Genco Factory Busy

CHICAGO, Feb. 18.—Genco, Inc., is holding "a home-coming celebration on its production lines," according to Meyer Gensberg, official of the company. "For a while Bubbles, a recent novelty game release, was alone on the production line keeping us plenty busy. Then while demand for Bubbles kept growing day by day Stop and Go, the previous release, was demanded by operators and it went back on the production line.

"Now with the release of Circus, our latest game, there is a circus of activity on the production line. Three games going at one time, with Circus in the lead, Stop and Go and Bubbles following close behind."

Genco Circus, Animated Game

CHICAGO, Feb. 18.—"It's the greatest show on location!" exclaimed officials of Genco, Inc., introducing the latest Genco game, Circus. "It has all the color and flash of the band wagons, clowns, menageries, trapeze artists and side shows that a real circus offers combined into a novelty game that, within a few days, has jumped to a commanding position in sales and popularity," said Meyer Gensberg.

"Trapeze artists perform in mid-air on the light-up backrack, action that brings crowds around Circus everywhere. A man on one side of the backrack and a woman on the other climb the ladders to the trapezes as the balls hit bumpers on the field. When a certain number of hits have been made the acrobats leap into their performance. On the field there are skill lane switches that give the player an extra opportunity to make 1,000 points. Other switches give the player a free ball.

"Our jobbers and distributors advise us that selling talk is unnecessary in getting operators to commit themselves to quantity deliveries of Circus," continued Gensberg. "As one distributor described it, 'My customers see it, play it and order!'"

"Circus is made in both novelty and free-game models."

Winner Sales Co. Enlarges Quarters

CHICAGO, Feb. 18.—"The proof that business is booming at the Winner Sales Co. is contained in the announcement that this organization has been compelled to enlarge its quarters," declared officials. "The steadily increasing volume of business enjoyed by Winner due to the profit popularity of Winner's 5-Star Final Peekin' and Get-a-Hit jar deals taxed the capacity of our former plant, and larger quarters became a necessity in order to maintain the high standard of Winner service.

"The Winner Co. is sincere in expressing its thanks to the thousands of operator customers whose confidence, expressed in the form of orders, has made the concern an outstanding success. Winner service and forthcoming Winner values in profit-making deals will be better and bigger than ever."

Permo Reports Needle Theft

CHICAGO, Feb. 18.—Arthur J. Olsen, president of Permo Products Corp., maker of Permo Point phonograph needles, reported recently the theft of a large lot of needles from the Chicago factory.

Olsen immediately took steps to warn phonograph operators of the nation to be on the lookout for any Permo Point phonograph needles offered thru any channel other than by regular Permo Point dealers.

Said Olsen: "The needles which were stolen were either in the process of production or were inspection rejects. Neither of these lots of needles is perfected for use. If used these needles will produce costly results."

Olsen requested that any information on the stolen lots be forwarded to him. He stated that all information would be held confidential.



GRANT SHAY (right) has catcher hypnotized with the flipping steel ball as he demonstrates his skill on Mills' Flip Skill game.

BARGAIN LIST

The Machines Listed Below Are Slightly Used, Like New and Offered Subject to Prior Sale.

SLOTS		Like New and Offered Subject to Prior Sale.	
7 MILLS MELON BELLS, Ser. over 420000, Dc.	\$40.50	1 JENNINGS 25c. Chif. Bch.	\$25.00
8 MILLS MELON VEN., Ser. Ser. over 430000	\$2.50	1 5c ORILL Gemite	45.00
9c MILLS FUTURE, no GA. Ser. over 380000	22.00	100 MILLS Best Stand	4.25
10 MILLS EXTRAORDINARY, over 417000	25.00	50 MILLS Fido	1.25
40c MILLS Crown Fruit Cherry Vend. Ser. over 430000	50.50	4 MILLS 1-2-3 original mod.	25.00
10 MILLS Blue Wood Ven., GA. Ser. over 385000	30.00	5 MILLS 1-2-3, late model	77.50
3c MILLS DIAL Ven. Fruit Vend. 121-230-233	12.50	1 GREAT BARNES	75.00
7c MILLS Red Front, GA. Ven. Ser. over 380000	30.00	1 BALLY BLUE RIBBON	90.00
2c MILLS SILENTS, 28074-280473	17.50	2 GOLDEN WHEELS, patent	12.00
1c MILLS SKY SCRAPER, 330221-330222	22.50	1 GREAT PEAK, Western	15.00
1c MILLS Regular Vend., GA. Jackpot No. 306848	22.50	1 HIGH OAR with clock	15.00
3c MILLS Blue Wood Ven., GA. No. 345743-344530	32.50	2 SPOT LIGHT with clock	15.00
1c MILLS CHERRY BELL, No. 306850	52.50	1 POT FINISH with clock	12.00
2c MILLS IRM Vend., GA. Jackpot Ser. over 378000	35.00	1 TRACK ODDS with clock	15.00
1c MILLS Regular Bell, GA. No. 306850	27.50	2 AIR RACES, coin and light	7.50
2c MILLS MELON BELLS, Ser. over 420000	67.50	1 STONER'S CHAMPS	65.00
1c PACE BANTEP Jackpot Ven. 17120-1600-1425-18844	12.50	1 WESTERN QUINELLA	65.00
5c PACE COMETS Jackpot Ven. 28782-44279-26022	25.00	1 BALLY THISTLEDOWNS	115.00
1c PACE COMET Jackpot Ven. No. 29441	25.00	1 SPORT PAGE, brand new	135.00
1 25c PACE BELL Jackpot	7.50	1 GOMER STRETCH, brand new	145.00
2c COLUMBIA BELLS, like new	30.00	1 JUMBO	6.00
2c WATLING TREASURY Vend. Ser. 88780-88778	17.50	1 EUREKA, like new	60.00
2c WATLING ROL-A-TOP, GA. Jackpot, No. 60877	20.00	1 BOHUS perfect condition	7.50
1c WATLING WONDER BAR, JP Vend. No. 62804	16.00	1 GOMER STRETCH, brand new	7.50
4c WATLING TWIN Vend., GA. No. 60447	17.50	1 MILLS RAILROAD, perf. condition	7.00
1c WATLING ROL-A-TOP, no GA. (No. 7018)	20.00	2 GRAND STANDS	110.00
1c WATLING GOODENACK Jack. pot. No. 60473	10.00	1 SPORT FACTORY, brand new	15.00
2c WATLING Single Jackpot Vend. No. 64800	12.50	2 PAIR GROUNDS	45.00
1c JENNINGS SUCCESS, No. 7882	12.50	10 FLASHERS	42.50
1c JENNINGS FIVE Vend. Twin Jackpot, No. 60877	12.50	1 BALLY 5-BALL NOVELTY	15.00
3c JENNINGS Side Ven., no Jackpot	7.50	4 PALM SPRINGS	27.50
1c JENNINGS CHIEF CONSOLE	45.00	2 BALLY ZEPHYR	18.00
1c JENNINGS CENTURY Vend. No. 20036	30.00	1 GREAT PEAK, like new	12.50
Notice: We can make immediate delivery on Bally games, Ezzi's Galloping Dominoes, Galloping Dominoes, Lucky Luna, Lucky Star, Money's Pastime, Spinning Winner, Million Vend. and many other machines. We have a large stock of new and used machines. Get our prices before buying elsewhere. Write and ask us to put you on our mailing list. The above prices are effective February 28, 1939. All orders must be accompanied by 1/3 deposit in the form of P. O., Express or Telegraph money order.			

WE BUY, SELL AND EXCHANGE

WANTED TO BUY All Types Like Novelty Games—Model P. Targets. The Following Games Can Be Purchased in Any Quantity Desired.		
Donkoles	\$120.00
1938 3-2-1	70.00
Track Times, Red Hot	49.50
Track Times, Gray Head	90.00
Kelley Clubs	30.00
Triple Lucky	40.00
One Day, One Top	35.00
One Day, J.P.M. Top	30.00
Peppermint	60.00
Reveries	20.00
Bank Tills	50.50
Longchamps	80.00
Track Odds	50.00
1938 3-2-1 P.M.D.	26.00
Dark Horse	35.00
Flashy	35.00
Grandstands	\$110.00
Seabiscuits	110.00
Thistledeens	110.00
Peppermint	\$2.50
Whisper Ticket	110.00
Mech 1-2-3, Rebuff	50.00
Mills 4-2-3, Bally Pay-Off	\$115.00
Across the Board	25.00
P.F. Numbers	35.00
At-Sea-Sea	30.00
Prize Money	17.00
Handicappers	65.00
Rever	13.00
Flintstones	35.00
Florida Orange	45.00
Statues	25.00
Allegiance	22.50

CLEVELAND-CHICAGO AMUSEMENT SALES CO. CLEVELAND, OHIO 2720 PROSPECT AVENUE.

Rush Continues On Chi-Coin Majors

CHICAGO, Feb. 18.—"After a solid month of production, much of that period in overtime, we still can't make Majors fast enough to supply the growing and growing demand," reports Sam Gensberg, official of the Chicago Coin Machine Mfg. Co.

"The a large number of operators are aware of the fact that there will be delay in filling their orders; they are showing a willingness to wait as long as necessary. Most of those who have been interviewed by their distributors indicate that, they regret not being able to get their games immediately, they will be able to make up for any delay when they finally do get the games. The plant has instituted 24-hour production and is gradually catching up. Soon we hope to be able to fill orders immediately."

association was slated to be held in the Wells-Roberts Hotel. It was hoped that all State operators would lend their support to the association and that much good would be accomplished thru it. At a previous meeting Paul Roberts was elected secretary-treasurer and temporary headquarters established.

Members of the committee for organizing the association are G. M. Byerly, Jim Boyle, O. P. Kramer, E. E. Settlemyer, Paul Beardley, W. B. Atkins, Jay Davis and Charles Harlinger.

Branch office of Mid-West Novelty Co. has been opened at 812 N. Hudson here, with P. A. Park as manager. Other offices of the company, which sells phonographs and novelty games, are at Tulsa and Muskogee. Cathryn Mason has been employed as secretary of the local office.

Business in coin machine circles is slow in Oklahoma right now with operators anxiously watching developments in the State Legislature, where three bills are pending.

Oklahoma News

OKLAHOMA CITY, Feb. 18.—Second meeting of State phonograph operators with a view to organizing a State

Milo Solomito, veteran coin machine operator from Memphis, spent week here visiting G. M. Byerly and other friends and acquaintances. Solomito is coach of the Tennessee Golden Gloves Boxing Tournament.

IT Must HAVE

SOMETHING ON THE BALL

● Western's 1939 Baseball has no competition! Never a Legal Type Game to compare with it! 14 months in production and now in greater demand than ever before!

WESTERN PRODUCTS, Inc.
925 W. NORTH AVE.,
CHICAGO



1939
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stated, "Is in the fact that they've practically cleaned us out."

Joe Ash, Philly distrib, who lives in Newark and whose firm's headquarters are in New York, says, "The distributing business has become just like the banking business." Looks like Ash has something there. . . . Once again Eddie Cantor gave the slots a break. On his program Monday evening, February 6, Eddie said, "Jack Benny has installed a slot machine in his kitchen for his servants." . . . Ops all agree that one of the most outstanding coin machines of the year is Bill Robbin's Photomatic. Reports are to the effect that more and more of the dogs are going for the ingenious coin device. According to Earle Winters and Al Blendon, of Mutoscope, "Photomatic is going bigger than ever."

The new Daval game over at George Ponsler's has met with the approval of leading ops who saw it. . . . Excitement reached a new high at Modern Vending offices this week as Iris Kwnlwaser approached her wedding day. The boss shelled out heavy and the kidding was fierce on the part of all other employees. . . . Those counter model phones are becoming more prominent every day. Almost every lunch wagon now has one installed, with other small spots in New York and New Jersey also beginning to be filled with them. . . . Here's one piece of "trickery" being practiced by the kids on gum vendors in the subways. They stuff delivery chute with wad of paper. Purchasers insert coin and can't get gum. Shake machine and get mad. After a few hours kids return, remove wad and hit the jackpot something with 10 to 20 sticks. Next time you can't get that stick out of the subway machine clear the paper wad out and get happy.

Bert Lane, Seaboard Sales, had a very busy day when Genco's new game, Circus, arrived in town. Bert is reputed to make at least 50 to 60 phone calls a day, but when the game came in he is said to have paid the phone company for more than 100 calls. . . . Mike Muzes is getting away from it all. He left for Florida, where he claims he will spend his time relaxing in the warm sunshine on the sands of Miami Beach. "And I mean it," Muzes said. . . . Big doings here this past week. Cleveland ops actually cleaned out the town of all good used novelty action games. Action was so hot that some of New York men left for that city to arrange for more steady shipments. . . . Outstanding location of this week, Oper at Proctor's Theater, Newark, where American Locker Co. has arranged an automatic checkroom that is a honey. It looks like the pretty checkroom girls are going to shout blue murder when this idea begins to spread. There are lockers square shaped and plenty deep for open large packages as well as neat lockers for coats and hats. And charge is only 10 cents. An orchid for this spot.

George Ponsler will have a surprise announcement for the trade very shortly, he reports. . . . Credit situation has tightened up. This is due to fact that distrib and jobbers cannot see profit

"BOY! OH, BOY!"



Am I cleaning up with these 2 sensational new Games that George Ponsler just sent me. Beagie writes, please or when George today? New shipments have just arrived."

Exclusive Distributors for
Chicago Coin Daval ...
Exhibit ...and... Keeney.

GEORGE PONSER ORGANIZATION

33 WEST 60th ST.,
NEW YORK CITY
11-15 East Runyon St., NEWARK, N. J.
1435 Bedford Ave., BROOKLYN, N. Y.
300 North Franklin, PHILADELPHIA, PA.

angle in present market price. . . . Charley Aronson and Bill Allberg will have a new surprise if all matters work out right. Both the connoisseurs are arranging for distrib set-up on entirely new item. . . . Everyone is getting polished up for the ops' affair, which has attracted a great deal of interest. . . . Jack Fitzgerald has four new novelty games. "Some of the games that were shown privately in Chicago and the ops raved about," he says. They are Bally Royal, Supreme, Keylite and Stopem.

Earle C. Books, National Novelty Co., Merrick, L. I., reports, "We're shipping our games just as fast as we can recondition them. But we will not ship unless we are certain the game meets with the standards we have imposed on ourselves for what we believe to be the kind of reconditioned machines the ops want." And maybe that's why National's business continues to jump each month. . . . S. & F. Vending Co. trucks hot phones as "music boxes." . . . Ned Cahn has been chosen as director of entertainment for the Temple Beth El. . . . Jack Tashman's song Roy, is going into the hobby business.

Irving A. Blecher, Budin's right-hand man, is handling all the business during Herman's sojourn in Miami—and doing a great job."

Natchez, Miss.

NATCHEZ, Miss., Feb. 18.—Operators in and near this historic city report an increase in business. With the coming of the new industries and the annual Natchez Garden Pilgrimages in March, which attract visitors from over the nation, even more business is anticipated.

Sam McCabe, co-owner of the Seagame Amusement Co., and Mrs. McCabe have returned from a vacation spent on the Mississippi Gulf coast. McCabe, who has been ill, has recovered and is back on the job of handling the various spots in this section where his company has locations. During his absence the business was carried on by his partner, Sam Beria, his secretary, Vera Koerber, and his assistant, Frank Perreault Jr.

The La-Ark-Tex Co. owned by Dan Tucker, is now handling sheet-music at its establishment on Main street here. The company also has a number of new locations in and near this section. In addition to operating in Natchez and in Mississippi, the company also has numerous machines in Arkansas, Louisiana and Texas, hence the name, La-Ark-Tex.

EASTERN FLASHES

NEW YORK, Feb. 18.—Last week was party week. Nat Cohn gave a party at his home in Belle Harbor, L. I. . . . George Ponsler followed with a party at his home in Maplewood, N. J. . . . Bill Gerah held a party at his home in Newark, N. J. . . . And Dave Stern gave a party at his home in Elizabeth, N. J. . . . Jack Devlin, Jack Fitzgerald's New York City sales manager, reports that he has been giving the boys some of the best reconditioned machine bargains in the firm's history. "The answer," Devlin

McCALL'S WEEKLY SPECIALS
NOVELTY GAMES

SILVER PLAIN	\$22.50
HORNING WILD	12.50
ONICO MARVEL (Ramp)	22.50
STONERS VOICE	12.50
ONICO DERRY	8.50
EXHIBIT BOBS	22.50
EXHIBIT WARS 'N WOUND	12.50
STONERS WARS	11.50
TUNP KING	6.50
GARNIVAL	8.50
HOME STRETCH	4.50
DALLY BOOSTER	10.50
DALLY MERCURY	4.50
EXCEL	9.50
LORD BEACH	4.50
ELECTRIC SCOREBOARD	4.50
SKIPPER (Proc Game)	17.50
SKIPPER OUT	15.00
LIGHTS OUT	
TRACK MEET	
TRUCK AIRWAYS	
BALLY BELL OR EXCHANGE.	

WE BUY, SELL OR EXCHANGE.
3147 Locust St.,
St. Louis, Mo.

WARNING!
Beware of Imitations!
There is Only One Original!

PUNCH BALL

The Sensation of the Counter Game Industry as advertised in this issue

1935
Hawwood Manufacturing Company
1235 West North Ave., Chicago.



AT ST. PAUL'S COIN MACHINE SHOW held recently the Rock-Ola Lightup phonograph attracted much attention. It was displayed by La Beau Novelty Co. (shown above are Archie La Beau (kneeling, second from right); I. F. Webb, Rock-Ola vice-president (kneeling, third from right); N. L. Nelson, La Beau sales manager (kneeling, fourth from right); and Tom Crosby, president of the Minnesota Operators' Association (behind La Beau).

Ops, Have You Had MB Today?

By a TEXAS OPERATOR

What the coin machine industry needs right now is a good dose of MB. MB is not a medicine one may purchase at a drug store or any store, yet it can be had. It is always around those who seek after it. It is never "just around the corner," but is usually found right in one's own yard. A lot of manufacturers, distributors, jobbers and even operators have apparently decided that the entire supply of MB has been exhausted and that there is none to be had. They are dead wrong. MB is just as plentiful as ever and just as anxious to be courted and loved as ever. In fact, MB has existed since the days of Adam and not one single hour has MB ever taken a vacation or been out of pocket when a person actually sought after him. The very minute you start looking for a good dose of MB he goes to his feet and starts toward you with a big broad smile. MB wants to be your best friend, but lately the coin machine business seems to have turned a cold shoulder to the pert fellow.

To the real wide-awake coinman, MB is his goal and he will never neglect a single detail nor become afraid of any obstacle in his efforts to get hold of MB. MB is a friendly cuss, but he is timid to the extent that he will not force his presence upon those who show no sign of hospitality toward him. He is like the oil down deep in the earth and the gold buried deep in the mountain side. You must go after MB. MB won't just drop into your lap. He won't approach you when you are idle or loafing. He's not that frosh.

Nothing gives one a thrill, puts sparkle in the eyes and straightens up stooped shoulders like MB. It leaves a sweet taste in the mouth after taking and always clears the head. There is never any hangover from a good strong dose of MB. The stronger the dose the better the patient feels afterwards. Nothing will help our coin machine industry like a big portion of MB. Of course, if you are a "know it all"—a fellow who sits around and talks hard times you'll never make the acquaintance with MB. Lazy, slow-going, unkempt obitmen will never receive an embrace from MB. Your physical make-up will never thrill from the loving touch of MB unless you are what is called a "go-getter." If you are a victim of slovenliness MB is not going to pal around with you, neither will he allow any of his relatives to associate with you. He's a funny cuss, this fellow MB—this dynamic person that he is, however, the business world and especially the coin machine industry simply can't get along without him. He is absolutely necessary to a person's growth. Without MB you can go nowhere and you will become an outcast from the business world.

MB is frank. He states his conditions upon which you may obtain his company, and since creation he has not deviated from his stated conditions and terms. When a fellow tells you there is no more MB left in the world you tell him he's all wrong. Inform him that there is plenty of MB for the hustler but none for the lazy guy. Take the fellow by the arm and point out the road to where MB may be secured. Tell him he'll have to hustle and meet all obstacles with a smile, but if he'll endure he will soon be drinking deep of the cup of MB, which after all is nothing but MORE BUSINESS.

New Orleans

NEW ORLEANS, Feb. 18.—Coin machine operators of all kinds are on the jump as the city takes on the holiday spirit for Mardi Gras. Downtown streets were jammed to overflowing Thursday when the first street pageant formally opened the biggest week of the year for Crescent City operators. Hundreds of private parties taxed the full ability of the music men, who rent phonographs, pin games and claws are being surrounded by crowds through the city and it looks like the biggest carnival season in the history of the event in New Orleans.

For the first time in the century-old Mardi Gras celebration the coin phonograph is being tested as a means of entertainment on the decorated floats and trucks by private street parties.



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 entirely new way! Novel coin receiver remains locked until counter attendant clears it! Played by placing coins under selected numbers in coin receiver and pushing spinner's rod.

Absolutely eye-proof! Enables operators to give locations larger percentage of receipts—locations pay winners from their share!

Convenient! Supreme! 12" wide, 17" long, 5" high.
LOW PRICE!
As Your Dealer, or Write, Wire or Phone
Hymarket 7630.

H. C. EVANS & CO.
1520-1530 W. Adams St., Chicago, Ill.



1939's SENSATIONAL HIT Thousands Sold Weekly

Deal consists of 12 one-blade Paper Pusher Midway Mirrors and 12-Hole Push Card. Every push wins. Takes in 25.00 and sells to locations for \$2.75. Many locations buy 5 to 10 units per day.

H. G. PAYNE CO.
212-14 Broadway, Nashville, Tenn.

- 1 1938 Track Times & Bill Times @ \$125.00
 - 2 1938 Kentucky Club @ 100.00
 - 1 1937 "Red Head" Track Times @ 95.50
 - 1 Paper Races @ 90.00
 - 1 Bally Bill Field @ 39.50
 - 2 Derby Day Consoles (Flat top) @ 29.00
 - 2 Bally Reserves @ 17.50
 - 1 Galloping Dominos @ 65.00
 - Photo Finishes, Wipers, Cars @ 15.00
 - Prizes @ 22.50
- One-Third Deposit With Order, Balance C. O. D.
Send All Inquiries to

PHILIP GEORGE
1588 Ansel Road
Cleveland, O.

SACRIFICE

- An Exceptionally Fine Lot Reconditioned Games—All or Part.
- 20 1938 SKILL TIME @ \$98.50
 - 18 KENTUCKY CLUB @ 65.50
 - 10 TRACK TIME RED HEAD @ 49.50
 - 1 TANFORAN @ 19.50
 - 1 LIBERTY BELL @ 24.50
 - 10 DERBY DAY CONSOLE @ 24.50
 - 3 SHOOT THE MOON @ 24.50
 - FAIRCOURDS @ 29.50
 - SEABISCUITS (Thistle-down) @ 85.00
 - GRANDSTANDS @ 90.00
- 1/3 Cash With Order, Bal. C. O. D.
THE MARKEPP CO.
3328 Carnegie Ave., Cleveland, O.

Such popularity must be deserved

Free Play Chubbie



Free Play Chubbie is making a big hit with operators everywhere—It's a five ball novelty game with 15 numbered and illuminated bumpers and a unique extra ball feature—It's fully metered and has the free game feature. Priced at only

\$84.50
Regular Chubbie fully metered
\$74.50

Stoner Corp. AURORA, ILL.

CHUBBIE BUDIN'S

IS STILL THE OPERATOR'S NUMBER 1 MONEY MAKER! ORDER FROM

SPECIALTIES, INC.
174 SO. PORTLAND AVE.
BROOKLYN, N. Y.
(Tel. Nevins 8-7528)

Frank De Barros, manager of the Melody Music Co., has agreed to rent several phonographs for use on trucks on Mardi Gras day in a tie-in with electrical shops that are furnishing Delco 110-volt units for necessary juice.

Julius Pace, president of the local coin machine operators' association, steps down for a day Sunday when he becomes vice-chairman of the big Mardi Gras ball given by the Italian Club. His daughter, Gerry, was recently a queen at one of the famous exclusive New Orleans masked balls.

As usual, the office and display rooms of the Dixie Coin Machine Co. were the meeting place of numerous out-of-town operators who came to replace equipment for the spring season. Among those who came in and placed orders for either Mills bells or Bally pin games were E. L. Little, Bogalusa; Charles Bois, Metairie Ridge; A. J. Augusta, Plaquemine; W. C. Lancaster, of the Shreveport Coin Machine Co., Shreveport; J. D. Drury, Hammond; Frank Ricardo, Plaquemine, and others. Mrs. Ferdinand Hymel, Wallace, La., called in place of her ill husband and bought new equipment.

Julius Perez, of the Perez Novelty Co., reports the best demand for phonographs in some time. He says that the out-of-

town operators have been steady buyers of late. Percy Pringaux, just entering the music operating business at Lafayette in Southwest Louisiana, came to town and bought 10 new phonographs as a beginner and expressed his belief that he is starting off on the right foot. Also buying new lines of phonographs were K. J. Thomas, of Bidell, and Chester Aycock, of New Iberia.

Sam Gentilich, manager of the Dixie Music Co., reports the ordering out of his fourth carload of new Seeburg phonographs since the recent December show. Gentilich says that the new features of the Seeburgs are bringing him his best sales in several years.

Leland Delaney has entered the phonograph operating field at Natchez, Miss. He has purchased 10 new phonographs in addition to some second-hand equipment.

Ed Rodriguez, known to his friends as the Mexican ambassador, has suddenly come back to the city after a 10-day sojourn in the mountains of old Kalamazoo. Most of the time in the Blue Grass State was taken up by Rodriguez in the vicinity of a little hamlet by the name of Vancouber.

MIDWAY

2 COMPLETE GAMES IN 1
Both Played With the Same 5 Balls

Here's a HI-SCORE GAME and a SEQUENCE-HOLE GAME. Both played at the same time! No matter how low his total score may be, player may still win on the sequence-hole play—or vice versa! Real suspense to the last ball played! Money making features galore—BONUS AWARD for last ball played (amount regulated by operator), shifting hi-score lights, new adjustable oval bumpers, complete metering and adjustability, beautiful top-board and mirrored backboard—and more action, suspense, appeal and thrills than ever before!

Order Midway—
I'll Pay and Pay and Pay!

FOUR GREAT MODELS!

1. Straight hi-score sequence.
2. Hi-score sequence with free play.
3. Hi-score sequence with \$50.95 reserve bank.
4. COMBINATION FREE PLAY AND RESERVE MODEL—THE FIRST OF ITS KIND IN THE INDUSTRY!

DAVAL MFG. CO. • 315 N. HOYNE AVE. • CHICAGO

MUST SACRIFICE AT ONCE

- Right Off Locations, Ready To Operate.
- | | | | |
|--------------------------------------|----------|-------------------------|------------------|
| Event Machine, new head, 2 weeks old | \$148.00 | Monarchs | \$ 15.00 |
| 1033 Mill | 105.00 | Billy's Sea Sign | 100.00 |
| 1933 Truck | 105.00 | Grand Stand | 50.00 |
| Times | 100.00 | New Bill 1-2-3 | a week old 55.00 |
| Kentucky Club | 90.00 | 3500 Flasher, use new | 45.00 |
| Buickley Truck | 80.00 | Daily Kiosk | 85.00 |
| odds | 80.00 | Western Derby | 75.00 |
| Kenny Redwood | 60.00 | Time Derby Game (Kenny) | 65.00 |
| Kenny Quiz | 60.00 | Phantom | 15.00 |
| Head | 50.00 | Prokings | 10.00 |
| Jennings Parlay Race, 4 loads | 75.00 | Tele Flash | 7.50 |
| Jennings Parlay Race, late cash | 35.00 | Promo Joke | 7.50 |
| Shut the Mouth | 22.50 | Daily Kiosk | 7.50 |
| Dark Horse | 20.00 | Mill 1-2-3 old model | 25.00 |
| Taffetons | 17.50 | Spot Page | 20.00 |
| | | Acres the Boards | 25.00 |

BEST NOVELTY CO.
1047 St. Clair Ave., Cleveland, Ohio

- | | | | |
|------------|---------|----------------------------|---------|
| Daily Dash | \$12.00 | Shops (Legal Counter Game) | \$ 7.00 |
| Realty | 25.00 | Kenny Quiz | 23.00 |
| Spinny | 10.00 | Waco | 23.00 |
| Play | 20.00 | Paranoid | 22.50 |
| Botany | 12.00 | Jungle | 24.00 |
- 1/3 Dealer; Bal. C. O. D., F. O. D., New York.

WILL PAY CASH FOR
X-Ray Poker, Rock-Ola World Series, All American Baseball, Pacific Baseball, Hooper, Exhibit Rotaries.

MIKE MUNVES CORP.
145 PARK ROW, N. Y. (WO-2-0492)
555 TENTH AVE., N. Y. (OR-6-6677)
Quote Address "MUNVACHINE," N. Y.

CLOSE-OUT! Reg. \$148.50
JENNINGS CONSOLE CHIEFS \$55
EXCELLENT CONDITION
6-5c BIDDING TO PRIOR SALE 1-10c
VERSUS 1/3 Dealer, Balance C. O. D.
RICHMOND DISTRIBUTING COMPANY
1121 64th Street, N.Y.C.

Kirk's Guesser Goes Overseas

CHICAGO, Feb. 18.—C. R. Kirk & Co. report a cablegram from Dick Scott, of Scott, Alickes & Co., Ltd., of London, which says that the streamlined Guesser scale "has just the right Continental appeal to fit into the scale picture in the many foreign fields wherein we distribute scales."

Kirk officials explained that a feature of the scale which has impressed the trade very much is the hardened sealing cam. "The benefits of this cam are innumerable," they state, "since it is a cam that won't groove or wear flat and keeps the scale in perfect adjustment permanently."

OPERATORS! PROTECT YOUR RECEIPTS!

SHYVERS MFG. CO. proudly present The New Monarch Coin Chute. The result of 32 years of originating and developing Coin Chutes.

A Mounting Hole Are Standard.

A Support Hole Are Standard.

Slide Support Block All Banding.



Mag Shyvers Steel Centered Check Work Perfectly.

The Front Guard Stops Chattering, Stops Shimming, Stops Bending Up or Down, Stops Diving, Stops Forcing and Rejects all Off Size Checks. Takes money easily.



The Shyvers separator, possibly works Thousands in use working perfectly.

This outstanding chute has been tested by over 900 operators and pronounced THE BEST. Adjustable to take or reject worn or Liberty nickels. No pause in stroke, simplicity and ruggedness of construction. Furnished for 1c, 5c, 10c and 25c coins. With front guard or with slide support, or without either. Also furnished with escalator and separator.

SHYVERS MFG. COMPANY 2315 W. HURON ST., CHICAGO.

Automatic Merchandisers' Assn. of Indiana, Inc.

Earl H. Schmidt, president; J. C. Ross, vice-president; J. M. Daily, secretary-treasurer. Directors—E. W. Harris, F. L. Davenport, A. W. Johnson, Leo Tatesnick, Robert S. Daily. Offices located at 1249 Roosevelt Avenue, Indianapolis.

To the Editor: In response to your letter of January 9 requesting a report of the activities of the Automatic Merchandisers Association of Indiana, Inc., during the past year, there is little information that we can give you of material interest. We do not hold regular meetings but get together upon written or personal invitations from the secretary of our association, and as long as everything goes along smoothly with the members of our association, our meetings are infrequent.

The chief purpose of our association is to prevent, if possible, the enactment of any laws that would be detrimental to the interests of our members. The members of our association consist of those interested in vending merchandise or the operation of other types of machines that do not have any gambling or chance elements connected therewith contrary to the statutes of the State of Indiana.

Each member of our association endeavors to keep closely in touch with the proceedings of the State Legislature while it is in session, and where any bills are introduced that we feel might be detrimental to our interests we get together upon the request of any member of the association to discuss the effects of any such proposed legislation and

when necessary act as a unit to defeat the enactment of such proposed bills. In the operation of our association we endeavor to co-operate in promoting good fellowship among our members and to take no action as an association that will in any way be construed as a violation of any anti-trust statute or the violation of any national or State laws.

The writer as secretary of our association is always very glad to correspond with officers or members of any other association or with individuals who desire to correspond concerning any features of the vending business.—J. M. Daily, secretary.

St. Louis

ST. LOUIS, Feb. 18.—During the past two weeks three prominent operating firms here have expanded considerably when they purchased all or part of the operating equipment of other firms located here. The Automatic Phonograph Corp., of which Fred Polnow is president, and John H. Beckman, secretary-treasurer, purchased all of the operating equipment of the Paramount Amusement Co.

The National Amusement Co., owned by George Ogilvy and John C. Steward, purchased the phonograph end of the Vending Machine Sales Co., owned by Basil and Bernard Noel. The Noel Brothers, while leaving the phonograph operating field in this city, will continue to operate their other coin-operated machine business as heretofore.

Louis Morris, president of the Morris Novelty Co., purchased the phonograph equipment and complete route of phonographs of Joseph Westman, owner of the W. W. Service Co.

Long Branch, N. J.

LONG BRANCH, N. J., Feb. 18.—Chester Beaman, of Red Bank, announced recently the purchase of the pin game route operated in this district for the past five or six years by Sol Knecht, veteran op. Beaman has been in the biz for the past four years and will in the future handle Daval, Genco, Exhibit, Chicago Coda, Bally and Stoner games at the shore.

Knecht has purchased a hardware store here and will devote his personal attention to the new venture.

Bally Supreme and Majors are doing nicely at Jack Zimmer's cigar store, with report comes from Fred Marjell, president of the Standard Amusement Co.

Western's Baseballs liked by all the players at Goldstein's store, according to player reports.

Arthur Martell, manager of Standard Amusement Co., reports that the coming season is going to be tops. He returned recently from a trip to Chicago.



THE FACTORY WHERE GROETCHEN MACHINES ARE MADE. Groetchen machines have shown a steady and continuous gain in popularity.

MUST SACRIFICE!

- 12—1938 Kentucky Club (late models) Each \$90.00
- 1938 Track Time .. 110.00
- Slant Top Derby Day 40.00
- Flat Top Derby Day 35.00
- Soabiscuit (EQUIPPED WITH SHIVERS CHUTE) 99.50
- Derby Champ 55.00
- Across the Board .. 30.00

Machines right off location—in excellent condition.

Send $\frac{1}{2}$ Deposit, Balance C. O. D.

ADDISON AMUSEMENT CO.

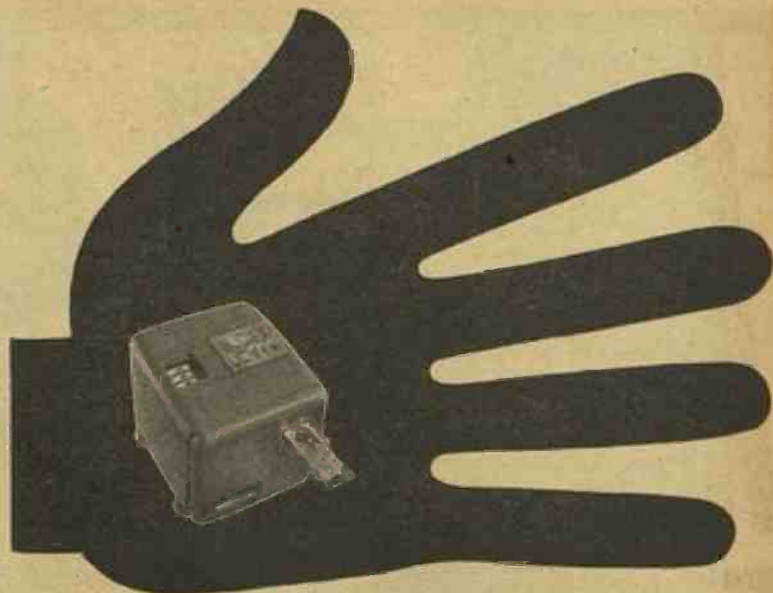
1406 W. 55th St. Cleveland, Ohio.

Los Angeles Assn. Favors Fostering Industry Good Will

"To the Editor: In replying to your letter to the Associated Operators of Los Angeles County, Inc., this organization had its inception June 3, 1937, and was incorporated in August of 1937. The officers are Sol Gottlieb, Abe Chapman and Vern O. Briggs, who comprise our board of directors. They are operators of amusement devices and have been for many years. Abe Chapman is secretary of the Automatic Vender, Inc.; Vernon Briggs is owner of the Recreation Games Co. and Sol Gottlieb is owner of the General Games Co., all of them being active in the management of their businesses.

"Our organization is active in anything that will promote the welfare and good will of the amusement games field. We take active interest in charitable work of every description. Our membership is composed of approximately 135 active members. We have regular monthly meetings at which are discussed any subjects that will improve our business.

"The suggestion that I would like to give you (in regard to *The Billboard*) would be to have topics that we can discuss, such as the conduct of our business, how to keep and sell locations, how to conduct a route, how to spread favorable propaganda regarding our business, how to meet competition and things of that nature. We feel that what this field needs is a general education, not only for the operator, but for the public as well. For the only thing that we can win with is good will."
Curley Robinson, secretary and managing director, Associated Operators of Los Angeles County, Inc., 1044 Venice boulevard, Los Angeles, Calif.



** Hold your territory in the palm of your hand with Mills Vest Pocket Bell at \$49.50*

MILLS NOVELTY CO., 4100 FULLERTON AVE., CHICAGO

LOOK! JAR DEAL BUYERS Make More Money With a Really New JAR-CIGAR BOX TICKET DEAL PLAY HIGHER JACK

(New Idea Payout Card)

1050 5c Tickets, With 10Y Winnies. With a Possible \$20.00 Top Prize. Takes in \$52.50. Average Profit, \$28.23.

Go First, Write for Details or Order from this Ad.

Sample, \$2.50, Returnable After Inspection for Full Refund if Not Fully Satisfied.

6 DEALS \$12.00. 12 DEALS \$18.00. TERMS: 25 % Deposit, Balance C. O. D.

HAWKINS NOVELTY CO.

BOX 584

SIoux CITY, IOWA

Ponser Planning Surprise, Is Report

NEW YORK, Feb. 18.—George Ponser, who was in Chicago a few weeks ago, now reports: "I will soon have a genuine surprise for the trade that will open a new field for hundreds of operators."

"The time we spent in Chicago was devoted to many conferences with manufacturers whom we represent. At these conferences many new plans were introduced and many machines which have been worked on for some time in the experimental departments of each firm were discussed.

"One of these products was introduced some months ago, but production hadn't yet started, for the manufacturer was interested in getting the general opinion of the trade prior to spending a huge amount of money for dies and tools. Now that production is getting started the trade will shortly receive a very pleasant surprise."

Baseball Taxes Western Facilities

CHICAGO, Feb. 18.—Comments Don Anderson, of Western Products, Inc.: "It won't be long now before the baseball teams take the mothballs out of their uniforms and board the ratters for the spring training camps. It's been a long winter for the ball players, but it's been an equally interesting one for another kind of player—the fellow that gets the habit of playing Western Baseball game. And they do get the habit. The best evidence of the fact is indicated by the constantly increasing number of repeat orders that Western is receiving for this wonder game.

"Western's Baseball game has been on the market for eight months, yet it is a proven fact that the demand is far greater today than it has been in all that time. The new 1939 model, with its light-up backboard, is attracting even greater attention, and the improvements constantly being made in the mechanism are the reasons for its present-day popularity. Western's Baseball stole the show at the Hotel Sherman display.

"We were swamped with orders from the show. This resulted in a slight delay in filling orders. However, we have just added another production line for Baseball and now make prompt deliveries."

ATTENTION FOREIGN OPERATORS RIGHT ON THE COAST

Our shipping facilities will save you time and money. We are equipped to take care of your orders for all coin-operated devices. Cable us "Wolfal" and your order will be sent on the first boat.

WOLF SALES CO.

1105 Golden Gate Ave. San Francisco, Calif.

SALESBOARD OPERATORS

Read

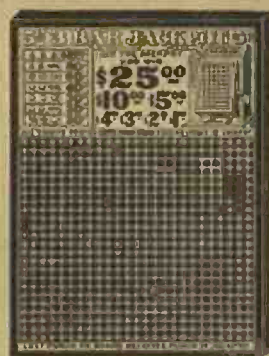
"DEALS"

A column about new salesboard ideas, deals and personalities.

In the

Wholesale Merchandise Department

THIS WEEK and EVERY WEEK



PRICE \$6.60 EACH

Send for Folder NC-17 — It's Packed With New Profit-Makers.

HARLICH MFG. CO., 1413 W. Jackson Blvd., CHICAGO, ILL.

ALL THE PROFITS ALL THE ACTION of a Slot in 3-Bar Jackpot

All Tickets Are Actual 3-Color Reproductions of Slot Symbols.

Jackpot Dumps 13 Times.

No. 2423 — 2400 Holes. Takes In \$120.00; Average Payout, \$65.56; Average Gross Profit, \$54.44.

London Court Rules On Rotary Patents

LONDON, Feb. 18.—After a hearing lasting five days the legal battle between L. Walton, Ltd., of Blackpool, and Charles Ahrens, of London, came to an end in Chancery Court recently. Walton had sued Ahrens for alleged infringement of patents relating to rotary-type merchandisers for four or more players. Ahrens counterclaimed that one patent was invalid.

Judge found in favor of Ahrens for this, ruling that patent applied specifically to grab and pot pushers. He ruled that Ahrens multiplier rotary merchandisers infringed certain other Walton patents and granted injunction preventing Ahrens from manufacturing or offering for sale any more; also granted order for confiscation of existing Ahrens multiplier merchandisers. This order was suspended for four weeks to allow Ahrens to enter an appeal if so

truly amazing VANAK

SLUG REJECTOR

Patented Check and Check Separator with extra protection. Individual checks available for each operation—no added income safeguard the year long to write.

A. DALKIN CO., 4311-13 Ravenswood Ave., Chicago.

desired.

Injunction comes into force immediately and Ahrens will not be able to show his multiplier merchandisers at Amusement Trades Exposition. Cash is one of outstanding importance to British coin machine manufacturers.

HERE SHE COMES! The Greatest Show on Earth!

GENCO'S
5 BALL

CIRCUS



WATCH THE TRAPEZE ARTISTS PERFORM IN MID-AIR—DOING DEATH DEFYING FEATS ON A RICHLY ILLUMINATED BACKRACK...

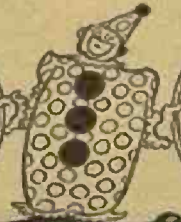
The first five hits send the man up the ladder on the left side of the backrack. The next four hits send the girl up the ladder on the right side. On the 10th hit the man and woman leap off their bars and perform on the trapeze. The most fascinating life-up backrack action you've ever seen! Intriguing play on the board, too! The top and bottom rows of skill lanes have twin skill switches giving the player twice the opportunity of making the 1000. Skill lanes at each side of the playing field give the player a free ball when passes over. Fully metered.



STILL GOING STRONG STOP & GO and BUBBLES.

Order Today!

CIRCUS NOVELTY
79⁵⁰/₁
P. O. & CHICAGO

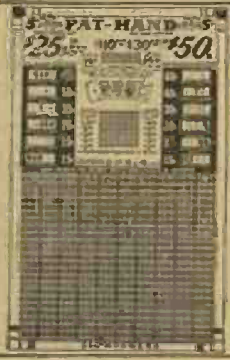


FREE GAME
89⁵⁰/₁
P. O. & CHICAGO

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



hand, and pay off in the same way as in the actual game. Royal Flush wins chance to punch in Table Stakes Jackpot with the possibility of winning \$25. Weekly commitments invited. We sell to operators only; inquiring for full details.

SUPERIOR PRODUCTS
14 N. Peoria St. Chicago, Ill.

New Type of Mint Vender in Action

NEWPORT NEWS, Va., Feb. 18.—A new type of mint vending reel machine has been ordered for this community by city and State attorneys, and already a number have been placed in local spots. Mint vending slot machines had been outlawed here for several years.

New machine has a little window in which appears the number of tokens which may be won on the succeeding play providing the player "hits," which appears to be principal and only difference between the legalized and outlawed machines.

Virginia law governing operation of machines is identical with that of North Carolina, where a case to settle legality of the venders is pending before the Supreme Court. Both city and State's attorneys here took the position, that as there is a \$1,000 State operator's license and a \$25 city license on each machine, there must be some machine to come under this license, and they decided the new type vender to be the proper machine.

Houston

HOUSTON, Feb. 18.—At a regular business meeting the Music Operators' Association, Inc., of Houston, voted unanimously for affiliating with the International Association of Automatic Electric Phonograph Operators and thru that affiliation enter into a working agreement with the International Brotherhood of Electrical Workers.

The Houston Music Operators' Association claims to control approximately 90 per cent of the phonographs in Houston and Harris County and when routine details of the affiliation are completed these machines will be operated, serviced and repaired by 100 per cent union labor.

Herbert E. Wedewen, manager of Southwestern credit division of the Rudolph Wurlitzer Co., made Houston his headquarters during his recent trips over South Texas territory.

Mrs. L. A. Glidden, of El Campo, one of the State's few woman operators, was in this city recently and purchased some new Wurlitzer phonographs.

Henry Cruse, local operator, had not missed a single meeting, either business or social, of the music operators' association since it was organized two years ago.

P. B. Stevenson, credit department of J. P. Steeburg Corp., made local Electro Ball offices his headquarters while making his regular semi-annual tour of South Texas.

Talented Josephine Cruz, secretary for local Wurlitzer dealer, furnished music and played violin numbers between acts and during intermissions at Community Players' last presentation of the season.

Wisconsin Seeks Legalized Games

MADISON, Wis., Feb. 18.—A bill proposing the licensing of balls and pin-ball games was introduced February 15 in the State Assembly by Melvin H. Schlytter, Wittenberg, William J.

Sweeney, Green Bay, and John E. Young, Oconto. The bill provides counties with the right of either prohibiting or licensing games.

The bill provides for an annual license fee of \$100 for each machine, with counties returning 50 per cent of the license revenues to the city, village or town in which the machines are located.

Harold A. Lytle, Brown County assemblyman, has introduced a measure to create State-sponsored lotteries. The author of the bill, introduced only by title, said he has not yet decided upon the details of the lottery but that he is convinced that the Legislature can develop a plan whereby a substantial amount of revenue can be gained thru a lottery system.

WARNING!

Beware of Imitations!
There is Only One Original

PUNCH BALL

The Sensation of the Country
Gum Industry as advertised in this issue

\$19.95
BALANCE COO



Norwood Manufacturing Company
1726 West North Ave., Chicago, Ill.



A. W. JUSTER, of Green Bay, Wis., and J. H. (Book) Kenney discuss the 100 per cent skill angle of Kenney's Pot Shot, payout table and game.

ATLAS VALUE PARADE

ATTENTION! FOREIGN BUYERS

OUR PHONOGRAPHES ARE COMPLETELY RECONDITIONED AND POLISHED—SHIPPED TO ANY PART OF THE WORLD—ORDERS FILLED WITHIN 48 HOURS.

PHONOGRAPHES		SLOTS	
SEEBURG MODEL A	\$ 47.00	50 C. T. (Last Model)	\$32.50
SEEBURG MODEL B	49.50	10 C. T. (Last Model)	28.50
SEEBURG MODEL C	52.50	10 C. MILLS FUTURITY	32.50
SEEBURG MODEL D	52.50	10c MILLS FUTURITY	34.00
ROCK-O-LI REGULAR	42.00	1-50-25c WAR EAGLES	33.50
MILLS SWING KING	44.50	(Serials Over 400,000)	
MILLS DO RE MISTAKE	44.50		
MILLS DANCE MASTER	27.50		
WURLITZER P-12	48.50		
WURLITZER 312	69.50		
WURLITZER 316	108.50		
PAY TABLES			
FAIR GROUND	\$ 55.00		
GOLDEN WHEEL	10.50		
MILLS BIG RACE	40.50		
CERRY CHAMPS	35.00		
BLUE RIBBON (Used 1 Week)	132.50		
STABLES	41.50		

MILLS VEST POCKET BELL ONLY \$49.50
Will accept New Old Center Game in trade—literal allowance.

Write for our Price Bulletin listing Pay Tables, Consols, Phonographs, Novelty Games, Cigar Games and over 250 slots.
TERMS: 1/3 Deposit, Balance C. O. D.

Write for our Price Bulletin listing Pay Tables, Consols, Phonographs, Novelty Games, Cigar Games and over 250 slots.
TERMS: 1/3 Deposit, Balance C. O. D.
Cable Address "ATNOVOD."

ATLAS NOVELTY CO.

2200 N. Western Ave., CHICAGO, ILL. 1001 First Ave., PITTSBURGH, PA.
American Office: ATLAS AUTOMATIC MUSIC CO.,
3151 Grand River Ave., Detroit, Mich.

AMERICA'S LARGEST DISTRIBUTORS

Detroit

DETROIT, Feb. 18.—Albert Hanech, amusement machine operator, is planning to expand his routes in the suburban territory in the immediate future.

Matt Kling, Detroit music operator, is going around in a super-optimistic mood these days because of the current pick-up in his business.

Stanley L. Glomb, manager of the Dusen Products Co., is completing plans to put a new line of candy and grocery vendors on the market.

Martin F. Burda, who formerly operated his business under the name of the Markings Novelty Co., has rechristened it Moe's Vending Co. Headquarters remain as before on Military avenue. Burda is specializing in peanut and candy vendors.

Manfred Linick, of the Detroit Automatic Exhibit Co., has recovered from his recent illness and is back on the job now.

Al Shifrin, manager of the Detroit Coin Machine Exchange, was out of town on a business trip recently.

Elmer Bower, manager of the Hurley Machine Division of the Electric Household Utilities Corp., operating electric vending machines, reports prospects for this specialized branch of the industry good with a pick-up in apartment occupancy.

Samuel Pearlstein, of the New Era Sales Machine Co., reports plans nearly complete for the new type of vending machine which he is developing.

One of the most optimistic reports heard from a music operator in a long time came this week from Harry Graham, manager of the Marquette Music Co.

"Business is very good," Graham said. "In fact, the best it has been in 18 months, and collections are very good also. Wurlitzers are selling well in the territory also."

Harry Graham, James Ashley and Max Marston, officers of the Michigan Music Operators' Association, went to Toledo last week to hold a meeting at which all local operators were invited, following this up with a Southwestern Michigan meeting at Battle Creek.

Chris Hornbeck, popular Detroit music operator, became the father of a girl last week.

Max Marston, manager of the Michigan Mutual Distributing Co., has just returned from a business trip to Buffalo, where he visited the Wurlitzer factory, and reports outlook for the music business very good.

William Russell Young, president of the Pop Corn Robot Co., was ill recently, a victim of the flu that has "laid low" many Detroiters.

Dick Wing, designer of the new Automatic Golf, is completing developments on the new game which will be produced by the company of that name here. Actual production is not expected to start until summer.

To Chris and Lena Hornbeck last week was born a girl. The Hornbecks are well known in operating circles.

FIRE ALARM

5-BALL NOVELTY FULLY METERED

Fires players' enthusiasm with new skill features and play! 2 Mystery Captive Balls step up players' points! Numerous opportunities to score extra thousand points, controlled by lights! Bell rings, 3-color lights flash on field and background, blazing progress of play! Free Ball roll-over contacts!



\$74.50
A C Operated

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! Now simplified mechanism, absolutely fool-proof!

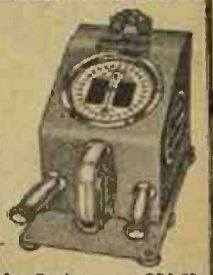
ORDER TRACK RECORD

4-WAY-PLAY — RESERVE JACKPOT — \$50 TOP AWARD!
\$199.50
IMMEDIATE DELIVERY ON ALL MACHINES

D. GOTTLIEB & CO.
2736-42 N. Paulina St., CHICAGO.

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... 6-Suction cup base holds it securely to counter. **\$19.50**
Metal Stand \$2.50.
DUO-GRIP, 3-Way Tester plus Reels \$24.50

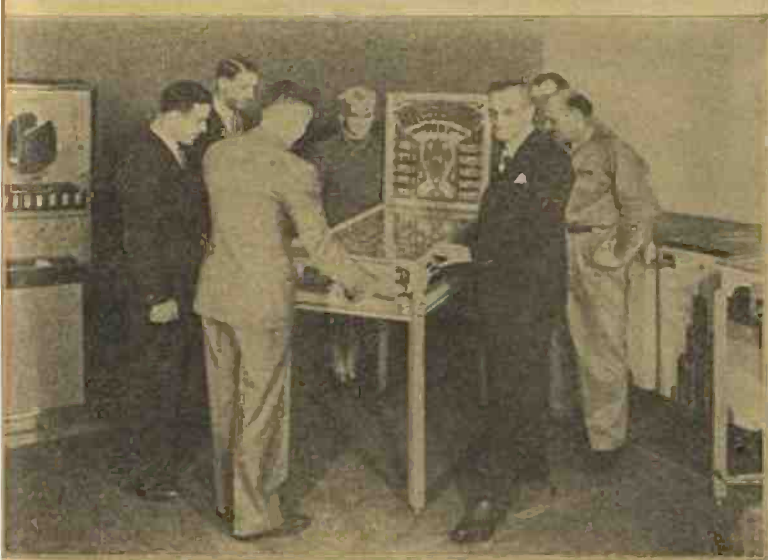
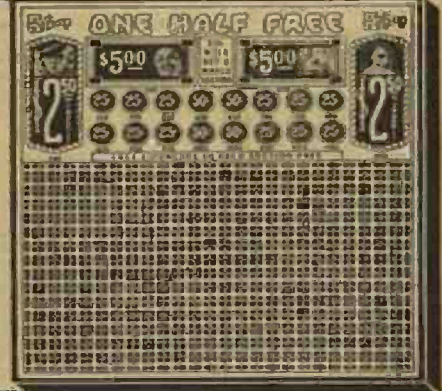


ONE HALF FREE

Brings in the Cash
1500-Hole F-4885
Takes in.....\$37.50
Pays out.....\$20.00
PRICE \$1.17 EACH

Write for new low prices on Thick and Semi-Thick Boards

CHAS. A. BREWER & SONS
The Largest Board and Card House in the World.
6320 Harvard Ave.
Chicago, U. S. A.



MR. AND MRS. PAUL LAYMON, prominent Los Angeles distributors, looking over Dave's Sidekick as others look on. Laymon (playing game) has just completed the purchasing of a large number of Sidekicks from M. M. Mohr (photograph, facing camera), Dave's West Coast representative.

EXTRA SPECIAL

MILLS, PACE and WATLING Penny Slots **\$10.00 Each**

PAY TABLES

Mills 1-2-3	\$24.00
Photo-Finish	8.00
Clubs	2.00
Padlock	5.00
Navy	5.00

Hero N' Round	7.00
Track Meet	4.00
Boysie	3.00
Vogel	3.00
Sportsman	3.00
Dut	0.00
Rose Bowl	0.00
Long Beach	0.00

1/3 With Order, Balance C. O. D. Q. B. Poughkeepsie, N. Y.

SQUARE AMUSEMENT COMPANY

88 MAIN STREET • POUGHKEEPSIE, N. Y.

ATTENTION OHIO OPERATORS

The King of All Novelty Games, "CHIEF" Free Play or Regular. Immediate Delivery — No Delay — Cleveland Stock

Look For: - SPEEDY

Exhibit's latest release, the Novelty Table that will bring speedy action and speedy money. Operators be wise, get off the nut with "SPEEDY." Write for free literature and prices.

SKILL AMUSEMENT COMPANY

10010 CARNEGIE AVENUE, CLEVELAND, OHIO. (Exclusive Distributors)

4 WEEKS NOW-
And we can't make 'em FAST enough!

Another Chicago Hit Game!



MAJORS

OUTSELLING - OUTEARNING ALL OTHER NOVELTY GAMES!

PLAYER WINS ON HIGH SCORE, HOME RUNS, OR BOTH!

MAJORS NOVELTY \$79⁵⁰
 MAJORS FREE GAME \$89⁵⁰

CHICAGO COIN MACHINE MFG. CO. 1725 W. DIVERSEY - CHICAGO



GLOBE 1939 SPECIAL

2520 HOLES PLENTY of ACTION 5 CENTS BARREL-STYLE TICKETS.
 Each Combination repeats 12 times. Field Rows contain 100 Tickets: 1 Each \$15, \$12, \$10, \$9, \$8, \$7, \$6, \$5, \$4, \$3, \$2, and \$1 00.
 Action Rows contain 15 Tickets: 2 \$25.00, 1 \$10, and 12 \$5.00.
 Takes In \$126.00. Average Payout, \$84.00.

Price \$4.90 Ea.

GLOBE PRINTING CO. PHILADELPHIA, PA.
 1023-27 Race Street. WRITE FOR OUR 96-PAGE CATALOG.

Robbins Advises Use of Criss Cross

BROOKLYN, Feb. 18.—"There are many cities today where games cannot be operated," declared Dave Robbins, head of D. Robbins & Co., "and we recommend that for such territories the new Criss Cross counter penny skill game with ball gum vender be used. This is the game to use to open such territories."
 "We have received many orders for the game from operators residing in such territory. Criss Cross merely vends a ball of gum for each penny, and to stimulate the sale of gum a fascinating skill game can be played. The idea of the game is to line up three rubber balls in a straight line in any direction. It looks easy, but much practice and skill is required. People like to play Criss Cross and it is simply amazing how many pennies this little game will collect."

NATIONAL SUPER VALUES

NOVELTY GAMES

Mooney Free Racing \$40.00	Zeta	\$20.00
Ball	Daily Arcade ..	24.00
Parade	Marvel	22.50
A Reserve ..	Exhibit Play ..	20.00
OSK	Ball	20.00
Reserve	Amigo	19.00
Bank	Spring	19.99
Beauty	Swamp	19.00
Suppose	Daily Reserve ..	19.00
Superman ..	Reg. Model ..	19.00
Starburst ..	Daily Reserve ..	19.00
Pizza	Free Game ..	19.00
Worlds Fair ..	Cargo	15.00
Triple Play ..	Bank Eye	12.00
Patrol Service	Daily Emblem ..	10.00
Preview	Star Flash	10.00
Daily View ..	Star-Hi	14.00
Optical	Teet	12.00
1/3 Dept. Est. C. O. D. P. O. B. Chicago	Track Speed ..	12.00

National Coin Machine Exchange
 1407 DIVERSEY BLVD. CHICAGO

WARNING!

Beware of Imitations!
 There is Only One Original

PUNCH BALL

The Sensation of the Counter Game Industry as advertised in this issue

\$19.95
 MILWAUKEE COIN



Milwaukee Coin Machine Company
 1723 West North Ave., Chicago, Ill.

Gottlieb Rushed On Fire Alarm

CHICAGO, Feb. 18.—"A piping, red-hot five-ball game, flashy as a house afire, exciting as a fire siren, equal to a whole fire department for action and sweeping the country like wildfire," report Dr. Gottlieb & Co. of their new five-ball novelty, Fire Alarm.

"Fire Alarm simulates a fire scene in action, with thrilling realism. A burning building on the glass, backboard is enveloped in flames, story after story, as the fire truck rushes thru the streets to the scene. Besides adding 1,000 points to the score when a ball passes thru certain lanes, an extra ball is awarded if both red and yellow lights are lit. In addition, two new captive ball features in the lower corners of the field go into action when a ball passes over the proper lighted roll-over contacts, thus adding their mystery points to the score. "Easy as A B C to play," company officials add, "but exciting beyond words when you play it."

In addition, the company reports heavy orders on Track Record, its one-shot multiple console payout.

Vending Machine Gives Thief Alibi

Dick Wiggin, O. D. Jennings & Co., Chicago, submits the following newspaper item as an example of how coin machines have a humorous side as well as a meaning business for the operator:

"LOUISVILLE.—Patrolman Ella Joseph and Les Loran found a broken plate-glass window in a meat market early one morning.

"Their flashlights revealed a Negro inside the store near a vending machine.

"What are you doing in there?" the policeman asked.

"I saw the window was broken and came in to see if anything was wrong," was the reply.

"What are you doing with that screw-driver in your hand?"
 "I was trying to get a nickel out of here (the vending machine) so I could call the police and tell them about the window," the Negro said.
 "The dubious officers took the inquisitive and quick-answer man to jail."

ADVERTISE IN THE BILLBOARD YOU'LL BE SATISFIED WITH RESULTS.

SAVE MONEY

BUY FROM VEMCO

precision rebuilt and guaranteed mechanically perfect. Phone, wire or mail your order today. (All equipment listed is available subject to prior sale.)

SLOT MACHINES

14 Mills 5c Cherry Belle	\$40.50
7 Mills 7c Cherry Belle	62.50
7 Mills 25c Cherry Belle	68.50
27 Mills 5c Motion Picture	59.50
7 Mills 10c Motion Picture	72.50
7 Mills 25c Motion Picture	75.50
10 Mills 5c Blue Fronts	82.50
4 Mills 10c Blue Fronts	58.50
1 Mills 25c Blue Fronts	58.50
1 Mills 5c Single Jackpot Front	17.50
1 Mills 5c Licensed Double Jackpot	22.50
1 Mills 5c Escalator Front	21.50
1 Johnson 1c Ducky	17.50
1 Waiting 1c Tote Jackpot Front	17.50
1 Vendors	17.50
1 Waiting 5c Single Jackpot Ball	18.00

ONE-BALL AUTOMATICS

7 Bally Fairways	\$40.00
15 Bally Fairways	42.50
2 De Luxe Peakless	37.50
1 Bally Klondike	40.00
1 Ticket Prodigy	24.50
1 Bally Rovers	24.50
1 Bally Rovers	32.00
1 Chicago Coin Madams	22.50
1 Cadillac Fox Ninth	12.00
1 Mills 1-2-3 Table	32.50
4 Mills Halfroad	32.95
3 Mills Okiecat	32.95
1 Stange Tuff Champs	22.50
1 Western Okiecat	22.50

PHONOGRAPHS

15 Mills De Luxe	\$ 99.50
8 Mills De Luxe	44.50
12 Model K Seaburg	89.50
4 Model 24 Wurlitzer	184.50
4 Model 15 A Wurlitzer	139.50
2 Model 110 Wurlitzer	100.50

COUNTER GAMES

1 Bennett Double Wild	\$12.75
1 Deal Real Deal	8.00
1 Exhibit Tuff Tuff	7.50
1 Exhibit Royal Draw	8.75

CONSOLES

1 Check Model Ray's Track	\$ 42.50
1 Mills Square Balls	137.50
1 Pace Marathon	142.50
1 Brown Cabinet Patent Race, Check or cash payout	150.50

EXTRA SPECIAL
 100 Slightly Used Bally Reserves, Single, \$17.50 each or 5 for \$75.00.
 TERMS: 1/3 Cash, Balance Deposit With Order, Balance C. O. D.
 Write for Complete List of Guaranteed Bargains.

THE VENDING MACHINE CO.
 705-15 Franklin St., Fayetteville, N. C.

\$49.50



MILLS VEST POCKET
 Automatic Ball Payout Counter Machine.
 Size 12x18". We now have in stock for immediate delivery conservative models—Ball Roads or Gibraltar Reels. Specify when ordering.

KEYSTONE NOV. & MFG. CO.
 26th & Huntingdon Sts.
 PHILADELPHIA, PA.

FLIP FLOP FLUZZEE
 Watch the Pennies



Not a make-shift... a real game. Player drops spins or shoots coin. Accurate record of pay-outs. 6-tumbler lock. Tripled cigarette holes.
LEGAL, CLEVER AMUSING!
 Sample \$3.95
 25¢ Dep. Bal. C. O. D.
 (Change in Quantities)

STAR MFG. & SALES CO.
 3901-05 WAYNE KANSAS CITY, MO.

Bally Royal Has Suspense Feature

CHICAGO, Feb. 18.—The new Bally Royal novelty game," says Jim Buckley, general sales manager of Bally Mfg. Co., "proves again my theory that 'almost' is the most important ingredient of a successful game. Bally Royal is packed with 'almost' and it's increasing novelty collections as much as 40 per cent in some locations. The reason is that players either win or 'almost win' so often that they can't resist another try.

"In Bally Royal the player shoots to light up groups of numbers, such as 1 to 6, 1 to 12 or 1 to 18, by hitting corresponding bumpers. To qualify for the largest award in any group he must also light up the letter S in Skill by crossing corresponding roll-over at the bottom of the board. If he lights up Sk award is doubled; SkL triples the award; Skill multiplies award by four; Skill by five. At the same time award is also increased by additional number groups. In other words, the player sees the score grow in two directions—and that's where the 'almost' comes in.

"For example, suppose a player lights all 18 numbers on four balls and all but the S in Skill. Imagine the sweating suspense as he shoots for that S with his last ball! And imagine the thrill if he hits the S and thus turns a total-lose game into a top-award winner! And even if he does win he gets in a do-it-again-next-time mood and repeat play is the result."

Novelty Pinball Is Encouraged

EAST LIVERPOOL, O., Feb. 18.—City Solicitor Carroll F. Lynch points out that pinball games are not gambling devices in themselves, and that to convict anyone for using them would require admission to actual participation in a payoff. Some officials are trying to encourage banning of all type of games following the Ohio Supreme Court decision against any kind of awards on tokens. It is reported here that operators in Cleveland have adopted pinball games without token awards following the high court decision.

With the discontinuance of rewards the games would become just another game of skill like countless others on sale in the stores here, Lynch explained, and would be free of any interference at the hands of local authorities. He warned, however, that gambling among players would be used against the games.

Jurors Balk Trial Of Pin Game Op

ST. LOUIS, Feb. 18.—Detectives spent 35 cents getting evidence on which to arrest the operator of a pinball game. But the State has spent \$633 in a fruitless effort to get a jury to try him.

In two attempts 211 veniremen have been examined. Most of them were dropped because they believed six months in the workhouse too heavy a penalty. Prospective jurors get \$3 a day.



IN MIAMI on midwinter vacation recently were A. S. Douglas and family. Shown above, left to right, Mrs. Douglas, A. S. Douglas and daughter, Ruth. Douglas, head of Devel Mfg. Co., spent a good part of his time fishing—with good results.

HITCH YOUR MONEY TO EVANS' LUCKY STAR



REVOLUTIONARY baby FLAT TOP WITH giant EARNING POWER!

ANOTHER Evans Scoop! Occupies no more space than an ordinary safe-stand... but has 7 times the earning power of any single coin slot!

LUCKY STAR packs the playing appeal of the original Dewey machine in a modern version. 7 different colored numbers on the field dial to choose from... or all 7 may be played at once. Odds are same as number played—from 2-1 to 50-1.

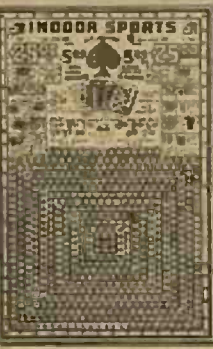
EVANS' NEW IMPROVED 1939 COIN HEAD protects your profits—stops cheating cold! Stops dirt from shags, gum, string, steel strips, etc. Engineered to accept the new Jefferson nickel.

Modern stream line cabinet of American Walnut. Size 33" high, 20" wide, 23" deep. Vari-colored field—Spinner-lite and same high standard of mechanical perfection as Galloping Dominos.

The only 7-coin flat top ever offered at such a ridiculously low price!

\$145.00

OTHER EVANS' WINNERS
 Lucky Lucro — Galloping Dominos At Your Jodder or Write, Wire or Bang Tails — Rollotto, Sr. IDEAL FOR CLUBS, ETC.
H. C. EVANS & CO. 1520-1530 W. ADAMS ST. CHICAGO



The Sensational Board
2500 INDOOR SPORTS 5c Per Sale
 Holes YOU GET THE THRILL OF PLAYING REAL POKER!
 Tickets printed in full color on playing cards, and covered with and kept Polar Hard. Winners repeat 12 to 18 times. 253 Winners, 12 ROYAL FLUSHES and Lost Sale on Board, each one 1 Punch in Royal JACKPOT containing 100 Holes, costing 18-10-0-27-0-0-8-2-2 and 18, \$1.00 ACE JACKPOT has 30 Holes, contains 2 \$25.00; 28 \$5.00.
 Board Taken in 2060 @ 5c \$120.00
 Pays Out (Average) 77.97
PROFIT (Average) \$ 42.03
 PRICE (Semi Thick) \$5.50
 An Exact Copy of This Board Made in a 1800 Holes, Taken in 1000 @ 5c per Sale \$500.00
 Pays Out (Average) 259.50
Profit (Average) \$240.50
PRICE (Semi Thick) \$5.50
AJAX MANUFACTURING CORP.
 110-120 North 4th Street, PHILADELPHIA, PA.
 Write for 1939 Catalog

100,000 LOCATIONS ARE WAITING FOR

GUESS-O-DICE

SELLS ON SIGHT.
IT'S NEW!—IT'S HOT!
 \$10.00 Per Day Average Profit.
 SIMPLE — POSITIVE — FOSLPROOF — ATTRACTIVE.
 Two Little Dice That

Hop-Jump-Tumble & Quiver
 An Age-Old Game With a New Dress.
 Operators—Wholesalers—Distributors, Write for Low Quantity Prices. Immediate Delivery.
 Candy—Cigars—Cigarettes and other Small Salesmen, write for Special Price for Retail as Side Line Salesmen.

VALLEY SPECIALTY CO., 1203 Hudson Ave., ROCHESTER, N. Y.

Not Coin Operated



Size 12x18 1/2.
\$9.90 Complete
 \$2.00 Deposit, Balance C. O. D.

SALESBOARDS AT FACTORY PRICES

Write, Wire or Call Today and Pick Up the LATEST BIG HIT Board!
SPECIAL TRIAL OFFER: \$50.00 Complete Board! Composed of the Best Boards in the Industry! Send 1/2% Deposit. Balance C. O. D.
FOR ALL THE BEST MONEY-MAKERS — SEE ROYAL FIRST!

ROYAL DISTRIBUTORS
 409 N. BROAD ST.
 ELIZABETH, N. J.

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS

Bally's Newest... SPOTTEM

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Monarch Gives O. K. Guarantee

CHICAGO, Feb. 18.—Monarch Coin Machine Co. has increased the usage of an idea in the listing and selling of games which is designed for the operator's protection, according to Clayton Neizeroff, official of the firm. "Every game or other piece of equipment sold by us is backed by Monarch's famous 'guaranteed O.K.' tag," declared Neizeroff. "In our newest listings every bit of legal equipment, counter games, amusement tables, novelty games, consoles, phonographs, payout tables and vending machines carries this tag. It is the operator's guarantee that he may

expect perfect service from the particular piece of equipment he has purchased."

Bert Lane Okehs Genco's Circus

NEW YORK, Feb. 18.—"A widening circle of Eastern operators are favoring Genco's new high-score novelty game 'Circus,'" reports Bert Lane. Lane, head of Seaboard Sales, New York, continued: "Fine location reports on the high earning power of Circus are swinging many operators to this game, with result that orders are coming in faster each day. "The features of this new number are

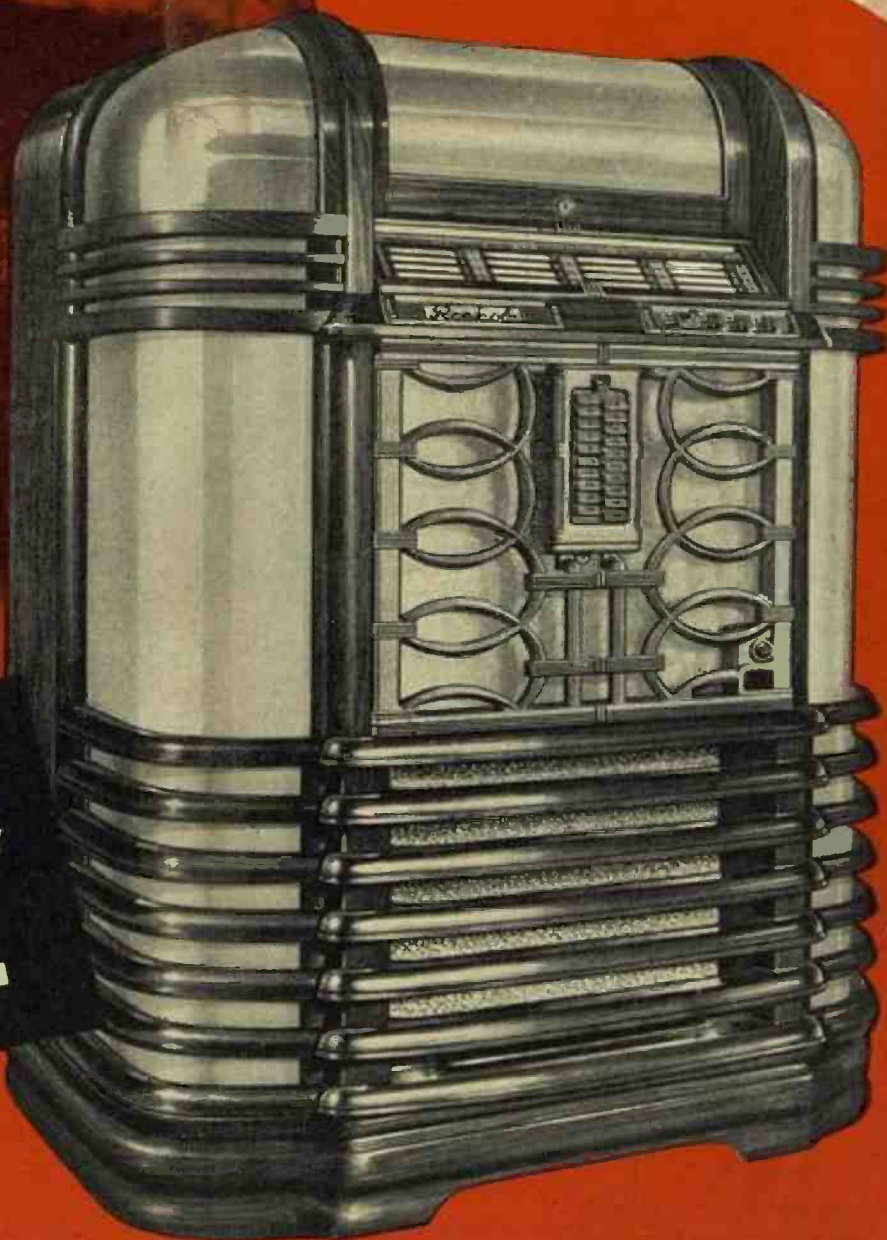
the widely heralded controlled scoring and light-suspense action, both of which add greatly to the play appeal of the game.

"We are also featuring the Mills line with great success, having a particularly heavy demand for Vest Pocket Bell. Mills Movie Machine, which is so eagerly awaited by operators throughout the country who saw or heard about the machine at the recent show, is on its way to Seaboard and will be displayed in the near future. Other Mills numbers taking many orders are Square Bell and One Two Three, free play model."



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