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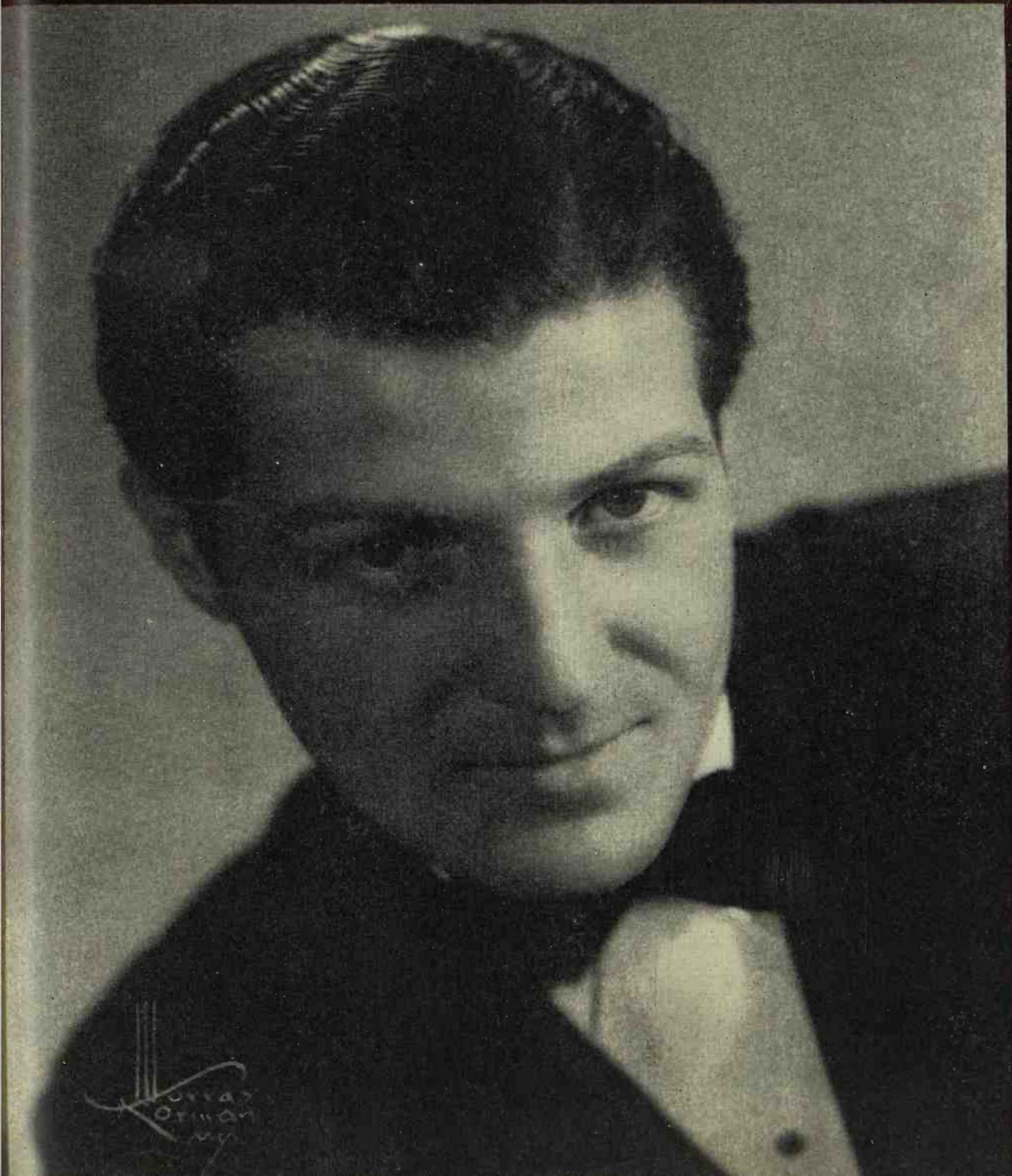
The Billboard

The World's Foremost Amusement Weekly

MARCH 25, 1939

15 Cents

Vol. 51. No. 12



**CHARLIE
BARNET**

The New King of
the Saxophone

Now Appearing, Paramount
Theater, New York.

Direction:
Consolidated Radio
Artists, Inc.

AMERICA'S COLLEGES

select their musical favorites

(BANDS • VOCALISTS • MUSICAL STYLES)

in The Billboard's SECOND ANNUAL SURVEY OF COLLEGIATE BAND PREFERENCES

*do you remember
the results of
last year's survey?*

THESE WERE
THE FIRST
TEN:

1. BENNY GOODMAN
2. TOMMY DORSEY
3. HAL KEMP
4. GUY LOMBARDO
5. KAY KYSER
6. GLEN GRAY
7. HORACE HEIDT
8. SAMMY KAYE
9. J. LUNCEFORD
10. WAYNE KING

*who will be the
winner in 1939?*

Which Band . . .
Which Vocalist . . .
Which Musical Style
Do America's Colleges
Prefer?

You'll find out when the results of
The Billboard's Second Annual Sur-
vey of Collegiate Band Preferences
are published in the April 15 issue
. . . on all news stands April 12.
Mark that date on your calendar
right now!

• IN 1938

The Billboard ran for the first time its Survey of Collegiate Band Preferences. The Nation's leading seats of learning told which were their favorite orchestras. The survey created much interest among bands, band agencies and band buyers. It was widely used by buyers of talent as a guide to aid them in selecting the orchestras to play their own functions.

• THIS YEAR

The Billboard's 2d Survey of Collegiate Band Preferences will be more widely read, more interesting and more valuable than ever. For not only have Joe and Jane College told The Billboard which bands were their favorites, but they have also given The Billboard vital information about which bands made the most money for them and which laid the largest eggs. They have expressed their frank—in some cases, brutally frank—opinions about not only orchestras but about vocalists and about musical styles.

• THE RESULTS

of this survey and the first of a series of articles based on it will appear in the April 15th issue of The Billboard. Watch for it! Or better yet . . . tell your favorite news dealer to reserve a copy for you today!

coming **APRIL 15th**

The Billboard

Vol. 51
No. 12

March 25,
1939

The World's Foremost Amusement Weekly

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RADIO PUBLICITY SURVEY

Press Gets Brushoff From JWT; Scribes Burn, But Won't Forget

NEW YORK, March 18.—NBC officials, as well as the help in the chain's press department, will all breathe easier next week when Edgar Bergen and his cronies on the Chase & Sanborn show train back to Hollywood. The show came east for two broadcasts, March 12 and tomorrow evening. Principal purpose of the journey was to give the troupe a rest. If they had a rest, no one knows about it. And thanks primarily to John Reber, head of the radio department of J. Walter Thompson, producing the show for Standard Brands, the program will probably find its publicity in a number of Eastern newspapers' radio departments fall off within the next month. Further, if some of the editors hold to their threats, made the evening of the first

broadcast, all J. Walter Thompson scribes will get a brush when publicity is sought. The newspaper man says that's what Reber gave them—a nice big brush like the ones billposters use in pasting up 24-sheets.

NBC used its largest studio, 8H, otherwise known as Royal's 30 Acres, for the two Eastern CBS broadcasts, the first time the program has been away from Hollywood. Capacity of the studio is 1,300 when it's packed to the gills. With accommodation for 2,500 people, NBC alone had enough requests to fill Madison Square Garden. Agency had about as many. Requests came from newspaper men, names in all walks and

(See PRESS GETS on page 8)

AEA Ready With Show Rate Data

NEW YORK, March 18.—Actors' Equity committee investigating the Broadway producers' request for Sunday night shows at one-eighth rates, having conferred with a committee from the League of New York Theaters yesterday, will report recommendations to Equity council Tuesday. Opinion of the committee and subsequent attitude of the council will largely determine the stand membership will take at its quarterly meeting March 24 and in overall membership referendum which is necessary on this issue.

Equity officials explained, too, that membership vote would have to sanction alteration of present working condition agreement between Equity and the League.

Stagehands, who had taken active part in legislative campaign to permit Sunday shows, are willing to play ball and forego higher rates if Equity grants the concession, too.

Agency License Fee May Be Upped in Ill.

CHICAGO, March 18.—A bill introduced into the Senate in Springfield, Ill., this month, aimed at the private employment agencies of the State of Illinois hits the theatrical agencies by asking a 50 per cent increase over the present cost of licenses. Measure, referred to the committee on license and miscellany, is tagged "an act to amend the law in relation to private employment agencies and to repeal an act therein named, approved July 10, 1935."

Bill asks for a raise in license fees from the present scale of \$50 to \$300 from all offices using three clerks or less and located in towns of 50,000 or more. Where more than three clerks are employed measure calls for a boost from \$100 to \$300. In towns with populations of less than 50,000 license fee would be raised from \$25 to \$150 regardless of the number of employees working in each office.

An employment agencies legislative committee is formulating plans to combat this legislation and is enlisting the aid of all bookers. It is also understood that the Department of Labor, Division of Private Employment Agencies, is also opposed to this measure. At present there are 35 licensed theatrical offices operating in the vicinity of Chicago.

FCC Anti-Radio Testimony Goes Into Same Old Routinized Line

WASHINGTON, March 18.—Complaints from public organizations, which had been anticipated by the Federal Communications Commission in noting appearances of the American Civil Liberties Union, the CIO and others, flared out this week as the statements were voluntarily cut short or appearances waived. FCC committee hearing testimony on chain broadcasting and network broadcasting spent the first day of its week examining Gerald King, of Radio Productions, Hollywood, Calif. King's testimony explained to the committee members the processes of making electrical transcriptions and the part that they play in commercial broadcasting. In general the West Coast man gave the FCC a preview of what it will hear during the week of April 4, when other transcription people will testify.

Present practices of NBC in refusing independent transcription companies the privilege of piping lines into NBC stations were criticized by King, much as Elliott Roosevelt, of Texas State network, had the previous week. He declared that it was discrimination which

Radio Editors Select Columbia, Ferris, Thompson Tops in Field

Total of 122 daily newspaper radio editors ballot in second Billboard publicity survey — voting indicates improvement in p. a. methods followed first survey

By JERRY FRANKEN

NEW YORK, March 18.—The Billboard's Second Annual Radio Editor-Publicity Survey, the first portion of which is presented in this issue, has been broadened over last year's study and this year will also analyze radio's exploitation methods, in addition to the somewhat more routine publicity methods. Details on the analysis of exploitation will be published next week. The publicity survey covers the activities of networks, stations, advertising agencies and press agents. Highlights of the results are the editors voting Columbia Broadcasting System to have the best of the network press departments, J. Walter Thompson the best of the advertising agency press departments and Earle Ferris the best of the press agent set-ups. These cover publicity rankings only—not exploitation. One of the reasons exploitation is being so carefully considered this year is the decrease in radio space in newspapers and the increasing importance of publicizing radio and radio's people in other than the straight newspaper-magazine space field.

On Wednesday (15) Roger N. Baldwin, director of the American Civil Liberties Union, addressed himself to the FCC and "back door" censorship. He charged that the FCC in its opinions, decisions, speeches, letters and statements had the tendency to exert "duress upon station operators. In this manner he declared the FCC was doing thru the "back door" what the Congress prohibited from doing thru the "front door." He urged three-year licenses, revocable on misbehavior, as a means of ridding radio of the censorship trend.

S. Howard Evans, secretary of the National Committee on Education by Radio, occupied Wednesday afternoon in reading to the FCC committee a prepared statement on radio regulation and monopoly. His statement implied that monopoly existed and criticized present systems of regulation by the FCC. To

(See FCC ANTI-RADIO on page 6)

Gallo-Oberfelder Road Venture Underwritten for 300 Gs; TMTAT Men Yanked on Subscriptions

NEW YORK, March 18.—Decision in doubt between Theatrical Managers, Agents and Treasurer's union and the Legitimate Theater Corp. of America, headed by Fortune Gallo and Arthur M. Oberfelder, after union affiliation of ensembles isn't as good for the unions. Agents whom TMTAT tried to force upon the LTCOA have been withdrawn. Oberfelder and a few assistants operating unprotected. With sales job hearing the finish, union is not planning to press the issue, contenting itself with negotiations for a special agreement which will give the union the company manager and advance man posts for the productions when they take to the road next October.

Gallo and Oberfelder held TMTAT's claim to jurisdiction over the sales agents to be far-fetched, particularly when union intimated that those already in employ would be replaced by union men rather than new agents being admitted to the union. Dispute has been waging since Oberfelder announced his road plans several months ago. Dif-

ficulty over LTCOA may dissuade union men original intent to force TMTAT box-office men into cowhans, auditoriums, college gyms, etc., where these productions are scheduled to play.

Upon request of TMTAT, board of governors of League of New York Theaters has set March 31 for opening of negotiations for new contract. Between now and then group committee of TMTAT are expected to have drawn up plan for revisions in current contract. Overall TMTAT committee will meet next week to co-ordinate changes.

The 43 cities whose clubs, chambers of commerce and local sponsors have underwritten the LTCOA's rotary road plan for four legit productions next season represents a minimum guarantee of \$300,000. At least nine more contracts are expected to be added by the end of next week. Fortune Gallo having gone to Chicago Thursday to straighten out details and complete deal wherein he took over financial and active management (See GALLO-OBERFELDER on page 6)

There were a total of 122 editors voting in the poll. The chart on Page 7 of this issue shows the results in detail on each of the 10 questions the editors were requested to answer. Last year 149 editors participated. This year's decrease is accounted for by the number of newspapers which have ceased publishing radio news, other than logs, as well as a number of papers ceasing publication. Taking the questionnaire in the order of the questions, full results follow: (Note: After the Page 7 Chart had gone to press, one additional editor returned his questionnaire, raising the total to 122.)

(See RADIO PUBLICITY on page 7)

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AUSTRALIA SEEKS TALENT

Tivoli Tour Eyes Good Comedy, Acrobatic and Musical Novelties

Only talented turns wanted, says Neal—10 weeks usual, plus options—acts go into revues—10 New Zealand weeks often added—fast U. S. acts preferred

CHICAGO, March 25.—Ninety-five per cent of all acts used by leading vaudeville houses in Australia are American, reports Frank Neal, managing director of the Tivoli Circuit, who came into Chicago for a couple of weeks to book talent. Neal explains that the people in Australia are as alert as they are here and are just as progressive and for that reason cannot stand the slow-paced type of entertainment shipped in from European countries. Making his first trip in two years, Neal expressed great concern over the dearth of new talent. He stated that he cannot see where the new material will come to furnish vaude markets that are still blossoming. United States has always been the greatest source for talent and for that reason, he explained, Australia, among other countries, has been relying on this country to continue its normal supply.

He revealed that the Tivoli Circuit alone, which guarantees 10 or more weeks of consecutive work to each contracted act, spent \$70,000 in steamship fares during 1938 to bring artists from (See AUSTRALIA IS on page 14)

WJBK Survey Has Swingeroo Fade

DETROIT, March 18.—A listener survey to determine preferences for various types of shows at different times of the broadcasting period has been completed by WJBK. Much of the material is being kept confidential for use only by the sales department. Station itself is doing some reprogramming in accord with results obtained.

Survey was conducted thru two media—direct mail and daily newspapers. One paper, *The Detroit Times*, Sunday edition only, was used, giving a half-page ad to a questionnaire. Paper drew in 7,000 returns. In addition, another control group of 3,000 received direct mail forms for the survey, and of these one-third replied.

Commenting on the results of the survey and the station's own reprogramming as a result, James F. Hopkins, station manager, said: "The survey has shown us that swing music is definitely in the ascendant as far as volume of demand is concerned. News is much more popular than most have realized. For some time now we have been broadcasting news programs, including five-minute newscasts, 19 times a day, and will continue this."

"Three years ago there was a definite feeling against transcribed programs, but this is no longer true. Practically all our musical programs are transcribed now. People would rather listen to a good transcribed program than a poor original broadcast.

"Poor programming on the part of the chains is the cause of much of what's wrong with radio today. One good skit may elicit, but the policy of putting on half a dozen of the same kind has resulted in too much sameness—and loss of the high quality of the original skit."

Frankie Frisch Replaces Hoey on Boston Baseball

BOSTON, March 18.—Frankie Frisch, former manager of the St. Louis Cardinals, has been hired by Yankee and Colonial networks to broadcast both the Red Sox and Boston Bees games this summer. Fred Hoey, pet New England sports announcer, has been notified that his services would not be required.

Move is of added significance owing to Hoey's popularity with New England audiences. Two years ago, when John Sheppard III, Yankee net president, tried to fire Hoey, Hoey took his case to the newspapers and was restored owing to the flood of protest via fan mail.

Present case, however, is different in that Frisch is very popular with both press and audience. In addition to broadcasting games Frisch will give an evening summary of day's results.

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 LEGIT DRAMATIC

JEAN HAZLEWOOD—senior student at the American Academy of Dramatic Arts, New York, caught in various of the school productions. Did work of outstanding caliber and professional quality in a wide variety of roles, ranging from the ingenue lead in *Rebound* to the old-maid aunt in *A Bill of Divorcement*. Has excellent stage presence and a real flair for comedy, and reads with authority and fine effect. Her performances are already on a par with those of the better professionals.

ELIZABETH COX—another American Academy student whose work in the school productions definitely indicates that she rates a chance on the professional stage. Has a charming quality and plays with a great deal of sincerity and conviction. Possesses perfect ease and assurance, and in the student shows has proved beyond a doubt that she is pro material.

WILLIAM MOODY—still another American Academy student. Splendid work in a long list of student plays, including *Hotel Universe*, *A Bill of Divorcement*, *Berkley Square* and others, should rate him a professional chance. Is completely convincing in either character roles or straight parts. A good type for almost any kind of role.

For FILMS

TOMMY GLEASON—member of the singing California Variety Eight, whose good looks and excellent voice should make him a good bet for romantic and he-man film roles. Caught at the Chicago Theater, Chicago, he stood out from the rest with a forceful personality that should prove refreshing to screen fans.

Chi NBC Changes

CHICAGO, March 18.—Gulbert Gibbons, former radio director for Lord & Thomas, joined the production staff of the local NBC division, filling the vacancy created by the promotion of Wynn Wright to the management of the department. Wright assumed the new duties last week when Jules Herbeveaux, veteran radio musical director, became NBC's program manager in the Central Division, replacing Clarence Monser, who left to take over the Chi office of the Gardner Agency. Lloyd G. Harris is the new assistant manager of the production department.

Regina Theater Finis

REGINA, Sask., March 16.—Regina Theater, host to hundreds of dramas and operas in the past, but since its interior was gutted by fire more than 12 years ago just a gigantic eyesore, is to be torn down. Opened in 1910, the theater featured such names as Madame Melba, Edward Terry, May Robson, De Wolf Hopper, John McCormack, Martin Harvey, Lewis Waller, Robert Mantal, Maude Adams and the San Carlos Opera Company.

BSAU First Film Contract

NEW YORK, March 18.—Closed shop contract and salary increases as high as 15 per cent were agreed upon this week when the American Federation of Book-

Thru Sugar's Domino

IN this pillar editorial weeks ago we suggested to Equity in what was intended to be a most constructive and friendly fashion that it should take steps to provide more effective bonding for players. Equity's response took the form of a full-page blast in its house organ against the Billboard and the conductor of this column accusing us among other things of not knowing what it is all about; of hastening to print without checking on facts and—in a very subtle way, of course—of being unfriendly towards the organization.

It is a sad duty indeed to confess that we see clearly definite signs of senility in the organization that not long ago was the paragon of everything good in the family of actors' unions. It is one thing to be old, substantial and mellow; quite another to be old, misdeed and a victim of degenerative processes. Perhaps Equity isn't in the latter category, but it certainly disproves by its conduct in this matter any claims on its part that it is in the prime of life. A healthy organization can take criticism of any sort. But it seems that Equity is incapable of accepting in good grace even criticism that is constructive and offered with only one motive—the welfare of the organization and of its members.

Equity's blast represents a flat misstatement in at least two respects. It makes a loud noise about the Maplewood case. The piece in this column was not based on that case; it used it simply as a springboard for the general discussion of more effective bonding for players. We did not suggest that Equity assume responsibility in all cases of defaulted bonds but merely that in doubtful cases members be properly apprised of the situation before signing up. These two points being considered, it is difficult to see what the blast in Equity Magazine was all about—except as a space filler. And if Equity had consulted us in the matter we would have given it some interesting material to reprint from recent issues of *The Billboard*.

Throughout its piece Equity emphasizes that the present system of handling bonds for players operates about 99 per cent perfect. Which more or less indicates that any added burden Equity might assume would be slight indeed, particularly in view of the fact that responsibility was suggested only in cases involving failure to forewarn members of a bonding company's irresponsibility. There's a crack at the tail end of the distribute about Equity's being entirely dependent on members' dues, which indicates that the dues-paying members should be protected as much as possible by the organization that is forced to lean so heavily on them.

In a very general way it puzzles us that the present Equity administration should get into a ditch over a suggestion put forward for the protection of its membership. If it is Equity's sincere contention that we should have checked with it before penning our piece the answer is that we are in the newspaper business and not in the profession of labor union counseling and that when we know our facts to be correct it is neither our duty nor moral obligation to consult beforehand with those who are the subject of any piece we choose to pen.

Again we assert that our original piece was not meant as carping criticism but as a helpful suggestion. The administration's inability to accept even an honest and well-meant suggestion in the spirit it was offered indicates that pretty strong criticism would not be out of place. Before we leave the subject—and for good, we hope—it might be well to remind Equity's present administration that *The Billboard* has been more than merely a good friend to the organization for years that stretch much further back than the memories of Equity's older officials—who ought to know or remember better.

keepers, Stenographers and Accountants signed the first picture producing office contract with Universal Pictures.

Deal provides for 10 per cent increases for employees working with firm less than 10 years; and 15 per cent for those with the firm longer. Contract is retroactive to February 21, runs for two years, and awards a 5 per cent salary increase for all at end of first year.

CHARLIE BARNET (This Week's Cover Subject)

CHARLIE BARNET, considered by many swing experts as having a band that may become the swing sensation of 1939, is tall, handsome, the son of wealthy parents and one of the finest tenor sax players in the country. He began developing his musical ability at the age of 10, when his folks presented him with his first sax. Altho he wanted a trumpet, his family figured the softer-toned instrument was more to be desired.

After leaving college in the East, Charlie moved out to the Coast and took up residence in Pasadena, Calif., with his parents. Movie scouts offered him a screen test, but when he learned that they wanted him for a cowboy role, Barnet decided to stick to his saxophone. Charlie's next skirmish with Hollywood occurred several years after that, and turned out much more successfully. He was cast as the band leader in 20th Century's "Love and Hisses," the Ben Bernie-Walter Winchell-Simone Simon picture, and also had a part in the studio's "Sally, Irene and Mary" musical.

Before that excursion into films, however, Charlie went about the business of forming his own band, a 24-piece outfit that featured elaborately orchestrated show numbers. This was in 1933, and in the following months Barnes played at the Meadowbrook Country Club, Cedarbrook, N. J., the Paramount Hotel Grill, New York; New Kenmore Hotel, Albany; Pavilion Royale, Valley Stream, Long Island; Park Central Hotel, New York; Roosevelt Hotel, New Orleans, and the Glen Island Casino, Westchester, N. Y.

Barnet wasn't satisfied with the type of music he was playing, however, so he set about changing his band. The metamorphosis took place during an extensive tour of the hinterlands, selecting new men here and there, and when the change was complete Charlie came back to New York, this time to the Famous Door, one of the better-known spots along 52d street. In the couple of months Charlie appeared there—the closed March 19—he definitely established his sax playing and his band as two of the really live attractions of contemporary swing, among musicians and the general public alike.

Barnet is now at the New York Paramount and opened Wednesday, the 22d for two weeks in his first theater appearance. Following this he is slated for some one-nighters and another New York location job at the Hotel Lincoln, in the latter part of April. In addition is plenty of recording work for Bluebird that is helping to send his musical stock soaring even higher with Mr. and Mrs. America.

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Broadway Beat

By GEORGE SPELVIN

JERRY BLAINE and Richard Himber, **J**ock leaders, are feuding hot and heavy all the way from Dave's Blue Room to Lindy's as to who will get the pit call for Lew Brown's forthcoming *Yokel Boy* makes good, legit musical; first it was Blaine who got the premature belly in the local press, and now it's Himber, with *Yokel* going 'one better' by claiming he'll also have a role in the cast. . . . At present writing, the feet of the matter remains that neither of them has been signed on the dotted line as yet. . . . The stagehands' union must have an in with the

Paging Ripley!

CHICAGO, March 18.—WLS Barn Dance Show celebrated its seventh anniversary at the Eighth Street Theater tonight, and the guest of honor was Mrs. Mary Petchinsky, a loyal fan if there ever was one. She hasn't missed seeing a show since the opening performance in the theater and brings one of her nine children with her each week, rotating the procedure.

local post office; recently a letter came to the p. o. from Chile, addressed to "Union of Persons Connected With the Stage, Theater, Film, Broadcasting, New York"—and the mailman delivered it to Local No. 1. . . . Jack Chapman, who's one of this corner's favorite reporters (and columnist and air commentators) had better watch his accuracy and stop going around insulting innocent parties; in his review of *Tell My Story*, the legit turkey deposited by a co-op group at the Mercury Theater, he accused Rohman Bohannon of the authorship—when, as a matter of fact, his own cast line-up correctly attributed it to Richard Rohman. . . . Rohman's just an innocent actor with the Group Theater. . . . Col. A. C. Winslow, local sportsman, will hand out the prizes at Loew's Moro Park next week to winners of the Loew Knowledge College, a quiz stunt. . . . London band leaders are having songpluggers trouble, and when one of the English publishers tried to put the heat on BBC to compel a band leader to play his tube, Charles Graves, a British columnist, was moved to write, "This sort of thing isn't easy to forget!" . . . Those babes in the woods haven't come across the New York pluggers yet, it seems.

A billboard atop the Mayfair Building bills Les Brown at the Edison Hotel—but Gray Brown is the band there now. . . . It's getting so that the billboard operators are as careless as legit house managers—who give the industry a choice snarl by leaving the names of defunct shows on their marquees months after the play's departure. . . . The prize example recently was that of the 44th Street, which was still billing Lew Leslie's *Blackbirds* to open there at the end of December—after the show had opened and closed at the Hudson two months later. . . . Editors of the slick-sheet fem magazines can find fodder at the press agent departments of the biggie band agencies: at Music Corp. of America, Rockwell-O'Keefe and Consolidated Radio Artists the press agents are all gals—Miss O'Brien at MCA, Miss Campbell at R-O-K, and Miss Edwards at CRA. . . . Sammy Harris, who stages the Broadway Show Window program for WEVD Saturdays, had to pinch hit recently for Charlie King, his emcee, when King had to work other dates—and Harris did so well that now the station has him emceeing regularly. . . . Press agents, please note: Bill Swirsky, CUNY student, sends out a release on *Brother Fred*, the school musical, and pulls no punches; describing Phyllis Levy, fem dance lead, he says, "A quick or otherwise glance at her legs makes you gasp in astonishment. They shoot from the hose tops." And Elythe Unger, another lead, he describes as, "five feet five inches of scrumption who has had much experience in high school productions and at some of the better New York hot spots." . . . And all along we thought that high school was the better.



OPENING NIGHT

and Paddy got the gate

Paddy is an old-timer around the circuit. Turns up regularly with his unit at all the Fairs, but none of us paid much attention, Paddy, we thought, was harmless. But this year Paddy showed up with a sound system—one of those powerful little Lafayettes. Say, you can hear Paddy's spiel now above the whole carnival din. And what crowd! Opening night, the gate was Paddy's.



LAFAYETTE 10 to 14 WATT PORTABLE Phono COMBINATION

This is it!
Lafayette's amazing 10 to 14 watt complete portable sound system. It's a grand amplifier and phono unit cleverly combined. Save energy and time—record your spels and play them on the phono-combination unit, or use the record player for background sound effects. It's a honey for the money! And the whole business fits neatly into a single streamlined case you can carry wherever you go. Model 733-T with Model 820-MT Phono unit, tubes and mike, complete ready-to-operate. Mail coupon for FREE descriptive catalog.

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GLEN RICE, Notice!

Contact E. H. LITTLEJOHN, Bonanza Theatre, Helger, Utah. Informal Wanted Against Commentators Who Damage Bill.

Continental Ork Active

UTICA, N. Y., March 18.—Mrs. M. H. Waldron, of Continental Orchestra Corp., local band agency, closed a string of April dates with committees throughout New York State. Has Herbie Holmes on the 10th at Elmira for the Elmira Police Ball, Artie Shaw on the 4th at Geneva (N. Y.) Armory, Glen Gray in Elmira on the 12th and following night in Oneida. Harry James here on the 14th; Claude Hopkins at Elmira College, Elmira, on the 21st, and Les Brown at Robert College, Geneva, on the 23th.

"What Taxation Laws Are Valid?"

In this issue, in the Carnival Department, is the 14th of a new series of legal opinions of special interest and benefit to people in various lines of show business. One of these articles appears in the last issue of each month. The author is Leo T. Parker, writer and lawyer.

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**Birmingham Dansant Cashes In
On Annual Social Club Dances**

BIRMINGHAM, March 18.—A ballroom whose chief function is to serve social clubs in this city—that's the Pickwick Club. The social club craze began a few years ago and has steadily grown here until it now embraces every conceivable fraternal, industrial, business and educational group. First came the Birmingham Council of Clubs, representing 18 member clubs with as many dances to book each year. Then the Amalgamation of Clubs, the Convocation of Clubs, the Affiliated Clubs, and numerous others representing groups of clubs hold the annual dances. As a result, policy of the Pickwick was fashioned to serve the social clubs rather than the public at large.

It is estimated that there are some 500 social or dance clubs in Birmingham, making it perhaps the prize social club city in the country. Each of these clubs gives at least one dance a year. And the Pickwick gets the bulk of that business. The ballroom management itself operates public dances Wednesday and Saturday nights from October thru December, and the operators, W. O. Madison and J. R. Stewart, president and secretary-treasurer of the club respectively, also run a booking agency for the club dances. In an eight-and-a-half-month season the club will serve 180 dances, which is quite a mess of dancing.

The club furnishes the ballroom, operates the drink and cloakroom concessions and employs the orchestra thru its own agency. About a half dozen local bands gets most of the calls.

In addition, the Pickwick from time to time promotes big name band dances, usually bringing the attraction into the

city auditorium. Last name under Pickwick saga was Ted Lewis on February 13. The enterprising operators are bringing in Blue Barron on Wednesday (23) and have Larry Clinton set for an April 18 promotion.

**Non-Equity Cast Offers
Play About Huey Long**

NEW YORK, March 18.—Written by Joe Macy and Jacob A. Weiner, *First American Dictator*, a ragged saga of Huey Long, opened at the Bayes Theater Tuesday.

Just why plays open at the Bayes has never been fully explained, but openings there for some time now have been tantamount to the Kiss of Death. Truth is, however, that the fault lies mostly with the theater's tenants, who are usually non-equity players.

Dictator is a non-equity show, presented by George Lewis under the direction of Humphrey Davis.

Performances of the players have a spurious, theatrical quality, with plenty of ham showing thru the evident sincerity of the attempted characterizations. Conrad Niles, who plays Huey Long, is guilty of the same failing but is a good talker and holds his audience fairly well.

Play's technique is very much in the manner of the WPA Federal Theater's Living Newspaper, with much stress placed on lighting rather than scenery, and much noise emanating from the orchestra and the boxes. It was good stuff in *Power*, *One Third of a Nation* and other of the FTP's plays, but it was done much better by the relievers and at that time had more of a novelty angle.

According to a program note, incidents in the play are true in essence, with authors using it free hand on details. The story, of course, is well known, being a delineation of Kingfish's career, his rise to power in Louisiana, the State Legislature's attempt at impeachment, Long's attempt to give his ambitious national scope in Washington and finally his assassination. Niles' characterization

is that of a Punchinello, a man essentially ignorant the shrewd, opportunist who perhaps had no clear conception of the enormity of his treachery. With a better script and more capable direction Niles might have turned in a nice piece of work.

No point in listing the remainder of the cast, but there were plenty floating around for the sake of art.

Paul Ackerman.

**NBC Censors
Jimmie Fidler**

HOLLYWOOD, March 18.—Putting the clamps on Jimmie Fidler, film gossip disseminator, was revealed this week by Lenox Lohr, NBC proxy, who informed Fidler producers that in the future Fidler's comments will not be detrimental to the film industry. Also there will be no more floppo pictures named on Fidler's (Drewe) show. Only top floppers will get the bells from the commentator.

These restrictions were the outgrowth of a confab several weeks ago between William Werner, Procter & Gamble ad head, and Fidler, who was advised to mix detrimental cracks about the film biz. Fidler was impressed with fact that object of the 15-minute show was to bring people into the theaters and not drive them away. Fidler will cut his flopper reviews to one a week.

In reply to NBC's statement, Fidler is claimed to have stated that he has always had the best interests of the film biz at heart. He stated that his only desire was to air a show that will appeal to the majority of listeners. In the future his open letters to film biggies will be on the more favorable side.

Lohr also stated that the network was revising its code of ethics, applying to performers. When questioned if changes in code were the result of beefs about anyone on the air now, Lohr denied it. He claimed the present code has been in operation 12 years and is outmoded.

Schless Hits FTP Competition

NEW YORK, March 18.—John T. Schless, contractor for the Merrie England concession, which will reproduce the famous Shakespearean Globe Theater in the Merrie England Village at the New York World's Fair, protested to President Roosevelt and Colonel F. C. Harrington, federal administrator of the WPA, against the Federal Theater's plans to provide free dramatic entertainment with production of *Prolog to Glory*, last season's hit show for Project No. 1. Free and consequently unfair competition, Schless argued, jeopardized his commercial production and the employment it provided for actors, directors and technicians.

Legit-Service Agreement

NEW YORK, March 18.—A three-year basic contract between the League of New York Theaters and the Building Service Employees' International Union, Local 54, was signed yesterday, with provisions for yearly revisions and the following salary scales: \$25 a week for male head porters and \$22.50 for assistants, both groups being on the 48-hour week; \$16.75 for head female charwomen and \$13.75 for assistants, both on 36-hour week. All employees already receiving these rates get a 30-cent raise. Contract became effective March 13 covering legit theaters.

PRESS GETS

(Continued from page 3)
from distributors, jobbers, Standard Brands salesman and the grocers.

NBC had sent radio editors tickets marked for the press section usually assigned such important broadcasts. Some of the editors planned to use the tickets. Many of them gave them to their superiors, little nobodies like managing editor and publishers.

At noon of the day of the broadcast, Sunday, Reber decided there was to be no press section. NBC fought valiantly for the newspaper boys, but there was no press section. They came to the studio that night thinking they were assured of good locations. They were lucky to get in. To make matters worse, Reber patrolled the studio like a night watchman and any sign of a seat being held for a tardy editor brought swift action. The newspaper men went home that night nursing sore necks from craning at the stage and red-hot collars from burning. Some of the editors, such as Leo Miller, of Bridge-

port; Ben Kaplan, of Providence, or Rocky Clark, of Bridgeport, who came in from a distance to see the show they have been prattling for two years, are particularly anxious for Reber to ask a favor.

FCC ANTI-RADIO

(Continued from page 3)
remedy the condition he urged a system whereby radio station owners and managers could meet with local radio "councils," made up from civic groups, to cope with sustaining and controversial matters. Stations, favored with high power and desirable frequencies by the FCC should be forced to sustain a heavier "public burden" in the form of educational and other sustaining features in order to compensate smaller stations for their less favorable facilities. This step would equalize the competition for advertising, he argued.

On cross-examination by S. King Funkhouser, special FCC counsel, who subjected Evans to a fierce and persistent series of questions, Evans in effect charged RCA with maintaining its position in the radio spectrum thru a highly geared lobby. Hiding at a later point of the examination, Evans admitted he did not have any evidence of lobbying but did say that Dr. Joliffe, of RCA, had had conversations with A. D. King, assistant chief engineer for the FCC, adding that he did not know the subject of the conversations.

Funkhouser labeled many of Evans' answers as "assumptions," products of "imagination" and "conclusions." "We want facts not philosophy," Funkhouser said. Chairman McNinch was sufficiently interested in Evans' plan of local committees to ask for details. Then he gave counter arguments. The question and answer period which Evans and McNinch went into finally turned to a discussion on Fascism when the hearing recessed for the day.

Thursday (16) the committee for 30 minutes listened to Miss J. M. Selby, 36 spokeswoman for the local Blow-Webb Parent-Teachers Association, complain about Gang Busters and Tom Mix programs. If these programs were broadcast after children went to bed, she said, her organization would have no objection to the shows.

CIO, which had been scheduled to appear this week to state the union's difficulty in obtaining time on the air, asked the FCC for additional time to prepare its case. With no other persons ready to appear, the FCC recessed until next Tuesday (21), when the committee will hear testimony on "lease" and "management" contracts.

GALLO-OBERFELDER

(Continued from page 3)
ment of the enterprise. His backing is reported to exceed \$100,000.

Dates, totaling 10 weeks' playing time, already are Abilene, El Paso, Ft. Worth, Dallas and Houston, Tex.; Birmingham and Mobile, Ala.; Boise, Ida.; Canton and Cincinnati, O.; Denver and Pueblo, Colo.; Long Beach, Los Angeles, Oakland, Pasadena, Sacramento, San Diego and San Jose, Calif.; Roanoke and Richmond, Va.; Greensboro and Asheville, N. C.; Memphis and Nashville, Tenn.; Louisville, Ky.; Tucson and Phoenix, Ariz.; Portland, Ore.; Salt Lake City, Utah; Seattle, Spokane and Tacoma, Wash.; Vancouver and Victoria, B. C.; Omaha, Neb.; Okeech, N. Y.; Kansas City, Providence, Toronto, Montreal, Boston and Philadelphia. Pending are Montgomery, Ala.; Austin, Beaumont, Denton and Waco, Tex.; Morgantown, W. Va.; Youngstown, O., and Atlantic and Norfolk.

Sales quota and the impetus enterprise has gained in last two weeks, plus report of varied sponsor list, raised Gallo's hopes for success of the largest project he has handled. Big headache pending, tho, is assembling casts as close to original Broadway line-up as possible, because road patrons won't take substitute crews.

Otto's taking over introduced modifications in original block-booking plan. On basis of box-office returns for his various opera companies, Gallo has signed percentage contracts with certain sponsors rather than flat guarantee, confident of greater return. In a few small spots guarantor has been granted a \$2,500 contract and only two productions because the tower couldn't support the regular \$5,000 deal.

Season, starting in October, begins with Eva Lo Galbene in *ether Heidi Goble* or *The Master Builder*, Schedule calls for *Golden Boy*, *On Borrowed Time* and *What a Life to follow* in that order.

CLINTON HOTEL

10th Street, Below Spruce, PHILADELPHIA, PA. Seven Stories, Elevator Service. Newly furnished and decorated. Running water in all rooms. Rooms with bath. Special Theatrical Rates by Day or Week, from \$1.50 one Day; \$5.00 per Week.

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RADIO PUBLICITY SURVEY

Radio Editors Select Columbia, Ferris, Thompson Tops in Field

(Continued from page 3) 121 to 122. His vote is not included in the chart, or in this summary.)

Opening Mail Habits

A total of 98 editors said they read the publicity sent them, 5 stating they did not, thus giving an overwhelming majority to the affirmative. However, only a minority, 34, read all the material sent them each day, while 63 read but part of it. Most of the editors who threw away their mail unopened were on papers publishing high material. This same reply was returned in the voting last year, when 128 editors said they had their mail. However, last year 97 editors said they read all of it, as against this year's figure. This is an indication of the decrease in radio newspaper space.

Part B of Question 1 asked which releases were opened first. The answers show that network's mail, regardless of which network, the copy may be from, is first opened, followed by CBS mail, 9 who said they first opened CBS mail, 9 who first open NBC mail, 4 who open Radio Feature Service (Ferris) envelopes first and 3 who open station mail first. The majority of the editors answering this part of the question said they opened their mail at random—in other words, as it was piled on their desks. Scattered replies mentioned Horace Hildt's mail, J. Walter Thompson copy, Tom Fizdale copy, David O. Albee copy and press agency's copy.

In the main the editors voted that network press releases are of value to them, principally for program material and information, news and best bet box listings. Other points mentioned were for special event information, fillers, program corrections, art, talent and biographical material. There were 43 editors who said network releases were of value, 17 said they were of moderate value and 5 said they were of no value to them.

Stations

Repeating last year's results the editors indicated that most radio stations do not maintain adequate publicity departments—if they have a department at all. Question 3 asked the editor

whether the stations were okay on publicity and in Questions 4 and 5 to name the good and poor ones. These complete lists will be found in the Radio Department of this issue.

Saying that stations did maintain adequate press departments were 33 editors; that they were fair, 16 editors, and that they were poor, 37 editors. While there are fewer votes in each category in this question, the results are in line with last year's balloting. It should be noted that a number of editors, in regard to supplying lists of the stations with poor press departments, simply said, "All of them," seemingly throwing their hands up in despair at the thought of listing the stations.

In connection with this point, Ben Gross, of *The New York Daily News*, said, "It is practically impossible to contact press departments (of independent stations) during the evenings. This happens a.m. papers." Norman Rowe, of *The Richmond (Va.) Times-Dispatch*, answering "Do the stations in your territory maintain adequate press departments?" gave an eloquent, "Hell, no!" as his comment.

Rating the Webs

In Question 6 the editors were asked to rate the various network press departments from the standpoint of all-round value. Last year NBC and CBS fought it out to a dead heat, each scoring 38 mentions. This year, as the ballots came in, CBS took a commanding lead, with NBC then catching up and passing it. Ballots received in the last 10 days of the survey returned Columbia to the post position and the chain held on. CBS has 54 mentions for first, 28 votes for second and 3 for third. NBC has 40 for first, 37 for second and 2 for third.

Mutual, which has no press department functioning for the whole chain in the same manner as NBC and CBS, has Lester Gottlieb as co-ordinator for publicity, but each station on the link handles Mutual publicity in its territory. Mutual gained over last year, getting two first-place mentions, 11 second-place, and 37 third-place votes. Canadian Broadcasting Corp. received four votes for third place, while Yankee network had

Improvement

Interesting sidelight on *The Billboard* Radio Editor Survey is that a number of editors declared that publicity copy and operations have improved since last year. All of them credited the first *Billboard* survey published February 19, 1938.

one for second, this is a tie between Yankee and Mutual.

There were nine CBS-NBC first-place ties. Each vote was credited to each network's score. There was one three-way tie among NBC, CBS and Mutual also credited to each.

Network Services

The editors were also asked to give reasons for rating the networks' press departments as they did. The reasons for CBS included: faster delivery, 6; most co-operative, 5; better copy, 11; better features, 4; more comprehensive, 13; newsier, 2; better art service, 3; better correction service, 2.

Reasons for NBC included completeness, 5; promptness, 6; better art service, 5; better correction service, 2; better copy, 2; mailed flat, 1; accuracy, 3; better features, 2.

For Mutual, one editor said that the network slanted its copy towards his needs better than others and also maintained a better correction service.

Ma Wickham, of *The Denverpost* (In.) *Democrat and Leader*, said: "NBC is on its toes. I never have to ask for anything twice. CBS does not seem to care for the smaller paper and revises its lists without consulting the editor. In the past year I've had to write many times and ask them to put my name on their list and, if I want anything special, I must make many requests."

Uimer Turner, of *The Chicago Herald and Examiner*, said: "NBC has complete press department coverage here. CBS, with smaller staff, does good job, but the local CBS affiliate does not." (Station is WBBM.)

Another editor said that he worked for a newspaper with an NBC station affiliation, but that CBS had better organization in its publicity set-up.

Bruce Nicoll, of *The Lincoln* (Neb.) *Star*, complimented CBS, but said its better service "is more than offset by poor picture and mail service." Nicoll then pointed out that many smaller papers are using an increasing number of cuts because of business conditions and that to miss out on this publicity opportunity seems mismanagement.

Leo Miller, of *The Bridgeport* (Conn.) *Herald*, also said that NBC had the edge in art and physical mailing method, but that otherwise the webs are even. Jo Hanson, of *The Brooklyn* (N. Y.) *Daily Eagle*, said: "NBC has improved greatly. Its stuff is cleaner than CBS's and more comprehensive."

Florence Walden, of *The Columbus* (O.) *Signal*, rated CBS first because of "concise and complete information in their calendar." A radio editor of a major Eastern metropolitan daily said: "NBC seems to be bound by red tape and appears to prefer suppression of information." Beatrice Higgs, of *The Clinton* (Ind.) *Daily Clintonian*, stated that the NBC news service furnishes her with short but interesting features. CBS, she said, fails to provide interesting program sidelights.

Herbert Kenny Jr., of *The Indianapolis News*, regards "CBS as more accurate and with cleverer ideas. NBC's copy is frequently boring and quite often inaccurate."

Paul Leltoy Lamade, of *The Altoona* (Pa.) *Times-Tribune*, objects to the fact that NBC makes him request mails instead of sending them with the pic.

Improving Web Copy

Question 8 asked the editors for suggestions to improve network press services. Strongest plea is for shorter—and better—copy, but the shortness desired is emphasized. There were 10 editors making this request, while four want more news and less of the "other stuff."

An unusual and interesting development this year is an increase in the editor's need for more talent information—biographies and news, 10, voting that as their suggestion.

The ever-present correction headache is still present, nine editors asking for

faster correction service. Two editors said NBC and Mutual should model procedure after CBS; another said CBS should drop its daily calendar. There were six editors who seek more localization of copy in the material they receive from the web; one wants point of origin in releases; another wants all stations carrying the program described; seven want more and newer art.

Quoting Uimer Turner again, "NBC sends out scores of photos each week of poor contrast, inane poses, unusable subjects. Seem to get out pic for quantity, not quality." Howard Fitzpatrick, of *The Boston Post*, suggests "institution of wire service for corrections and additions to mailed copy and more information on actors and actresses who play bit parts in dramatizations; real names and marital status of all radio-artists." Harry Little, of *The Des Moines* (Ia.) *Register and Tribune*, asks for more facts in releases and less imagination. Stuart Rabb, of *The Winston-Salem* (N. C.) *Journal and Sentinel*, said that CBS should improve its mail service. Leonard Russell, of *The Stamford* (Conn.) *Advocate*, said: "CBS and NBC should take a page from NBC-NBC tops them all." While Thomas Archer, of *The Montreal* (Canada) *Gazette*, and Katherine Smith, of *The Washington* (D. C.) *Daily News*, think CBS is the model to pattern after.

Alton Cook, of *The New York World-Telegram*, suggests that the networks provide "more column material—and I don't mean lists of hobbies, vacation plans or how nicknames originated." Grace Leona Barrett, of *The Peacock* (Ill.) *Journal-Standard*, says "NBC's service out of Chicago should be speeded up so that mail is received daily."

Don McKim, of *The Vancouver* (Canada) *Sun*, says he has written to Mutual for releases, but still doesn't get them, and that "NBC should speed service on Eastern programs." William Duggan, of *The Madison* (Wis.) *State Journal*, also asks for faster correction service and steadier service on program details.

Agency Service

Question 9 asked the editors to name the advertising agency press departments

Editors Must Clean Own House—Turner

Accompanying his questionnaire in *The Billboard* Radio Editor Survey was a letter from Uimer Turner, radio editor of *The Chicago Herald & Examiner*. Turner is noted for being "tough to crack." But while critical of press agents, Turner also said he felt that radio editors were by no means above criticism. Some of his comments follow.

"Newspapers could well investigate the ability of their radio scribes, too. Some have neither a radio background, nor press past, nor even the ability to think along lines favorable to the press. Dazzled by starlight, I guess. . . . For example, it is quite easy to dig down and get some real news on Charlie McCarthy, rather than to come out with something like, 'G. McCarthy tops all radio programs,' etc.—which carries that 'radio tops the press' stigma when viewed by the advertising department."

"With television coming—some day, anyway—radio eds ought to know a LITTLE something about the art, either from practical or technical standpoint. But how many day"

"Within a short period one Chicago radio ed (1) suggested that inasmuch as there were so many midget sets out—and the midgets won't reproduce the low notes well—that orchestras ought to play ONLY HIGH NOTES and not continue slighting the ninety-eight set trade." (2) Criticized at the top of his daily column that on one occasion—a current fiscal one—at the time—RADIO had topped the newspapers as an advertising medium!

The radio editing fraternity itself is ALSO to blame for some of its ill. . . . The scribbling inds must clean their house of a few chiselers—and must extend that cleaning process to the cuffs of a good many hot outright chiselers—but who find themselves deeply obligated."

Highlights of The Billboard's Annual Radio Publicity Survey

Total of 122 radio editors participated in the survey. Of these, 94 said they read publicity received, five did not, balance did not answer question. Those reading all publicity received numbered 34; 51 read only parts other who read publicity failed to specify.

The editors are not satisfied with independent station press departments in their territory, 37 saying these stations did not maintain adequate press departments; 16 consider the independents' press departments fairly good, and 23 think them ok.

CBS has the best press department and publicity set-up, the editors feel, 54 of them voting for CBS; 49 for NBC and two for Mutual. There were also ties between CBS and NBC (included in total for each) and one three-way tie among CBS, NBC, and Mutual. Principal reason CBS was given the nod was because of better copy. Suggestions various editors made to improve these services are listed in the story in this issue.

J. Walter Thompson was reported as servicing more editors, 39 to be exact, than any other advertising agency. Young & Rubicam, combined with its press outlet, Bureau of Industrial Service, was mentioned by 38 editors as sending them releases; BBDO by 33 editors.

Releases sent by advertising agencies are considered accurate and prompt but not newsworthy.

J. Walter Thompson agency has the best press department, 24 radio editors say—repeating last year's verdict. Young & Rubicam received six first-place mentions in this part of the survey, while the Y. & R. subsidiary, Bureau of Industrial, received five, giving this agency a total of 11; Benton & Bowles received seven votes for the best advertising agency press department.

Advertisers rarely use coercion to force free space, the editors said. Radio Feature Service (Earle Ferris) services more editors, 51, than any other p. a. Tom Fizdale running second with 47 saying they received his copy. David O. Albee was listed as having his copy received by 21 editors, to bring him in third; Richard Hilder's press release, "Monday in Manhattan," written by Ken Lycoo, is mentioned by 14 editors; George Evans and Corfield-Zimmerman tied at nine mentions each.

Ferris was also voted to have the best copy and best service, taking first place by 35 mentions, repeating last year's result. Tom Fizdale was voted second, with 18 votes for first place; Richard Hilder's release received three first-place votes for third place; David Albee received two first-place votes.

Networks have the best all-round press set-ups, scoring 58 votes to 11 for press agents, five for stations and three for advertising agencies. Principal reason for this opinion, according to the radio editors, is because their service is most comprehensive.

Majority of the papers represented are radio art; 53 use mats. The list of editors and their picture requirements will be published in the April 8 issue of *The Billboard*.

MORE NEXT WEEK

Additional information on The Billboard's Second Annual Radio Editor-Publicity Survey will be published next week (April 1 issue), the material dealing with exploitation by publicity sources. Best exploitation stunts pulled by wbs, p. a. agencies and stations will be announced with first place to be awarded in each classification.

Answers to the question which asked editors to name the press agents who sent them copy. This year Ferris has a total of 51 and Fizzdale 47. David O. Alber, sixth last year, is third this year. The Monday in Manhattan release written by Ken Lyons for band leader Richard Himber following with 14. Phillips Lord of one, not in the running last year, has 12 mentions this year. Himber office improved over last year, as did Garfield-Zimmerman, Bill Maloney (not in last year), George Evans, Fanchon & Marco (Dorothy Hanes), Al White (not in last year), Cook & Doherty and a number of others listed under Question 15 on Page 7.

RATING P. A.'S

One of the reasons this year's survey will include, for publication next week, awards in the exploitation field, is that several press agents commented last year that getting radio column space is not the only function of a press agent in radio. For this reason the ratings on press agents given here should be weighed against and compared with the exploitation ratings available next week. As mentioned, Earle Ferris and his Radio Features Service retain the leadership in the publicity classification. Tom Fizzdale is again returned second. Third place going to Richard Himber's weekly copy, also a repeat, although last year the release was written by Irving Lehrer and this year by Ken Lyons.

David O. Alber has improved his standing considerably since last year's study. In 1938's report, Alber was next to last with no first votes, three second, and one each for third, fourth and fifth. This year Alber has two first votes, three each for second, third and fourth and seven for fifth. The Himber standing also improved, three firsts this year against two last year as well as improvements in every other position. Another to gain over last year is George Evans, who had no rating last year. Fred Coll (Publicity Associates) is about the same as last year. Garfield-Zimmerman, Milt Rubin, Paul Whitman Office, Reg Pascoe, Fanchon & Marco, Phillips Lord and Jack Egan place this year and did not last year. George Lotman, down against last year's stand, merged with Ferris during the time the survey was under way.

Last year Ferris had 41 first-place mentions, against 38 this year, with 12 second places last year against 15 this year. Last year he received no votes for third, fourth or fifth. Tom Fizzdale had 17 first-place mentions last year, against 19 this year. Both leaders' totals fell, although radio space is available and fewer editors voted. Fizzdale has 21 second-place votes this year, against 24 last year; six third place as against three last year. His three for fourth place and two for fifth compare to no votes in those positions last year.

BEST ALL AROUND

Networks were again voted to have the best all-around service compared to stations, agencies and press agents, getting

ULMER'S CLASSIC

NEW YORK, March 18.—Ulmer Turner, radio editor of The Chicago Herald & Examiner, pulled a classic in contributing his part in the Radio Editor Survey.

A few days before the survey, closed in large box sent express (prepaid) from Chicago, was delivered to The Billboard's radio editor. The box measured four feet square.

Box contained a waste-paper basket, stuffed to the gills, mostly with undepended publicity material. Attached to the basket was Turner's note. It read:

"Picture of a typical radio editor's waste-basket 15 minutes after the first mail delivery."

Basket is on exhibition in The Billboard's New York office.

proportionately more votes than they did last year. Webs got 53 for first place this year, press agents 11, stations five and agencies three. Principal reason given by the editors for preferring network copy and service to all other sources is that the chains have the most comprehensive service. This is to be expected. Accuracy and less hokey also were given as reasons, while more human interest and better copy on the part of press agents got six mentions. Other reasons for network votes were shorter and newer copy.

For press agents, one editor liked the personalization (exclusive copy) angle offered by press agents. Two editors thought stations were prompter, and one each felt the stations to be most accurate and briefest. Agencies got one mention each for accuracy and better editing.

In commenting on the question as to best all-around service, Harry LaPerte, of The Tulsa (Okla.) Daily World, gave the palm to the networks, but panned CBS, saying: "CBS is a virtually dead on its feet as near as I can judge. Press agent copy is generally poor and has to be rewritten if used. I've abandoned the Sunday radio page, long a feature. Reason: it all ran to NBC; good stuff; but too one-sided. We were not an annex of NBC. If CBS and MBS didn't care enough to get in, I saw no reason to run after them. The page, consequently, has become a feature page, with radio incidental instead of dominant. Radio stories have to stand on their own feet and compete with other features. The radio page will be revived when the industry co-operates. Letters asking material were consistently ignored by CBS."

Affiliation Effects

There were 37 editors participating in the poll whose papers own one or more stations, or whose papers have radio affiliations. Question 18, asked of them, was whether they can use copy on other stations. There were 25 who said they can; six who said they cannot, and six who said they could use but little on opposition broadcasters. Last year 43 editors said they had no restrictions, while seven said they could not and five said they could a little.

Art-Pix-Mats

By the editors participating, 78 said they use art; 20 do not, the remainder not answering. There are 55 editors who use mats, 24 do not. Posed shots are used by 52 editors (posed meaning standard poses); 28 use gag pictures and 39 candid shots. A good number of the editors use all three.

(Art requirements of the editors will be published in the April 8 issue of The Billboard.)

MILWAUKEE "NAZI" Suit Is Settled

MILWAUKEE, Wis., March 18.—Announcement has been made by Bert Wefellog of his withdrawal of his \$50,000 slander action against the Milwaukee Broadcasting Co., operator of Station WEMP, Wefellog, who is president of the German-American Citizens Alliance, declared the dispute had been completely settled.

In his action, Wefellog maintained that he lost his position in November, 1938, as sales representative of the German hour on the radio station because of "false and malicious statements" made about him by Charles Lanphier, manager of WEMP.

It was charged that Lanphier had made public statements linking Wefellog to Nazism and indicating that he had used the station for "disseminating Nazism." Wefellog denied these allegations.

Mutual's WGN Signs

AFRA Wage-Hour Code

CHICAGO, March 18.—WGN, Mutual's local outlet, signed a wage-and-hour code contract with American Federation of Radio Artists yesterday covering actors and singers on sustaining shows. Agreement goes into effect April 1. NBC and CBS already signed AFRA pacts, while negotiations for similar contracts are now in progress with WJJD-WIND and WHIP of Hammond, Ind.

Coughlinite Arrested

PHILADELPHIA, March 18.—Thomas A. Bitard Jr., chairman of the Philadelphia Committee for the Defense of Con-

How Station Press Depts. Rate

Question 3 on The Billboard's Radio Editor Publicity Survey asked the editors whether the stations in their territory maintained adequate press departments and Questions 4 and 5 asked them to name the stations with "Good" and "Poor" press departments, respectively.

The following two lists show the stations, according to State and city, as they were named in each group by the editors. Where only the call letters appear means the station was mentioned once. Where figures appear after the call means the station was mentioned that number of times as having either a good or poor press department. Where the word "fair" appears in parenthesis after the call letters means that the editor rated it accordingly.

Stations Ranked "Good"

Table listing stations ranked 'Good' by state and city. Includes Alabama (Birmingham WAPI, WSNC), California (Beverly Hills KMPC, Los Angeles KFL, KMX, Sacramento KFBK), Connecticut (Bridgeport WICC-3, Hartford WDRS, New Haven WTIC, Waterbury WATR, WBRV), District of Columbia (Washington WJW, WJW, WMAL-WRC), Illinois (Chicago WAAF-3, WBBG, WBCB, WCFL-5, WRNR, WMAF, Rockford WROK, Shreveport KWKH, Urbana WILL), Indiana (Elkhart WTRC, Fort Wayne WWOV), Iowa (Des Moines WMO, Dubuque WDBB), Kansas (Lawrence WREN (fair)-3, Topeka WIBM), Massachusetts (Boston WAAB, WNAC, WBZ-2, WORL), Michigan (Detroit Windsor CKLW), Minnesota (Minneapolis WCCO), Missouri (Kansas City KMBC (fair), Jefferson City KWOS), Nebraska (Omaha KOIL, WOW-2), New Jersey (Jersey City WHOM, Newark WOR, Elizabeth WAWZ), New York (New York City WED, WEVD, WISN-4, WQXR-2, WMCA-8, WNEA-6, WYNC-2), North Dakota (Bismarck KFVR), Ohio (Cleveland WCLE-2, WSPD, WCAR, WTAM-3, Cincinnati WKRC, WLW-10, Youngstown WKBM), Oklahoma (Oklahoma City KTOK, KOCY), Pennsylvania (Pittsburgh KDKA, WCAI, WWSW-2), Texas (Dallas WRR), Utah (Salt Lake City KSL), Virginia (Richmond WFTD, WRVA (fair)), Washington (Seattle KIRO, KOMO-KJR), Canada (Montreal CFCE, CKAC, Vancouver CBC, CKOR, Winnipeg CJRC).

Stations Ranked "Poor"

Table listing stations ranked 'Poor' by state and city. Includes Alabama (Birmingham WDRS), California (Beverly Hills KMPC, Los Angeles KEHE, Sacramento KROY), Connecticut (Hartford WTHY, WTIC, New Britain WNBC, New Haven WELI, New London WNLG), District of Columbia (Washington WOC), Illinois (Chicago WBBM-2, WGN, WLS, Springfield WGBS), Indiana (Evansville WEOA, WCBF, Hammond WVAE, Indianapolis WFBM-3, WIRE-3, South Bend WSBT, Terre Haute WBOW), Iowa (Cedar Rapids WMT, Des Moines WHO-2), Kansas (Abilene KFBI, Topeka WIBW), Kentucky (Louisville WHAS), Massachusetts (Boston WBZ, WCOP, WEEI-3, WORL, Lowell WLLH), Michigan (Detroit WJR, WWJ), Minnesota (Minneapolis WCCO), Missouri (Columbia KFR, Jefferson City KWOS, Kansas City WDAF, St. Louis KMJX), Nebraska (Lincoln KFAB-3, KFOR, Omaha KOK, WAAW, WOW-3), New Jersey (Asbury Park WCAP, Elizabeth WAWZ), New York (New York City WHN-2, WNEW, WYNC), Ohio (Cincinnati WLW, Columbus WHKE, Dayton WSMK), Oklahoma (Oklahoma City KTOK), Pennsylvania (Pittsburgh KDKA, KQV-2, WJAS), Rhode Island (Providence WIAN, WPRO, WJAR), Tennessee (Memphis WMC), Virginia (Richmond WMBG, WRNL), Washington (Seattle KOL-2), Wisconsin (Milwaukee WTMJ), Canada (Vancouver CKCD, CKWK, CKMO, Winnipeg CKY).

stitutional Rights, which is picketing YMCA. Bitard, with 12 others, was arrested when the group sought to break up a meeting called by the Committee for Racial and Religious Tolerance. He was first released, but rearrested when he tangled with a spectator in the court.

Radio Talent

By JERRY LESSER

EDWIN WOLFE, who has been one of NBC's top-notch directors since 1933, is leaving the end of this month to do freelance direction. His first assignment at NBC was to direct Red Deets, which later became *Pepper Young's Family* and on which he plays Curt Bradley, one of the five principal roles. Ed has quite a background, which will serve him well in his new venture. He had been with David Belasco as stage manager and assistant director, with Edgar Selwyn as general stage manager, with the Theater Guild as director and actor and opened the Jessie Bonstelle Playhouse in Detroit as director and actor. After the war he directed and managed the American Theater in Paris and has directed stock in Salt Lake City, Toledo, Asheville and New London. This is quite an enviable record for so young a man.

HORSE AND BUGGY DAYS, a Wednesday evening sustaining program, is drawing more fan mail than any other

sustaining show on NBC. Harry Mow-Payden directs. Freddy Woper handles the baton and Julian Moss portrays the Oldtimer. . . . Did you hear *The New Friends of Rhythm* on RCA Magic Key Sunday, March 19? It's a new departure in music. Themes are taken from the classics and converted into modern tempos which have the quality of the finest chamber music and the rhythm of the outstanding dance bands. They are being sponsored by director Frank Black, and the group consists of Sylvan Shulman and Zelly Smirnoff, violins; Laura Newell, harp; Louis Kierman, viola; Alan Shulman, cello; Harry Patent, bass, and Tony Colucci, guitar. . . . Charlie Range, NBC sound man and husband of radio's Ruth Russell (she plays Nancy on *Just Plain Bill*), is home from the hospital after a month's stay due to a brain concussion incurred in a fall. He is coming along nicely but will have to remain in bed for some time yet. A word of cheer from all who know him will be appreciated.

Advertisers and Agencies

By PAUL ACKERMAN

It is reported that *Those We Love*, Ponda program, is set for the cleaners when its current 13-week contract expires, and that J. Walter Thompson, the agency handling it, is trying to sell the show to a new sponsor. This despite the fact that the last reports give program its highest rating yet. . . . A press agent's office which does publicity for an agency, one of whose programs is heard over 115 stations in the United States and 27 in Canada, was contacted for information regarding the program. The blurb man was out, but his secretary tried to help. She vouchsafed the info she had never heard of the program, never heard of the product, was sure Mr. — did not handle it, and was quite sure the reporter had made a white mistake. Secretary queried other personnel in the office. Nobody knew the show. But it still is on 142 stations.

Don McNeil, of Chicago, here, peds

dling *Breakfast Club*. . . . Jack Van Nostrand and Belle Rousseau, of Young & Rubicam, assigned to the Phil Baker program. . . . Tommy Riggs program lining up a rash of double thinkers, with Cliff Nassaro and Jerry Colombo set for March 25, and Andy Devine April 1. . . . Al Simon, of WJN, completing his tome, *Tun in the Air*. . . . Parkyakarkus knocking off a round of *Mother Goose Rhymes* in Greek dialect; but will withhold publication until he becomes a father—some time in May. . . . Nobody chosen yet to produce Chase & Sandora show in place of Cal Kuhl. Dick Mack, program's scripter, treks to Hollywood. . . . Harry Kerr, J. Walter Thompson, in Hollywood working on Hal Roach picture advertising, will stay at least a few months while Wick Crider subs in JMT's New York office.

Program Reviews

EST Unless Otherwise Indicated

George Jessel
Reviewed Wednesday, 7:30-8 p.m.
Style—Variety. Sponsor—Reid's Ice Cream. Agency—Pedlar & Ryan, Station—WJZ (NBC-Red network)

George Jessel, one of the top comedians in the show business, gets another crack at the ether audience via this ice cream show. Judging by the first effort, Jessel will sock solidly if he gets good material from the scripters. Dialog when caught was spotty, but the comic showed enough to warrant a spot with any sponsor. Of course, he did his telephone conversation with his mother—which by now has become legendary. Movie censor sketch, with Sam Carlton stooging as "Uncle," was rather tepid. It all depends on the writers.

Musical layout is strong. Richard Himber's Ork backgrounding, Mary Small, featured vocalist, did an amazing job with Franklin D. Roosevelt Jones, unfortunately contributing only one number. Rendition was absolute top for skilled delivery.

Ernest Chappell, announcing the program and in chatter sessions with Jessel, very efficient.

Commercials were too frequent and too long, but once broomed out program will be very good indeed for the Blue. Ben Roche produces. Ackerman.

"Meet the Songwriter"
Reviewed Tuesday, 12-12:15 p.m.
Style—Interview and talk. Sustaining on WJZ (New York)

Nelle Revell turned this week from their regular *Meet the Artist* program. In which she interviews radio headliners, to the business of bringing prominent songwriters to the microphone for a verbal dissection. Miss Revell uses the same style on the new series, titled *Meet the Song Writer*, and the combination of her brisk personality and the current interest in songs and their creators makes an entertaining 15 minutes.

Subject of Interview No. 1 was Leo Robin, lyricist for Ralph Rainger's tunes during several years of turning out hits for Paramount Pictures. Leading off with Robin was timely, his (said Rainger's) *Thanks for the Memory* having just won the Academy Award as the best picture song of the past year. Interview of course contained plenty of reference to the number, as well as to the team's other successes. Writer's personal history and background were brought out in a brightly written script.

Bailey Axton, backed by Norman Clairier's house band, gave forth vocally with several Rainger-Robin tunes.

New series will not interfere with Miss Revell's other interview broadcasts. Latter shots are on Fridays at noon. Richman.

Jack Shafer
Reviewed Friday, 8:15-8:30 p.m.
Style—Commentator. Sustaining on WMCA (New York).

Under the title of *On the Beam*, Jack Shafer, radio columnist of *The Newark Ledger* and *The Long Island Press*, is offering a news commentating quarter hour Friday nights that is lively, entertaining and a bit different. In addition to news of the entertainment field—radio and bands in particular—program finds time for a dramatized interview and a guest star appearance, which takes in a lot of territory for a 15-minute shot.

Shafer's script is well written, and his delivery matches it in brisk simplicity. The interview portion—on the initial broadcast it concerned the television outlook as viewed by Tom Hutchinson, NBC television director—and the guest star business—with George Hall and

Tucker and Wayne King, incidentally, are the latest maestra to gelgo for April engagements at the Chicago here. Both will conclude long runs at the local Palmer House and Drake respectively. . . . The MacMurray, former head of WEDM's production department, moved over to the NBC production staff. Directing "Vic and Sade" for his next assignment. Sid Strots, NBC Central Division exec, is back from Hollywood.

Dolly Dawn as the starter—are handled easily and less boringly than on many a more pretentious show.

Opener even had a touch of music, Miss Dawn giving forth with a chorus of *Deep Purple* to round off an effective program for its type. Richman.

Joey Fay and Snag Werris
Reviewed Thursday, 8-9 p.m. Style—Comedy. Sponsor—Royal Desserts. Agency—J. Walter Thompson, Station—WEAF (NBC-Red network).

Joey Fay, spotted during the early part of the Rudy Vallee program, did a comedy turn with Snag Werris. It was a bit Fay has often done on the stage—centering around the whereabouts of an address on "Phuggle Street." The chatter was delivered very fast, the comedy and playing much stuttering and vocal non-sense. Studio audience was evidently getting a long chuckle, but the lines were singularly flat over the air. Trouble evidently was that the skit needed visualization for effect, and lacking this, it came over the receiver as a hazy, incoherent jumble. Fay picked a bad routine for this shot. Ackerman.

Guatemalan Concerts

Reviewed Saturday, 8-9 p.m. CST. Style—Concert. Sustaining TGWA, Guatemala City, C. A. (National network of Guatemala).

Out of the maze of hundreds of Latin-American broadcasts nightly comes this excellent, well-rendered concert of popular semi-classic and opera arias by brass and string band led by Gaston Pellegrini. Program is aired for full hour Tuesday and Saturday nights and is followed by a half-hour marimba ork, the Hollywood Marimba Band, interspersing native popular music with other Latin-American arias.

Announcements are first in Spanish, followed by a fluent American interpretation. Reception is clear and dependable on 9.45 megacycles on 31-meter band and is removed thru TOWA to eight other Guatemalan links.

Saturday (March 11) program opened with Coronation aria from *La Prophete*, followed by two Massenet works, Angelus and *Festive March*, and climaxed with fantasy on Puccini's *La Tosca*. Two waltz numbers closed the bill.

Marimba band that follows might be more popular for American listeners if they cut number of repeats of choruses of popular numbers. But those who like marimba music have treat in store, and it follows the more solemn concert to advantage. Math.

Chicago Air Briefs

By SAM HONIGBERG

HAROLD AZINE, of WLS, has reason to be proud this week, for it was he who engineered the interview for *The Chicago Times* with Dr. Edward Bates, former president of Czecho-Slovakia, and Thomas Mann, German exile. Aware of their old friendship, he brought them together when Mann visit-

ed Chi Wednesday. . . . Jean Carroll and Buddy Howt, comedy act on the vaude stage, have already spent several hundred dollars for audition material. Team, trying to break into the radio field, is finding out that air scripters are more expensive than vaude gag men. . . . Lum and Abner greeted old friends here on their way back to Hollywood to New York. Will stop over again this Friday on their way back to do their weekly broadcast over WBBM. Are accompanied by the William Stewart (he's the production man and Young & Rubicam rep); Sybil Chiam, program's organist, and hubby, Harold Bock. On the West Coast Bock is on the NBC publicity staff. . . . *The Musical Grab Bag*, hodgepodge of copied tunes, replaced the veteran *Follow the Ball* show. . . . Eddie Chase's *Make Believe Danceband* on WCPL drew over 25,000 requests in five days for a Tommy Dorsey house organ. . . . Charley Grimm is returning to town with the Cubs, following a tour of major league training camps, to resume his baseball announcing duties over WBBM.

Bands are still convinced that air time is swell promotion for their outfit and several around here of late have postponed lucrative theater dates for comparatively minor café and hotel jobs, for the latter service them with network status. Latest is Gray Gordon, who accepted an engagement in a Boston hotel rather than pick up some vaude show arranged for him by Consolidated Radio Artists. . . . Orrin

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WEBER SET FOR CONVENTION

Prexy To Make Detailed Study Of the Band Booking Industry

Will make recommendations at Kansas City, Mo., conclave for closer check on percenters—action stems from Local 802 probe—to clarify SS jurisdiction

NEW YORK, March 18.—Joseph N. Weber, APM prexy, will make a detailed study of the band booking industry to be followed by recommendations to the Federation's annual convention in Kansas City, Mo., in June. Outcome of Weber's probe may result in an even closer check on bookers operating under the Federation's licensing system. The decision to probe and study the status of agents was given added impetus by current campaign of musicians' Local 802, whose execs, working with the Federation, have succeeded in already revoking the licenses of more than 45 bookers. Prime points likely to be covered in Weber's probe will be (1) Investigation into ways and means of clamping down on agents who manage to chisel under the cloak of a license; (2) Status of relationship between booker and band, with possible final result of limiting commissions; and (3) Marking complete final to booker or employer profit apportioning in an orb.

It Makes a Difference

NEW YORK, March 18.—Nowadays one must have a name band at least to get union scale for a date.

One of the club bookers, who had his booking license since revoked, approached a band leader several weeks ago and said that he wanted to engage a 50-piece crew for a benefit date at a local artery.

"Of course," said the agent, "this will be, ah-hem, a \$10-per-man date." "Nothing doing," chirped the leader, "that's a Class-A house. We want the \$14 scale."

The agent was somewhat shocked and said to the band pusher, "Hub, what do you think you are—a big shot?"

Weber will further report to the convention on musicians' status under the Social Security Laws and will also report on the WPA. Weber's position on the picture-music situation to create more employment for pit orchestras will depend on resolutions introduced by member locals of the Federation.

Investigation by Local 802 regarding club bookers is continuing, but execs are branching out into wider fields. Next clean-up is aimed at employers rather than agents. With the swing hotbed of 52d street slated for the first overhauling, trial board is also getting under way a probe of member musicians who book single dates direct. Max Arons, trial board chairman, estimates there are 2,000 in this category and indicated those found guilty of chiseling or unfair competition would be subject to severe penalties.

This week APM revoked names of agents listed in last week's issue of *The*

Billboard. These included Harry A. Shea, Harold Gorman, Times Square Artists Bureau (Vernon E. Adleton), Triangle Entertainment Service (Al Tyler and Fred Nerrega), Evans & Lee, Billy Perch Theatrical Enterprises, Jean Henry, Lew Sharp, Dan J. Harrington, Brown & Liebman, Al Romano and Walker Entertainment Bureau.

Jack Rosenberg, president of the local; Max Arons, trial board chief, and execs George Schecton, Eddie Horne and Emil Balzer confabbed with Weber and Bert Henderson on the matter. This was followed by a meeting of both the local's trial and executive board to formulate a plan of supervising all guilty agents.

Terp Class Weans Dancers

ALEXON, O., March 18.—To increase interest in ballroom dancing management of East Market Gardens, ace downtown dance spot here, introduced dance classes on Monday and Thursday nights, an hour prior to the start of the regular nightly dance sessions. Taft Chapman has been named instructor for the innovation. Gardens has been operating all winter on a three-night-a-week basis with admission prices from 25 cents to 42 cents, district bands add an occasional middle-bracket ork attraction being offered. Few big-name attractions have been offered at the Gardens for several years, dancers preferring to journey to near-by Moonlight Ballroom at Meyers Lake Park, Canton, O., where biggies are presented almost weekly this year round.

Whiteman Makes Pleasure-Bent Cattlemen Forget Pretty Gals

PORT WORTH, Tex., March 18.—In former years the Southwest Exposition and Fat Stock Show provided gala floor shows with gobs of pretty gals for the tired cattlemen who left the range for some other sort of amusement. But this year the galloping gentry got Paul Whiteman and his All-American Band and entertainers—and they liked it. So much so that they probably didn't even miss the femme allure this time.

For the nine-day run of the show, which closes tonight (18), Whiteman dragged down some \$15,000 to \$17,000, exact figure not divulged. In addition to playing nightly at Roundup, cabaret feature of the exposition, band also put in two daily concerts for the Rodeo grand stand. Nitery took in only a section of an exhibit building, with cloth partitions, crepe paper trimmings and soft lights to conceal the building rafters. Place is still as far as acoustics are concerned, but a big-time backdrop and new stage set off the band in good style.

In addition to the dancing, Whiteman presented a one-hour floor show, acting as emcee. His personality and showmanship predominate throughout. In addition to the band specialties, singing of Joan Edwards, Clark Dennis and the Modernaires foursome makes it a pleasant hour's entertainment.

Pops Fiddles a Lick

Ork hits it off with a medley of hits Whiteman helped to popularize, with Rhapsody in Blue, Roy Barry pounding

Sultans Swat Bush Men

SALT LAKE CITY, March 18.—As long last the differences between the Old Mill Inn here and the local musicians' union have been settled. Nabob Walker and Joe Union have been tiffing back and forth in and out of the courts for more than a year. In the interim Mill keeps running with a CIO ork, the Bush Band. With the wage-scale question settled, spot goes back on the "fair" list with an APM band, Sultans of Swing.

The Loop Gets a Lift With Lifo

CHICAGO, March 18.—Swing is back in the Loop with a vengeance, and never before have so many spots in the downtown area called in on this crane. The cats are crowding the spots and, while their spending is comparatively little, their enthusiasm for live is terrific.

Gene Krupa, at the College Inn's Panther Room; Bob Crosby, at the Blackhawk Cafe; Stuff Smith, at LaSalle Hotel, and Wingo Mannone, with Jimmy McPartland's aggregation at the Off Beat Club, vie for honors and keep the roll burning until the wee hours of the morning.

Crosby is still leading the popularity parade, having many disciples who will go nowhere else. Krupa looms as the closest competitor, having registered the biggest opening in several years at the College Inn, and the new popular priced no cover, no minimum policy promises to help increase the spot's following. Minimum at the Crosby corner remains \$1.50 and no change is contemplated.

Aces away from the Loop continue to include Ina Ray Hutton on Rush street's Rose Bowl and Fletcher Henderson at Eddie Fox's Grand Terrace. Successors in both spots will be swing names.

Smith, who brought back LaSalle Hotel's Blue Fountain Room to the fame it enjoyed during the King's Jesters days, drew an extension thru the first days in April, while Mannone, who has been doing all right for Carl Cuna's Off Beat nitery, looks for a spell next week to make way for Billie Holiday.

the piano, making for a rousing finale. In the medley Whiteman drops his baton for the bow, fiddling a chorus of *When Day is Done*. Joan Edwards, the only female in the entire assemblage, puts her three pops (*Deep in a Dream*, *Small Fry*, *Alexander's Ragtime Band*) across in great style.

Sax section, the Sax-Soc-tette, highlights Al Gallodoro, toots a technical horn for *Doll Dance*. Clark Dennis, with a sweet tenor voice, brought down the house singing *The Night is Young*, hit tune of the Cass Mannana (local) Revue of 1936. Encores in *Begin the Beguine* and a cowboy song clicked as well. After the band beat the blazes for *Hallicujah* Modernaires proved socks with their rhythmic harmonizing for *Fiddlers the Bull*, *The Funny Old Hills* and *Jeepers Creepers*.

For comic relief trumpeter Goldie stole the show, clowning with PW, tooting his horn and doing a comedy tap dance routine. Finis had Mike Pingatore proving himself to be the wix of banjo plunkings.

Cover charge at the Roundup was \$2 per person on week nights with an extra half buck for Saturdays, kinda steep for these folks. Spot seated about 1,200 and room was about three-fourths full when caught opening night. J. D. Wolkoff's Turf Catering Co. handled the food concession. Norman Campbell handled the publicity and arrangements for Whiteman. Ruth Huff.

R-O'K Cracks Statler Chain

Artie Shaw set for Hotel Pennsylvania—account had been on MCA's books

NEW YORK, March 18.—Rockwell-O'Keefe-General Amusement Corp. cracked the prize package in booking discs by setting Artie Shaw into Hotel Pennsylvania here. Hotel is linked to the Statler chain, which has been buying all its bands from Music Corp. of America unless an out-and-out local combo was used. While every percenter in the biz has been trying to worm his way into the account, this is believed to be the first time that any opposition agency has been able to offer the Pennsylvania an attraction strong enough to counteract the MCA submission for the spot.

Shaw is set to open October 12 optional contract taking him into the new year, with a six-week recess for theaters and one-nighters. For the Shaw engagement hotel will usher in a new dining-and-dancing nook, Downstairs Madhattan Room, which housed Benny Goodman for several years, will be no more after this season. Main floor dining room will be refurbished and streamlined to house Shaw.

Present MCA-serviced band scheduled for the Pennsylvania calls for Harry James to replace Ben Bernie Monday (20), remaining for a fortnight, when Kay Kyser returns to finish out the spring season and toot his for the Madhattan Room late in May. Tommy Dorsey lights up the roof May 28, remaining all summer.

Hawkins on Theater Tour

NEW YORK, March 18.—Closing at Savoy Ballroom next week, Moe Gale has Erskine Hawkins playing theaters, to be followed by a ballroom jaunt. Band tees off March 30 week at Loew's State here; has April 14 week at the Howard in Washington; following week at the Royal, Baltimore; and the April 28 stanza back in Harlem here at the Apollo. Hawkins then goes to New England for eight ballroom stands, May 5 to 13, for the Cy Shrubman circuit. Shrubman also has Les Brown playing his stands for the same stretch.

Solay Leases Fairyland

TRIPP, S. D., March 18.—Having just obtained a long-term lease on Fairyland Ballroom here, Bernard Solay, dance promoter, is sprucing the spot to make it one of the most attractive dance halls in this territory. Solay is having a new dance floor put in and has planned a complete remodeling and decorating program. Alterations are expected to be completed in time for the grand opening on April 10.

SWING YO' PARNERS

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Dated April 8

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Orchestra Notes

By M. H. ORODENKER

Broadway Band Stand

TEDDY WILSON preem at Famous Door pushed back to April 16, with WOODY HERMAN coming in this week. While CHARLIE BARNET takes to the Paramount Theater, talk that LIONEL HAMPTON is pulling out of the BENNY GOODMAN gang next week or the week after is about six months or so premature. MIKE RILEY opens next Sunday at Nick's swing nook down in Greenwich Village, Bobby Hackett bowing out. WINGY MANNONE is back on the stem rounding up a gang to take to Europe for a stand at Ciro's in London. JIMMY DORSEY gets the call to follow GLENN MILLER into Cedarbrook Country Club May 13 when Millor moves over to Otis Island Casino. ROY ELDRIDGE renewed at Arcadia Ballroom all May. Arcadia houses Glen Gray and Desk Messner April 22 for the Tremore Club dance, booked by Izzy Grove. JOHNNY MESSNER takes on GENE GAUDETTE for his personal manager. BENNY MEROPP gets his release from R-O-K this week. Office has added ERNIE FLORITA to its band roster. Another swing den debuts on 62d street on the 15th. O'Leary's Barn, with PETE EVANS bringing in the bar-reshouers, booked by Jack Holt. MILT HERTH TRIO locates April 3 at Wood Lincoln, alternating with Jan Bayette's Top Hatters. HARRY JAMES takes over the Hotel Pennsylvania stand for two weeks.

Chicago Chat

OTTO ROTH, owner of Blackhawk Cafe, is angling to get JIMMY DORSEY for a fall engagement. Booking would mean a transfer of account from MCA to R-O-K. KEITH BECKER moved into Nambour Gardens, the first band-stand switch at this eatery in 14 months, succeeding Earl Hoffman. JOSE MANZANARES renews till April 25, his third holdover, at Colony Club. ACE BRIGODE and his Virginians extended to May 18 at Merry Garden Ballroom. PHIL LEVANT returns to Bismarck, Hotel April 14. STAN (CRA) ZUCKER and JIMMY (Hotel La Salle manager) SMITH hiked it to Cincinnati to once-over BUDDY FISHER at Old Vienna Restaurant as a possible follow-upper for Stuff Smith at La Salle.

Platter Chatter

AS DAMN Rumor makes her rounds as she whispers that the American Federation of Musicians is planning to linker with the phonograph recording wage scale. That the present scale will be upped considerably at the union convention this June in Kansas City, Mo. now that CBS is entirely at home at American Record Corp., there is a strong possibility that the classifications of all its labels will be changed. plan is for the higher priced Brunswick to take the name of Columbia, with a different colored label to distinguish it from the Columbia classical list, and an attending build-up for both musical brands along the Victor Red Seal lines. Brunswick label will be reserved for all reissues of recordings originally made before 1932, as provided for in the bill of sale. The vocalion identification is also to be dropped for the pop stuff on the cheaper priced platters, using the corporation's title of America instead. Vocalion label will be continued, however, for the hill-billy and Blue listings. DON REDMAN is another to be upped from RCA's Bluebird label to the higher priced Victor classification. Redman signed a new two-year binder with the waxworks. Bluebird added NANO RODRIGO to its band rolls. Rodrigo is currently at Havana-Madrid Restaurant, New York, and will record pop fare in rumba rhythm settings.

Down South

JOHNNIE HAMILTON has six months behind him and is still going great guns at White Whittington's Trianon Club, Santa Fe, N.M. WALT SEARS takes in his annual tour of Southern college campuses. Following SHEP FIELDS, who opens Friday (24) for four weeks, Hotel Roosevelt, New Orleans, gets TED WEEMS. BOYD RABURN in for a fortnight at Century Room, Tulsa, Okla. TED TRAVERS bows out of Atlanta's Henry Grady Hotel to take in a

return trip March 23 for two weeks at Bluemeadow Country Club, Lexington, Ky. comes back to the Henry Grady May 5 for a four-weeker. W. M. Barnes Jr., manager of Atlanta Orchestra Agency, Norfolk, Va., sends words in superlatives about DICK JONES and his Tennessee Collegians, now playing school dates in the Virginias.

In the East

JIMMIE WHITLEY, coming out of the Southland, opens this week at Hotel Sagamore, Rochester, N. Y. band is being boomed by Billy Austin. MO-FARLAND TWINS into Syracuse (N. Y.) Hotel 23 April 5, when RITA RIO takes over for an indef stretch. KEN HARRIS' Tone Style syncos hold over at the smart Stork Club, Providence. GRAY GORDON goes into Boston's Southland Cafe, a Harlem hottery, April 11 on the heels of Count Basie. WILL OSBORNE opens Friday (24) at Haymor Ballroom, Boston, with CHARLIE BARNET taking over April 15 for five weeks.

Out West

CHARLES COSTELLO has had his contract taken up at Detroit's Commodore Club and continues on the stand indef. JOHNNY BUREARTH opened this week at Club Plantation, McCordville, Ind. IRRE BUTEAU goes into Melody MUI Ballroom, Riverside, Ill., April 5 for an indef stand. ENOCH ISRAELSON starts his new dance season Easter Monday at his new Sun glow Park Ballroom, Hastings, Neb. GAY CLARIDGE opened an indef engagement at Chanticleer Club, Madison, Wis. LEE SHELLEY takes in four weeks at Hotel Gibson, Cincinnati, starting Sunday (26).

Called From the Coast

PINKY TOMLIN has the inside track on taking over the band stand at Biltmore Bowl, Los Angeles, once the spot gets a wage-scale settlement with the musicians' union. Pinky was a familiar figure at the Bowl a couple years back when he forced himself in front of Jimmie Brier's Band to sing 'The Object of My Affection'. JOE SULLIVAN will undoubtedly give up his gang at the Cat Club, a five corner at Hollywood's Paradise Club, to return to his piano position with Bob Crosby's Band. BOB ZURKE is the Bobcat who tipped a couple issues ago who was leaving Crosby to get a band career of his own under the aegis of William Morris Agency. MATTY MALNECK, as a fiddler for Paul Whiteman, and BING CROSBY, as the cymbal-banging bary of the Rhythm Boys, started their film careers some 10 years back when Universal produced the PW starrer, King of Jazz. and now, for the first time since that first time, Bing and Matty will work together again, oddly enough, at the Universal yards. Malneck's Ork has been set for a sequence in East Side of Heaven, Crosby's forthcoming flicker.

Notes Off the Cuff

JACK MARSHARD, current at Persian Room of Hotel Plaza, New York, marks his eighth annl as an ork leader this year. he's the third grad from Bert Low's original band to win his way to the top, adding his name to Low's honor roll that already has Rudy Vallee and Eddy Duchin. JERRY FODOR moves from Front Street Gardens to Frankie's night club, Toledo. DICK BREED locates this week for a two-month term at Pony Club, Ft. Lauderdale, Fla. letter from KERKER BROTHERS, who operate Coliseum Ballroom, Davenport, Ia., spells the doom for swingerops in satisfying his dancing patronage. JAN GARBER, a couple Saturdays ago on the heels of a couple jitterbug bands, turned in the best take and attendance for the Korkeer freres in the past two years. GARBER was in on a grand guarantee and has played the Coliseum six times in the past six years. only one guarantee skedded on. Will H. Wittig's books for dates at his Ma-Mor Ballroom, Kansas City, Mo., are Lee Dixon, Howard Becker and Herbie Holmes, all parceled by Frederick Bros. Music Corp. and so we send our cuffs to the cleaners.

THE SOUTH HAS GIVEN US MANY NAME BANDS including...



and now the SAGAMORE HOTEL presents ANOTHER GREAT BAND FROM THE SOUTH!



featuring THE SINGING OF JEAN JANIS and JOE MOORHEAD

Now playing STARLIGHT ROOF SAGAMORE HOTEL ROCHESTER, N. Y. BROADCASTING 4 TIMES WEEKLY personal direction BILLY AUSTIN

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

A
Ackley, Carlisle: (Blanche San Pablo) El Centro, Calif., nc.
Albert, Don: (Plantation Club) Detroit, nc.

B
Barnaga, Johnny: (Congress) Chi. h.
Barnes, Charlie: (Paramount) NYC, h.

C
Calloway, Cab: (Cotton Club) NYC, nc.
Calloway, Eddie: (Southern Mansions) Kansas City, Mo., nc.

D
Daley, Jack: (Corktown Tavern) Detroit, nc.
Dana, Terry: (Metro Studios) Hollywood.

E
Ella, Joe: (Queen Mary) NYC, nc.
Elliott, Fred: (Hazel) Chi. h.

F
Feld, Don: (Stratford) Cincinnati, nc.
Feld, Bob: (Roseland) New Orleans, h.

G
Gable, Jack: (Half-Way House) Lake Charles, La., h.
Gardner, Dolph: (Green Derby) Cleveland, nc.

H
Harris, Phil: (White House) NYC, h.
Harris, Ken: (Stork Club) Providence, nc.

I
Irene, Charles: (Harry's New York Cabaret) Chi. h.
Irwin, Sidney: (Victor Hugo) Los Angeles, nc.

J
Jack, Don: (Stratford) Cincinnati, nc.
Jack, Bob: (Roseland) New Orleans, h.

Orchestra Routes

Following each listing appears a symbol, P 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.

Gamble, Jack: (Lincoln Terrace) Pittsburgh, nc.
Garay, Joaquin: (Victor Hugo) Beverly Hills, Calif., re.
Garber, Jack: (Riverdale) Milwaukee, h.

H
Hall, George: (State) NYC, t.
Hall, Sleepy: (Brow Bar) Forest Hills, N. Y., nc.

I
Irene, Charles: (Harry's New York Cabaret) Chi. h.
Irwin, Sidney: (Victor Hugo) Los Angeles, nc.

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

J
Jerth, Milt: (Cora Fishouse) NYC, no.
Jim, Trip: (Melody Mill) North Riverside, Ill., re.

K
Karnoff, Mark: (Covatta) Canton, O., h.
Karnoff, Al: (Commodore Perry) Toledo, h.

L
Lange, Lou: (White) NYC, h.
Lang, Lou: (White) NYC, h.
Lang, Ted: (Club Cavalier) NYC, nc.

M
MacKay, George: (Palomar) Los Angeles, h.
MacKay, Ed: (Elmer) NYC, h.

N
Nagel, Harold: (Pierrel) NYC, h.
Nance, Skipper: (Beverly Gardens) Little Rock, Ark., nc.

O
Olsen, George: (Palomar) Los Angeles, h.
Olsen, Ed: (Elmer) NYC, h.

P
Pablo, Don: (Palm Beach) Detroit, nc.
Pacheco, Joe: (El Francisco) San Francisco, h.

Q
Quinn, John: (Coca-Cola) NYC, nc.
Quinn, John: (Coca-Cola) NYC, nc.

R
Rosen, Sam: (Coca-Cola) NYC, nc.
Rosen, Sam: (Coca-Cola) NYC, nc.

S
Sachs, Coleman: (Brilliant) Birmingham, Ala., re.
Saunders, Hal: (Montparnasse) NYC, re.

T
Tamm, Steve: (Elmer) NYC, h.
Tamm, Steve: (Elmer) NYC, h.

U
Usher, Dave: (Elmer) NYC, h.
Usher, Dave: (Elmer) NYC, h.

V
Van Oelder, Leon: (Melody Club) Union City, N. J., nc.
Varnas, Jacinto: (Club Tivoli) Juarez, Mex., nc.

W
Wagner, Buddy: (Midnight Sun) NYC, nc.
Wagner, Buddy: (Midnight Sun) NYC, nc.

Wagner, Buddy: (Midnight Sun) NYC, nc.
Wagner, Buddy: (Midnight Sun) NYC, nc.

X
Xavier, John: (Coca-Cola) NYC, nc.
Xavier, John: (Coca-Cola) NYC, nc.

Y
Yarnall, Fred: (Coca-Cola) NYC, nc.
Yarnall, Fred: (Coca-Cola) NYC, nc.

Z
Zander, Fred: (Coca-Cola) NYC, nc.
Zander, Fred: (Coca-Cola) NYC, nc.

AA
A.A. Jones: (Coca-Cola) NYC, nc.
A.A. Jones: (Coca-Cola) NYC, nc.

AB
Abraham, Sam: (Coca-Cola) NYC, nc.
Abraham, Sam: (Coca-Cola) NYC, nc.

AC
Academy: (Coca-Cola) NYC, nc.
Academy: (Coca-Cola) NYC, nc.

AD
Adams, John: (Coca-Cola) NYC, nc.
Adams, John: (Coca-Cola) NYC, nc.

AE
A.E. Jones: (Coca-Cola) NYC, nc.
A.E. Jones: (Coca-Cola) NYC, nc.

AF
A.F. Jones: (Coca-Cola) NYC, nc.
A.F. Jones: (Coca-Cola) NYC, nc.

AG
A.G. Jones: (Coca-Cola) NYC, nc.
A.G. Jones: (Coca-Cola) NYC, nc.

Ayres' \$455 Snowed Under

BRIDGPORT, Conn., March 16. — A combination of driving sleet and snow kept down the attendance for Mitchell Ayres in his first appearance at Ritz Ballroom last Sunday. Admission at the door was 65 cents, only 700 turning out to put a meager \$455 into the coffers. Band deserved a better weather break.

London Legit Status Quo; 7 Open, 7 Fold in Month

License renewal on Safety refused, spot may shutter—Phoenix Theater switches to six-month strong in special performances—productions listed

LONDON, March 18.—Last month will be remembered in London theater circles for frequent visits by members of Royal Family. Queen Mary especially has been an active theatergoer, with King George and Queen Elizabeth good seconds. There also exists unpleasant possibility of the month being remembered as seeing some of the last days of the Gaiety, famous home of hot, starring Leslie Hanson, closed after Berlin, on advice of the London County Council, refused to renew license unless structural alterations were made. Owners say that to carry out these would cost \$100,000.

Major productions during month totaled seven, one, George Bernard Shaw's *The Doctor's Dilemma*, being a revival for four weeks only by London Mask Theater. That Shaw still commands a following is demonstrated by success of his *Genevieve*, which reached 100th performance recently and is grossing between \$6,000 and \$6,500 per week.

On February 2 Vernon Sylvaine's farce, *Worth a Million*, had its premiere at Saville, one of London's newest theaters. Plot built around man so unlucky that friends capitulate and hire him out as a Jinx. American gangster muscles in and gets everybody entangled over big bot race. Critics fairly favorable, with main credit to Claude Hulbert for helping out plot with comedy abilities. Public reaction satisfactory to box office.

February 3 saw revival at Duke of York's of Ibsen's *Doll's House* under new name, *Nora*. Marius Goring's production proved brighter than most associated with this play, thereby making tragedies of *Nora's* disillusion and Dr. Rank's doom stand out more strongly. Critics generally favorable. *Nora* is first in series of repertory productions under direction of Goring and Lucie Mannheim at this theater, remembered for famous Frohman rep season nearly 30 years ago. Next production will be Jerome K. Jerome's comedy, *Lady Fanny and the Servant Problem*, first brought out in 1890 and later staged in America as musical *The Rainbow Girl*.

Ian Hay's *Little Ladyship*, from Hungarian of Bekoff and Stella, opened at the Strand on February 7 to an average of favorable criticisms. A personal triumph for Austrian Lilli Palmer in a plot that has a young wife dressing up as child and going back to school while surgeon husband goes to work.

On February 21 Henry Cass produced Michael Hearn's *To Love and Cherish* for London Playgoers' Club, Ltd., at the Kingsway. Critics mainly favorable.

Under direction of George Black, Adelphi Theater in Strand became twice-nightly house with *Let's All Go Down the Strand*, mixture of French-type revue with vaude on February 20. Critics generally agreed that show was patchy. On February 27 Black made it practically straight vaude, retaining best spectacular features. Public reaction proved wisdom of change.

An attempt to bridge this world, with the next is plot of J. B. Priestley's *Johnson Over Jordan*, produced by Basil Dean, which opened at the New Theater February 22. Majority of critics wrote favorably.

Outstanding in list of special performances was first of series of seven on last day of month by the Comedie Francaise, this being an official visit by company from National Theater of France, under auspices of Anglo-French Art and Travel Society and Association Francaise D'Action Artistique. Theater chosen was Savoy. On first night plays presented were Moliere's *L'Ecole des Maris* and *Le Chandelier*, by Alfred de Musset. Majority of critics, to put it mildly, raved.

Other special performances worthy of (See LONDON LEGIT on page 26)

accomplished noteworthy work, is outstanding. Thru his naturalness and apparent ease he portrays the part of Henry Cow in fine fashion. Nancy Boyle, in like manner, deserves a big hand for her really fine work. Marjorie Dickens, as Doris Cow, and Thos Wood, as Mrs. Rockett, also do well.

In *The Astonished Heart*, the second offering, Donald Harman, as Christian Faber, overacted his part, putting far too much emotion into his lines. On the other hand Mitchell Myers, as Tim Verney, appeared ill at ease and did not put enough feeling into his part. Erin-Jo Wynne did very well as Leona Vall, and Patricia Harris offered nice work as Barbara Faber. Rest of cast included Elizabeth Young, Andrew White and Miles Winslow.

The last play, *Hands Across the Sea*, was by far the most entertaining, due largely to the clever manner in which Jane Evans executed her role as Lady Gulpin. Miss Evans has an imitable style of her own which also succeeds in putting over very well. Once again William Hollenbeck clicks, his actions and air as Mr. Burnham bringing merrily a laugh from the audience. Also commendable are Rita Scandore, as Mrs. Wadburst, and Andrew White, as Major Gosling. Others in the cast were Miles Winslow, Thos Wood, Donald Harman, Mitchell Meyers and Elizabeth Young.

Two Philadelphia Smashes

PHILADELPHIA, March 18.—Two top-notch attractions are staging up merry grosses here. Knickerbocker Holiday ends its six-day engagement with an estimated \$17,000, which is a smart figure, and the Gilbert and Sullivan repertoire of the D'Oyly Carte troupe ends the first week of its three-week stay with an estimated \$23,500. The Londoners are playing to big houses, the rave reviews by all critics helping.

Out-of-Town Openings

"Night Between the Rivers"

(Elvred Hall)
CLEVELAND

A play by Stanley Young and R. L. Duffus, presented by Western Reserve University Department of Drama. Directed by Barclay Leathem. Scene designs by Viktor Schreckengost. Student cast.

Stanley Young and R. L. Duffus are playwrights of some experience and their treatment of the mother tongue is excellent. Both these facts make this play as difficult to understand as a product as it is as a play. Thirty-three characters make a very large pay roll for any theater these days, especially when few of them contribute to the action. Good English and clear thinking go together, according to the pedagogues, but the next Nobel Prize might well be bestowed on that person who can tell us what the solution is that these playwrights wish us to reach.

Of course, Messrs. Young and Duffus may have meant to inform us that the next revolution is going to be unpleasant for all concerned. Few would expect a pleasant time, and even fewer care to be told, from 8:30 to 11, that if they do they're wrong. The thesis of the play is that the desire of ordinary men and women is for peace, tolerance, decency and a livelihood. But during the next revolution these amenities will not be enjoyed by anyone, and whether you like it or not you will have to choose a side and abide by the decision you have made. Formerly nice people will indulge in riot, revenge, murder and assorted mayhem.

The authors have been impartial in their representations of opinion at the time of the revolution. All possible stands that can be taken are shown, and all possible classes are represented in the cast. As revolutions go, this is a very bold one. The scene visible to the audience is that of the drawing room of Myranwy Wynne, a fashionable interior decorator, who is giving a quiet party for some friends the evening the many factions choose to raise their abindy. Her friends are catholic enough in their tastes so that we have a full representation of opinion. The players are not bored by these dissertations, for the revolution has begun, but if more had been killed on the way to the party the play would move faster and there might be some emphasis on something. As it stands there is none.

After hearing that her fiance has fallen before the brutal police, who killed him because he had murdered someone of some fiction, the interior decorator points out that things are pretty horrible (she does not have reference to the play, but to the revolution) and that something should be done to avoid revolutions.

This original bit of thinking is the only statement in the play that is not contradicted by a statement of opposite views, and as the play closes on Myranwy going out to join some side or other with evident regret that she is mixed up in something so vulgar as a revolution the only conclusion is that the authors meant to say something else and were buried under the voices of a too-numerous cast.

Out to six characters and rewritten to say something, or ask something, anything, the play might be worth seeing.

"The Flashing Stream"

(His Majesty's)
MONTREAL

A play by Charles Morgan, presented by Victor Payne-Jennings, with Godfrey Tearle, Margaret Rawlings, Lee Genn, Roger Maxfield, Anthony Ireland, Laurier Lester, Patricia Godfrey, H. G. Stoker, George Cross and Patricia Curcien.

Apart from establishing the fact that a dramatic critic can write a real play, Charles Morgan, of *The London Times*, has created for serious theatergoers a drama of tremendous emotional and intellectual impact.

Mr. Morgan is deliberately serious in his first play, believing that it is high time sex were discussed sensibly and not with that evasion which characterizes so many pseudo-serious dramatic considerations of the subject. True, he has effected a slightly forced situation to present his theories, but the very uniqueness of the setting and the people in it ought to make for uncommon audience appeal.

What he calls "single-mindedness" is the underlying motif of *The Flashing Stream*. This could be reduced to the more familiar terms of love and duty and their inevitable clash. He gives us a man and a woman of exceptional intelligence, both noted mathematicians bent upon developing a great invention to insure the safety of the British Empire (See Out-of-Town Openings opp. page)

Stage Whispers

Legit, which has staggered disconcertingly recently, nose-dived again this week, with business reportedly as bad as a professional mourner could desire. Monday, a bad night anyhow, was one of the worst Mondays in the history of the modern stage. Income tax week, of course, is never precisely a bonanza to show business, and Legit doesn't help much either. Also blamed was the fact that out-of-town crowds are staying away until the World's Fair gets going. Brock Pemberton blamed it on the New Deal. . . . Reports, emanating mostly from Boston, that the Theater Guild might drop its out-of-town subscription lists next season and turn the whole shebang over to the American Theater Society were met with polite guffaws from Guild headquarters, which pointed out that the road was much more profitable from a Guild standpoint than New York. Also, it was remarked that this has been the Guild's most successful road season in four years; in one week recently three road productions grossed around \$85,000, which isn't peanuts in any man's language, even the Scandanavian. Also, it was pointed out, the Guild controls the A.T.S., passing on all outside shows that go to the subscribers — so the rumor would have it turning its list over to itself. . . . The Playhouse Co., which has its highly successful revival of *Our Dear Second* still running, is quietly looking around for a comedy, a new one rather than a revival. *Our Dear Second* is considered a bit heavy for the sort of fair trade that's expected; it would be kept in repertory, alternating with the new one. . . . Karel Capek's last play, *The Mother*, now running in London, is being brought here by Victor Payne-Jennings, with Patrick Ide, producer of the London version, also financially interested. Alla Nazimova will have the lead, and Reginald Beck will also be in the cast, with Miles Mollison, co-adaptor of the play, directing. Starts rehearsing Monday (20) and opens in Washington April 17. . . . The Lambert Symbol is set for April 23 at the Imperial. . . . *West of Broadway*, the Ruth Chatterton starrer now trying out, is in a mess of trouble, according to reports floating in. Robert Keith is taking over the James Bell role, and rewriting is progressing incessantly. Tryout dates seem to vary from day to day, with next week (20-26) now scheduled for Ford's, Baltimore.

Jessie Boyce Landis is getting starred billing in *Susan and God on Tour*. She took over the lead from Gertrude Lawrence when the latter started in *Skyhawk* and was originally in as featured player. . . . Speaking of *Skyhawk*, its opening staged a bang-up battle in Boston with the Hub unvelling of Katharine Hepburn in *The Philadelphia Story*. John Tollock for the John Golden office (*Skyhawk*) and Rebekah Hobbs for the Theater Guild (*Story*) tussled for critics and celebs, with *Skyhawk*, a world premiere, getting all the first-string critics and almost all the first-string society editors, but with *Story* drawing the first-string playgoers, most of whom are on the opening-night list of the A.T.S.-Guild combine. . . . Speaking of Boston, the Thursday morning theater series of the Charlotte Cushman club has smacked on William Faversham's illness. Robert Speight (who spent most of his speech blurbng *Five Kings*, in which he appears) and Johnny Hutchens, critic of *The Transcript*, have been heard so far, with Faversham and George Brin-ton Deal slated for future meetings. . . . And speaking of *Five Kings*, various officials of the Theater Guild are bowling pitifully over Orson Welles' magnificent penchant for spending money—backers' money, that is. According to New York Guilders, the young genius of mutilated Shakespeare has had to be balled out on overboard expenses a couple of times already. Incidentally, it seems that Welles can plan staging but can't always make it work; even after long rehearsals and the Boston stand, the show was 25 minutes late on opening night in Washington. . . . With plans for the Oberfelder-Gallo touring circuit progressing merrily for the fall, O. E. Wee and Frank McCoy are planning a summer circuit, probably of rotary stock. Houses would be those affiliated with the United Booking Office, and cities mentioned so far include Boston, Washington, Pittsburgh, Detroit and Buffalo. Revivals of Broadway hits, with a star in each company, and a \$1 cop.

It Shouldn't Happen To a Dog

By SHERLING OLIVER

LOOK

For This Feature in The Billboard Spring Number

Dated April 8

NAME BANDS FLOP IN L. A.

Palomar Only Spot Sticking To Name Orks; Others Cautious

Cocoanut Grove, closed by waiters' strike, worries other hotels—Bowl remains open—only three name bands left in L. A. (Olsen, Emma, Harris)—tough for MCA

LOS ANGELES, March 18.—Biltmore Bowl will not close in sympathy with the management of the strike-torn Cocoanut Grove, it was decided this week, despite an original announcement the Bowl would close. Larry Kent and a local band are replacing Shep Fields. Long noted for its shows, the Bowl will ditch vaude acts and furnish music alone. Biltmore management had a confab with musicians' Local No. 47 to get it to lower its scale, claiming Earl Carroll and the new Florentine Gardens were operating under a lower scale. The union decided not to lower scale, but Biltmore decided to remain open.

Removable Room, afternoon spot in the Biltmore, will also run. Florentine Room at Beverly Wilshire, at first believed ready to go dark following meeting of Southern California Hotel Men's Association, is keeping open. Dick Barrie handles the ork, replacing Harry Owens.

Meanwhile strike of cooks and waiters at the Cocoanut Grove is at a deadlock. Several meetings between hotel and the culinary union have been held, but neither side will give statement as to what progress was made, if any.

Grove Strike Tough

Contrary to belief, there is no argument between the musicians or the American Federation of Actors with the Grove management. These two unions, working in close alliance with the Central Labor Council, were called out by that body when the cooks and waiters walked out.

With the Biltmore Bowl and the Florentine Room at the Beverly Wilshire still open, night spot business in this sector has been given a much-needed hypo. With the bow out of Shep Fields from the Bowl, Harry Owens from the Beverly Wilshire, and Freddy Martin called out on strike from the Grove, Los Angeles is faced with a shortage of name bands. Out of over 40 spots in this territory only three have name bands—George Olsen at the Palomar, Sidney Banks at the Victor Hugo and Phil Harris at the Wilshire Bowl.

Attempts by class spots in Los Angeles and Hollywood to corral the customers by the use of name bands have usually failed. It was pointed out that the two spots in town doing all the business do not use name bands—Earl Carroll, with Archie Hoyer, swing with Eddie Durant, and Florentine Gardens using Emil Belf. The Bowl, with Shep Fields, and the Beverly Wilshire, with Harry Owens, did not get the trade. The Grove, with Freddy Martin, was doing only average biz.

Palomar Sticks to Home Bands

Only spot sticking to name-band policy is the Palomar, which caters to middle-class customers. With over double the capacity of the Grove or Biltmore Bowl, the Palomar is able to keep the tariff down and still come out in the black.

(See NAME BANDS on page 21)

Publicity—What To Do About It

(Suggestions on Building Up Following in Night Clubs)

By SAM HONIGBERG

LOOK

For This Feature in The Billboard Spring Number

Dated April 8

How Do They Do It?

CHICAGO, March 18.—The latest oddity making the rounds is the amazing booking of a piano player to conduct an elaborate ice show. After the contracts were properly signed the pianist took his first lesson in conducting. At show time, strangely enough, he came thru with a good job.

San Fran Clubs In Dumps, Despite World Fair Crowds

SAN FRANCISCO, March 18.—Embassy Club failed to reopen following the action of the State Board of Equalization in suspending the liquor licenses of 10 night spots for five days for violation of the 2 a.m. closing law. Others which are again open find business the poorest in several weeks. Only a few, notably the Music Box and 365 Club, are getting any sort of patronage. Tiny's High Hat, in Oakland, has dropped its floor show, an indication that trade is also off in the East Bay city. Clubs are not getting the business which was expected to be brought here by the opening of the fair.

Jamestown, N. Y. They also supply acts for the Palace Theater, only local burly house. Dubick plans a trip to Canada to study possibilities of starting his own vaudeville circuit. ANN WOLFE, Buffalo, still books the Old Barn, East Aurora, which features acts four times a week. Also booking private parties in and around town. WALTER J. GLUCK, Buffalo, still is the exclusive booker and press agent at Ward Smith Club Delavan.

A. L. DAURO, of the Dauro Entertainment Agency, Cincinnati, has joined with Jack Middleton, Cinley booker, to handle the banquet and convention department. Jack Hersh, formerly associated with Middleton, has opened his own office, the Queen City Theatrical Agency. SAM ROSEY AGENCY, San Francisco, will handle a number of European acts on the Pacific Coast thru representing Robert Dallence's Agency, of Brussels, Belgium. Attractions include orchestras and ballet productions.

PHIL TYRRELL, Chicago, set Dean Murphy and Maida and Ray for the current. (See TALENT AGENCIES on page 21)

Talent Agencies

MUTUAL ENTERTAINMENT EX-CHANGK, Rochester, N. Y., now booking 19 clubs between Binghamton and Buffalo, including spots in Syracuse, Elmira, Olean, Hornell, Bath and Newark. HARRY AMES is managing Rosita Royce's vaude dates in the East. Opened in Freeport, L. I., March 15, with Eight Janette Hackett Girls. Plays Pays, Philadelphia, March 23. BRUCE DUFFUS, former Radio agent in New York, is now successfully running a real estate business. LARRY PUCK has joined the Harry Beatty office, New York.

VOLAN BOOKING AGENCY, Syracuse, N. Y., has booked the Greenwich Village, Rex Grill, Kenmore Hotel, Oasis Restaurant, Town Club, Club Miami, De's Grill and Club Candee in Syracuse.

ABE SCHILLER, Detroit booker, reports considerable activity in private club and convention fields, despite the drop in straight night-spot departments. New bookings include Bankers' Convention in Flint on the 21; Flint executives at Flint, March 22.

HOGAN HANCOCK, who recently moved from Dallas to MCA's Chicago office, booked a six-day Shrine show in Oklahoma City, opening March 16. Included in the line-up are Shep Fields and orchestra, Françoise Langford, Bobby Breen, Chas Chase, Jerry Lawton, Patay Marr, Victoria and Lorenzo and 15 Dorothy Byron Girls.

DUBICK AND ROGERS, Buffalo, who run the Empire Vaudeville Exchange, booked two strolling acts, the Alfans at Odell's Cafe, Olean, N. Y., and the Harmony Darlings at the Wateria Grill.

Fred Suspects Maisie and Hazy Have Split — So He's Willing

Dear Paul: I JUST came back from the library and there isn't anything in *The Billboard* about Maisie and that guy Hazy. I hope you don't think I'm cheap, Paul, but I'm not going to buy the *Billboard* for a lot of small-timers that hang around my hotel. Well, it looks like Maisie and Hazy have busted up already. I suppose Maisie thinks all fellows are phonies now—but you tell her that ain't so. Tell her to wait for me. I'll be in New York soon. (I met a guy yesterday and he drives a truck for the Strong Fertilizer Co.; he says if he picks up a load tomorrow he'll take me along.) DID I tell you that I worked Washington's Birthday? The money was small—three bucks—but somebody's got to be patriotic nowadays. Boy, did I get a compliment. A fellow says to me, "George himself would have loved your act; they liked that kind of stuff in those days." Pass this info on to Maisie—just to make sure she realizes what a fine timer I am. The music in some of the spots around here is pretty bad. If you hand the band *Wagon Wheels* and it sounds like *Amabelle*, you can bet a dollar they're playing *Jeebers Creepers*. I'M TRYING to get slicked up so that Maisie will be proud of me. That suit I got from the other emcee fits me like a glove, and I've had all the buttons removed. I found a hole in the toupée I bought secondhand—but I make up the top of my head with cork and you can't tell the difference. I gave a guy two prodies for a good pair of patent-leather shoes—and you ought to see me when I put a real make-up on. I make it tough for the rest of the show—but I can't help it. Class will tell. P.S.—The agents here must figure nothing can follow me—so they've gotten together and won't give me any more work. But I should worry; it will be Frazier and Maisie soon!

Miami Season About Over; Wasn't So Bad

MIAMI, Fla., March 18.—Waning season here finds most night club operators' hair reverted to normal color again. A doleful December and a certainly non-jubilant January were more than balanced, however, by a frenzied February, which made the drinking season one of the best ever. Still gray, however, are the boys who banked too heavily on gambling. Two stickout examples are Carter's Riviera, which functioned for a fortnight until the law locked it, and the very swank Palm Island Club, which ran all season but wishes it hadn't. The Island spot used names like Al Donahue, Hildegarde, Goodelle, Cross and Dunn, Peggy Fears and Ray and Naldi. No. 1 money-maker in the area again was the Five o'Clock, which offered a smart room, good food and the music of Irving White and Howard Lally. Tip-off on how good just one piece of their business was may be noted by the count of one quarter million drinks on the house at five. The cuff cocktail is a tremendous feature. Joe E. Lewis, at the Continentale from January 24 until today, was the cause of the black ink there, and Joe's near-a-G salary was the smartest investment Tom Cassara ever made. Jack Dempsey's bar was another winner, and Boston's Benny Gaines can thank his stars that Carl Erbe was the publicist. Erbe's show material rated only about fifth here, but nobody would ever have suspected it to read the smart yarns about them. Erbe's Dempsey-Willard stunt was also a killer if 1,000 U. P. clips mean anything. Out in Coral Gables, the Drum rolled, publicized by Ted Howard, an up-and-coming Erbe, which is plenty fat for anyone. Owner Mel Melanson pulled a few boners (Dwight Fiske's golden egg, Barbara Bannister as a singer and the ancient Bordon), but wound up with a reasonable profit. Royal Palm gambled thruout the height here, which made the Richman-Abe Lyman-Ted Lewis-Libby Hoekman did not at all a headache. At this writing the wheel rook is shattered, but this March catastrophe brings only routine groans. Fat February is still referred to lovingly. North Beach's Patto Moresque did as well as ever via a so-so band and a head waiter with an accent. Smaller spots which smilingly paid income tax were Roadside East, which developed from a hot doggerly into a crowded dinner place; El Chico, whose two excellent front men, George Wells and Paul McCasland, were the secret of their success; Hiptide, excellently located in the heart of the 23d street district, the Paddock, prime late spot, and Sunny Isles Casino, owned by Col. Joe Stehlin, one of the most colorful figures for miles. Two Februarys a year, the boys agreed, would be incredibly beautiful.

WHEELING, W. Va., March 18.—The campaign to rid the city of "undesirables" has been extended into night clubs and orders have been issued by Municipal Judge Bonnesen for a "general housecleaning." The Club Paddock, ace after-dark spot which has been using consistent floor-show entertainment for weeks, was the first hit.

DETROIT, March 18.—A new night spot was opened last week by Lester Gruber, the London Chop House. Spot was formerly known as Head's Chop House. Opening bill features Valva, Nalley, singer; Roy Swartz and Pat McCullough piano duo; and Bert Djerkin, tenor.

WHEELING CLUBS HIT

NEW DETROIT CLUB

Roy Rogers Wins \$12,000

CHICAGO, March 18.—The suit filed by Roy Rogers, vaude comedian, against Republic Pictures for selling one of their cowboy stars under the name of Roy Rogers, was settled out of court for \$12,000 and the complainant lost no time in buying a home in Hollywood to safeguard himself from an uncertain old age. Rogers is now building a gymnasium in the back of his home and between vaude dates will keep some of the movie people in trim.

Club Talent

New York

GLENN AND JENKINS, signed to a personal management contract by Joe Glaser, booked into Cotton Club, New York, for run of the new show. FRAZEE ALSTERS, now at Hotel New Yorker, open at Ben Marden's Rhythma here May 5. MARKA, palm reader, and the Hal Miller trio set for the Charting Cross Corner of the Piccadilly Hotel, opening in a few weeks. MARY (PUNKINS) PARKER and Billy Daniels signed for the Hotel St. Regis. DOROTHY LEWIS is helping Bill Bowley cast the 60 girls needed for the ice revue to be held at the World's Fair Sun Valley exhibit.

Chicago

MARY HAYE AND NALDI and Cross and Denn return to the Chez Paree March 31 to headline the new show. Adele Moffet, daughter of Admiral Moffet, will also be in the line-up. DICK BARSTOW and Anderson and Allan go into the Palmer House with Eddy Duchin April 7. ANTOINETTE MUBBO, of the Hi Hat, is at the St. Elizabeth Hospital recuperating from a major operation. WILLE SHORE has returned to the Rose Bowl. ANNE STUART, former showgirl at Chez Paree and Royal Frolics, returns to the business as a singer. RODRIGO AND FRANCINE have been held over again at the Stevens Hotel, giving them a consecutive run of 12 weeks. They return to the Edgewater Beach in July. ADELE TRENT AND SAWYER are staying over at the Bismarck. JEAN MONA lined up next weeks at the Hi Hat and is now taping before Drake Hotel customers. BILL TABER, of the California Variety Eight, drew a seven-year contract with Warners and is now on the Coast to be whipped into shape for screening purposes. BOB DELMAR, youthful member of the Nelson marmalade family, doing a single at the Bismarck Hotel.

Here and There

JACK DEEDS back in Detroit after playing clubs and theaters in Florida, including both Flamingo and Bayfront parks. DEAN MURPHY opened at the Drake Hotel-Chicago Saturday (18) and is doubling at the Blackstone. FLORETTA AND BOYEITE have been held over indefinitely at the Blitmore, Providence. AL PARKER, after four months at Flamingo Park, Miami Beach, goes into the George Washington Hotel, Jacksonville Fla., then to the Coast. WHIRLING BOLLETTES held over at Club Dublin, Columbus, O. They are working under management of Frankie Rom, of the Gus Sun Office. SHIRLEY BROTHERS AND TESSIE in their second week at Club Candee, Syracuse, N. Y. MADINE AND CHARLES played their third annual engagement at the Carmichael Club, Augusta, Ga. THE ROYALE MIDGETS (Stella, Helen and Charles) working night clubs around Oakland, Calif.

The New Singing Sensation ANN BRONTÉ held over LEON & EDDIE'S, N. Y.

Night Club Reviews

Empire Room, Waldorf-Astoria, New York

While the formal Sert Room is dark for the Lenten period, the informal Empire Room is picking up whatever dinner-supper trade the hotel can attract.

Doing a manful job to attract cash customers is the Casa Loma Band, with Loretta Lee and the Great Maurice providing the twice-a-night floor show.

Casa Loma (15 men and Gray) is a fine band for this room. It delivers smooth, ingratiating music that doesn't tire table-sitters—and the music isn't always rhythmic enough to make dancing thoroughly enjoyable. The instrumentation is varied, and the arrangements enable the men to realize their possibilities. Gray blows a good clarinet, but most of the time he is leading his men and showing his handsome profile and wide smile to the customers. A young tenor, along with bandmen doubling as singers, rounds the band's extra entertainment.

Miss Lee is comely and trim and reels off three songs, a swiny arrangement of This Can't Be Love, a slow For I Have Eyes To See With and an interesting version of In the Still of the Night. Personality was too cold and never did warm up the patrons to her.

The Great Maurice closes the bill with a smartly arranged set of card, ring, clocks, cigar, handkerchief and salt tricks. His suave appearance and Continental accent make him authoritative in appearance, and his dexterity kept them baffled continually. Encored twice and stayed 25 minutes, which was a lot of time considering the empty audience.

A-alhouette artist working the tables is the only other entertainer.

The Sert Room reopens April 8 with Emil Coleman's Band. Paul Dennis.

Florentine Gardens, Hollywood

New class spot in the Hollywood area, Florentine Gardens is drawing plenty of biz away from some of the old stand-by nighters. Offers a good floor show, moderate food and drink prices and an atmosphere close to lavish.

After several different types of shows since the opening in December the management has put in the Maurice Kolodoff ballet, 10 females who are tops in looks and temp. ability. Their numbers are executed with precision which only long rehearsals can give. Their balletic ballet is tops both from staging and dancing ability. Very eye-filling was their Cuban rumba routine. Dressed in beaute costumes, the girls did a creditable job in portraying the Latin dances. A couple of straight classical ballets, the best of which was Tales From the Venus Woods. Very high-brow stuff but, surprisingly enough, the crowd went for it. In contrast they did a Gay Nineties number dressed in Florentina costumes. Dance team of John Jennings and Patricia Murray do a good routine of straight classic ballroom stuff. Good appearance and professional manner.

Judy Lane does some toe-tap numbers that are okeh. She works hard and makes a nice contrast to the more or less classic atmosphere of the rest of the bill.

Emceeing is handled by Rudy Cornell, who does no ad libbing before the mike and, surprisingly enough, does nothing but introduce the acts.

Music is furnished by Emil Baffa and ork. This 12-piece combo turns out some danceable stuff that is easy on the ears. Warbling by Robert Franklin. On the Donald Novis type, Franklin does a creditable job with Night and Day and Song of Songs.

Florentine Gardens gets a terrific play from both the middle and upper classes. Dinners \$1.50 and drinks 25 cents. Food, excellent. Dean Owen.

Panther Room, College Inn, Chicago

Operators Ernest Byfield and Frank Spring of the Sherman Hotel (housing the College Inn) are to be admired. Despite many adversities, they determined to bring the room back into the room at enjoyed years ago with Ben Bernie and finally struck upon an

idea that smacks of money-making and publicity-getting possibilities.

While the layout was not completed when caught, this new set-up, at any rate, will vibrate with jungle atmosphere—from the decorations on the walls to the turbaned waiters—a proper setting for the primitive rhythms of Gene Krupa and his tom-tom-conscious musicians.

Krupa's opening, was the biggest in the Inn since the days of Bernie. It is a significant booking, since the neighboring Blackhawk Cafe up until this time monopolized the swing fan trade with Bob Crosby's Band. Whether or not Krupa can lure any of the Crosby faithful is to be seen, but the fact remains that the city is big enough for two rooms dishing out musical gas for "in the groove" followers.

The Krupa aggregation spells showmanship and is aware of it through each dance set. A good many dancers just watch the band stand for a close-up of Krupa's zany drum work. This Benny Goodman graduate is a master of his trade and he seems to enjoy every beat of it. While several other drummers may be in pretty close territory technically, Krupa's personality and salesmanship skyrocket him to the top.

Purely from a dancing standpoint the Krupa crop has rhythm and a torrid tempo. Plenty of sock in the arrangements played by a sound instrumentation of six brass, four sax and four rhythm. Irene Daye, lovely blonde, is a charming vocal asset, swinging out with pep and applying proper reserve to some of the better known ballads.

A few band specialties, including Gene Krupa's best, Blue Rhythm Fantasy, constitute the floor show. Nothing more is needed really, for the boys put on one continuous howl throughout the evening.

College Inn veterans remain, including the LeMairs, who still demonstrate the Lambeth Walk (a bit out of fashion now), and Carl Marx, the clown, who boasts of a new outfit. Carl is now in his third year here and, to use a moth-eaten gag, it looks like a steady job.

Pedro DeLeon's quartet play contrasting tunes at intermissions, mostly rumbas and tangos. Al Traci and his band, another Sherman Hotel stock feature, have been doing the relief work here Mondays and Tuesdays and are continuing to be the main feature in the Old Town Room Saturday nights.

Never a cover of minimum. Marty Bloom assists in the managing, while Jules Braun continues as maître de. Sam Honigberg.

Rainbow Grill, New York

Barty Winton's Band opened here Wednesday, getting off to a nice start. (See band review in the Music Department.)

Wilma Cox, pretty brunette, who opened a week ago, shape up as an interesting comedy singer, but not outstanding. Opens with a light ditty about a girl who wants to sing but who shouldn't and then does a special on You Must Have Been a Beautiful Baby. She can improve her posture and also get more expression into her voice so that the lyrics pack more life.

Marilynn and Michael, in their 17th month here, made their usual solid impression with a waltz, tango and a minuet. Also comes the hour of instruction, which is still an amazingly successful stunt. Miss Marilyn looked nifty in a black Kuhn gown.

Denn Murphy did a guest appearance opening night and show-stopped. His personality, youth and appearance, plus talent. His satiric impressions are not

all faithful copies, but their cumulative effect put him over big.

Peter and Albert are still the friendly hosts and Edward Seay still the P. M. Paul Dennis.

Lantz's Merry-Go-Round, Dayton, O.

Centrally located in the heart of the downtown business district, Lantz's Merry-Go-Round, one of the smartest local night spots, has a swell layout and is clicking merrily.

Spot has a full balcony with an extra service bar. Seating accommodations 1,000. Has for some time been offering a consistent floor show and outstanding dance bands.

Johnny Martone, well known thru Ohio, West Virginia and Pennsylvania, who for several months had been airing from WADC, Akron, O., is currently here. Doing a fine job. Has been held over twice and is now in for an indefinite stay. Martone's Band plays mostly sweet tunes, with an occasional hot number, and dispenses dance music after the Lombardo style.

Floor show is one of the best offered here in a long while. Opening is the Bruno and Campbell dance team, whose fast spins score heavily and are easy to look at. Mildred Stephens, ace and toe dancer, holds down the next spot most capably, while Vincent Yero, a Filipino, does some excellent take-offs of stage and screen stars, with his version of hospitality of the Hawaiian Islands a unique bit.

Chiquita and her Marionettes, a show-stopper, are one of the best acts of this kind to come this way. Bobby Campbell, possessor of an excellent voice, sings with the band and is compelled to take several encores at each show.

Ralph (Jacky) Donahoe is a smooth-working emcee who has a lot of personality and is capable of selling the show.

Food is better than the average for a spot of this type. Service, tops. Prices within the popular bracket. Rex McConnell.

Famous Door, New York

Bad weather didn't keep biz away from this club Sunday (March 12), with Frances Faye, a new entrant at the Door, probably sharing the draw with Charlie Barnett, band holdover.

Singer-pianist, hampered by a sore throat, worked for but a short while, but managed to sock over in that little while. That left hand is like a rhythm section consisting of three or four pile drivers. A little blue vamp stuff plenty effective—in fact, Miss Faye ought to do more of it rather than the pops which make up most of her work or did when caught.

Barnett's Band, one of the best in swing today, with really class arrangements, has been previously reviewed.

Band and vocalists suffer from bad lighting here. They work in about the 90 per cent darkness and when vocalist Judy Ellington, the trio or Barnett step to the mike, also times out of 10 their faces cannot be seen which is the height of something or other. Should be simple to adjust.

Spot remains in the top bracket of the 52d Streeters. Jerry Franken.

Walton Roof, Philadelphia

Jack Lynch's exchequer continues to swell with his policy of name attractions. Top-night talent has the locals as well as the visiting frenem socking to this swing and swallow spot, where the minimum or cover is charged except Saturday nights.

Entire show is Grade A, with Belle Baker furnishing the lure that taxed the capacity of the place opening night. Belle's contributions include a drowsy

DOROTHY LEWIS Outstanding Dancer on Ice STARRING 24th WEEK Iridium Room ST. REGIS HOTEL, N. Y. Dir. Music Corp. of America

Australia Is Favorable to U. S. Talent

(Continued from page 4)

all over the world. Round-trip fare per person from the U. S. is \$480. Because of this investment, great pains are taken by Australian bookers to buy proper talent, for the act is paid for the duration of its contract regardless of its early showing.

From experience Neal learned that good comedy, acrobatics and musical novelties go best with Australian audiences. Each offering must have talent or the act is doomed. Unlike most American engagements, runs in principal Australian cities last five consecutive weeks; and if the bill is a poor one it stands a fine chance of starving for at least four weeks.

The Tivoli people run five vaude units, each having a line-up of 10 to 12 acts, a line of 16 girls. Shows are whipped into productions and presented twice daily. Once the unit is set it plays the Tivoli, Melbourne, for five weeks and moves to the Tivoli in Sydney for a similar run. Three of these units are shipped into New Zealand early to play an additional 40 weeks. The time is broken up as follows: two weeks in each of the four central cities, Oakland, Wellington, Christ Church and Dunedin, and two weeks of one and two-night stands between those centers.

Neal claims that vaude never died in Australia and, while pictures boomed there also, flesh entertainment continued to grow. Thru a "tie-up" with Hoyt's Theater, Ltd., Tivoli Circuit acts double in the Hoyt picture houses in Melbourne and Sydney and, if their engagements permit, the acts work an extra six weeks in Hoyt theaters located in smaller Australian cities. A number of vaude acts have also been used in Melbourne and Sydney night spots, but in a smaller degree, as night club business there is not as flourishing as it is here, Neal explained. (A legal hindrance to outdoor entertainment establishments in Australia is the 6 p.m. liquor sale curfew law.)

According to Neal, state and federal taxes paid by American acts on all salaries earned in Australia are under 5 per cent. Exception to this rule is the case of named performers whose pay checks are higher and, consequently, leave the government a larger slice.

Straight vaude house admissions in Melbourne and Sydney are 25 cents to 75 cents afternoons and 25 cents to \$1.25 evenings. Bills run over two hours, including an intermission.

Neal, in the market for 100 acts, has already signed a couple of dozen. He leaves for New York Monday to catch more shows and sails for Europe April 7. Following are some of the acts that landed contracts with the Tivoli Circuit in the last couple of weeks: Anna May Wong, Sammy Cohen, Sonny Lamont and Betty Burgess, Joaquin Garay, Two Andriani Brothers, Mickey King, the Four Franks, Evers and Dolores, Lester and Imogene, Alfred and Dolores, Stalac Brothers and Pearl, Helen McFarland, Leon Navara, Anderson and Allan, Stanley Brothers, Senator Murphy, Carl and Leona Bonner, Mignone, Vernon and Draper, Johnny Klado, Frank Conville and Sunny Dale and George West.

TALENT AGENCIES

(Continued from page 18)

cent show at the Drake, and Anderson and Allen for the Palmer House in that city opening April 8. He also booked Paul Roatini into the Beverly Hills Country Club, Newport, Ky.; Sinclair Twins and Mammo, and Strafford into the Gibson, Cincinnati, and Dorothy Mayo, Pyse and Wellington and Florence Kerrick into the 400 Club, Houston.

MILES INGALLS, MCA's act department chief, was in Chicago for a few days last week talking things over with Bill Lipsie and Eddie Elkart, of the office there. . . P. S. EDWARDS, New York, is booking Lowell Thomas' Maine Lumberjacks and Shirley Darling's girl orchestra from Hollywood. . . CHARLES KYLE, of Ace's Amusements, New Haven, Conn., handling the Eagles' Frodo at New London, Conn., Monday thru Wednesday (20-22). Report business much improved over 1938. . . DAVID A. BADER has shuttered his script agency, Literary Corp. of America, and is now assistant to David Diamond, head of Music Corp. of America's story department.

The Critics Analyze Vaudeville's Chances

(A Symposium of New York and Chicago Newspaper Men)

LOOK

For This Feature in
The Billboard
Spring Number

Dated April 8

F&M Producing Ice Show for San Fran Fair

NEW YORK, March 18.—Punchon & Marco inked a deal yesterday whereby they will produce the Ice Follies Show for the San Francisco Golden Gate Exposition, opening May 15 for a six weeks' run. Cast will be comprised mainly of the ice follies unit, now touring and headlined Evelyn Chandler and Bruce Hayes. Miss Punchon will produce and direct.

Sam Shayon, head of the New York office of F&M, made the agreement for the office to take over the show, with Oscar Johnson and Roy and Eddie Shipstead, in Tulsa, Okla. After the date at the West Coast fair the unit will go on the road.

Vaude Grosses

Fay Vaude Builds as 2d Week Tops 1st; Flatbush, Brooklyn, Opens Strong; Mae West Okeh

NEW YORK, March 18.—Second week of Frank Fay's vaudeville at the 44th Street Theater, ending March 15, knocked off a gross of \$13,800, an increase of nearly \$1,200 over the first week's take of \$12,662. Figure, which shows the vaude venture is building, is considered exceptionally good in that some New York houses showed sharp slumps owing to Lent. Fay's 44th Street Theater is now selling tickets into the middle of April, and, according to all indications, is well on its way to a profitable season. First week's take of \$12,662 was enough to clear the hit and show a small profit.

Fox Theater in Brooklyn, with Mae West unit, and pic, *Persons in Riding*, opened Friday to a gross business of \$2,500. This is the first vaude presentation to play the spot in two and one-half years. House, using double features, has been averaging between \$10,000 and \$12,000 weekly; but will undoubtedly increase this to \$20,000, judging by the first day's take.

Flatbush Theater, Brooklyn, inaugurating a stage show policy Friday with Red Norvo Band, Mildred Bailey and Cross and Dunn, is estimated, as having knocked the burghers for \$2,000 opening night. House, which played to capacity, took about 1,600, as against the Fox's 4,000.

Music Hall, with Stepmother and the usual revue in its second week, did well with a gross of \$20,000. First week's take was \$22,000.

Paramount, with Chick Webb Band, Ella Fitzgerald and Nesser *Say Die*, dived to a poor \$27,000 and yanked out the film and the acts for the holdover week. With Hal Kemp and Tony Martin in their second week last week, house did \$35,000, as compared to the same show's previous take of \$30,000.

Carroll Contracts Burn Acts; Call for Cut of Film Earnings

Ties management clause to contracts for his night club in Hollywood—asks as high as 50% of film earnings—tried similar contract with chorus gals

NEW YORK, March 18.—Acts trying to secure work at the Earl Carroll night club in Hollywood are burning over contract stipulations that shake Carroll they act's personal manager in case it manages to secure film work while on the Coast. It was reported that Carroll has notified performers and agencies that because his nitery is a good show window for the acts to display their talents before producers and talent scouts he was requiring a provision in the engagement contracts that if any act is signed for film, there being seen as his nitery he is to receive a commission of 15% earnings. In some cases as high as 30 per cent—for the run of the film contract. As an inducement to sign Carroll is offering long-run engagements, as high as three months.

Agencies here negotiating with Carroll to place talent are smoldering in silence and wouldn't make any comment about the situation, preferring to work thru their legal departments and beat the percentages down as much as possible. Carroll is asking as high as 50 per cent of film earnings secured up to one year from the time the act worked at his club. After the first year, and to the second, he is reported asking that a 20 per cent personal management clause be added.

Performers, anxious to make film connections, are hot up over the fact that if they do get a break they won't be making any money for themselves, what with paying booking commissions and management percentages.

When Carroll first opened his club Christmas part of his labor troubles was due to his wanting to sign all of his 60 chorus girls to management contracts. American Federation of Actors immediately attacked Carroll's plans, claiming his contracts called for a 60 per cent kickback on the girls' earnings above \$40 a week for one year. Carroll denied this, claiming this clause applied only to earnings over \$100 a week.

APA frowns on Carroll's move to sign principals to management contracts and

advises members not to sign p. m. contracts with employers.

The American Federation of Musicians, incidentally, forbids members to share earnings in any way whatsoever with employers.

NAME BANDS

(Continued from page 18)

The Palomar has signed Artie Shaw to follow George Olsen. Benny Goodman was slated to step into the Grove at the same time, booked in by MCA, but the unsettled outlook at the Ambassador Hotel has dampened plans for Los Angeles' swing "battle of the century."

Other spots still doing their share of the nitery biz are Cafe LaFare, with Maxine Sullivan and Matt Matrecek's Band; Biltmore Rendezvous, with Bob Keith and orki Hawaiian Hut, with Bob Nichols; Hawaiian Paradise, with Joe Sullivan; Hollywood Cafe, with Billy Nickels; El Cafe, with Don Rudolph; La Conga, with Spike Featherstone; Marcus Daly, with Joey Lee; Maxim's, with Jack Seltz; Omar's Dome, with Ted Wells; Paris Inn, with Chuck Henry; Prima's, with Eddie Bee; Seven Seas, with Eddie Bush; Stage One, with Four Squires; Topsy's, with Chuck Foster, and Town House, featuring The Playboys.

MCA Hit by Strike

If negotiations cannot be worked out between the Grove and the cooks and waiters, keeping the Grove dark, MCA will lose one of its biggest accounts on the West Coast. The agency has already been forced to cancel Freddy Martin, due to the strike, and ditch the booking of Buddy Rogers into the spot. Earnings by MCA to get Joe Weber, pretty boy AFM, to declare no strike existed at the Grove, failed.

ters, among others, on stage and Charlie Chan in Honolulu on screen. Heading for a good \$15,000. A grand haul last week.

PHILADELPHIA.—Vincenzo Lopes, Patricia Ellis and Betty Hutton account for a big \$27,500 at the Fox Theater. Film, *The Oklahoma Kid* (WB), helped the gross, the Sunday bill without the flesh show topping most houses in town. Next week Hal Kemp moves in with *You Can't Cheat on Honest Man*.

NEWARK, N. J.—Bad weather over the week-end cut heavily into the grosses for week ending March 17; but, despite this, both vaude houses turned in fair amounts. Paramount, with Tony Martin, heading a stage presentation that also offered Joe Venuti and band, did a handsome \$15,400. *One-Two of a Nation* (Paramount) was the screen fare.

Shubert probably would have turned in a terrific week with the Hal Kemp crew but for the weather. With *Actress for Slender* on the screen, they went to town to the tune of \$13,200. Empire burlesque, with Amy Fong, did a so-so \$3,400.

PITTSBURGH.—Swing bands draw big, but not best. Benny Goodman's Orchestra grossed \$20,000 at Stanley, with Fast and Loose (MGM) on screen. Artie Shaw, helped by victorious home-town pride because his crew got start two years ago at suburban Willow, and with Paris Homecoming *Strike*, took \$22,000 last week.

LOS ANGELES.—Paramount, with Cliff Nazary, Punchon & Marco revue, Smith Ballew Band and pic, *Cafe Society*, dived to \$10,000 the week ending March 16. House average gross is \$18,000.

OMAHA.—Omaha, hungry for stage shows, responded to the first flesh hard in nearly three months by rolling up. (See VAUDE GROSSES on page 24)

Loew's State, with George Hall Orchestra and Dolly Dawn, plus *Idiot's Delight*, did a poor \$15,000, as compared with previous week gross of \$25,000 with Milton Beale and *The Singing Hour*.

Strand, with Will Osborne's *Ork* in its second week and pic, *Oklahoma Kid*, grossed \$43,000, considered very good. House last week, with *Oakoma* and *Yes, My Darling Daughter*, only did \$24,000.

Roxy, with Johnny Woods, Andy Mayo, the Stapletons and Helen Reynolds, plus Shirley Temple pic, *Little Princess*, did a fair \$38,000, as against last week's \$34,500 on a holdover bill for *Wife, Husband and Friend* and Henry Youngman.

Lead gross for next week will probably be Music Hall, which is figured at a probable \$30,000 on the Irene Dunne-Charles Boyer pic, *Love Affair*.

CHICAGO.—Nothing unusually strong, to bring in heavy receipts this week. Holdover of *You Can't Cheat on Honest Man* and Chester Hale *Girls* on stage looks good for a \$19,000 gross after garnering a strong \$23,000 in its initial stanza. Chicago had a headache with the ballyhooed *Yes, My Darling Daughter* and yanked it after the first week, but thanks to a prominent stage review topped by Harriet Hoctor and Ethel Shukla wound up with a fair \$25,200. New picture is *Midnight* and with holdover of Miss Hoctor in new ballet routines with p. a. of Shirley Ross will improve the current week to \$28,000.

Oriental picked up business Monday nights with amateur shows. Present five act and house line bill, together with *Say Trouble* and *Mr. Noto's Last Wrapping* on screen, will gross a little better than \$14,000. Same hold true for last week. State-Lake has Ben Blue and Gail Si-

Vaude Reviews

Flatbush, Brooklyn, Vaude Starts Well With Name Show

Harry Brandt finally set his vaude venture moving with a strictly socko layout at his Flatbush, Brooklyn, N. Y., Friday. Opening night played to capacity business, and reaction of the audience left no doubt that the natives were warmed for flesh bills. Pic, Edge of the World, is negligible as to b-o. value, and management of course is faced with pit problems; but if high level of stage attractions can be maintained the house should make a good go of it.

Talent lined up for next few weeks is exceptionally strong, featuring name bands and top acts.

Stage band was Red Norvo, and Mildred Bailey, the Rockin' Chair Lady, is back with the outfit. Ork is a sophisticated group of instrumentalists, beating the melodies out with rhythm but keeping well within the borders of restraint and good taste. Very effective is the band's use of occasional sweet periods punctuated by sharp brass. Norvo himself is well mannered, doing his emcee stint with prime finesse and poise. Handles his vibraphone turn well, getting good comedy effect with his soft hammer routine.

Mildred Bailey still has the same delicate, subtle delivery. Her four numbers were varied in style and included standard, pop and novelty material. She's in a niche apart as a vocalist.

Terry Allan, band's male vocalist, did Mosquerade Is Over in masculine fashions. Cross and Dunn dress up their harmony turn with clever production, using dramatic dialog, parodies and novel comedy angles. Tunes are interpolated, one into the other, and team makes use of trick lyrics. The style is piquant, buoyant, tuneful, and far and away above the average harmony duo.

Lorraine and Rogan, mixed comedy team, have a hilarious turn built up of hoke, punts, posturing and satire. Miss Lorraine does most of the nut stuff, falling into contortion postures, chuckling insanely and mugging. Act includes a waltz satire, a hoke love scene and assorted tomfoolery. Rogan does most of the talking, letting Lorraine build the turn with her unusual talents. A fine act.

Dale Winthrop, a fair femme tapper, did two routines displaying nice rhythm patterns.

Variety Co-Eds, three jitterbug couples, wind up with hectic hoofing.

Flatbush's policy is four stage shows daily, five on Saturday. Scale is 25 cents until 5 p.m., except Saturdays, Sundays and holidays: evenings, 50 cents; Saturday and Sunday evenings, 65 cents. Paul Ackerman.

State, New York

(Reviewed Thursday Evening, March 17)

Tragedy interrupted the normal course of events at this house this week and changed the stage show to a certain degree.

Scheduled headliner was George Hall and his band, with Dolly Dawn, but the day before they were to open Hall's wife died suddenly, canceling his appearance for the week. The Ork and Miss Dawn, however, carried on, with marquee and house boards changed to read "George Hall Orchestra." To make up for the absence of the maestro, theater arranged for guest conductors at each performance, with Ben Bernie, Jan Savitt, Joe Rines, Will Osborne, Horace Heidt, Benny Meroff, Sammy Kaye and Guy Lombardo slated to front the Hall Band at various times during the week. At the show tonight Henry Busse filled in.

Bill is played, as is usual here with the headliners, against the set piece of the band stand, a bit too ornate in this instance. Band does only two numbers by itself, leading off with The Can't Be Loco and working in a particularly good version of Sandrack later on. With Busse at the helm, boys delivered a terrific band of swing on Bugle Call Rogi. Guest maestro did his bit with his theme song, Hot Lips. Band's performance, though occasional, was entirely capable, in its own numbers as well as in its accompaniment to the four acts.

THE COMEDIAN

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peniment to the four acts.

Miss Dawn, on last, proves again why she is one of the most popular song stylists in the business, lending her own original conception to My Heart Belongs to Daddy. Begin the Bowties and (of course) Hold Tight. Vocalist has a vivid yet easy type of stage projection that makes enjoyable watching and listening.

First turn is Florence Hin Low, Chinese control dancer, who impressed with one lengthy routine talking in not only control but also contortions as well. Girl really knows her business. Sid Tomack and the Reis Brothers come along in the middle of the bill with their potpourri of singing, dancing, clowning and improvising. Act is fast and funny, patter songs have bright lyrics and are socked over well and, in general, the trio is a welcome addition to any vaude line-up.

Eddie Peabody brings his banjo on the third spot, going thru his familiar bag of strumming and picking tricks to his usual good hand. Dropping the banjo for a couple of violin interludes also netted him a nice reaction. His best hit is the imitation of two banjos on When I Grow Too Old to Dream, in which he makes the one instrument carry melody and base with the volume and tone of two. Peabody also is on thru the show as emcee in Hall's place. He's a great banjoist.

Hill runs three minutes short of an hour, House was crowded opening night, with the screen half—MGM's Edie's Delight. Galie-Shearer starts a potent draw. Daniel Richman.

State-Lake, Chicago

(Reviewed Friday Evening, March 24)

Another house that has been unusually generous since reopening under the Balaban & Katz guidance. How it can profit under the existing 26-cent-40-cent scale, however, is a puzzle. Dishing out as it does major first-run pictures and from seven to eight standard acts of vaudeville it must do capacity business almost daily to meet the bill. While the trade has been steady, it has not been any too impressive.

This week's bill stems as another expensive item. Headed by Ben Blue and the Gall Sisters (the latter switched from the cross-the-street Chicago at the last minute) the flesh budget runs a good \$3,500. James Evans, the foot juggler, opens and has little trouble garnering applause with his expert handling of three balls, a full-sized bed and a milstone cross that serves for a flashy finish. Fast-moving act.

Coley and Adair are refreshingly different with a waltz that is topped by a solid appendix with impressions of dance couples in the pre-war Germany, England and the corny swing steps in any local ballroom. Latter is a good novelty and man's amusing facial expressions enliven it considerably.

William Ebbe has different enough ventriloquism turns, but his talk is strictly British and too slow-paced for an average American house. He works with a regular dummy, but his trick is in hiding a midget in a table and bringing him out at the finish. Should by all means modernize the stunt for U. S. consumption.

Gall Sisters, recently on Eddie Cantor's program, are a young and entertaining trio. The smallest in the center leads with an expressive personality and also puts across, with suitable support from the pair, such ditties as I Go for That, melody from the Show Boat and Loubert Waltz. Style is individual and youngsters' voices are pleasing.

Senator Murphy holds his own with his politician's satire, a well-knit speech dotted with belly laughs. Senator knows how to sell it and doesn't pull his punches.

Ben Blue is a sweetest for this house, his hoke stuff made to order for bargain hunters. Doing practically the same act he showed at the Palace some months ago, using a blonde and a man for straight work. Skit in which blonde acts as hostess is a comedy high spot. His eccentric dance routines are funny.

Four Oordons, adagio turn, close with a strong number. Standouts are the catches and some familiar tricks which are neatly executed. The three men and girl are well built. On screen, Charis Chan in Honolulu

(20th-Fox). Fair attendance first evening above. Sam Honigberg.

Music Hall, New York

(Reviewed Thursday Evening, March 16)

A small bill, Love Affairs (RKO-Radio), should mean a holdover for the current show. The stage show is longer than usual, and, as with most Music Hall shows, it excels in general production effects but falls down when it presents solo artists.

Pop, as in the 'magician, Dale Verner, is really lost on the huge stage. He does sleight-of-hand stuff with birds, rings, paper and balls, but visibility is poor—at least from the balconies—and whatever merit he may have never does register. Another soloist, Viola Philo, opens the show with soprano warbling of The Jewel Song in French. Her voice carries nicely and she won a flutter of applause with her sustained note at the finish. It is interesting to note that the stunts, rather than pure vocal quality, are usually the applause getters for singers of non-pop numbers in vaude houses.

There are three big numbers in the show. One is a charming ballet called Three Glass Heirs, in which three ballerinas are courted by three princes, who join them in lively leaps and gentle ballet posturings. Lida Anthonis, William Dollin, Nicholas Daka, Ivan Triemald, Louise Formica and Marie Grimaldi handle the principal dances, with the ballet troupe providing the background. A lovely, pictorial number. Then there is a Jonak and the Whale number which has George Meyer and Allen Stanley leading the singing, assisted by the large choral ensemble. The swingy music by Arthur Schwartz and interesting lyrics by Albert Stillman, along with a novel whelp set, make this vocal some better than most others of its type, seen here lately.

The closing scene has tenor Robert Landrum, screaming Clarence Goldner (lyrics by Albert Stillman and music by Paul McGrane), and then the Rockettes sock over their usually applause-winning precision stepping.

Russell, Markert produced the show, labeled Short Stories.

The overture this time is a lively playing of Shostakovich's The Bolt, a screwy modern piece of music that is startling and at times almost ludicrous, but a program foot-note warns us that the composer expected audience to laugh anyway.

Richard Leibert is at the console when the lights go up, but unfortunately this is the time when the customers stretch out and fuss around; Leibert doesn't get much attention. Paul Denis.

Jamaica, Jamaica, L. I., New York

(Reviewed Saturday Evening, March 12)

This Skouras house restored week-end vaude about two months ago, drawing good business since. Used vaude on and off now for two years and profitably. At 23 cents top, house gives five acts, nine-piece house band on the stage, two features and shorts. Two pairs of pants with each suit probably is next. Acts do one show Friday, two Saturday, three Sunday, Arthur Fisher booking.

Bill this week along small-time lines. Mike Davis leads the orchestra, not good but loud. Trade at this house likes its vaude and flesh entertainment without much subtlety, this going for the band too, which got a pretty good hand. Beatrice Tracy, long and angular, of York and Tracy, low comedy team, did emcee. Opener, after the band, was announced as Clark and Phillips, altho the act also works as Clayton and Phillips. If memory serves properly, Turn does strong-arm balancing, man lifting girl in hand lifts and the Alber-Not an especially strong opening. The stuff is good, but not strongly delivered, set suffering from lack of staging, lighting and direction which hurts the whole presentation.

Minda Lane, announced as an amateur winning a tyro show at this house the week before, duced. Does a whistling act and okes in that genre. A bummer

inn, but attractive, but strictly a novice in stage department, finding it necessary to wink at the house every third bar.

First sign of really professional talent is Dale Winthrop, nice looking and really proficient tap dancer whose ability couldn't be discerned by the house. She can work anywhere. Bum ort support no help.

There's nothing in the low hoke book that York and Tracy miss. Miss Tracy gets an awful pushing around and finished working with her shoulder and arm reddened from slaps her partner administers. She also has powder blown onto her kisser from a flute, a guitar explodes against her backside, and the like. York, tho, is a good comic and a hard worker. Has a good W. C. Fields imitation. However, as the act stands now, its routine will keep it to this style house. Very well liked here.

Blumar booking has a girl vocalist with the band, Penny Parker, follow York and Tracy, with several numbers. Girl has little to offer as yet other than a nice appearance.

Three French Sailors, also known as Three Mice if memory again serves, closed in comedy acrobatics. Oked.

Trade Fair, Pies, Beauty for the Asking and Trade Winds. Jerry Franken.

Scala, Berlin

(Months of March)

The Scala offers the best vaude program I have yet come across. It is perfect from every aspect: presentation, type of artists, diversity and talent.

Greatest is Timo Rossi, French singer and troubadour. Three years ago nobody knew Rossi, but today 60 per cent of all records manufactured in France are by him, and 90 per cent of all the Columbia output in France are by him. Even this reviewer, who goes more for the temperamental in music, has to admit that the schmitzty little ballads and love songs are outstanding if sung the Rossi way. He also sings native songs from his islands, hula-like, etc.

Second attraction is Eduardo Blanco billed as "King of the Tango." What this orchestra offers is first-hand, first-class and genuine tango music, full of rhythm, fire and temperament. Such an orchestra makes one realize the sentimental trash which is so often presented as "tango music." Blanco has made a name for himself as composer of Plegaria and Destino. A great part in the success of this fascinating orchestra is the setting, a scene representing a villa in Argentine.

Third great attraction is Vicente Escudero, greatest dancer of Spain. His partner is Camilla Garcia, full of charm and appeal. In the troupe are Maricaria and Maria, two young beauties from Spain, who offer folk dances in colorful costumes.

The first half of the bill is equally as interesting. Paul Pactzold and Co. drew heavy laughs with their clowneries on all kinds of bicycles. La Varre Brothers are eccentrics in naval costumes. The Somary Trio (two boys and a girl) draw much applause. But the best item dur-

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Press Agent Finally Gets Breaks, But Theater Folds

PHILADELPHIA, March 18.—Lester Schwartz, publicity man for the Schubert, after spending the major part of the season trying to sell features on the strip darlings there, clicked in the local press with two big spreads last Friday—the day before the house closed for the season. The Record carried a three-column spread using as its theme Amy Fong's triple desire to write poetry instead of stripping, while The Ledger's Evelyn Shuler devoted two columns with pictures to Amy's taking in the washing of backstage folk to help the cause of China.

Finn Operation, New Rose Revue Moss Manage't For Int'l Casino

NEW YORK, March 18.—Alex Finn, Boston night club operator, heads the new enterprise taking over the International Casino this week. Finn says a spectacle show will be installed, but nothing on cash and producer has been decided as yet. Chester H. Canning, secretary-treasurer, and Joseph Kennedy, director, are officials of the new operating company, National Casino, Inc. Joe Moss will be "special assistant" to Finn. Moss was the original promoter of the Casino, which folded January 11 after a hectic year. The Casino will open early in May.

NEW YORK, March 18.—Billy Rose's revue, now rehearsing to open at the Casa Manana May 2, will be a big production show divided into four themes, Barnum & Bailey, Hammerstein, Rocky Theater and Television. Half of the acts, many of them outdoor turns, are set. James Barton will be featured. The show which closes tonight after a four-week run in afternoon, to have lost money. Altho it got off to fine press notices, business kept dropping after the first week. Gene Austin was not renewed after his first two weeks. Bob Howard doubling in Austin's spot from the cocktail lounge. Gil Lamb, Mario and Floria and Andrews Sisters, refusing salary cuts, dropped out after the third week. Gomez and Winona replaced Mario and Floria.

Johnny Burke replaced Lamb. Burke had an unfulfilled two-week contract from a previous show. Eugene Howard dropped out of the show three days due to illness last week, too.

The acts had contracts for two weeks and options for four more. In most contracts Rose had the privilege of picking up the option for each of the four additional weeks on three days' notice.

Rose has signed the Debonaires for 30 weeks and will use them in the new show.

Jaffee Seeks Road Shows

PITTSBURGH, March 18.—With busy bits up more than 30 per cent over 1938, Manager George Jaffee of the Casino is seeking for as many road shows as possible and will consider establishing stock company for summer if b. o. holds up.

Musicians, Warner To Arbitrate Jam On Philly Pit Men

PHILADELPHIA, March 18.—The musicians' union at a special meeting Tuesday voted to arbitrate its row with Warner.

Warner is seeking to exchange the Fox and Earle orchestra so that it may take advantage of the 15-week layoff clause in the Fox contract. The agreement was signed when both parties thought the Fox and Earle would cling to the policy of straight sound shows at the Fox and venue at the Earle. Since then the policies have been reversed.

If the shift is decided upon, Adolph Kornaput's crew from the Fox would go to the Earle, where his services could be dispensed with for the 15 weeks. The union's opposition to the shift arises from the fear that this exchange will serve as a prelude to Warner's asking that the band at the Earle be eliminated entirely.

The union also agreed to renew its contract with the Philadelphia Symphony Orchestra Association, calling for an \$80 weekly minimum with a 52-week season, two of them being on tour.

BOSTON, March 18.—Alex Finn, whose advent into night club operation came only a few short weeks ago when he purchased the Club Mayfair here from Ben Ginsberg, has become lessee of New York's International Casino. He will take Ranny Weeks to the Casino later in the season.

Palace, Buffalo, Reverts To Stock for Warm Months

BUFFALO, N. Y., March 18.—Palace Theater, only burly house in town, switched back to stock yesterday after using circuit productions since last fall. Dewey Michaels, owner, says he makes this seasonal change every year. Attendance has improved, he reports, in the last few weeks. Michaels used the Midwestern Burlesque Circuit until now and booked thru Milton Schuster, Chicago. He will get his acts from all around now, he stated, and booking in New York and Chicago as well as here in Buffalo. He is getting some acts locally thru Dubock & Rogers, Empire Vaudeville Exchange. To start the stock season the Palace is giving a double show featuring 55 entertainers and billed as a Black and White Show. Al Travers is the manager of the Black production. Shows are ordinarily going to feature only 35 entertainers. Louis Isenberg is house manager.

Strip Acts Draw Business

SALT LAKE CITY, March 18.—The Roxy Theater has found that, with all due respect to vaudeville and a line of girls, a strip team brings in the business. Manager George Allen and Andy Fior have experimented with every kind of show of late and have come to this conclusion. It must, however, not be too vulgar. Ming Tod, who presented her Goddess of Passion show's fan dance, went over with a bang. Business doubled for the four days on which venue was shown.

Vaudeville Notes

BEN BLUE has engaged George Oshrin as his personal manager. AL MAYO has joined the Billiard Men of 1888 and told of his experiences in the big storm when the club held its 10th annual luncheon Saturday (14) at Hotel Pennsylvania, New York. . . . BETH HARRIS now under management of Joe Orlando. GARNER, WOLF AND HAKING clashed with the Three Stooges before the AFL trial board recently. GW&H promised not to use Three Stooges billing but to stick to "former Ted Healy stooges." ALEX HYDE has located on the West Coast and will handle studio bands for MOM. SPURDATS recently played Exposition Hall, Buffalo, with George Moore and the Frayday Girls. Spurdats just concluded engagements at Savona Teatro Regio, Roma, Teatro Capranica and Roma Giardino Inverno Exposition Miracolo, All in Italy. Expect to come to America in June. . . . DORIS JOHNSON, Rose Hill Cottont. Edna Mae Eisenberg, Maxwell Turk, Lurline Uller, Igor de Navrotsky, Dixie Dunn, Belle Lyons, Renee Bordahl, Pig Soil, Marlin Jensen, David White and Carol Stanley are vaudevillians signed by 20th-Fox for the Rose of Washington Square pic. . . . DANDRIDGE SISTERS, set for a 10 weeks' theater and night club tour of European cities, with first opening at the Palladium, London. (See VAUDEVILLE NOTES on page 30)

NEW YORK: CHARLES (PEANUTS) BOHN, comic now heading his own show, Don's Irish Girls, presented by Don Roos. Opened February 27 at the Waldorf-Astoria Palace, London. Also in the company is Kenza Vinton (Mrs. Bohn) billed as doing "a strip-tease novelty, How To Dress." Part of Bohn's financial interest in the production, he writes, is 30 per cent of the profits. . . . FRANK X. SILK replaced Manny King at the Hingee March 17. . . . JEANNE ROCHELLE moved from the Republic to the Columbia, Boston, for March 18 opening. After 3 weeks' stay will shift to the 600 Club, Chicago, for a fortnight's exhibit of the hair-man half-woman dance novelty. . . . SY AND MRS. NATHANSON, of Charlie and Syd's Nomad Club, Atlantic City, were visitors last week on a tour of the niteries and most all Polka houses. BARBARA FREED, showgirl at the Gaiety, will become Barbara Bond, strip principal, and break in next week at the Clover, Baltimore, via Stanley Woolf's booking and exclusive management.

JOHN HEAD, straight man on the Hirst circuit, recovering gradually from head concussion, continues and general shock as the result of an attack by two hold-up men on March 1 near the stage entrance of the Troc, Philly. Laid up 11 days' Robbers got away with watch, chain and cash. . . . TIRZAH, dancer, at the Gaiety last week, really was Leo Val, for a long time at Jimmy Kelly's niterie. . . . JEAN CATON, sent by Stanley Woolf to the Club Nomad, Atlantic City. . . . PENEY MARLOWE, a new Nat Morton discovery from Miami night clubs, opened at the Hingee March 17. . . . JESS MENDELSON is producer, and Ed Skolack, manager out front, of the Capital, San Francisco.

ADRINAINE, dancer, with the Mike Sachs show on the Hirst wheel, was absent on day last week in order to visit Yankers, where her dad, Michael Miller, whom she hadn't seen in 10 years, was laid up in a local hospital because of a recent auto accident. . . . GYPSY MINA replaced Tirzah at the Gaiety March 17. . . . GEORGE TUTTLE back at the Hingee March 17, relieving Leon Miller. . . . RONNIE VALOR, who played a comediante part in Linger Longer, Letty out of the Coast in 1938, then to sundry operettas and finally to the showgirl ranks at the Continental and Gaiety, is once more a principal, this time a singer-stripper for burly. . . . MAC (COG-GLES) BARRON played first last week to nifty other ex-burlesquers visiting the Esquire niterie, Baltimore. In the crowd were Abe and Rose Gore, Hal Freyer, Lew Lewis, Miles Murphy, Lew Walker and Billie Shaw. Ooggles with Walter Budd and Lillian Byron are doing business between the Esquire and local vaude and banquets.

JOSEF SACHS not only is a comedian

in his own Hirst wheel show but a banker as well. Chorus, as well as principals, turns over their spare cash, a strict enforcement by Mike, and the Sachs bank for the time being is the drawing room trunk. At the end of the tour all depositors get their bank rolls back in Sachs checks. No interest is allowed, but there is a charge of 10 per cent if they draw. . . . GAY KNIGHT joins her sister, June March, at the Gaiety March 17. . . . SYLVIA LAVOUN now with Eddie Rodgers and Jack Keller at Hughes' 1-11 niterie, along with Frances Luskon, Irene Page, Nutsy Jack Pagan and Madeline Heller. . . . ERMALINE PARKER, at the Republic, is treasuring a medal and a pair of miniature skates won in an ice-skating championship contest back in 1935 out in Oklahoma City, where she was a school child of Betty Burns, Norm Martin and Bernice Vaughn, other present-day burly biggies. UNO.

CHICAGO: CHARMAINE follows Ada Leonard into the Gaiety, Minneapolis, Friday. . . . MELTZ SCHUSTER booked Marie Dale into the Palace, Buffalo, which has switched to stock. . . . MARY STINDE has been held another week at the Rialto. With her appear Jack Greenman, Johnny DeArca, Jack Coyle, Babe Davis, Wanda Bats and Ann Davis. . . . MAE BROWN staying here to work night spots. She closed a two-week engagement at the Rialto last Thursday. . . . ARTHUR CLAMAGE of the Gaiety, Cincinnati, is using the Eight Deeds Sables as an extra attraction this week. . . . N. B. BARGER, Rialto operator, has left for the West Coast on a 10-day business trip. . . . MEGG LEXING opened with Harry Glick show at the Gaiety, Cincinnati, Friday.

From All Around: HINDA WASSAU now playing vaude at Fays, Philadelphia. . . . IKE GOLD-BERRO, prop man at Gaiety, Baltimore, is celebrating his 45th year in that capacity. . . . OTTBY NINA closed suddenly with Hirst's Rainbow Girls in Washington. . . . KENZA VINTON is currently stripping in London Vaude review. . . . ROWDY REVELS, which opened at Gaiety, Washington, last week, includes Binder and Rosen, Art Gardner, Jean Williams, Jay Sinclair, Patricia Page, Patty Cliff. . . . SUNYA (SMILES) BLANE plans to return to her beauty shop affairs in Indianapolis pending further bookings. . . . LILLI DAWN, recently stripping in New York, stock in a new comer to the Hirst wheel, currently with Rainbow Girls. . . . HAMP AND BECK closed Milwaukee last week and opened at Capitol, Toledo, which House, under manager Bill Collins, is reported doing well. . . . JOE DERITA is booked for the Western Wheel, beginning March 17, as are Jackson and Severe.

Oriental, State-Lake, Chicago, Add Contests, Quizzes

CHICAGO, March 18.—At the expense of an act a week in each house, the Oriental and State-Lake instituted new Monday night stunts to pep up business. Oriental tied up with a radio amateur hour and is using eight acts weekly, the winner getting a week's work at a "professional salary." Lois Pair, soprano, won first contest Monday and starts her week March 24.

State-Lake revived the jittingeb craze and will run free-for-alls for 10 weeks. Winner each Monday will also get a week's engagement.

Oriental is to run a "movie quiz" period Wednesday, to be conducted by Don Norman, local radio name. Passes are given to patrons submitting questions, contestants will be chosen from the audience and prizes given to the best informed.

While Oriental is operating on a two-week notice, agents see in it a precabinary move rather than immediate danger. Booker Billy Diamond cut the expense of his office by letting his secretary Lena Friedman go and plans to move in with Johnny Jones, theater operator. House line ends a two-week stay Thursday and returns for another run April 7.

Phil Rosenberg Placements

NEW YORK, March 18.—Margo Hart from the Triboro to the Troc, Philly, opening March 26. . . . Hinda Wassau, Washington; Lillian Cairns, Baltimore, and June St. Clair, Pittsburgh, same day. . . . Amy Fong and Sammy Smith to Palace, Buffalo, Smith opening yesterday and Fong March 24. . . . Sunya (Smiles) Stone, Boston; Herbert Lee, Pittsburgh; Izzie Ringgold, Washington, and Theresa Masciola and Sherry Britton, Philly, tomorrow. . . . June Marshall, Oates and Clair, Ned Walsh and Noga Martin, Republic, yesterday, and Yvonne and St. Clair March 24. Jeanne Rochelle and Donno exited yesterday. . . . Dana Burton, Triboro, tomorrow. . . . Izzie Ringgold, Newark, March 26, and Boston April 3.

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Van Arnam Show Rep Ripples

Makes '39 Bow

Paint, new canvas gives outfit flash—route again leads to Maine

CHARLES LOCKE, Fla., March 18.—John R. Van Arnam's "Paintmakers" inaugurated the 1939 canvas season here last Saturday to a well-filled tent. With everything spick and span, equipment freshly painted and with new canvas and scenery, outfit makes a flashy appearance. As in past years, the Van Arnam opy will again tour from Florida to Northern Maine and return. Season usually extends from March to the middle of December.

Kenneth (Doc) Haines, who was to have joined the show, was taken suddenly ill in Jacksonville, Fla., en route here. Mrs. Haines was summoned to Jacksonville to nurse Doc.

Charles (Dome) Williams is again featured comedian with the show. Remainder of the roster is as follows: John E. Van Arnam, sole owner; Roy Roberts, manager; Warren L. Warren, general agent; Jay Wall, brigade manager; Jack King, contracting agent; Billy and Evelyn Bekley; Ray Mond, musician; Texas Peggy; Billy O'Brien; Mack D. Ferguson; Patay Reed; Alma Reed; Harry Carroll; Fritz George; Rudy Hoff; Stan Adams; Walter Cunningham; Billy Pugh; Hy Strub; Dixie Evans; Victor Ray; Clarence Reed; Major Hughes; Betty Austin and Lucille Ware.

Joe Withersbine is back as chief electrician and Blackie Reed is boss canvasser in charge of the crew of 10. Joe Dubay is chief, assisted by Tom Mulrony, who also has charge of the front door.

Show will spend the next four weeks in Florida before beginning the trek northward.

Al Audry Winds Up Circle

JACKSON, Mich., March 18.—Al Audry has closed his Michigan circle after 18 weeks of fair business in this State. Klink Lemons and wife have left to join the Brunk show in Texas; Paul Palmore has departed for Kansas to open with the Wallace Bruce opy, and Dutch and Al Audry and Leo Colman will leave late this month to join the Majestic Showboat, where Al will do the directing this season.

Shapp Organizing Student Group

HIO STONE GAP, Va., March 18.—E. J. Shapp will again launch his Popular Players this season to play one-night stands under sponsorship of local civic organizations, using young dramatic students in the cast. Troupe will this season do *Beril Dust*, staged and directed by Harman Wheeler.

CURTISS SHOPRINT

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CONTINENTAL O.

WANTED TILTON & GUTHRIE PLAYERS

Two Young General Business Men, Proven Sales and Tramp Players. Young Characters Women who can do some beautiful parts. Income good. To insure prompt. All want to do specialties. Also want other desirable items. Send your resume to: MR. R. TILTON, Suda. 18.

FOR SALE COMPLETE TENT SHOW

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CARL HENRYBY SHOW TENT HOUSE, DALLAS, TEX. 1160 Himes Ave.

THE PRINCESS STOCK CO. WANTS

Music Compositions and Lyrics in all lines of Pop, Country, Character, Theme, Jingles, Songs, etc. All act you do. Terms depending on interest. Open April 1. Deliverable April 2. No canvas. Must be original. Address: G. G. WARD, 1220 Barber Ave., Dallas, Texas.

HILA MORGAN Wants

DRAMATIC PEOPLE IN ALL LINES
Musicians, Vaudeville Performers, Electricians, Truck Drivers, Working Men, Characters. Those desiring to see professional standards of acting and if you have one, please send it to: HILA MORGAN, 418 Houston, Tex.

H. D. (DOC) KERR, conductor of the "Around the Town" column in *The Akron (O.) Beacon-Journal*, recently devoted his entire stint to an interview with Mack Franke, chief of the Barberton (O.) Elder Club and former leading man with the Bryant Showboat, Franke, who quit show biz five years ago, related some interesting experiences of his 30 years of traveling the inland rivers, playing everything from *Henriet to Ten Nights in a Barroom*. . . . HAZEL McOWEN Players are augmenting their cast for their annual summer tent trek thru Nebraska. . . . W. W. (BILLY) BRICE, formerly of rep's working night clubs in the Albany (N. Y.) area. . . . RUSTY AND DOT WILLIAMS and their daughters, Billie and Wilma, were visitors on the Jack Grady Show March 10. Rusty reports that Johnny and Verle are still with the Grady outfit. . . . CHARLEY GORDEN pencils that he recently jumped into Dupont, O., for a visit with that oldtimer, Frank J. Kuba, now service manager for the Myers-Concession Co. in that city. Charley and Frank formerly trouped together in the old W. L. Swan and Newton-Livingston shows. . . . MONTE NOVARRO has just closed a 12-week season with "Seabed" Hayworth's circle unit to again launch his own show, *De-Lovely, Red hot and Beautiful*, slated to bow soon at the Paramount, High Point, N. C. Monte is loud in his praise of the treatment accorded him on the Hayworth opy.

BRADLEY AND VICTORIA ALEX-BANDER, formerly with Hazel McOwen Players, will be with Blabber's Comedians this season. . . . MR. AND MRS. WALTER PRICE have signed with the M. & M. Players for the annual trek thru the Dakotas under canvas. . . . HARRY DUNBAR Players, after several weeks in Wisconsin, are now showing their former territory in Minnesota. . . . FREDDIE AND ARLENE ALLISON have explored their connections with the William Balchop Players to join Al Cooper's Dixie Queen Showboat in Kansas City, Mo.

MR. AND MRS. ED HOOVER are terminating their engagement with Billy Fortner's Southern Missouri circle to join the Frank Sullivan Players for the spring and summer. . . . FRED STEIN, former director for Dubinsky Bros. Enterprises, is now directing dramatics in a Kansas City school. . . . JOHN AND MYRA CAYLOR, of the Caylor Players circle in Minnesota, are vacationing in Kansas City, Mo.

JIMMY OGLE is making arrangements for the opening of his tent show in Tennessee. . . . CHARLES THOMAS, musician, formerly with Toby Young's Comedians, is now musical instructor in a Kansas City, Mo., institution. . . . JIMMY AND MARY BURKE have signed with the Kelly Brothers show in the Deep South. . . . HAZEL WILLIAMS is sojourning in Kansas City, Mo., after closing with Sid Kingdon's rotary stock in Northern Missouri.

POSSUM AND BLOSSOM OILE, former tablers and more recently in vaudeville, have been signed by the Christy Obrecht Players for the new season. They will produce concerts and do specialties. . . . P. AGAR LYONS has closed his Arkansas circle to join Haverstock's Comedians in Alford, Tex. . . . HENRY L. BRUNK's Comedians are prepared to open the tent season in Western Texas March 26. . . . MICKET THORNTON and Amber Wight, with the Wilson-Fagin circle all winter in Northern Iowa, so-journed briefly in Kansas City, Mo., recently en route to Texas to join Henry Brunk's Comedians. . . . ROY AND RICCA HUGHES are recent additions to the Hopkins Players in Houston. . . . DICK CALDWELL and Evelyn Easter will be with the Hazel McOwen Players this spring and summer. . . . HARLEY SADLER's show will begin the season March 27 in theaters, opening under canvas April 15. . . . JIMMIE AND BEVERLY MURPHY have given up the idea of reorganizing their Northern Iowa circle and have joined the Wilder Players circling in Minnesota. . . . GEORGIA LEWIS Players are slated to open their Arkansas circle this week in Truman, Ark.

EVERETT AND MAYE EVANS, after a fortnight's vacation at the home of Maye's mother in Alamosa, Colo., will journey to Portales, N. M., to begin re-hearsals with Fred G. Brunk's Comedians April 2. . . . BOB MARLEY, confined at Veterans' Hospital, Excelsior Springs,

Mo., would appreciate a line from his friends in the business. . . . GENE WALSH, former repster now with Dufour & Rogers *Life Show* at the Golden Gate Exposition, San Francisco, will leave there April 26 to go to Cleveland to pick up his wife and head out for the New York World's Fair, where he will be associated with the Oong Busters. . . . SLIM WILLIAMS, who spent the winter with the Braasfield circles in the South, has closed, to go on a summer job. . . . OUY AND EMILY STANLEY are visiting their home in Buffalo for the first time in seven years. . . . PAUL AND DIXIE HERBERT are with the company playing, a stock stand at the Cherokee Theater, Augusta, Ga. . . . LEW CHILDRÉ, well-known tent-show comedian, is reported to be making good with his nightly broadcasts over Station KERA, Del Rio, Tex. . . . BENNY WILKES is rebuilding his tent equipment preparatory to an early opening at Albion, Ill., show's headquarters. . . . GAWKY OSBORN, toby comic, is visiting at his home in Indiana spools until the opening of the John Lawrence Players in the Hoosier State. . . . EDUCATIONAL PLAYERS, who have been circling thru Western Indiana and Eastern Illinois, folded last week.

MICKY AND BERTHAMEE ARTHUR have signed for the season with the Christy Obrecht Players. . . . P. C. FRANKLIN, veteran trail blazer, who has been confined in a hospital at Picher, Okla., has been released. . . . OCTAVIA POWELL and Bob Bayley are closing with the Chick Boys show to join Christy Obrecht in Minnesota. . . . BILLY FORTNER'S Missouri merry-go-round closed April 15 and after a brief lay-off Billy opens under canvas in Southern Missouri. . . . DICK CALDWELL and Evelyn Easter sojourned briefly in Kansas City, Mo., last week en route to Nebraska to join the Hazel McOwen Show. . . . JACK VIVIAN, manager of Allen Bros. Comedians, will begin rehearsals for the under-canvas season April 1 in Missouri. . . . ED WARD was a Kansas City, Mo., visitor last week and on business for his show, the Princess Stock Co., which opens under canvas soon in Northern Arkansas. . . . BILLY AND HELEN VAN ZANDT have signed with the Smith Comedy Show, which opens soon in Colorado. . . . LYNN AND PHIL PINE have signed with the Tom Reynolds Majestic Showboat which opens soon. . . . BUDDY WILSON and Dee Wentz are joining Kelly Masters' circle in the South. . . . EDITH AND JIMMY ERKON have closed with the Wallace Bruce circle in Kansas. They will be seen with a Midwest tent opy this spring.

Ted North Players will be in charge of the new season in Johnson County, Pa., March 6, 1890. Three years later they organized Choate's Comedians. Mr. and Mrs. Choate are now retired but the troupe is still carrying on under the management of their son, Ed, of Mauston, Wis., seven grandchildren and four great-grandchildren. Prior to organizing Choate's Comedians, W. C. Choate had out a dog and pony show and later a minstrel known as Choate Bros. Minstrels.

A. O. Choate announces that the company for the new season is already lined up and that Choate's Comedians will open their canvas season in Cambria the third week in April. There are four generations of the Choate family in show business.

LONDON LEGIT—note were four of Oscar Wilde's *Importance of Being Earnest* with cast at the Globe and three at the Playhouse of Lord Dunsany's *The Bureau de Change*, along with *The Shewing Up of Blanco Posnet*, by Bernard Shaw.

Closings during the month were pantomime *Red Riding Hood* (with Polly Ward), at Covent Garden; pantomime *Babes in the Wood*, at Drury Lane; *Oerud and Savory's George and Margaret*, at the Piccadilly; *Black's musical, The Fleet's Lit Up* (with Frances Day), at the Hippodrome; *London Mask Theater's production of Strindberg's Miss Julia* at the Westminster; *Under Suspicion*, at the Playhouse, and *Ruining Rot*, at the Gaiety.

At end of month impending last nights were announced of pantomime *Queen of Hearts*, at the doomed Lyceum; *Glorious Morning* and *Spring Meeting*, each with record of more than 300 performances, at respectively the Whitehall, Ambassadors, and Johnson Oerud; *Johnny*, in view of favorable reception, announcement of last named came as surprise. *Gross for* first week topped \$5,000, but \$7,500 was needed to cover cost. Lack of support in stalls blamed for figure being below par.

February saw Phoenix Theater in *Charing Cross Road* go over to pictures after career of somewhat mixed fortune.

On the whole not a bad month, with several shows looking well set for long runs or continuation of established successes—an outstanding example of the latter being the musical *Me and My Girl*, with its big hit, *The Lambeth Walk*, now well into a second year.

Hayworth To Launch Tenter
HIGH POINT, N. C., March 18.—"Seabed" Hayworth, who winds up his all-winter circle run in Disney-houses in North Carolina May 4, announced here this week that he will launch a week-stand tent show around May 15. He hasn't decided on the territory to be played. Hayworth reports that business continues good on his North Carolina merry-go-round.

"Hit Parade" Folk Await Rehearsals

BROWNSVILLE, Tenn., March 18.—Things are reported to be shaping nicely on *The Hit Parade*, new one-night stand tent show slated to open here April 20, at the show's winter quarters at the fairgrounds here. Fred D'Arcy, Philadelphia scenic artist, arrived here this week to begin work on the show's scenery. Sixteen men are busily engaged on the trucks, trailers, seats and stage effects.

A shipment of chorus wardrobe for the line of 12 girls arrived here this week. It consists of six sets. Also included in the shipment were band uniforms for 12 men.

A number of performers and musicians have reached Brownsville and are awaiting the rehearsals scheduled to begin April 13. Arnold Males and wife, of the Cole Bros. Circus; Harry and Sue Dixon, rep performers; John and Estelle Hunter, dancers; and Fred Long, comic, were recent visitors to winter quarters. Manager Fred Yale has arrived from his home in Memphis and is directing activities.

Choates Observe Golden Wedding

CAMBRIA, Ill., March 18.—Mr. and Mrs. W. C. Choate, who 47 years ago organized Choate's Comedians, celebrated their golden wedding anniversary at their home here last March 5. Relatives and friends from all over Southern Illinois and neighboring States gathered at the Choate home to see them remarried and to wish them well. Open house was observed all day and dinner was served at noon to more than 50 guests.

"Pop" and "Mom" Choate were married in Johnson County, Pa., March 6, 1890. Three years later they organized Choate's Comedians. Mr. and Mrs. Choate are now retired but the troupe is still carrying on under the management of their son, Ed, of Mauston, Wis., seven grandchildren and four great-grandchildren. Prior to organizing Choate's Comedians, W. C. Choate had out a dog and pony show and later a minstrel known as Choate Bros. Minstrels.

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LONDON LEGIT—

(Continued from page 16)

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Edward Green.

45th YEAR The Billboard

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Vol. 51. MARCH 25, 1939. No. 12

Magic

By BILL SACHS (Communications to Cincinnati Office)

JOHN D. LIPPY JR., the talkative triester who now serves as ambassador of good will for Greyhound Lines, paid us a visit last week while in Cincinnati for the three-day Enquirer Travel Show at the Netherland Plaza, where, incidentally, he was the only speaker, the remainder of the show's sales talks being given over to travel movies. He narrated twice during the Cinco show, making more than 150 times that he has delivered the Greyhound oration in this country. On March 18, the Lippys' 13th wedding anniversary, ground was broken on the new Lippy home in Gettysburg, Pa. According to John, the new domicile is being erected around an eight-foot bar. . . . CINCINNATI MAGICIANS' CLUB will hold its annual election at the Currier Press Club in the Queen City March 26. Visitors are invited. . . . PAUL BOSINI, after six weeks at the Book-Cadillac Hotel, Detroit, and a limited engagement at the Hotel Muehlebach, Kansas City, Mo., is in his second week of an indefinite engagement at the swanky Beverly Hills Country Club, Newport, Ky. . . . BIRCH THE MAGICIAN shoots us a mass of newspaper clippings from Louisiana and Mississippi to prove that he's knocking 'em wacky down in that section. As if that's unusual for a guy like Birch. . . . AT LAST Cincinnati can boast of a magic shop. It's operated by C. L. Heary, veteran showman. . . . QUEEN CITY MYSTICS, BAM! will hold their annual show at the Union One and Electric Co.'s auditorium, Cincinnati, May 12. . . . DR. KARR, mentalist, who has been playing club dates around Chicago for several weeks, is slated to embark on a road tour soon, with Bob Hancock blazing the trail. . . . DUKE HALL, currently on an indefinite return engagement at Club Royal, Cleveland, plans to head east from there. . . . GUY AND EMIL STANLEY, who have been working schools, churches and lodges in and out of Buffalo all winter, type-write that they'll wind up their season in that area around the middle of April. During a recent engagement in Bradford, Pa., they exchanged visits with John Nelson, well-known magic enthusiast. . . . TEAN FOLEY has moved from Club Delavan, Buffalo, to the Frontenac Club, Detroit. He's still a feature of the Arv-Shaul unit.

THE GREAT NICOLA writes from Invercargill, N. Z.: "We are hitting the ball down this way with a lot of new effects. Show is now playing the 'farthest south' theater, in the DUFF, which is just 15 miles from here, is where they take off for the South Pole. To the showman who may be thinking of coming down here for the exposition next year it may be of interest to know that even if they manage to get a profit there still will be the problem of getting the money out of the country if the present embargo remains in effect." . . . JULIE FREELEY, formerly with Prince Huxley, is now in New York to make a tie-up with a world's fair exhibit. Freeley has been working night club and hotels as a single. . . . MARQUIS THE MAGICIAN entertained Governor Carl Bailey and his party in Clarksville, Ark., March 15. . . . BOSCAERT points that, he's booked solidly in Florida schools until April. Business, he says, is fair. Boscaert played clubs and theaters in the Miami sector the month of February. . . . NEWTON LUMAR, magician and escape artist, is reported to be getting a good play in New England schools and churches with his magical circus. Assisting him are Irene, Catherine and Grace Don, Duke Maynard, pianist, recently joined as musical director. . . . WALLACE AND BARBARA, the "Duke and Duchess of Deception," current at Old Mill Cafe, Olean, N. Y., info that they recently had the pleasure of catching the Karston show there. They report that the latter has a swell line-up of nifties and a good flash. . . . SYL REXLEY, Columbus, O., magic man, typewrites that magic is perking in the Ohio capital and that the pros are finding his factory, which has him busy knocking out a few special effects. Syl says that Blackstone proved an unusual drawing card at the Palace Theater, Columbus, last week, pulling full houses at nearly every show. Blackstone and company were entertained by a group of local magi during the Columbus run. . . . LIPPINCOTT is now being advanced by J. Ben Williams, his brother-in-law and former assistant. Ronnie and Dot Dressler, the former trail-blazers, are now working with the show.

No Shubert Plans For N. Y. Fair; Frisco Casting; Marshall Set

NEW YORK, March 18.—Other than the already announced Streets of Paris production for Broadway and plans to add to the established Hellzapoppin' show, the Shuberts will not undertake New York World's Fair ventures, Leo Shubert announced yesterday with finality. On the other hand, the J. J. Shubert plans for a Passing Show at the San Francisco fair neared completion, with four principals already contracted. Principal line-up will take another week or so to finish. Casting of dancers, ballet and showgirls will be done on the Coast. William Morris agency signed deal with Shuberts for featuring of Everett Marshall, Don Cummings, Edna Strong and Joe Besser on run-of-play contracts for the San Francisco production. When Passing Show goes into rehearsal next month character of production may be altered to remove it from jurisdiction of Actors' Equity to that of American Federation of Actors, which already has the Eddie Cantor vaudeville show, Passing Show, which will be a series of production numbers taken from successful Broadway musicals, is reported to include famous spiral scene from the Ziegfeld Follies and is set to open May 15. Tentative plans call for change in show every other week. Dr. (Think-a-Drink) Hoffman has been signed for the Streets of Paris production, which will go into full casting about April 5 for a late May opening. Everett Marshall-Shubert deal now is said to be forerunner of the Shuberts' starring singer in other Cyrano de Bergerac or Salokite next fall.

Endurance Shows

(Communications to BILL SACHS, Cincinnati Office)

Four and One Still Sprinting In Wellston, Mo., Derbyshow

WELLSTON, Mo., March 18.—Grand American Speed Derby here continues to pull good attendance. At the 1:24-hour mark four teams and one solo remain. They are Buzz Stewart and Babe Perry, Bill Fright and Marjorie LeRay, Jack Diamond and Jean Mansfield and Joe and Mary Rock, and Johnny Bowman, solo. All teams are sponsored and are now running 35-minute sprints. Lou Jarvis and Johnny Agreda, heat judges, have the audience on the verge of hysteria with their judging. Reports have it that Lou had his nose broken recently by a spectator who thought he had no business being so rough on the kids. Others on the staff are Moon Mulhain, chief emcee, also handling the air program over the local Station WIL; Murgie Hurley, comedian, and Skippy Williams, who is handling the mike on the stand. Symon Goldstein is promoting the show. Bud Slevers is general manager. Music is furnished by Earl Pflieger and band.

Paige to Emcee for Stein

LONG BEACH, Calif., March 18.—Lonny Paige has been chosen to head the emcee staff of the W. (Buddy) Stein Walladerby, slated to open here late this month. He will be assisted by Art Wolf. Along with the usual breadrolls and sprints, Stein contemplates bringing back heel and toe derbies which he and Duke Hall presided in Santa Monica last season. Al Hauer and his band will furnish the music.

On the other hand, the J. J. Shubert plans for a Passing Show at the San Francisco fair neared completion, with four principals already contracted. Principal line-up will take another week or so to finish. Casting of dancers, ballet and showgirls will be done on the Coast. William Morris agency signed deal with Shuberts for featuring of Everett Marshall, Don Cummings, Edna Strong and Joe Besser on run-of-play contracts for the San Francisco production. When Passing Show goes into rehearsal next month character of production may be altered to remove it from jurisdiction of Actors' Equity to that of American Federation of Actors, which already has the Eddie Cantor vaudeville show, Passing Show, which will be a series of production numbers taken from successful Broadway musicals, is reported to include famous spiral scene from the Ziegfeld Follies and is set to open May 15. Tentative plans call for change in show every other week. Dr. (Think-a-Drink) Hoffman has been signed for the Streets of Paris production, which will go into full casting about April 5 for a late May opening. Everett Marshall-Shubert deal now is said to be forerunner of the Shuberts' starring singer in other Cyrano de Bergerac or Salokite next fall.

NIGHT CLUB

(Continued from page 30) bass. Outstanding feature of the outfit is the swing siddling of Nicki Martin, who can be likened to a female Joe Venuti without too much of a strain on the imagination. Miss Sharon foregoes a stick to use several less conventional but more interesting natural attributes in her conducting, and on occasion gives forth with a vocal. Mario on drums, Joe Baker on sax and clarinet and Harry Raab at the piano provide the real parrelhousing of the evening with a potent brand of swing. Raab stars in this combo with a style of swing pianistic that is little short of inspired. His warbling, sometimes intelligible, sometimes just plain scab, is in the same hectic groove. Mario and Baker also do yeoman service in serving up really heated mansapation.

The Misses Rogers, Russell and Ralph are on at intermittent intervals with varying vocal styles that have the one common denominator of being not so good. They're not much help to the proceedings, the two bands and Green being able to take care of things nicely by themselves, and Miss Darling likewise slows things up, paradoxically enough, with a fast tap routine. Phyllis Kraus and El Cesa handle the press-agenting capably. Daniel Richman.

Denison's Plays

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Minstrelsy

By BOB EMMET (Cincinnati Office) MR. AND MRS. CHARLES COLLIER, of the Silas Green Show, are vacationing in New York, and Mrs. Collier's sister, Vera Wong, and her husband, Al Gaines, of the same show, are currently entertaining at Cedar Gardens, Cleveland.

CHARLES A. LEEDY, formerly with Al O. Field Minstrels as gun juggler and now a columnist on The Youngstown (O.) Vindicator, corrects the report in last week's issue by Walter Brown Leonard, who wrote that Leedy recently produced a minstrel for the Youngstown Rotary Club. Leedy writes: "Youngstown's minstrel show this year was directed by Pat Gorman, former professional and now with the Rogers Productions Co. While I participated as a comedian and endman, I did not produce." Jack Elliott, formerly manager of the Palace Theater, Youngstown, also dunned the cork as an endman."

INTERROGATIONS from Walter Brown Leonard: "What has become of Harry Palmer and his Big Colored Minstrels? Haven't heard from him since last summer. Did he fold along with the others? Another old trouper, Harry Sturgia, has been keeping his in suspense. Both of these boys came from Olean, Pa. I recently came into possession of a copy of Rice's Minstrelsy of Minstrelsy, which I notice was presented to the famous minstrel man, Charley Young. Can anyone advise when and where Young died? He was born in Cincinnati July 8, 1854, and had a noted career, having been with Billy Rice, Hooly, McIntyre and Health, Haverly, Cal Wagner, Tony Pastor, Murry and Murphy, Bobby Gaylor, Oud Hill, Nellie McHenry and Edna Jess Ward and Vokes."

HOMER MEACHUM, minstrel vet, is in his seventh week at the Club Regal, Cleveland.

BEN TILSON, former baritone singer with the old Dan Fitch Minstrels and until recently on the West Coast, is now playing night clubs in Chicago.

rounds of the shows now in progress. After a look-in on the Hal W. Ross show in Dayton, Ky., Doc forecasts a winner for Hal.

JOHNNY GUILFOYLE, in his sixth week at the Democratic 47th Ward Club, Philadelphia, is laying them in the aisles with his comedy routine, according to word from Lonny Jackson.

PATSY MORRISON is working in Thompson's Restaurant, Philly, and says she is out of the field for good.

THREE RYAN BROTHERS, former walkathons, while appearing with Jan Garber's Ork at the Opbeum Theater, Minneapolis, entertained several of their former walking pals with a party, and, according to Jimmie Horan, everybody had a swell time.

BUSTER COATES, judge, and Hal Brown have left the Wellston, Mo., show. Hal is reported to have gone to Chicago.

"WOULD LIKE to read a line in the column from the Ryans, Jim Coffey, Curly Kent, Lucian Bebe and other friends," cards Mickey Ray from Huntington, W. Va. Mickey says that the last time he saw the Ryans they were with Jan Garber's revue and clicking.

WRANGLER RUMBO posts from Overland, Mo., that he would like to read a line here on the Merinos, Jack Murray and Joe Rock.

Denison's Plays. 60 Years of Hits. Songs Minstrelsy Musical Comedies Operettas Vaudeville Acts Blackface Hits. We supply all entertainment needs for lodges, dramatic clubs, schools, etc., and forevery occasion. Catalog Free. T. S. DENISON & CO. 203 N. Wabash Ave., Dept. 16, Chicago, Ill.

The Final Curtain

ATHEY—Everett, 40, for 10 years manager of the Fairmount Theater, Cincinnati, in Good Samaritan Hospital, first city, March 17 after an abdominal operation. Survived by his widow, his mother, a brother and two sisters. Services March 20, with burial in St. Joseph's New Cemetery, Cincinnati.

BARAVALLE—Victor, orchestra director for many Dillingham, Shubert and Ziegfeld productions and in recent years musical director for BKO and MGM, Hollywood, at his home in Brentwood Heights, Los Angeles, March 11. Survived by his widow, Alice Smith Baravalle, and three children.

BASSETT—Neal, 63, brother-in-law of Frank Whitman, for many years with J. A. Coburn Minstrels and the Roanoke Nash Players, in Hamilton County Hospital, Noblesville, Ind., February 26. Born in New Albany, Ind.; he at one time conducted a quartet there and was well known among the musical boys of the old days. Survived by one son, two daughters, four brothers and his mother. Interment in Riverside Cemetery, Noblesville.

BURKE—William, for many years chairman of the Central Committee of the Dearborn, Mich., post of the Veterans of Foreign Wars, in that city March 14 of pneumonia.

GALDWELL—R. T., for the past five years a member of the Nova Scotia Board of Film Censors, burned to death in the Queens Hotel fire, Halifax, N. S., March 2.

COLLING—Barron G., 66, street advertising magnate, hotel and real estate operator and owner of Luna Park, Coney Island, March 13 in Columbia Presbyterian Hospital, New York, of heart disease. As head of Barron G. Colling, Inc., he built up one of the greatest companies for car and subway advertising in the country, Luna always being first among amusement parks in these media. A director or head of scores of corporations, Luna was his keepest pet, but since 1933, when it was thrown into receivership, the once famous playground began a gradual decline. Only a few weeks ago Prudential Bonds Corp. stepped in as receiver of a mortgage foreclosure. He was especially active in the Boy Scouts of America, and in the traffic safety movement and was a deputy police commissioner under Mayor John P. Hyman and James J. Walker. Services held in the Protestant Episcopal Church of St. James, New York, March 16, were attended by more than 300 friends and acquaintances. Survived by his widow, Juliet, and three sons, Barron O. Jr., Samuel G. and Miles. Samuel has been active at Luna in recent years.

CONTINI—Rocco, 29, Dover, O., concert tenor, fatally injured March 14 in an automobile-truck collision near Martinsville, Ill. He had been a member of the Seagle Concert Singers group of New York for two years. He graduated from the Ouillard School of Music, New York, a year ago and had previously studied at the Cincinnati Conservatory of Music. His father, five brothers and two sisters survive. The body was returned to Dover for services and burial.

COX—Rupert F., 59, North Central Ohio amusement park and ballroom operator and builder and operator of the first amusement park Roller Coaster in that area, March 16 at his home in Mansfield, O., after a brief illness. He had been identified with the outdoor amusement field in the Mansfield district for more than 25 years. In 1912 he acquired what is known now as North Lake Park, Mansfield, where he built the first open-air dance pavilion in that section of the State. In 1920 he built the present Coliseum in Mansfield. During the years that he operated it he brought many of the outstanding dance bands of the country to Mansfield. He sold the Coliseum in 1936 and since that time had devoted his time to his insurance business. His widow, four daughters and two sons survive. Services and burial in Mansfield.

DENTON—Mrs. Mary E., 52, mother of Mrs. Wiley McMurdo and Mrs. Woody Ann, well-known costumer, at her home in Sedalia, Mo., March 9. Burial in Crown Hill Cemetery, that city, March 11.

DIMMEY—Louie, 77, musician and orchestra leader, March 9 at his home in Wheeling, W. Va. Although retired for several years, he had been active in the organization of musical groups in and around Wheeling for a quarter of a century. Services and burial in Wheeling.

EDWARDS—Fred, 71, for many years part owner of a theater in Ashland, O., at his home in that city March 6. He disposed of his theater interest several years ago. His widow survives. Services and burial in Ashland.

ELLETT—Stephen H., a founder and executive of the H. E. R. Laboratories, Inc., March 16 in New York after several months' illness. Survived by his widow, a brother and sister.

ESCOBAR—Pellix, 37, formerly employed by the Johnny J. Jones Exposition and Sella-Floto Circus, suddenly in Trenton, Mich., March 11.

FIFE—George Buchanan, 69, member of the publicity staff of the New York World's Fair, March 12 in Flushing Hospital, Queens, N. Y., of pneumonia. For 40 years he was one of the foremost newspaper reporters in New York, known especially for his coverage of murder trials. He had been with the fair since 1937. For many years he was a member of the Players. Survived by his widow, the former Judith Delaney.

FIGARO—Jack, 49, booking agent, vaudeville and emcee, in Detroit March 12 of pneumonia. He was in the black-face act of Murray and Figaro and later a partner with Helen Deland in Figaro and Deland, talking-dancing act. The two then went into musical comedies and burlesque, being last seen in *Bringing Up Father*. In 1921 he joined the United Booking Association, Detroit, as field man and booker, remaining with the office until he became ill two months ago. Survived by two children, Jack and Elaine. Burial in Grand Lawn Cemetery, Detroit, attended by many show people.

GILMAN—Pat C., Sr., former owner and operator of Station WDBB, March 5 at his home in Atlanta.

GREENE—Allen (Jack), 38, member of the Flying Americans, aerialists, in Charity Hospital, New Orleans, March 12 of injuries sustained when he fell from a trapeze March 10 during a practice routine. Greene had played parks, vaudeville and carnivals for several years. A native of Bloomington, Ill., he is survived by his mother and a brother in Chicago. Services in New Orleans.

GRIEBENBECK—Robert B., 57, musician, at his home in Middletown, N. J., recently. At the age of 17 he was concert master of the Newark Symphony Orchestra and later directed the symphony of the Mosque Theater, Newark. Survived by his widow, Edythe, a daughter, Mrs. William T. Parker; two sons, Edward R. and Charles G., and a brother, Louis, infarct in Middletown.

IN LOVING MEMORY OF JACK 'SMOKE' GRAY Who Passed Away March 22, 1937 This smiling boy and musical face... [Funeral home notice]

GUNTHER—Earl O., electrician at the Fifth Avenue Theater, Seattle, of a heart attack backstage at the theater recently. He had served in a like capacity in several Seattle theaters during the past 15 years.

HALL—Mrs. Lydia, wife of George Hall, orchestra leader, suddenly March 13 in New York. She leaves, besides her husband, her mother, Mrs. Rose Wasserman; two sisters, Betty and Miriam, and a brother, Harry.

HAMMER—Fred, film extra, in Hollywood recently after a short illness. Because of his knowledge of military affairs, Hammond had participated in the casting and staging of many war productions. Remains were returned to Union City, N. J., for burial.

HAMMOND—William T., 83, owner of the oldest transfer business in Eastern Ohio, known to many theatrical companies and executives, March 15 at his home in Alliance, O. For more than 30 years he handled all of the theatrical hauling contracts for road shows playing that city. Three daughters and a son survive. Services in Alliance, with burial in Mount Airy, O.

HANKINS—Charles F. (Poppy), 70, manager of White Rose Arena Roller Rink, York, Pa., and former pro skater and cyclist, recently at his home in that city after an illness of seven weeks. He was known professionally for 44 years as Jack Hankins. In 1898-99 he toured with the Barnham & Bailey Circus as a member of the Elliott Family of cyclists and roller skaters, one of the first troupes to introduce skating with a circus. The following two years he managed Ed Kimble Douglas, 9-year-old skating prodigy. In 1904-05 he managed Capt. John L. Young's Pier Rink, Atlantic City, and later was instrumental in promoting a number of rinks in the East, including People's Rink, Lancaster, Pa., and one

now operating in Coatsville, Pa. In 1910 he became manager of Highland Park Rink, York. He was a member of the Roller Skating Rink Operators' Association of the United States. Survived by his widow.

HAYNER—Rutherford, 61, editor and active in radio work in Troy, N. Y., March 14 at his home in West Sand Lake, N. Y. Widely known as a historian and author, Hayner brought many prominent persons before the microphone at Station WILZ, Remsen Pier Polytechnic Institute radio station, among them former Gov. Alfred E. Smith.

HERRICK—Frank C., 78, veteran theater ticket broker, March 10 in Brookline, Mass. He has often been referred to as the father of the theater ticket brokerage business in this country, having opened his first enterprise 50 years ago in the old Revere House, Boston. His widow survives.

HILL—Edward F., 57, for many years manager of concessions in Riverview Park, Chicago, March 10 at his home in Chicago. He had been with Riverview Park since about 1912, when he operated several games. A few years later he was placed in charge of the games department for the park, and when A. R. Hodge left the park in 1933 Hill became manager of concessions. Survived by his widow, a son and daughter. Burial in Calvary Cemetery, Chicago.

HOBBS—Thomas M., Jr., 58, accountant for Daniel Baker's Recreation Pier, Long Beach, N. J., in that city recently. Survived by three sisters and a brother.

HOWARD—Joseph, 45, for the past five years proprietor of the Casino Tavern, Milwaukee, suddenly March 12 in Hot Springs, Ark. About a year ago Howard became co-proprietor with Louis Simon of the Chateau Country Club, Milwaukee. Survived by his widow, three brothers and four sisters.

KEITER—Nathan, 68, doorman at the old Detroit Opera House during the B. C. Whitney regime and later in the same capacity at the New-Detroit Opera House, in Detroit March 7 after a long illness. He ended his active connection with the theater at the Wilson Theater, Detroit. He was a life member of Detroit Lodge No. 34, BPOE. Survived by his sister, Mrs. M. A. Phillips.

LEWIS—Henry W., 59, chief censor for MGM in Philadelphia, at his summer home near Baltimore March 5. Appointed to the original Pennsylvania State Board of Censors in 1916. He was chief censor for many years. He later became Philadelphia branch manager for the old Pathe Co. Survived by his widow and daughter. Services and burial March 7 in Philadelphia.

LIEBERMAN—Nathan, 51, theatrical attorney, suddenly March 13 in the Hotel Tudor, New York, after pleading no guilty to an indictment charging grand larceny in General Sessions. Lieberman organized and was counsel for the Associated Theater Ticket Agencies since last fall, representing the brokers in negotiations with the League of New York Theaters and Actors Equity. He leaves his wife, Lee; his mother and a brother.

McDONALD—Clarence M., 52, well-known figure at Eastern Canada fairs for many years, burned to death in the Queens Hotel fire, Halifax, N. S., March 2. He had been active in advertising promotions for fairs, carnivals, theaters and circuses for many years and had operated his own concessions at many fairs in his Eastern provinces. Survived by his widow, a son, daughter, two brothers and a sister. Interment in Dartmouth, N. B.

MALEY—John, father of Arnold Maley, of Cole Bros. Circus, recently in Covington, Tenn.

NEAL—John, 78, proprietor of Neal's Music and Novelty Store, Belle Fourche, S. D., in that city February 24. He had been affiliated with such musical organizations as the Liberati Orchestra, Philadelphia; the Innes and Sousa bands of Chicago, the Ringling Bros. Circus Band and one time was a member of the 12th U. S. Regimental Band in Arizona. In 1900 while in Chicago he joined the Chase-Lister repertoire company. During the silent picture days Neal had also been a musician at the old Iris Theater, Belle Fourche. Survived by a son and daughter.

O'CONNOR—James P., 68, deputy city clerk of Davenport, Ia., and well known to carnival and circus advance agents, of a heart attack there March 4.

OSTRANDER—George L., 82, who helped organize the Lake County Agricultural Society and long active in the promotion of the annual Lake County Fair, March 13 at his home in Painesville, O., of a heart attack. He had been retired for several years. His widow, five daughters and a son survive. Services and burial in Painesville.

villo, O., of a heart attack. He had been retired for several years. His widow, five daughters and a son survive. Services and burial in Painesville.

PAOLETTI—Harry, 52, well known in Bridgeport, Conn., night club circles, in that city March 8 of a heart attack.

PARKE—Mr. and Mrs. Andrew, of Colorado Springs, Colo., grandparents of Francis Parks, night club entertainer, killed in an auto accident March 11. They had been married 60 years.

PUTERBAUGH—Michael, in Logansport, Ind., March 1 of asthma. He was a charter member of Logansport Local 148, IATSE.

SAMUELS—Asher, 63, former singer and vaudeville artist, March 18 in Chicago when struck by an automobile. In the old days of illustrated song slides in movie theaters Samuels popularized the song *Let Me Call You Sweetheart*.

SCOTT—Dr. John A., 61, of a heart ailment at his home in Menands, N. Y., Albany suburb, March 6. As mayor of Menands he was well known to many major circus and carnival general agents.

SQUIRES—Harry, 64, balloon ace and a half century ago, at his home in Abbeville, La., March 9. He had also at one time been connected with the old M. I. Clark and Mighty Haag shows. Survived by two grandchildren.

STOCKMAN—Tom, itinerant banjo player, found dead in his room at the Lyons Hotel, Carthage, Mo., February 26 of natural causes. He had appeared on a program given by the State's Protective League in that city the night before. He is said to have played the old Grand Opera House in Carthage 35 years ago. Efforts are being made to locate relatives or friends.

STRAVINSKY—Mrs. Katharine, wife of Igor Stravinsky, noted composer, in Paris March 3. She is also survived by two sons and two daughters.

THAYER—Lillian Aldrich, 61, Cincinnati music teacher and founder of the Settlement School of Music there, at her home in Oxford, O., March 4. She taught voice at the old Oxford College and later at the Cincinnati Conservatory of Music. Survived by a sister. Services in Oxford March 6.

TRACE—Ernie, 47, of The Boys From Syracuse Co., March 3. He was a member of Newark (O.) Local 71, IATSE, and an officer of the Troupers' Club. Survived by his widow.

THRONSON—Reuben Lester, 42, orchestra leader, suddenly March 9 in Wausau, Wis., of a heart attack. A member of the Texas Cowboys, he had broadcast over Station WLSB, Chicago, for 10 years, and recently joined the staff of Station WBAU, Wausau, as director of his own band. Survived by his widow, two children, two sisters and a brother.

WALLACE—Olen G., Sr., who with his son, Olen, owned the Pauly Theater, Baldwin, Mich., and the Star Theater, Scottville, Mich., in Detroit last week.

WARNER—David, 48, brother of Harry, Albert and Jack Warner, motion picture executives March 7 of sleeping sickness. He had been, in invalid for 21 years, having contracted the illness during the World War. Besides his brothers he leaves his daughter, Mrs. Rodney Upright, Burdett in Youngstown, O.

WEBB—P. G., former secretary of Fairfield County Fair, Lancaster, O., February 18 at his home in that city after a long illness. He served as secretary 10 years before his retirement last year. He remained a member of the fair board. Survived by four brothers and four sisters.

WILLIAMS—Dorothy (Dot), 25, trouper with Burdick's All-Trade Shows for several seasons, March 6 of pneumonia at her home in Springfield, Mo. Survived by her husband, Claud B. Williams; her parents and two sisters.

YOUNG—Mrs. 37, wife of S. D. Young, pitcher, known as the Button King, in Delray Beach, Fla., February 24 of cardiac asthma. Mrs. Young trouped with her husband. Burial in Lake Worth, Fla., February 27.

Marriages

ABRAMSON-BRYAN—Herbelle Abramson, portrait painter, and Katharine Bryan, singer, in Boston March 9.
BESSELY-SMITH—Alex Bessey and Dottie Smith, English playwright, last week in New York.
DIKOFF-STOIA—Joseph Dikoff and Leona Stoia, daughter of Joseph Stoia, who operates a chain of theaters in Detroit, in that city March 12.
GRIFFITZ-GATES—Edith Griffith and Ann Gates, both well known in the carnival field, in Key West, Fla., January 3.
HARTMAN-SKURCOW—Harry Hartman [See MARRIAGES on page 66]

MAIL ON HAND AT CINCINNATI OFFICE 25-27 Opera Place.

Parcel Post

- Boyer, D. M. 340
Cannon, Frank 34
Coffin, H. 100
Cotton, C. O. D. 80
Dyer, H. 100
Dyer, H. 100
Dyer, H. 100
Dyer, H. 100
Dyer, H. 100
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Dyer, H. 100

Women

- Adams, Rosalie
Allen, Mrs. E. D.
Allen, Mrs. L.
Allen, Mrs. Lucille
Allen, Mrs. Orelia
Anderson, Jean
Anderson, Jean
Anderson, Jean
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Anderson, Jean

- Kellogg, Merty
Kilgus, Mrs. Ira
Knight, Peter &
Kreit, Mrs. Mary
Korn, Vera
Kruskal,
LaBelle, Madeline
L. H. H.
L. H. H.
L. H. H.
L. H. H.
L. H. H.
L. H. H.
L. H. H.
L. H. H.
L. H. H.

Men

- Abolitz, Herman
Abe, The Post
Abe, The Post
Abe, The Post
Abe, The Post
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Letter List
NOTE-Mail held at the various offices of The Billboard is classified under their respective heads-Cincinnati Office, New York Office, Chicago Office, St. Louis Office. Requests to have mail forwarded must be received in Cincinnati by Friday morning (early) and in New York, Chicago and St. Louis by Thursday morning, otherwise names of those concerned will be repeated in the following issue.

Men

- Abolitz, Herman
Abe, The Post
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- Act, Art
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When Writing for Advertised Mail, Please Use Postcards. Also state how long the forwarding address is to be used.

Allen, Brock, George...
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Allen, Brock, George...

MAIL ON HAND AT NEW YORK OFFICE 1264 Broadway.

Women

Adams, Mary...
Adams, Mary...
Adams, Mary...

Men

Adams, Charles...
Adams, Charles...
Adams, Charles...

Women

Adams, Mrs. Ruth...
Adams, Mrs. Ruth...
Adams, Mrs. Ruth...

MAIL ON HAND AT CHICAGO OFFICE 404 West Randolph St.

Women

Adams, Joseph...
Adams, Joseph...
Adams, Joseph...

Men

Adams, Jack H...
Adams, Jack H...
Adams, Jack H...

MAIL ON HAND AT ST. LOUIS OFFICE 360 Adams Bldg.

Women

Adams, Mrs. Ruth...
Adams, Mrs. Ruth...
Adams, Mrs. Ruth...

Men

Adams, Charles...
Adams, Charles...
Adams, Charles...

VAUDEVILLE NOTES

(Continued from page 25) OSWALD, Ken Murray's former partner, opened with a new unit last month at the Roxy Theater, Salt Lake City. Included are Marc Linden, Geraldine and Joe, Joe Madden, Charles and Ellen Stone and Mel Hayman. Unit is working eastward. ROCKETTES, femme line at Radio City Music Hall, New York, were used in half-page daily newspaper promotion tie-up by Chesterfield Cigaretts. STUMP AND STUMPY, Negro hoofers, write from London that colored acts are in demand over the water. TEX BITTER, Monogram cowboy star, returning to Hollywood after playing the last p. a date at Prescott, Ariz.

MAXINE AND BOBBIE FIELDS and Peggy Anderson have been appearing at the Brass Rail cabaret, Salt Lake City, and doubling at the Melody Lane night club. FIRST TRIAL production show at the State-Lake, Chicago, under Leon Miller's direction, goes in April 7. If idea clicks house will continue with flash units. AVIS ANDREWS and two midgets were dropped by Frank Fay from his show at the 44th Street, New York, after the second week. No replacements. TOM SENNA SR. will be reinstated APA Boston representative this week, succeeding his son, Tom Jr., who had been pinch hitting during Tom Sr.'s job as WPA vaude administrator for Massachusetts.

NEW YORK WORLD'S FAIR

Flushing, L. I.
April 30 to October 31

GOLDEN GATE INTERNATIONAL EXPOSITION

SAN FRANCISCO
February 18 to December 2



W. F. Dough Spurs Space Sales in Amusement Area

NEW YORK, March 18.—Fair corporation has been rushing thru approved concession-contracts this week, with the recently appointed consultant division, consisting of Paul Massman, Frank D. Shean and W. B. McHenry, leading the way to elimination of prolonged negotiations and subsequent red tape. Several projects approved by the fair concession department several weeks and even months ago, but since that time unable to obtain sufficient financing, have been sided in that respect by the fair corporation direct, with result that names were applied to dotted lines of executed contracts almost immediately. Other attractions, submitted to the entertainment department within the last few days, then receiving the okay of the consultants, were pushed thru various other departments in record time.

Consultants, working in close touch with the entertainment, concession, engineering, designing and treasury divisions, is focal point and chief reason for the discarding of red tape that has heretofore held up passage of approved attractions thru the long intra-fair mill. Prospectively concessioners, lacking complete financing are being angled by the fair itself up to 50 per cent of total amount necessary. With half of the money accounted for, it has been a comparatively simple matter to raise additional capital from outside sources.

Apparent speeded-up processes within (See W. F. DOUGH on page 68)

Dufour-Rogers Get 4th

NEW YORK, March 18.—Dufour & Rogers annexed their fourth show on the midway this week. It's Nature's Mistakes, display of domesticated freak animals. Show will occupy 8,700 square feet and construction skedded to start on March 21 from plans by Hans Oberbammer, who has designed many of the fun zone's shows. Other three shows of duo are Gang Busters, Strange as It Seems and We Humans.

Girl Show for Richman

NEW YORK, March 18.—Type of a new concession virtually set this week indicates clearly that the Fair Corp. is lifting its so-called ban on nudity, etc. It is a French-village type attraction, sponsored by Du Pasquier & Co., Paris investment banking house, and operated by Harry Richman and Andrew Robert, Chicago architect, who was associated with John E. McMahon at Chicago's Streets of Paris.

Plans call for more than one girl show within the parent concession, and emphasis on night club angles throughout. Project has been approved by fair boards and construction is expected to be launched within a week.

Stanley Kahn, of Du Pasquier firm, represents the management. Attraction is still unnamed, the French government forbidding use of "Paris" or "France" in titles of attractions "glorifying girls."

Equity Wage Scale Set

NEW YORK, March 18.—Actors' Equity minimums of \$25 for extras, \$45 for choruses and \$50 for principals will prevail at Railroads on Parade, first talent presentation to come under special Equity scales. Union's stipulations of a six-day week or a time-and-a-half pay scale has yet to be adjusted. Equity suggesting shows be dropped on Mondays. Other conditions, which will be invoked on all subsequent concessions at N. Y. W. F. and at Golden Gate Exposition where Equity jurisdiction exists call for posting of two-week bond, two weeks of rehearsal pay at \$20 a week for actors and \$25 for extras, 44-hour week and a limit of five hours of rehearsal per week once the show opens.

Street Without a Name

NEW YORK, March 18.—Altho a contract for a "Streets of Paris-type show" has been approved by the fair, Harry Richman's girls-girls project in the amusement area still lacks a title. French government, it seems, forbids use of "Paris" or "France" or "French" in name of any attraction "glorifying" the weaker sex, etc. Use of such titles, especially "Streets of Paris" at other expos, has not helped reputation of the French people apparently. Richman and associates are searching for a moniker that will suitably broadcast type of entertainment on the inside.

Line Up 12 Events For Frontier Opera

NEW YORK, March 18.—John Ringling North, president of Ringling-Barnum circus corporation, has returned signed contracts to the fair agreeing to produce the "Cavalcade of Centaurs" Wild West spectacle in Plot T of amusement area. Construction has already been started on the arena of the fair-financed project, which called in North to present the show.

It is learned that a tentative program has been outlined in the contract with the fair calling for the following routine: (1) Grand introductory pageant, Rough Riders of the World; (2) trick rifle and pistol shooting; (3) Monkey Drill by U. S. Cavalrymen; (4) Whip act, probably Australian Waites, for many years with the Ringling-Barnum show; (5) horse thief episode; (6) knife and ax throwers; (7) trick and fancy roping; (8) American Indian dances; (9) trick and fancy riding by cowboys and cowgirls; (10) Whirling Dervish and Arab tumblers; (11) Roman jump over automobile; (12) assembly finale.

McFadden's Amazon Show

NEW YORK, March 18.—Amazon Warriors, girl show featuring certain degrees of nudity, joined the list of new concessions in the amusement zone this week, with details expected to be announced next week. Adelaide Finch, representing the Bernard Macfadden publishing clan, is heading the group operating the attraction.

Macfadden publications are already represented in the exhibit sector, maintaining their own exhibit besides handling foreign and domestic distribution of the official guide book, published by Exposition Publications, Inc., of this city.

The Flushing Front

by
ROGER LITTLEFORD, JR.
and
LEONARD TRAUBE

NEW YORK, March 18.—Hamid's Circus in Children's World dedicated. Fire and Flames spec, never actually in, now definitely out.

Gale blew down part of Baker-Traver Coaster. Okay now.

Construction proceeding on Old New York village under new sponsorship.

Norman Bel Geddes' pop show titled Crystal Gazing Palace.

Jordan L. Mott headached by laxity (See FLUSHING FRONT on page 68)

Add'l World's Fair News in This Issue

No Shubert Plans for New York Fairs; Frisco Casting	Page 27
Schless Hits FTP Competition	26
F&M Producing Ice Show for San Fran Fair	21

Waiting Game Until Summer; Costs Being Cut

SAN FRANCISCO, March 18.—Head men of the expo are finding confirmation of experience at other world's fairs. Big attendance, after the first days' novelty wears off, cannot be expected until summer months. Week-end attendance has dropped nearly 30 per cent as compared with previous Saturday and Sunday crowds. At end of fourth week-end paid attendance was 43,908 on Saturday and 54,354 on Sunday. Week-day attendance also is under the mark set when the fair opened.

Effect is seen in slashing of pay rolls to keep costs within financial brackets. Several hundred are being laid off at present, with further cuts coming. When the summer rush begins, expo officials say those discharged will be given priority in re-employment. Of 2,500 employees on the expo company pay rolls when the fair opened, about half probably will be dismissed soon. Concessioners and exhibitors also are paring pay rolls until summer.

Receipts of Gayway operators, took a dive along with the falling attendance. Biz was off around 16 per cent, it was said, yet new shows are coming in and may hypo-things along the street.

Greenwich Village did not open last Saturday as expected. Harry G. Seber, John R. Costler, Carl Holt and Will Wright, partners in the venture, declared they would have the show under way today. Within the village will be about ten sub-concessions. Roy Gardner, prison escape artist, will have a spot and lecture on a prison life and sell his book. Dick Wilbur, burlesque producer, is framing a girl show to be managed by Clarence Clayton. The main auditorium will feature a girl revue. Promoters are putting \$85,000 into the attraction. Plans are being made for (See WAITING GAME on page 68)

Village Concessions Close

SAN FRANCISCO, March 18.—Protesting the 25-cent gate charge for admission to the Chinese Village on Treasure Island, five concessioners at the village closed on Wednesday. T. C. White, manager of Princess Der Ling pavilion, is spokesman for the protesting concessioners. His group contends that the 25-cent admission charge to the village has discouraged visitors from spending money at the concessioners.

To Pick Miss California

PITTSBURGH, March 18.—San Francisco expo will sponsor selection of Miss California for the Atlantic City Miss America beauty-talent contest, said pageant chairman George Tyson. Exposition officials will also invite winners from 12 other Western States contests to attend California eliminations on August 10-12. Thirteen beauties, accompanied by official hostess sent west by the Atlantic City host committee, and Miss Atlantic City will sail on August 10 for New York via the Panama Canal. Franchisees have been granted in 28 States, Tyson said. Dell Crosby is traveling representative for the national pageant committee, whose affairs will temporarily be guided from Tyson's office as publicity director for the Harris Amusement Co., until June.

Paid Attendance

Previously reported	687,811
Saturday, March 11	43,908
Sunday, March 12	54,354
Monday, March 13	14,068
Tuesday, March 14	31,250
Wednesday, March 15	27,818
Total	1,019,915

Jurisdiction Over Ride Men Taken Up With AFL Board

SAN FRANCISCO, March 18.—Al Smith, American Federation of Actors representative, has begun official action by asking the American Federation of Labor executive board in Washington, D. C., to rule on the jurisdictional dispute over ride men on the Gayway.

Building Service Employees' International Union claims priority and right to organize the ride men. However, the AFA claims jurisdiction over the workers, of whom there are about 50 on the Island. In seeking control over the ride men the AFA claims the right to represent all branches of the amusement field except musicians and billposters.

According to Charles Hardy, international vice-president of the Building Service Employees' International Union, the AFA has no claim on ride men and maintenance workers. He points to a successful contract negotiated two years ago with Whitney Bros., operators of Playland-at-the-Beach, for ride men. Hardy said negotiations are under way with expo concessioners for a five-day 40-hour week and weekly minimum of \$30.

Gleanings

By WALTER K. SIBLEY

SAN FRANCISCO, March 18.—Meeting with the 1939 World's Fair Concessionaires' Association in the Scotch Village on March 13, Harris Connick, general director of the expo, was guest of honor. He briefly related his show experience, assured members that he was not only with them but for them and that if he and they put their shoulders to the wheel and acted as a unit an attendance of 80,000 daily should be reached. He said there was no difficulty that could not be ironed out, that his office would be open at all times for the hearing of complaints, all of which would be given consideration and a fair adjustment. Mel Smith was then introduced. He is Director Connick's assistant in charge of concessions. While Mel is fairly well known to all the boys of the association, he also outlined his show experience in order to qualify, told of his willingness to co-operate to the fullest extent with all of the concessioners and received a rousing cheer when he terminated his talk. A number of vital questions were taken up. More than 60 members attended.

The headman is still at work. Department heads, assistants, underlings, guards, ticket sellers and others are being chopped down in an effort to reduce the nut. Expo can't meet operating expenses, it is said, with attendance around 250,000 weekly.

Ripley's Believe It or Not Show has to have a great gross to carry the following members of the organization all on the pay roll: Frank Zambrino, manager; Alfred Langert, Ed Amato Hayes, Charlie Romano, Martin Laurito, Moses Kuty Sing Lee, Demitrio Ortiz, Clarence E. Willard, Charles W. All, Paul Downmule, John Wrenn, Virginia Lee Miller, Robert Everhart, Wilber Hall Rodin, John Foreman, Laurence Theodore Johnston, Joseph Louis Grendel, Jackie Heitman, Betty Williams, Grace McDaniel, Pietro Knox, Virgil P. Bybee, Richard Ward Tompkins, Arthur Johnson, Cliff Jaynor, Glen Morris, Jamie Davis Bybee, Fred (See GLEANINGS on page 69)

Y-P Show Has Big Attendance At Opening in Monterey Park

MONTEREY PARK, Calif., March 18.—The Yankee-Patterson Circus opened here March 10 under auspices of the P.T.A. Attendance in the afternoon was the largest in the history of the show. For the present the show will play under auspices.

Robert Thornton is manager and equestrian director, assisted by Jimmie Woods, who also does the announcing. Ova Thornton is treasurer.

Jack McAfee, Bill Lennett and Billy Hoffman are on the front door. Jake Posey, George Tipton, Doc Cunningham and others were at the opening.

The program, in order: Tournament; loop-the-loop; Ruby Woods; hand bal-

ancing, Arley and Gordon; principal riding, Elizabeth Hanneford, Miss Ernestine, Percy Clarke; wire, Clarke Sisters; contortion, Cal Owens; Brownie's pony and Foster's riding dog and monkey; concert announcement; juggling, Les Uniques; swinging ladder, Ruby Woods; clown boxing, Pat Kelly, Carl Land, Danny Gordon; liberty act, Brownie; revolving ladder, Kelly and Land; Clarke's bare-back riding troupe; menage, Ruby Woods, Fred Foster; walking upside down, top-of tent, Cal Owens; dogs, Judy Foster, Arley and Gordon; waltz and rare, Ruby Woods; concert announcement; flying act, the Clarkonians.

A side show is carried.



LEE S. CONARROS has been re-engaged as advertising and manager of Downie Bros. Circus, his second season in that capacity. He also will be contracting press agent. He has been in show business for many years. Was with the Barnum & Bailey, Ringling-Barnum and Russell Bros. circuses.

Downie Opening Early in April

Tentative date is the 6th under American Legion auspices—Moore speaks

MACON, Ga., March 18.—Opening of Downie Bros. Circus is tentatively scheduled for April 6, it has been learned. The date is from a week to 10 days earlier than the usual opening for the show.

An exceptionally warm spring after a mild winter in this section has permitted winter quarters' work to progress faster than usual and this largely accounts for the earlier opening date.

New color scheme of orange and black is receiving much favorable comment and show equipment presents an impressive flash.

Auspices for the opening here is the Macon Post of the American Legion. At the meeting Thursday night at the Post home, William M. Moore, manager, was among the speakers. Others included (See DOWNIE OPENING on page 64)

Wide Publicity For Anderson; 25 Motor Units

EMPORIA, Kan., March 18.—Many folks are visiting the quarters of Bud K. Anderson's Jungle Oddities and Three-Ring Circus. Mr. Anderson's large ranch and modern quarters are located 1 1/2 miles east of the city on U. S. Highway 80 South. The newly formed Kansas Industrial Committee is taking an active interest in the circus, having given the show State-wide publicity. The Emporia Gazette and local radio station, KESW, are generous with their stories.

Recent developments indicate that the show will be considerably larger than originally estimated. Present plans disclose that approximately 25 motor transports will be essential to move the equipment.

Bert E. Rickman, equestrian director, in collaboration with L. DuBois, of Du-

(See WIDE PUBLICITY on page 62)

Gracie Orton Leaves Hospital

DETROIT, March 18.—V. A. Liedtke's wife, Gracie (Aerial Orton), who was injured in a fall at the Shrine Circus here, sustaining broken wrists, was released from the Highland Park General Hospital March 16. The Ortons left for Robinson, N. D., to visit their children. Manager T. E. Stinson of the show did everything he could. He obtained the best doctors and the Shrine paid all expenses. Liedtke has another girl to work in his wife's place until she recovers, having several other Shrine engagements to fill. The Ortons will be with the Parker & Watts Circus.

Clawson Not at Peru

CINCINNATI, March 18.—Item in the issue of March 4 saying that Ralph Clawson was back in Peru and in charge of winter quarters was in error. The Billboard's Peru correspondent explains the mistake thus: "Info was given to my niece while I was confined at home with the flu and therefore unable to check. Am sorry. Same story, padded considerably, was carried in many papers throughout the State before it appeared in The Billboard." Clawson has been in California all winter.

The Circus At the Crossroads
By IRA WATTS
LOOK
For This Feature in
The Billboard Spring Number
Dated April 8

"What Taxation Laws Are Valid?"

In this issue, in the Carnival Department, is the 14th of a new series of legal opinions of special interest and benefit to people in various lines of show business. One of these articles appears in the last issue of each month. The author is Leo T. Parker, writer and lawyer.

Parker-Watts Show Adds Light Plants

SO. PT. SMITH, Ark., March 18.—Two more light plants have been added to the equipment of the Parker & Watts Circus, a 15-kw. and an 8-kw. This now makes six plants. Everything will be finished at quarters in time for the two-day opening here.

L. B. Greenhaw, general agent, has been prospecting territory the past three weeks and contracts for the first two weeks are in the office.

Fenton & Brovold National Advertising representatives are meeting with considerable success due to the record made by the show last year.

Ira M. Watta, Joe Webb, Jimmie Watts, Jimmie O'Connor and Skinny Dawson visited Haag Bros. Circus at Dierks, Ark., and report a very nice show.

U. S. Tent Ships Top To S. American Show

CHICAGO, March 18.—The U. S. Tent and Awning Co. has just shipped a big top to the Gran Circo Atayde Horonias at Valparaiso, Chile. Top is a 130 with a 50 and two 30s. The circus, under the management of Francisco Atayde, has been playing in Valparaiso for several months and is now preparing to move north toward the equator, as the winter season is starting in Chile.

U. S. Tent and Awning Co. also is working on several large canvas jobs for attractions at the New York World's Fair.

Huling, Jennier Open Seal School at Kingston

KINSTON, N. Y., March 18.—Seal College here was dedicated March 10 by Alderman at Large John J. Schwank, who addressed about 400 people, welcoming them to the school for show seals. Seals will be trained by Mark Huling and Walter Jennier, well-known showmen. Jennier's seal, Buddy, was on the program, going thru his regular routine.

Ruttman To Start Main Show Early in May; Under Auspices

AKRON, O., March 18.—Frank Ruttman, for the past 25 years identified with outdoor shows and promotional work, who recently leased the Walter L. Main title for the 1939 season, will launch a three-ring circus, motorized, early in May. It will open in Ohio and play three-day and week stands under auspices mostly in Ohio, Michigan and West Virginia, Ruttman said. At some stands there will be commercial and industrial exhibits to be housed in a special top.

WPA Has Some Good Houses in Brooklyn; Indoors Ends Soon

NEW YORK, March 18.—The WPA Federal Theater Project's three-ring circus closed its week-end run in Brooklyn March 17. Friday matinee and night, fair; Saturday matinee a turndown, and capacity house at night. At the Sunday matinee, despite a terrific downpour of rain and sleet, there was a capacity house, but night 'big was terrible.

The cubs born to Minnie, a Russian bear owned by Stanley George, were placed on exhibition for the first time Friday afternoon. Publicity department landed pictures in all the Manhattan papers and several plugs on news broadcasts of various local radio stations. Dr. William Mann, director of the Washington Zoo, and Frank Buck issued statements on the birth of the bears which were picked up by the local papers.

Victors at this date included George W. Swan, well known to circus folks; Jack Williams, partner of Eunice Daryl; (See WPA HAS on page 62)

Kelley-Miller Show Opens Middle of April

SPRINGFIELD, Mo., March 18.—Work is almost completed at quarters of the Al G. Kelley-Miller Bros. Circus. Opening date will be about April 15 near here. Performance will be presented in two rings.

A new side-show top has been finished and banners will be new. Show has a new four-wheel trailer cage, also a 34-foot semi of the latest pattern. The wild animals, which died in a fire at quarters on Thanksgiving Day, have been replaced.

Powell With Barnett Bros.

YORK, S. C., March 18.—Lee Powell, motion picture's original Lone Ranger, will be the feature attraction of Barnett Bros. Three-Ring Circus and Trained Wild Animal Show. More than 100 people are now at quarters here getting the show ready.

Round-Up Name of Festival At Gainesville Opening

GAINESVILLE, Tex., March 18.—Circus Round-Up has been chosen by the Chamber of Commerce as the name for the festival to be held in connection with the opening of the Gainesville Community Circus season here April 28-29.

Plans call for old-time circus parades and home-coming opening day, live-stock show the second day, and crowning of queen and society horse show the third day. Little Theater will sponsor a cabaret following circus performances each night. Many circus fans are expected to attend the opening from Texas and near-by States.

Superintendent Alex Murrell is finishing the new ticket-office wagon and will start work next week on a water wagon. All properties are completed and painting alone remains to be done.

Rehearsals are in progress and Fair Park Auditorium will be used for workouts at the close of the basketball season. Breaking of horses and ponies continues in spite of exceptionally cold weather.

Manager Roy Stamps is back from Atlanta, Ga., and Program Director A. Morton Smith and family have returned from a trip to the Rio Grande Valley, where they visited the W. A. King circus and animal farm.

Recent visitors were Bobby Peck and husband, Bill McCough, of Dallas, who were with Hagenbeck-Wallace Circus last year.

Tenn. Governor Signs Billboard Control Bill

MEMPHIS, March 18.—Governor Cooper last week signed billboard control bill, which sets 50-cent permission charge on all signs outside incorporated cities. Department of Finance and Taxation will furnish permits with serial number thereon to be attached with date of sign erection on billboard.

Department has power under bill to tear down without notice any sign not containing date and serial number. Money will be used for beautification of highways of the State.

Asks Receiver To Dissolve United Advertising Corp.

DALLAS, March 18.—Milburn Hobson, of Missouri, filed suit in Federal Court March 9 asking for a receiver to dissolve the United Advertising Corp. of Texas, a billboard concern, and distribute the assets to stockholders.

Hobson claimed that the corporation had paid its New York president \$120,000 in excess salary and was disregarding the rights of stockholders.

Indoor Circus News
News of indoor circling which do not travel as units will be found in the Sponsored Events Department of The Billboard during the winter.

With the Circus Fans

By THE RINGMASTER
CFA
President: MELVIN D. HILDRITCH vs M. BUCKINGHAM
Secretary: W. G. DRESS vs G. WASHINGTON
Conducted by: WALTER HOENADEL, Editor
"The White Top" (see Hohenadel Printing Company, Rockville, Ill.)

ROCKVILLE, Ill., March 18.—The March luncheon of the John Davenport Tent will be held at the Palmer House on the 21st.

Dr. and Mrs. Tom Torney, of Madison, Wis., vacationed in Mexico, and while there attended the Fernand Circus. The show featured Blacaman, whose act took over an hour of the two-hour show. Torney reports that the show had a now round top and seated about 1,500.

National Secretary Walter M. Buckingham is somewhat better, but still confined to his home.

The last issue of the A. B. C. Bulletin of the American Bowling Congress had a picture of the circus room used for the Pap Valdo Tent meetings in Binghamton, N. Y., also the following: "The meeting room available to bowlers who congregate at the Binghamton Recreation is reminiscent of the circus. In fact, the room is a 'Little Theater' done in the motif of the circus. Proprietor George Barlow III is a Circus Fan, and in decorating the 'hippodrome' amusement hall in connection with his bowling establishment, has collected a display of circus pictures which line the walls and amount to a history of the interesting amusement industry." A large picture of the circus room will be on display this month in the lobby of the Public Auditorium in Cleveland during the annual bowling congress meet there.

George Scholander, Stuart M. English and George Barlow III caught the Shrine Circus at Rochester, N. Y., which was staged by Orrin Davenport.

Los Angeles

LOS ANGELES, March 18.—It had been confidentially expected that there would be a circus opening on the West Coast. There has been a lot of dithering and a

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L. Cronin, reticent as to his movements, is still that way. One report is that all money necessary is ready and that the matter of whether a show goes out hinges on the matter of title of the show. It is said that those interested in the venture designed by Al G. Barnes title.

Mabel Stark and Eddie Trees have assembled the cat group that Miss Stark will work with the C. E. Zeiger's United Shows. The stock is from Goebel's Lion Farm.

Peggy Forstall, in from Wrightwood, states that her beauty parlor De Luxe in the Beverly Hills district is doing very nicely.

Dall Turner, who was manager of the Tom Mix Circus, has purchased the Santa Margarita Inn at Santa Margarita, Calif.

Tribute to Beckman

By JOHN H. WILSON

Never a year passes that it does not take from our midst a dear friend and performer. With the passing of Thomas Beckman at Quincy, Ill., March 3 the circus world and fans will now be denied his services both as friend and performer.

It was this writer's great privilege to be a close friend of Tom Beckman, of the Flying Beckmans, and the news of his passing has come as a tremendous shock. It was without warning—the result of a heart attack which came while in the process of directing a theatrical production at Quincy.

Tom's career with the white tops and fans has been long, he having been a catcher in many flying acts besides his own. His last season with the circus was with Sells-Berling in 1936. An injury to his shoulder, compelling him to retire from the act permanently, deeply saddened him. About a year ago while training an aerial act in his WPA recreational class he sustained a bad injury when his rigging collapsed. It left him with a defect in the small of his back.

Tom will always be remembered for his honesty, sincerity and modesty. His passing has left his wide circle of friends with profound sorrow and with the full realization that their lives have been made richer because he had lived.

Amar Winter Tour Best in 10 Years

PARIS, March 5.—The largest of the French circuses, the Cirque Amar, has returned to France after the most successful tour in the 10 years it has been playing during the winter in North Africa.

The tent was set up in the large lot back of the Casino Municipal in Nice, where it will remain until April 15, when the brothers start their tour of France, Belgium and Holland. Opening-night attendance was 10,000.

DAN DE BAUGH and J. C. Donahue are now announced in the new Ringling offices in Chicago, adjoining the Globe Poster Corp. offices. The old offices at 221 Institute Place had been the Ringling headquarters since 1900, and if the walls could talk they could tell some interesting stories of momentous circus conferences held there.

Current Views

of Economic Authorities

• GIBSON •

"Assuming no outbreak of war in Europe, the probabilities strongly favor a substantial upturn in general business activity during the second quarter."

See Page 63

Favorite Outdoor Performer Contest

Sponsor—THE BILLBOARD

DONORS: Circus Fans of America; Dexter Fellows Tent, CSSCA; National Showmen's Association. Types of awards will be announced during the year.

For ballot with detailed explanation send request postcard to Contest Editor, 1544 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.

Postman Brings Praise

Many interesting letters have come to the Contest Editor praising the purpose of the contest and bowing to several of the candidates.

Some of the letters are hereby in nature. For example, a reader in Casaville, Wis., writes that Rudy Rudyoff is the best horse trainer in the world, and his wife, Anna, one of the most graceful riders. "And their son is just as capable and already following in their footsteps."

From Sarasota, Fla., comes this one: "I saw Dr. Herman Ostermaler at the recent Shrine Circus in Philadelphia and thought his was the best high-school horse act I have ever seen. There are so few really good high-school horses exhibited in the circus, and his was about as perfect as possible."

Readers may question the accuracy of the statement, "few really good high-school horses," but not the sincerity and enthusiasm of the correspondent, who concludes: "Dr. Ostermaler's showmanship is superb. The act is beautifully presented. His precision of execution reflects the trainer's patience, understanding and tireless hours of preparation. I am surprised that Dr. Ostermaler's name has not appeared in the list of contestants as yet."

So were you, but that situation is remedied now that the great horseman has been nominated.

Writing from Chicago, C. A. Sonnenberg hopes "everybody in the circus world and all outdoor showfolk have a big season in 1939. Let's all pull together for the common good."

Mrs. Gladys M. Forrest, Los Angeles, regrets that performers cannot vote. Of the road last year due to poor health, she says she hopes to be back in harness this season. She has traveled on Christy Bros., Mighty Haag, Al G. Barnes, Ringling, Hagenbeck-Wallace, Cole-Beatty, Tom Mix and Ken Maynard shows. Mrs. Forrest works elephants, rides menagerie and does swinging ladders and traps. She says she also works pictures in the winter months, doubling for stars and performing stunts.

The reason we stress her as a performer is that the rules are being amended to permit artists to vote. In this connection we are pleased to announce that beginning with the Spring Special Number of April a voting will be done via coupons appearing in the Billboard. Ballots now in the mails are still valid, however, and ballots may be sent for up until the Spring issue.

Don't forget, too, that leaders in the various performing classifications will be announced in the Spring Number. It will be they who'll be outdoor artists when you look the names over.

Polack Bros.' Promotions

CINCINNATI, March 18.—Leo Manchel, general agent of Polack Bros.' Circus, gives the following line-up of Shrine dates following the Easter season: Al Kader Temple, Portland, Ore., April 8-13; Mickey Blus promoter in charge; Nile Temple, Seattle, Wash., April 17-22; Harry Bentura; Olaf Temple, Victoria, B. C., April 24-29; Duke Mills; Al Kalfi Temple, Spokane, Wash., May 1-6; Carl Sontz; Rossland Trull Shrine Club, Trull, B. C., May 8-13; Sam Polack.

HOWARD MORRIS, president of World Theatrical Enterprises, and Lloyd V. Hinton, production manager of WTR, have signed Donald Preatino, formerly of the Flying Priestesses. He will scout talent for WTR, also for film concerns. For many years Preatino and his troupe performed in circus pictures.

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Would like to hear from both straight and comedy bar performers. Write me with one of the best Circuses. State age, weight and what you do on Bar. Letter reply in this letter. Address: BOX 9-188, Care Billboard, Cincinnati, Ohio.

WANTED GIRL LEAPER FOR FLYING ACT.

Age 20 to 24, male. State experience and salary expected. Reply to: Act. Show Dept. Address: FLYING ACT, Box 17, Redwood, Tenn.

RICHARD BROS. 3 RING CIRCUS OPENS KINGSPORTE, TENN., APRIL 10TH

Two days rehearsal. Due to cancellations will have all performers, collectively or separately. Transportation with show. Write RICHARD BROS. CIRCUS, P.O. Box 100, Care Billboard, Cincinnati, Ohio.

Wanted Wanted

Will lease complete financial historical circus. Must be in good condition. Write one of the best what you have, condition, where can be seen, terms, etc. OLE ROBINSON, 227 E. 10th St., St. Paul, Minn.

Under the Marquee

By CIRCUS SOLLY

NEARLY 1,300,000 people went to the circus in Moscow, Russia, last year.

J. ALEX BROOK will have a bar act on Downie Bros' Circus.

MRS. WALTER L. MAIN has returned to her home in Geneva, O., after looking over her property in Pennsylvania.

CHEERFUL GARDNER is in the latest Turcan picture, made up as an African native.

B. M. HARVEY, of Lewis Bros' Circus, was a business visitor in Chicago early last week.

HARRY LAPEARL'S dogs, Tony and Woo Woo, are being used in campaign of Mayor Kelly in Chicago.

MYER LEVINE, absent from the circus field the past 10 years, will return and bring with a motorized show.

AS LONG as there are children there will be circuses.

MARSH DeVARO, who years ago presented a trapeze act with Tom Leo, is located in Indianapolis.

BOBBY HASSON, who has been spending the winter in Philadelphia, again will be on the side show of Ringling-Barnum.

DENNIS STEVENS will do tramp clown on the Barnett show. He has been working night clubs, presenting acrobatic contortion act.

LEO HICKS is very ill at the Swedish Hospital, Minneapolis, Minn., he recently having undergone an appendectomy. Letters from friends will be appreciated.

EARL GRAHAM, juggler, who recently closed with the Varieties of 1938 unit, will be with the Conklin shows this season.

H. B. SHIVK, assistant manager of the Elmer C. Meyers Circus, states that the show will not take to the road this season.

EDGAR MAYOTT again played the annual Dog Derby at Red Lodge, Mont., with "Cowboy," high-diving dog, as free attraction.

WALTER AND LOLA LEVINA are still in Jackson, Miss. Lola is "reading" in her Triangle housecar and Walter is playing night clubs.

WILLIAM JUDKINS HEWITT saw Al Butler in Norfolk, Va. Latter, who has Holy Land exhibit will return to the Big Show.

LOSE MONEY and you lose much, but lose your courage and you lose all.

FRANK CHICARELLA and W. M. Matlock expect to open Under Marquee Bros' Circus, European type, in Northern California about April 1.

RED WIGSTED, with the Barnes side show last year, is on the front of the Ohta attraction on the Gayway at the Golden Gate International Exposition.

THREE LARCONIANS are booked to play the Police and Firemen's Circus in St. Louis. They will produce clown numbers, including the Fire House.

FIVE AMERICAN EAGLES, high-wire act, stopped off in Canton, O., en route from St. Paul, Minn., to Hartford, Conn., and visited with J. R. Malloy.

KARYL DEMOTTE, white-face clown, will again be with Lewis Bros' Circus, his fourth season with show. He will do general clowning and work come-in.

HARNEY O'DARE, impersonator, is doing street advertising in Florida. He played the fairs at Myrtle Beach, Myrtle and Sebring and the Halifax Exposition at Daytona Beach.

BESS C. CASTELLO, noted bareback rider, is wintering in California. To keep fit she daily practices with the Poolles Hanneford family in its riding barn at Baldwin Park, Calif.

H. M. FABRELL, ventriloquist, is playing club dates around Ithaca, N. Y. He

states that the Sig-Sautelle show was omitted in C. K. Dublin's list of shows on the road a quarter of a century ago.

FEDERO MORALES and Luis Martinez, now appearing in Frank Fay's vaude show at the 44th Street Theater, New York, have signed a six months' contract, with an option for additional time.

CO-OPERATION is a corporation, a company, an organization. There should be co-operation on shows.

C. R. (BUCK) REGER is in Youngstown, O., assisting in the promotion of the Junior Chamber of Commerce indoor circus, which is being handled by Eddie Karen and Dick Dillon.

KING BAILE cards that he will have the side show with Lewis Bros' Circus. He has been playing night clubs all winter, presenting magic and knife-throwing acts.

PONTIAC (ILL.) High School presented its annual circus, the 10th, this week. Program was under the direction of Jack Haskin, director of physical education at the school.

P. A. (BABE) BOUDINOT, of the Ringling-Barnum advance, left Chicago a few days ago to pilot a fleet of new trucks and station wagons thru from Detroit to New York.

FRANK C. FRIEDMANN, St. Paul Circus Pub., writes that Mrs. Edna Curtis, who put on the Shrine indoor circuses in Minneapolis and St. Paul, is recovering from a severe attack of pneumonia at St. John's Hospital, St. Paul.

EDWARD K. JOHNSON writes that A. C. Bradley's tribute to Mrs. Addie Sparks (the Angel of the White Tops) in a recent issue was an excellent one. He and Bradley were on the staff of Nat Nardet's Majestic Shows 20 years ago.

MAXINE AND TODD are again in Portland, Ore., appearing at Gayety Theater for three weeks. Following this engagement they will go to Los Angeles and move Henry Bros' show to Vancouver, B. C., for opening of Haddley Circus.

ARE YOUR FEET getting itchy? Well, it won't be long now until the red wagons begin to roll.

CLIPP McDOUGALL, with Polack Bros' Circus, pens that show had very good biz at Santa Barbara and Eureka, Calif. Poodles Hanneford riding family and Billette troupe are features. Irv J. Polack was ill of the flu at Eureka.

DOC WADDELL letters: "I made my annual visit to the winter quarters of Byron Spaul's family circus and dramatic tent show at Adelphi, O. 'Tis a hive of industry now, making ready for the season. Will open about the middle of April. Has his eye on Texas territory late in the fall. His 14 trucks, sound wagon, living trailers and autos are being repaired, repainted and relettered. A new wrinkle in his quarters is the tent-making department. Byron makes his own canvas. It is a strictly family show, it representing four generations. Principals now are Byron and wife, his son, wife and their family, and son-in-

law and his family. In early days Byron Spaul was a principal comedian with the big-city minstrel shows like Haverly's and W. S. Cleveland's Mastodons. At 25 he was a principal end man with Lew Benedict, Charles Goodyear and John Queen. He is the only one of that big four living. Byron's father was the Great John LaZelle. A brother was Floyd LaZelle. In the '90s the LaZelle family was featured with the P. T. Barnum show."

WALTER KLINGMAN and wife, Betty, formerly with the Harvey Mills high-wire act, with their sons, Robert and Louis. (Continued from opposite page.)

The Corral

By ROWDY WADDY

FRANK WHITNEY has been named president of the Southern Alberta Stampede Circuit Association, and William Lamb, honorary secretary and treasurer.

SPOKANE (WASH.) STAMPEDE, to be held this summer, will be the Junior Chamber of Commerce's contribution to Washington's Golden Jubilee Celebration, according to Frank Jenkins, president.

FRANK C. GOINGS, manager of the Pine Ridge (S. D.) Sioux Rodeo, which will be held this summer, informs that he has contracted a group of Indians from Omaha for the event.

OFFICIALS of the Raymond, Alta., Stampede, to be held early this summer, include Ray Knight, arena supervisor, and Clark Lund and Raymond Bascomb, new members of the executive board of stampede supervisors.

DATES of member stampedes approved at the annual meeting of the Southern Stampede Circuit Association in Lethbridge, Alta., recently are Manton, Carmanagan, Raymond, Lethbridge and Cardston, all to be held this summer.

MONTIE MONTANA, ace trick rider and ropier of Southern California, recently made the first page of The Honolulu Advertiser, which pictured him jumping thru his catch rope from the back of a trained pluto during the Honolulu Rodeo there February 22-26.

PEARL HIRON, Australian whip manipulator, trick ropier and rider, writes from Cloverdale, Ind., that she has not signed with any rodeo company, nor does she have or intend having a clown act, as was recently reported. She adds she is booked independently for a list of fair dates.

ANNUAL GILLETTE (WYO.) ROUND-UP, under American Legion auspices, will be held this summer, reports Henry K. Hays, secretary. Committee includes Noble Cates, chairman and arena director; Pat Patterson, parade; George Roe, entertainment, and George V. Fox, advertising.

RODEO which opened in Fort Worth, Tex., on March 10 in connection with the Southwestern Exposition and Pat Stock Show drew capacity crowds of from 5,000 to 5,500 for all performances during the first four days. New interest is being taken in the event because of the appearance of Paul Whiteman's Band and entertainers, an innovation which brought much added publicity. Whiteman's rides in the grand entry and then leads his 60-piece band in range music

Bowman Re-Elected Turtle Assn. Prez; '40 Meet to Houston

FORT WORTH, Tex., March 18.—Everett Bowman, Hillsdale, Ark., was re-elected president of the Cowboys' Turtle Association at the second annual banquet and dance at midnight, March 11, after the night rodeo performance at the Southwestern Exposition and Pat Stock Show here. About 200 members, wives and guests attended. Hugh Bennett, Fort Thomas, Ark., was re-elected secretary-treasurer, while Herb Myers, Okmulgee, Okla., was named first vice-president. Others named as representatives for the various contestants were Everett Shaw, calf ropers; Buckshot Sorrellia, team ropers; Eddie Curtis, bronk riders; Hughie Long, steer riders; Hoyt Heffner; bareback bronk riders, and Rusty McClinton, steer wrestlers. Each representative has three assistants in different sections to act for them when they are absent.

Trick ropers and riders now are eligible for membership in the association and most of them have joined, reports Bowman. Rules of the association governing working conditions are being carried out, Bowman said. Association stresses the fact that 167 members work only where all entry fees are added and where judges are qualified men of experience. Bowman, as president, can check prize lists of rodeos where association members are to work without representatives also signing. However, it is customary for both the president and representatives to confirm the lists, which are returned immediately to rodeo managers. Bowman also said any member agitating or causing trouble after a rodeo has been signed by association officers is suspended by the association and the rule is being rigidly enforced. The 1940 convention will be held in Houston in February during the rodeo there.

Misunderstanding between the association and management of the local rodeo concerning elimination of cowgirl bronk riders from the event was settled in time for the opening March 10. Bargain was postponed several days because of the misunderstanding. Matter was settled temporarily when the local management agreed to use one cowgirl bronk rider during the engagement. Cowgirl has not appeared during the first seven performances, however.

overtures, Clark Dennis and Joan Edwards singing Western ballads, Verne Elliott again is rodeo manager, while Mrs. Elliott is secretary. Other officials are Ed McCarthy, arena director; Emeo Hepler, Don Nesbitt and Hub Whiteman, judges; Bob Crosby, pick-up man, and Abe Leffton, announcer. The Eight Ranch Girls, guests of rodeo, ride in grand entry. The fact that these girls were in and the cowgirl bronk rides out almost kept the event from opening when the Cowboys' Turtle Association protested and threatened not to work.

Special events include Jeff Heavis and Liberty horse, Danger; Steve Clemente, Maigra Villacous and Cella Chavez, impalement act; Three Ramsey Sisters, trick ropers; Sydna Yokley, amateur calf roping; Homer Holcomb, clown, and his new midget stooge, Bunky Farrar; Jack (Elmer) Quast, trick rider. Visitors included Mrs. Franklin D. Roosevelt; Governor Rheaugh W. Leche of Louisiana, who gives an engraved pistol each year to best all-round cowboy; and Frank Moore, of the Madison Square Garden Rodeo.

Day-money winners (results are for night contests unless otherwise indicated): Bareback Bronk Riding—First day (Friday, Saturday matinee and night and Sunday matinee): Paul Bond; Fritz Becker. Hank Mills, Smokey Snyder, Paul Crain. Steer Riding—First day (Friday, Saturday matinee and night and Sunday matinee), Hoyt Heffner, Fritz Becker, Ken Roberts, Duward Ryan; Pec Woo Morris, Kid Fletcher and Hobart Flowers split fifth. Calf Roping—First day (Friday, Saturday matinee and night), Homer Pettigrew, Jake McClure, Bill Eaton, Dick Truitt, Cleve Kelley, T. J. Brunson. Saddle Bronk Riding—First day (Friday, Saturday matinee and night), Lee Murray; Eddie Curtis and Harry Knight split second and third; Burel Mulkey and Frank Van Meter split fourth and fifth. Steer Wrestling—First day (Friday, Saturday matinee and night), Shorty McCrory, Homer Pettigrew, James Irwin, Gene Ross; Hub Whiteman and Mike Hastings split fifth. Saddle Bronk Riding—Second day (Sunday matinee (See CORRAL on page 64).

Circus in Blue and Gold

From the deep South comes news of an event which to many New Yorkers will equal in interest preparations for opening the World's Fair on Flushing Meadows. Not long before the inauguration of that colossal spectacle there will arrive in Madison Square Garden an aggregation of familiar wonders on which superlatives have been lavished for many years. While its essentials will be the same, there still be differences made necessary by more exacting public taste and perhaps competition of two great national expositions for public favor. Manhattan, which seldom sees "the big top" will remain calm when it learns that that majestic vault of canvas is to be streamlined as that it should be neither sultry nor smelly within—an innovation which will have to justify itself in neighborhoods where the combined Ringling Bros. and Barnum & Bailey circuses are shown outdoors, with all the accompaniments of carnival. New York will be chiefly concerned with the new decor of blue and gold which will adorn masts, rafters and ringstands. Hangings and tassels of the same colors will appear in profusion. The show has arranged labor difficulties which stopped it cold last year, it believes, and plans to appear in 150 cities and towns. There will be new acts as well as most of the familiar ones; and Gargantua the Great, for whom the adjective terrific seems to have been expressly designed, will again be featured. The management hopes he will react favorably to the new color scheme, otherwise it may be necessary to re-enforce the six carabinieri who watch him ceaselessly as long as the box office is open for business.—New York Herald-Tribune.

Rinks and Skaters

By CLAUDE R. ELLIS (Cincinnati Office)

NEW \$80,000 rollerdrome to accommodate about 2,500 skaters will be built between Westwood and Price Hill, suburbs of Cincinnati, it was announced on March 16 by Western Hills Rolleratorium Co. Ground has been broken and the building will be completed in about five months. Rink will be a one-story 132 by 250-foot brick and steel building. Incorporators are given as William H. Deddens, Margaret Walsh and Virginia Loannaman.

FIRE believed to have been started by careless smoker, on March 14 destroyed Skateland Roller Rink, 107th street and Park avenue, New York. The two-story brick building housing the rink was formerly an armory. In 1904 it was converted into a ballroom and sports arena at cost of \$250,000.

JOYLAND Rollers, newly formed skating club at Edward Keefer's Joyland Park Roller Rink, Fort Jervis, N. Y., has 80 members and staged its first show on March 6 to turnaway business, reports Merien Terwilliger. Show included spinning and figure skating, musical selections, tap dancing and comedy acts.

BETTY LITTLE will appear in Skateland, Trenton, N. J., week of March 27 to give instructions in skate dancing, reports B. W. Marten, manager, Skateland's Opera Club, competing with about 25 clubs on March 5 in a rink in Chester, Pa., won first prize as the best dressed club.

METERS Lake Park Rink, Canton, O., is doing good business, March being booked solid for parties, reports James McClelland, floor manager. Roster includes Harry Shirk, manager; Harold Wilhelm, James Kennedy, instructors; Betty Kennedy, tickets; Jack Barge, skateroom; Bert Grauser, doorman; Marie McAneny, refreshments; Morris Thomas, music; Lee Fletcher, checkroom; Jack Fraley, Pete Onnhauen, skate boys; Ray Miller, parking. Mildred and James McClelland teach skate dancing.

JOE (BUDDY) SOVA, connected with Jack Wythe's Alhambra Roller Rink, Syracuse, and Rochester Rink, Rochester, N. Y., managed by Nellie Menning, reports he is making a tour of Midwestern rinks. He recently visited rinks in Cleveland, Detroit, Spooner and Ashland, Wis., and Mint, Mich.

SAVOY Roller Rink, Chicago, rink for colored skaters, has added Friday matinees to its schedule of Saturday and Sunday afternoon programs, reports Edward J. Ollmarin, manager. Rink has beginners and practice floors which are

also open during matinees. "Tiny" Farham is at the console of the electric organ. Parties are held Thursday nights, when prizes and souvenirs are distributed. New weekly feature, which started on March 19, is Derby Night. Free tickets on entries in appearances are distributed to patrons and holders of winning tickets are awarded prizes.

EQUIPPED with a new floor, the roller rink in Puritas Spring (O.) Park has been reopened for the season. New decorations have been added and some improvements made to the building. Rink will go on full-time schedule with opening of the park late in May.

CITY council in Uhrichsville, O., passed an ordinance regulating operation of roller rinks and dance halls. The measure fixes a monthly fee of \$4 and provides for midnight closing, effective immediately.

SWINGER and Swinger, novelty skaters, were well received during a recent two-day engagement in Doyce's North Beach Roller Rink, Corpus Christi, Tex., reports Jack Darling. Morning sessions are held daily for women, beginners and walkers and two-step lessons and the rink draws considerable business from tourists. Recent private club parties have drawn crowds.

CARL COUYOUMJIAN, formerly operator of Wonder Roller Rink, Detroit, is putting on a temporary rink operation at Holy Cross Church, Detroit, once a week. He plans establishing a permanent rink later.

ARMAND J. SCHAUB SR. reports that he has been named instructor of a school of skating that will open soon in Joplin (Mo.) Skating Palace.

HERB HELMOW recently remodeled his Seattle Rollerdrome and installed an electric organ.

CRYSTAL Pool Roller Rink, Seattle, has installed an electric organ.

BAUMGART Sisters' Sunset Park Roller Rink, Williamsport, Pa., staged a party on March 17. Plans are being made to hold the annual prize waits contest soon.

BELLE'S ROLLER RINK, Fort Wayne, Ind., recently formed fancy skating clubs for boys and girls. Ralph Layman teaches. Girls' Club has 16 members and held a party at the rink on March 18. Maybelle Belle is president and Charlotte Mack is treasurer. Boys' Club will stage a party in April.

INTERSTATE roller-skating contest in Circus Garden Rink, Philadelphia, in conjunction with seven other rinks in surrounding cities was reported most successful. Contest created great interest among skaters, and the rinks increased patronage considerably over the ordinary run. Speed races as principal attractions were both contested. Jess Carey and son, Malcolm, operators of Carman and Circus Garden rinks, have arranged to make the tournaments annual events, believing they create new skaters and added public interest in skating.

A Journey to Detroit

By E. H. MOORE

Coming National championship contests for dance steps on April 27-29 in Lincoln (L. I.) Rink probably will draw the largest gathering of roller skaters ever assembled in this country. I recently witnessed Michigan State championships in Arena Gardens, Detroit, and many tests being taken by members of Arena Gardens Figure-Skating Club. On March 2-5 scores of skaters took tests, morning, afternoon and night, concluding with final contests. If roller-skating contests are not on the program of the 1944 Olympics it will not be the fault of the Martins. The last obstacle has been removed and the ESROA is now affiliated with every skating body and will be backed by them when the matter finally goes to the Olympic committee for action. America will not take a back seat in the matter of talent for its group.

In Detroit I had the pleasure of meeting Ethel Reynolds and wife again, also Helen and her troupe of seven, who were at the Shrine Circus there. On March

5 27 members of Skateland Rink Club, Dayton, O., journeyed to Detroit for figure-skating tests. Arena Gardens Figure-Skating Club will present another show, which promises to eclipse the one of November 8, on the night of April 18. Proceeds will be given to the Ice Skaters' Olympic Fund. Advance sale is large.

With the national convention and contests coming within three days of the New York World's Fair opening, it will be wise for those intending to attend the Mincola meeting not to delay making rooms reservations well in advance.

Roller speed skaters who value their amateur standing will be wise to inquire of promoters of races as to whether they have been sanctioned by the ESROA and if rink operator should attempt to promote either dance, figure skating or speed events without getting sanction.

With all due respect to the article of our English friend, Mr. Beestall, on roller polo (this is what they really play in England) let me impress upon him that we had this game in this country as far back as 1870 and as recently as 1938. America had and still has some of the best professional roller polo players in any country. It was tried out in Cincinnati the early part of this season but proved a financial failure. Owing to the large overhead necessary to maintain talent, it never did pay in this country. I regret to say that unless we adopt the rough tactics of ice hockey, it would be useless to attempt a trial at this time. American rinks are now on a good basis and it will be best to keep them so.

UNDER THE MARQUEE

(See Under the Marquee opposite page) have gone to Wausau, Wis., where Walter will engage in contracting work with his father-in-law, Louis P. Tank. They wintered in Columbus, O. Before going the Klingmans took part in the honor banquet for the Harvey Mills Family at Chillicothe, O.

ROBERT AND LOUISE ATTERBURY (Atterbury Duo) will return to Russell Bros.' Circus. They will be at the Omaha Shrine Circus for Rink Wright, presenting double trapeze and tight wire, making their third time there. Were recently at Palace Theater, Houston, Tex., for two weeks.

JEROME T. HARRIMAN, outside of the week in Sarasota, Fla., has been spending the winter in Washington, D. C. He will leave Washington March 19 for New York to start his season's work with the Ringling-Barnum circus in the press department. Says Jerome: "It will be my first official appearance at Madison Square Garden."

GENE COLE pers that he bought part of the Whitman-Brownlie equipment from Brownlie, including 60-foot round top, two 5 x w. light plants, four ponies, three trunks of wardrobe and trappings and three Dodge trucks. Brownlie kept 15 spotted and cream horses which he sent to his ranch in the Bearpaw Mountains. Parade equipment and seats are stored at Archer, Mont. Cole's equipment went to his ranch at Billings.

CHARLIE POST, who was bandmaster on the McCoy show, has signed with the National Rodeo Association for a series of rodeo-circus dates. His first was at Los Angeles, opening March 19. He had 43 men in the Tournament of Roses parade at Pasadena New Year's Day. More than half the band was made up of former circus troupes. Post has written three new circus galops.

Model Builders' Activities

READING, Pa., March 12.—The following officers of the Circus Model Builders and Owners' Association were recently elected for this year: President, Robert D. Good, Allentown, Pa.; vice-president, Verne Russell, Cedar Rapids, Ia.; general manager, Bert Backstein, Decatur, Ill.; secretary-treasurer, Russell T. Warner, Reading; director of publicity, Harold U. Moore, Reading; manager of

Region No. 1, Charles N. Sateja, Camden, N. J.; Region No. 2, Charles E. Doelker, Harrisburg, Pa.; Region No. 3, Charles L. Stern, Austin, Minn.; Region No. 4, Kenneth D. Hull, Los Angeles.

The association presented its first president, George H. Graf, with a life membership certificate. He recently visited the Ringling-Barnum quarters at Sarasota and was entertained by Terrell M. Jacobs.

William F. Low, Evansville, Ind., and Clarence Cuddeback, Auburn, N. Y., recently joined. John E. Shepard, Chicago, has been doing much work on his Hale Bros' cage wagons.

Charles L. Stern has completed a model wagon and Bert Backstein several cages for their respective shows.

Charles H. Benhart and family, of Berwyn, Ill., were recently in Sarasota and visited the Ringling quarters. Leroy W. Sweetland, who visited in Mexico, has returned to San Antonio, Tex.

Russell T. Warner and Harold U. Moore, of Reading, recently visited with Charles E. Doelker and John McCurdy at Harrisburg. Robert D. Good has an eight-horse team on display in his garage store at Allentown.

Charles N. Sateja has added several new trucks to his Barr Bros' Circus, in changing the color scheme and streamlining show.

Anyone desiring information regarding the association should write to the secretary-treasurer, Russell T. Warner, 1410 Mulberry street, Reading, Pa.

15 Years Ago
(From The Billboard Dated
March 22, 1924)

Grace Wilbur, who was playing with the Barlow Indoor Circus, signed with the John Robinson Circus to work bulls, a menage act and domestic animals.

C. R. Van Grison, for many years on the advance staff of the Ringling show, was permanently located in Detroit with the United Fostling Service.

George Johnson signed with the Walter L. Main side show, of which Doc Oylar was manager, to handle the No. 1 ticket box.

Jimmy Albanese was appointed treasurer of the John Robinson Circus. . . . The Lowery Bros' Show was in new winter quarters in Shemandoah, Pa. The Aerial Cordens signed contracts to appear in the Big Show.

Slim Dewey had the side show on Sells-Sterling Circus.

The Kemp Family of acrobats and Ravis' dogs and ponies were contracted as features with Lyons Bros' Circus.

Charles Katy arrived at the Sparks Circus quarters, Macon, Ga., from Cleveland to work on his pit show.

Stere Patty and his fighting lion group were booked for the Sparks show. . . . The Altkinson Circus, which opened a nine-day engagement in Honolulu, Hawaii, February 21, reported good business.

The Clark, acrobats, signed with the Cooper Bros' Circus. . . . Al Pletcher, contortionist, signed with Rice Bros' Circus. . . . The Telles Four, tight-wire act, booked to play fairs.

Higgins and Lester, contortionists and hand balancers, were appearing at indoor circuses.

Frank P. Meister, bandmaster, past two seasons on Campbell Bros' Trained Animal Shows, was engaged for Chester Monahan's Harris Bros' Show.

Howard Beall was operated on for fistula at St. Mark's Hospital, New York, March 8 and informed, he would retire from circus. . . . Emmett Splunk, clown, underwent an appendectomy at the East Lake pool (O.) Hospital. . . . James E. Peddicor, former animal trapeze on the John Robinson Circus, was at the Rocky Glen Sanitarium, McConnsville, O.

Arthur Cox, clarinetist, for nearly 25 years with circus bands, died at his sister's home in Des Moines, Ia., March 8.



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North Iowa Votes Expansion

Stock To Push Building Project

Budget is increased and varied attraction program is booked by Molesworth

MASON CITY, Ia., March 18.—Executive committee of North Iowa Fair here last week approved plans for reorganization of the corporation and increase of authorized capital stock to \$100,000, and a committee was appointed to formulate plans for immediate distribution of \$20,000 in new capital stock. Project was voted to provide for immediate construction of a new merchants' building, to cost \$26,000, as part of the \$153,000 WPA project undertaken last June by the fair. Amount being asked is estimated to be sufficient to complete the proposed building and to pay off all outstanding indebtedness. It is planned to have construction under way early in April and to have the building ready for the 1939 fair.

Secretary-Manager R. D. (Duke) Molesworth reported that about \$1,300 in new capital had previously been volunteered, with the proviso that proposed construction be continued, and the committee expects to complete collections on new capital stock this month.

Design calls for a structure 90 by 200 feet, with fabricated steel roof construction, eliminating necessity of all inside posts or columns. Building will be of concrete or tile and glass block construction, fitted with demountable and interchangeable exhibit booths, so that it may be opened into a large auditorium. Plans provide for a portable stage at one end and provisions will be made for heating so that the building may be used the year around for fairs, meetings and sectional meetings of junior clubs pending construction of a \$36,000 club building, also a part of the original project. Manager Molesworth is negotiating with a

Minnesota, Iowa Contracts Awarded Barnes-Carruthers

CHICAGO, March 18.—M. H. Barnes, president of Barnes-Carruthers Fair Booking Association, announced he was awarded contracts covering complete grand-stand programs for Minnesota State Fair, St. Paul, and Iowa State Fair, Des Moines.

These contracts, he said, in addition to the company's two new super-musical attractions, include many novel foreign and domestic attractions. State Fair Review goes to Minnesota State Fair and Show of the Century to Des Moines.

President Barnes said both productions will be on a more elaborate scale than in past years, shows embodying up to the minute innovations in scenic design, construction and lighting effects.

PALMETTO, Fla.—Dr. L. M. Schulstad was elected secretary of Manatee River Fair Association, succeeding the late Wilbur E. Mann, who had held the office since inception of the organization.

**Name Bands:
Their Place
In Faindom**
By BENNY GOODMAN
LOOK
For This Feature in
**The Billboard
Spring Number**
Dated April 8



ROBERT MUCKLER'S re-election to a third term as secretary-manager of California State Fair, Sacramento, is approval on the part of the directors of his expansion program and conduct of the annual since he arrived from Hollywood to take the reins. More new buildings and a complete project for FFA and 4-H Clubs are scheduled to get under way this year.

Hennies Suit for Contract in Detroit Dismissed by Court

DETROIT, March 18.—Suit of Hennies Bros. Shows against Michigan State Fair management was dismissed this week by Federal District Judge Edward J. Molnet. Going to trial on Tuesday, evidence was heard in the case, which was ultimately dismissed by the court.

Hennies Bros. sought to restrain the fair management from granting a contract for the 1939 midway to the Beckmann & Gerety Shows, contending that they had had a preliminary contract verbally arranged with Former Fair Manager Frank N. Isbey and the fair board. Present fair management contended that the former manager and board did not have the right to sign a contract for the 1939 fair and that no written contract existed. Political reasons for the change were alleged by the plaintiff.

Crucial point of the trial was testimony of Former Manager Isbey, who, it

(See HENNIES SUIT on page 58)

JASPER, Tex.—R. I. Morrison was elected president of Jasper County Fair Association; T. B. Walters, M. P. Hancock, J. P. Farnell, J. A. Henderson, O. M. Stone, vice-presidents; E. W. Curtis, secretary-treasurer. Texas Longhorn Shows are booked for the midway.

Utah Managers, Foreseeing Big Year, To Be Aided by Auxiliary

SALT LAKE CITY, March 18.—Preparing for what they believe will be their biggest year, members of the Association of Utah Fairs elected officers and set fair dates at the annual meeting on March 8 here in the Newhouse Hotel. C. J. Dewey, Tremonton, was re-elected president. Mrs. Pearl Hunsaker, Honeyville, was named vice-president, and Martha E. Gibbs, Salt Lake City, was re-named secretary; directors for three years, N. J. Crookston, Cache County; Robert Chapin, Morgan County; Frank Lundskog, Salt Lake County.

Mrs. Hunsaker also was elected president of a newly formed women's auxiliary; Mrs. David W. Moffat, Murray, vice-president; Mrs. Vera Carter, Morgan, secretary. Auxiliary will seek to stimulate more interest of women in fairs.

Reports of increased interest in county fairs were brought by the 75 members representing 14 counties. Harry E. Smith, professor of animal husbandry, Utah

Muckler Will Continue Drive For Calif. State

SACRAMENTO, Calif., March 18.—Robert Muckler was unanimously elected to a third term as secretary-manager of California State Fair here by the board of directors, this action giving approval to the expansion program inaugurated by him on his arrival at the Sacramento annual from Hollywood.

In his first year he directed a building program of \$1,000,000 and purchased property upon which is to be located a complete project for Future Farmers of America and 4-H Clubs. New construction is scheduled to get under way this year. In addition to the building program, he brought new attractions to the fair. Many improvements were introduced in the live-stock division.

Manager Muckler's program calls for new county exhibit, floriculture and educational buildings and increased facilities for industrial exhibitors. Attendance in 1938 was 637,682, an all-time high, and record attendance is expected in 1939.

More Changes Made On Staff in Detroit; Kelley Resumes Post

DETROIT, March 18.—Some personnel changes have been made on the staff of Michigan State Fair here with replacement of W. H. Watts, with the fair several years, and recently acting executive secretary. His place is being taken by Loyce German, who will be purchasing agent and in charge of concessions in new arrangement of duties.

Harry B. Kelley, secretary of Hillsdale (Mich.) Fair, returned as State Fair superintendent of live stock but was forced to go back to his home this week because of illness.

He is one of the most experienced men in the fair management, having held his present post about 10 years until he resigned two years ago.

York Books Attractions

YORK, Pa., March 18.—Samuel S. Lewis, president-general manager of York Interstate Fair, reports that the 1939 grand-stand program has been booked thru Frank Wirth, Inc. Prosk's Tigers and California Varsity Eight will headline the afternoon show, which will include Bersolini Troupe, high wire, Lime Trio, comedy; Dobas Family, teeterboard; Great Sitagli Troupe, comedy-bands; Emerald Sisters, acrobats, and William and Joe Mandell, acrobats. Ernie Young's revue will be featured in the night show.

State Agricultural College, Logan, said the college dynamometer used for horse-pulling contests would be available again this year. Influence of fairs in encouraging young people toward better agricultural practice was praised by Fern Shipley, Logan, assistant State 4-H Club director. Naphi L. Morris told of plans for Utah's Centennial Celebration in 1947, outlining beautification of the city, purification of Jordan River and development of tourist camps. He said the Legislature probably would appropriate funds for immediate start of preparations.

Ernest S. Holmes, State Fair secretary and secretary of the Utah commissions for participation in this year's world's fairs, told of the State's \$37,000 exhibit in New York and \$25,000 display in San Francisco. Mark Nichols, State superintendent, spoke on vocational agriculture. A banquet and floor show closed the session.

Mutuels Funds Boost Number of Calif. Fairs

SACRAMENTO, Calif., March 18.—The fairs in California have come to life in the past three years, due to the pari-mutuels funds being distributed to agricultural fairs. At the present time there are 44 district fairs, 17 county fairs and California State Fair here. Five years ago there were less than a dozen fairs in operation. At present most of the fairs are building or preparing to build permanent plants. Some fairs now have very fine layouts.—LEWIS PAINE, Secretary-Treasurer, Western Fairs Association.

Hamid Purchases Plant at Trenton

TRENTON, N. J., March 18.—George A. Hamid this week purchased Interstate Fair comprising 125 acres on outskirts of this city and for 32 years site of New Jersey State Fair. Hamid interest purchased everything, including plant, good will and equipment, at an undisclosed price, although it was reported the amount received will provide a dividend of \$135,000 worth of stock outstanding after meeting all obligations. Negotiations were under term agreement and Interstate Fair Association, former operator, will continue in existence until all transactions are completed.

Hamid has operated the fair for the (See HAMID PURCHASES on page 52)

SAN AUGUSTINE, Tex.—W. B. Thomas was elected president of San Augustine County Fair Association; A. O. Rushing, vice-president; J. J. Mitchell, secretary; J. L. Brown, treasurer. Association plans to hold its 30th event on new grounds, 19 1/2 acres recently bought on a highway one mile out of the city.



STANLEY A. MATZKE, retiring president, after two one-year terms, of Nebraska Association of Fair Managers, is a leader in the move to reorganize the State Fair board along more modern lines. He is secretary of Seward County Fair, Seward, serving his eighth year in the post, a lawyer and farm owner and operator. He addressed the January annual meeting of NAFM in Lincoln on subjects pertaining to more exhibit interest in fairs and ideas that can be gleaned from this year's world's fairs.

**Attraction
Budgets Up**
(A Symposium)
LOOK
For This Feature in
**The Billboard
Spring Number**
Dated April 8

Rodeo Draws Tops At Ft. Worth Show

FOIT WORTH, Tex., March 18.—Altho only a few figures have been given out, it is said attendance on the first week-end at Southwestern Exposition and Fair Stock Show and Rodeo here on March 10-12 was slightly below record attendance of the 1938 show. Weather was good, except for a dust storm on the opening Saturday night, which upset the midway somewhat. Attendance was said to be about 28,000, compared with 31,696 on opening Saturday last year.

While general attendance has been down, rodeo attendance is up, between 5,000 and 6,000 at each performance. Spurt is attributed to Paul White man and orchestra whose presence added new life to the rodeo. The Roundup, new night club on the grounds, taking the place of Rainbow Gardens, had good attendance on the week-end, but not so good on week nights. Whiteman and orchestra are featured here, too. Prices, \$2 and \$2.50 per person, have kept some business away. A line of girl dancers was added to the Roundup floor show Tuesday night. This spot has been noted for girl shows and lack of girls this year caused some squawks.

Concession space in the exhibit building was cut down when the Roundup was made larger, the place now covering nearly all of one exhibit building. Concessioners in the exhibit building reported business not as good as last year's on the first week-end, altho concession space rates went up about 25 per cent compared with last year. Visitors have included Mrs. Eleanor Roosevelt; Gov. W. Lee O'Daniel; Gov. R. W. Leche of Louisiana, a rodeo fan; Frank Y. Dow, W. B. Warren, Houston Stock Show; Fred Tennant, concession manager of the State Fair of Texas, Dallas, and Samuel Burt, Dallas.

New Midway for Atlanta's Lakewood Is Being Readied

ATLANTA, March 18.—When Bockmann & Gerety Shows play eight-day Southeastern Fair in Lakewood Park here this year the carnival will initiate a new midway which, with other improvements, represents a \$35,000 WPA project, reports George D. Kitlinger, Lower midway along the lake and race track is being drained and graded and a pavement 50 feet wide will be laid.

Lakewood Park opened on March 12 with speed-boat races. Lucky Teler's Hell Drivers are booked for performances on April 2 and 9. Speed-boat, auto and motorcycle races are planned for remainder of the season. Midway will open on April 29 and remain in operation until close of the fair, said President Mike Benton and Virgil Metzger, secretary.

Fair Grounds

ELKHORN, Wis.—Directors of Walworth County Agricultural Association voted to purchase five acres across from the race track and adjacent to present parking area on the fairgrounds to be used as picnic grounds during during fair week. Board asked for estimates on construction of a 90-by-42-foot floral building.

ALBION, N. Y.—Revision of the 1939 premium list of Orleans County Fair is

"What Taxation Laws Are Valid?"

In this issue, in the Carnival Department, is the 14th of a new series of legal opinions of special interest and benefit to people in various lines of show business. One of these articles appears in the last issue of each month. The author is Leo T. Parker, writer and lawyer.

being pushed by a committee, Howard Hill, J. Howard Pratt and Earl Strickland. Secretary Daniel W. Hanley said classes which have not had entries will be dropped.

BARRON, Wis.—A referendum at the April election here will decide whether the county shall purchase grounds of Barron County Fair Association. If adopted, the county is to obtain the property free and clear of all encumbrance except a \$7,500 mortgage, which it will assume and agree to pay within three years with interest, providing the fair association will tender all outstanding stock null and void.

SWIFT CURRENT, Sask.—Site on the east side of town has been chosen for new fairgrounds.

CROSBYTON, Tex.—Crosby County Fair Association, non-stock corporation, has been chartered to conduct fairs, incorporating being given as W. N. Romane, W. T. Dunn and Frank E. White.

TIPPIN, O.—A three-year lease has been taken on a section of Attick Fair grounds on which will be established a Civilian Conservation Corps camp. Twelve buildings, including five barracks, will be erected immediately, said M. L. Howell, Seneca County agricultural agent.

CLEARFIELD, Pa.—Five-day 1939 County Agricultural and Industrial Exposition will be presented here again by Clearfield Volunteer Fire Department. General manager of committee is William Brice, Bedford, president of Penn-

sylvania State Association of County Fairs.

HUNTSVILLE, Ala.—The 1939 Madison County Fair here will have West's World's Wonder Shows on the midway. A pig club project for boys is one of the new agricultural activities to be launched. Another dairy cattle show is planned as a feature.

CHATTANOOGA.—Enlargement of the live-stock show and addition of an egg show were announced by Mrs. Maude Atwood, secretary, for the 1939 Interstate Fair here. Johnny J. Jones, Exposition has been signed. Chamber of Commerce announced special awards for winners in Hamilton County pig chain sponsored by the chamber. Exhibits of Jersey, Aberdeen-Angus and Hereford cattle are being arranged by President Joe Engel.

Grand-Stand Shows

FLASH WILLIAMS and his Thrill Drivers will open their season April 2 on Ozark Empire District Free Fair grounds, Springfield, Mo. They are also signed to appear at the 1939 New York State Fair, Syracuse.

ERNE YOUNG closed contracts last week for grand-stand shows at Bremer County Fair, Waverly, Ia., and Steele County Fair, Owatonna, Minn., this to be his eighth year at-the latter annual.

C. L. (JACK) RAUM, owner of Raum's Circus, reported the show will again carry some 30 circus acts and about 20 thrill acts and will open in Leavenworth, Ind., on July 25. Equipment includes 12 rolling units, 12 housecars and a padroom tent carrying 25 to 30 people. Fairs contracted to date include Powersville, Illiana, Corunna, Mason, Jackson, Mich.; Watouon, Wooster, Ashland, Carrollton, O., all but two of which have been played previously.

HOLMES County Agricultural Society, Millersburg, O., has contracted for the 1939 fair the Harry Taylor Rodeo with Gus Sun Agency. Rodeo will be first ever presented at the fair.

Create Exhibitor Interest

By STANLEY A. MATZKE
Past President Nebraska Association of Fair Managers

Address of retiring president, who served two years in the post, before the January annual convention of Nebraska Association of Fair Managers in the Cornhusker Hotel, Lincoln.

Whether we recognize it or not, I am of the opinion that our interest in "The Fair" is dictated by various motives—economic—cultural—sociological. The origin of the fair was wholly economic. The phrase "economic problem" is of current usage, but the meaning of the phrase is as old as the human race. Ages ago, in that gray dawn of civilization, when man first turned his face from the clod to the sun, "The Fair" was born of the necessity of the exchange and distribution of goods, a place where people came to show their wares, to barter and to trade. The exchange of ideas and fellowship so characteristic of the fair naturally followed. Amusements, entertainment and recreation were a natural addition. And then the development of the educational and cultural side of the fair.

To get the correct viewpoint, we must realize that the fair encompasses the ideas of exchange and distribution of goods; the exhibition of the products of man's mind, penmanship and effort; of amusement and entertainment; of sociability and co-operation; of the exchange of ideas and education; of encouragement to the arts and sciences and of a wider appreciation of things cultural.

Features Well Balanced

From the time of its origin, thru all history—Egypt, Greece, Rome, England—thru the times when the Anglo-Saxon king and his barons mingled with the peasants on the dusty fields of the Shire Fair to the present day, the fair has filled a valuable place in our economic, agricultural, business, social and cultural life. Many of our worth-while present-day institutions owe their development to the exchange of ideas, good fellowship, lessons and inspiration of "The Fair."

The fair to serve its highest purpose, or if might say to justify its existence, must be a healthy development of the original and basic reason for its exist-

ence—the exhibit of products and ideas. Everything connected with the fair must be subordinated to and help to build up what I choose to call "Exhibitor Interest." The fair is not on the race track, not in front of the grand stand, not on the midway; the heart of the fair is in the exhibit halls and barns and the life-blood of the fair is exhibitor interest. Every other feature of the fair, altho playing a part, must be developed only insofar as they assist in gaining interest, enthusiasm and support for the exhibit end of the fair.

Any fair which sells its birthright for a mess of pottage, be that too much midway or grand-stand entertainment, over-indulgence in racing, either pari-mutual or otherwise, gambling and immoral exhibitions or even overemphasis of attendance or financial profits, cannot serve its highest and most useful purpose. A well-balanced fair, built upon the sound foundation of exhibitor interest, properly advertised and made interesting by the right kind and the correct amount of flash and glitter, is a worthwhile institution in any county or State and a source of wholesome entertainment and inspiration to its citizens and will withstand the winds of drought, depression and public criticism.

Inspiration in Expos

I want to comment upon the exceptional opportunity that all fair secretaries and managers are having this year to study the planning, laying out, advertising, promotion and actual holding of a fair. I refer to the New York World's Fair and the Golden Gate International Exposition, both of which will open this spring after years of planning and work. Ofhand, one would think that it is a far cry from one of these international expositions to our little county fairs or our State fair. But even a casual study will reveal that the basic principles and ideas involved are the same. Here you have an example of fair planning and promotion at its highest, state of development, carried out by experts in the game.

Get a copy of the World Almanac



Thank Physical Cultural Magazine for the splendid story, April issue

World's Highest Aerial Act. No Risk—No Safety Division Finishes with a 100-foot "Slide for Life."

THRILLS Solden AND CHILLS IN THE STRATOSPHERE MAN

A spectacular night and day exhibition. Spectacular, spine-tingling and thrill-packed. Send for material circular AVAILABLE FOR FAIRS, PARKS and GOLF COURSES. Permanent address, care of THE BILLBOARD, Cincinnati, Ohio.

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Texas Jack, Slim, Yelling Cowboy, and the members of Cowgirl and Stage Show Marie Hays, Edna, Jugglers, Circus, Comedy, and Celebrated Comedians interested in animal show production Old West for their date. Other commissions or flat rate, contact us at once.

The Pluto City Fair Attractions French Lick Springs, Ind.

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September 13, 14, 15 and 16

5 Community Fairs preceding County Fair.

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Address Centralia, R. 1.

WANT MORE REVENUE for YOUR ORGANIZATION?

Read "BINGO BUSINESS"

A Column About Bingo in the WHOLESALE MERCHANDISE Department

THIS WEEK and EVERY WEEK

which came out a week ago, and read, beginning on page 44, the article of Grover A. Whalen, president of the New York World's Fair for 1939. Read the articles on the exposition which are appearing in the daily papers and current magazines. The New York Times will have a World's Fair issue out early in March, which I am eagerly looking forward to. If, after reading this stuff, you have failed to catch the inspiration, have failed to see the applicability to your fair, then all I can advise you to do is to (See CREATE EXHIBITOR on page 36)

Current Views of Economic Authorities

BROOKMIRE

"As spring approaches the nation appears to be on the threshold of a vigorous upturn which may carry beyond levels now considered reasonable."

See Page 63

Big Increase in Policy Holders Predicted by Campbell; Reviews History of NAAPPB Risk Plan

CHICAGO, March 18.—John Logan Campbell, Baltimore, official insurance consultant of the National Association of Amusement Parks, Pools and Beaches and broker of record in the association's public liability insurance plan, which it has been operating in co-operation with Associated Indemnity Corp. of California for the past three years, when recently interviewed spoke enthusiastically of prospects for the 1939 season, declaring everything points to the biggest year from a standpoint of premium volume since inception of the plan in 1935.

A year-by-year increase in policy holders and premium volume, he said, is the best proof of the merit and satisfaction afforded policy holders by the plan. He presented this list of those coming under the plan during the 1938 season: Fred W. Pearce & Co., Detroit; Glen Echo Park, Washington, D. C.; Philadelphia Toboggan Co., Philadelphia; Innes Bros., Inc., Philadelphia; Harry C. Baker, New York; Luna Park, Coney Island, N. Y.; Riverview Beach Park, Pennsylvania; No. 1; Pleasure Beach Park, Bridgeport, Conn.; Woodside Park, Philadelphia; Spring Lake Amusement Park, Oklahoma City; White City Park, Worcester, Mass.; Lake Compounce Park, Bristol, Conn.; Crescent Park, Riverdale, R. I.; Coney Oak Park, Baltimore; Idlewild Park, Lionter, Pa.; Idora Park, Youngstown, O.; Seaside Park, Seat Pleasant, Md.; Summit Beach Park, Akron; Acushnet Park, New Bedford, Mass.; Cedar-Ebelleger Corp., Wildwood, N. J.; Lenape Park, West Chester, Pa.; Marshall Hall (Md.) Park; Mid-South Park, Memphis; Meyers Lake Park, Canton, O.; Norumbega Park, Auburndale, Mass.; Olympia Park, McKeesport, Pa.; Rock Springs Park, Chester, W. Va.; Auto Rest Park, Carmel, Me.; Columbia Amusement Co., Butte, Mont.; New Broad Tuppie Park Co., Indianapolis; Parkview Amusement Co., St. Louis; Playland Corp., New Orleans; Riverside Amusement Park, Indianapolis; Tennessee Valley Agricultural and Industrial Fair, Knoxville; Carl & Ramagosa, Inc., Wildwood, N. J.; Buckroe Beach, Va.; Myrtle Beach, N. C.; Dodgem Corp., Exeter, N. H.; Fred Fausner, New York; R. S. Uzzell Corp., New York; Haydon Island Amusement Co., Portland, Ore.; Rocky Point Park, Warwick, R. I.; Old Orchard Ocean Pier Co., Old Orchard Beach, Me.; and Russell Dickinson, Atlanta.

More Ops Coming In
Mr. Campbell said that from present indications all of last year's policy holders will again be operating under the plan with many additional operators signifying their intention to come under the plan. Asked why NAAPPB had interested itself so much in the public liability insurance situation, he stated: "According to the industry's records of 1931 a vast majority of parks and device operators over the country could not obtain public liability protection from reputable casualty insurance companies."
(See **BIG INCREASE** on page 60)

Fundamental Principles

(Or "Where Do We Go From Here?")

By HARRY G. TRAYER

LOOK For This Feature in The Billboard Spring Number

Dated April 8

Greater Potters' Outing Will Go to Chippewa Lake

EAST LIVERPOOL, O., March 18.—Annual outing of the National Brotherhood of Operative Potters will be held in June in Chippewa Lake Park, near Medina, O., committee in charge has decided, first time in the 16 years of potters' outings that the event has been held there.

Outing generally attracts more than 20,000 potters and families from Ohio, West Virginia and Pennsylvania, but because major pottery plants are now operating at near capacity at present it is expected an even larger crowd will attend.

Outings in 1937-'38 were in Idora Park, Youngstown, O., and for several years before were in Meyers Lake Park, Canton, O. Arrangements have been made to run special trains.

New Spot for Seneca Falls

SENECA FALLS, N. Y., March 18.—A new spot, Lakeside Amusement Park, will be opened here by William E. Cross with Merry-Go-Round, Ferris Wheel and other rides and concessions. Excavating and grading on the site are under way, with opening planned for Decoration Day.



SOL A. STEPHAN, director emeritus of Cincinnati Zoo, who will be honor guest at a civic dinner given by the Cuvier Press Club, Cincy, on his 90th birthday anniversary on April 3. He took over management of the zoo on September 15, 1875, and retired from active management in September, 1917. Photo was taken when he planted the "Stephen Oak" at the zoo during a previous observance of his long service.

Civic Bow to Cincy Zoo Vet

Tribute to Sol Stephan on 90th birthday arranged by members of Press Club

CINCINNATI, March 18.—A civic tribute will honor Sol A. Stephan, director emeritus of Cincinnati Zoo, on his 90th birthday anniversary on April 3. Cuvier Press Club is taking the lead in a plan to tender him a public birthday party in its clubrooms on that occasion. Eric L. Schulte, well-known civic leader, has been appointed committee chairman in charge.

Event is described in a letter he has sent to all members of the club, inviting them to attend and calling attention to the fact that it is open to the public.

The letter, in part: "Sol Stephan will be 90 years old on April 3 and we are going to give him a birthday party such as (See **CIVIC BOW** on page 64)

San Fran Playland Preps for Carnival

SAN FRANCISCO, March 18.—Playland-at-the-Beach's annual nine-day Saway Spring Carnival will open on April 1. Ticket strips for six free rides are distributed thru purchases in stores.

Seal Rocks lunchroom in the Cliff House Gift Shop opened yesterday, catering to sidewalk trade. Business outlook at Playland for the summer is good, said Owner George Whitney.

Herman and May Schweitzer, operators of Pop-the-Balloons concession, are seasoned trouper. May was a member of the Three Dixon Sisters of a few years back. Herman was a member of the Melvina Troupe and later was associated with the Ward Trio, high act.

Newly installed Rolloplane, Octopus and Stratoship are getting a good quota of riders.

Loan Firms Take Indianaola

COLUMBUS, O., March 18.—Indianaola Park here went to Columbian Building and Loan Co. and Lilley Building and Loan Co. on their combined bid of \$45,000, the amount of mortgages they hold on the property, at a public auction sale. State Building and Loan Superintendent Charles Marion said the swimming pool and dance pavilion may be operated by the institutions rather than permit them to be idle if they are not resold. For more than 25 years the North Side amusement center had good patronage. Besides amusement features, there are 32 lots in the park tract.

COLUMBUS, O.—By a vote of 58 to 61, the House defeated the Marshall Bill, which would have authorized Ohio State Archaeological and Historical Society to collect 25-cent admission from persons entering State memorial parks.

N. O. Beach Funds Allotted; Coaster Is Up

NEW ORLEANS, March 18.—The WPA in Washington this week allotted \$1,057,785 for further development of a public bathing beach on Lake Pontchartrain near Milneburg, adjacent to land recently leased by Playgrounds, Inc., operator of Pontchartrain Beach, for a new amusement park. Under the project Orleans levee board plans to spend \$285,293 for its part in the project, and (See **N. O. BEACH** on page 60)

Galveston Sets Splash Day

GALVESTON, Tex., March 18.—Splash Day, official opening of Galveston Beach, was set for April 23 by Galveston Beach Association. Carlos Ippolito was re-elected president; Roy Harm, vice-president; Charles A. Schotter, treasurer; Florence J. Wyndelitz, secretary. Plans for the 1939 season will be announced at the annual spring meeting next week.

ATLANTA.—State Senate killed a bill passed by the House authorizing Fulton County commission to impose an additional tax of 1 mill upon all property owners in the county for support of a system of county parks.



HARRY A. ILLIONS, who is operating rides at Golden Gate International Exposition, San Francisco, left there last week for a stop in New York City, during which he will visit concessions executives of the World's Fair before leaving for Montreal to inspect rides and other attractions he operates in Belmont Park. If arrangements can be made with General Manager Rex D. Billings, of the park, some Illions rides may be seen in Prolezland at the 1939 Canadian National Exhibition, Toronto. Prolezland Manager J. W. (Patty) Conklin and Illions conferred during the former's recent visit to the GGIF. Illions plans to fly back to San Francisco later in the season.

Cincy Coney To Open Early; Schott Sounds Cheerful Note

CINCINNATI, March 18.—Coney Island here will open in its entirety on May 20, one week earlier than in previous years, the management announced today. The park will be open over week-ends two weeks prior to May 20.

Moonlite boat-ride excursions on the Ohio River, a large number of which have been booked to date, will start on April 1 and continue until May 20.

Edward L. Schott, president and general manager of Coney Island, Inc., sounds an optimistic note in regard to prospects for the coming season. Boat-ride bookings thus far exceed by a large number the bookings of the past several years for the comparable periods.

More than 1,000 organizations, civic

and fraternal groups, sororities and fraternities, have arranged for boat-rides, he said.

Sylvia Rhodes will be featured vocally with Clyde Trask's New Orchestra aboard the Coney Island steamer Island Queen during its spring season of moonlite dance excursions. Featured with some of the leading name bands of dance circula, she is a favorite among Cincinnati dancers. Trask will introduce a number of new specialists, including Ed Schaefer, trumpet; Bob Burke, tenor; Bob Baker, pianist, who hails from Marietta, O., and who features the vibraphone, and Bill Malloy, first trumpet, who has been heard much on radio.

What Showmanship Meant to Pontchartrain Beach

By AN OBSERVER

LOOK

For This Feature in The Billboard Spring Number

Dated April 8

American Recreational Equipment Association

By R. S. UZZELL

J. J. Carlin, Baltimore, has had the courage of his convictions in continuing to invest his money in rebuilding since the big fire. He does not use other people's money, but invests his own and takes all responsibility. His roller rink is used also for wrestling and boxing and has ample seating capacity. Many wonder why the fountain of his swimming pool, built last year, continues to run all winter and does not freeze. It is the return from his cooling system of the artificial ice production for his ice skating and hockey arena. Heretofore it cost him \$2,000 per year for water to cool the system. Now his swimming pool does the work and helps to pay its keep.

Just now he is planning some more new construction for the 1939 park season. His hockey team has been a winner and is partially responsible for his successful winter operation. He surely knows how to select hockey players that constitute a winning team.

"What Taxation Laws Are Valid?"

In this issue, in the Carnival Department, is the 14th of a new series of legal opinions of special interest and benefit to people in various lines of show business. One of these articles appears in the last issue of each month. The author is Leo T. Parker, writer and lawyer.

He is also making improvements at Buckeye Lake, O.

At Gwynn Oak Park H. W. Walters is spending some real money. He is making the Merry-Go-Round building over to look like a modern one and is installing a Philadelphia Toboggan ceiling all-horse machine. He is remodeling his Whip and Airplane Swing. He has been at the park for years and surely has faith in its future, which his present performance amply shows. When his work is complete the park will have the appearance of having been rebuilt.

Extremes of Climate

Only last week the writer found it. (See RECREATIONAL on page 57)

Long Island

By ALFRED FRIEDMAN

Now weather that fails, however, to dampen local spirits is slowing up trade but by no means deterring beach folk from going about amusement property summer preparations with the customary spring zeal. At Rockaway, Long Beach and Jones Beach there are more than 1,500 seasons engaged in summer preparatory work, with again that number scheduled to take up work before Decoration Day.

Because of stringent regulations being enforced in regard to roadside stands in Queens County, no small number of operators are shifting the scene of activities to a Nassau County locale, with the region surrounding Long Beach, the choicest section. Valley Stream State Park is being enlarged.

Long Island State Park System, because of the World's Fair influx, is expecting to attract at least three times its usual patronage, which last year was about 6,000,000. Long Island Railroad will more than double its railroad operations to and from the beaches this summer, expecting its greatest in history. Among other signs of an anticipated healthy rush of bathing trade are ambitious plans for Jacob Ritis Park, Neponsit. More than a dozen public handball courts will decorate the beach front at Rockaway, an innovation.

N. Y. Charters Are Issued

ALBANY, N. Y., March 18.—These concerns received charters of incorporation this week from the secretary of state: Unit Guild Associates, Inc., New York City; stockholders, Bannett H. Livingston, David Klein, Jeanette Kaplan. Rocket Operating Co., Inc., Brooklyn; shareholders, Philip Calamaris, James Kyrimas, Matty Calamaris, Brooklyn. Observation Crane Co., Inc., New York; promoters, Elmer F. Strunk, Philadelphia; Harry Bloom and Harry G. Traver, New York City.

SEATTLE.—Crystal Pool here will soon open for the spring season.

The Pool Whirl

By NAT A. TOR

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

Aquatic Promoters

When the column published a letter from Capt. Jimmy Jamison a few weeks ago about water-show promoters, Bolly Solomon, world's high-diving champ, took exception to statements in the letter, and now comes Jack Coppinger, who seems to side with Jimmy. Coppinger, writing from his headquarters in Miami, says, in part: "I would like to make myself clear on the subject of water-sport promoters in Miami, as I have followed this line in Miami for the past 20 years and consider myself thoroughly acquainted with the subject, having staged shows in every pool in the vicinity, and a performer and not as a promoter."

"In my opinion, Jimmy Jamison practically hit the nail on the head in his statements regarding promoters of water sports. Regarding Jamison's statements concerning chiseling in Florida, aquatic performers have been chiseled and if they don't accept what they are offered they are replaced, as Mr. Jamison says, by locker boys who are featured as the real thing. The public today is more or less wise and, I ask you, how far will aquatic shows go and how long will they last under such promoters?"

"What the profession needs is more liberal and more broad-minded showmen and not the type who chisel and belittle a true professional in order that they may receive his services on a star-to-death-salary with the threat of being substituted with a locker boy if he won't agree with the promoter. Miami has produced many stars of international reputation, such as Marshall Wayne, Pete Des Jardins, Anne Booker, Katy Rawls, Flaanagan brothers and many more of note. Every one of them reached the heights the hard way and not one has ever had a promoter come to his or her assistance when the steps in the ladder were about to give way."

Oregon Swim Law

Mainly thru efforts of Jantzen Swimming Association and Portland Life Saving and Safety Instructors' Club, a bill was recently passed in the Oregon Legislature calling for strict supervision over heretofore unguarded beaches on rivers and lakes. New law is expressly aimed at small people resorts, which in past accounted for too many drownings. It is charged, which could have been prevented. Idea is a fine one and Paul H. Huedepohl, of the Jantzen association, deserves hurrahs for work he did in pushing it thru. Senator Ashby O. Dickson introduced the swim bill at request of Sheriff Martin D. Pratt, Multnomah County. But you can bet that good ol' Pratt was in there fighting for the aquatic tanks in that area which regularly were affected by mismanagement of the "bad apples" in the industry.

Contest Suggestions

Regarding forthcoming high-diving championships, Lucille Anderson, plucky high diver, submits her suggestions on how the contests should be conducted this year. She writes, in part: "I agree that entrants in the coming high-diving contest should be limited to divers. There (See POOL WHIRL on page 64)

Thanks Physical Culture Magazine for the splendid story, April issue World's Highest Aerial Act. No Risk—No Safety—Business Finishing with a 500-foot "Slide for Life."

THRILLS AND CHILLS THE STRATOSPHERE MAN

A spectacular night act: day exhibition, breathless, spine-tingling and thrill-packed. Good for material promotion. AVAILABLE FOR FAIRS, PARKS and CELEBRATIONS. For address, care of THE BILLBOARD, Cincinnati, Ohio.

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MAY 27th, THROUGH LABOR DAY.

MARSHALL HALL PARK

Delicately furnished Restaurant, Drinks, Pool, Corn, Hot Dogs, Candy and Games. BEAT! BEAT! Good Spot on Potomac River Near Washington, D. C. Apply to G. ADDISON, Care Wilson Lumber, Inc., 715 Street Warfare, Washington D. C.

Excellent Opportunity

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Owner, E. M. DOWNING
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GARL FLOCK, Jackson Lake Inn, Jackson, Wyo.

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232 1/2 3rd Street, Rockaway, N. Y. Phone: Zetrespan 4-8058.

Current Views of Economic Authorities

• COLONEL AYRES

"Business gains so far attained are being fairly well maintained, and it seems reasonable to expect further advances over the next few months."

See Page 63

MERRY GO ROUNDS—NEWLY BUILT

Will Sacrifice for Quick Sale to Close Out:

ONE 48 FOOT, 4-ABREAST JUMPING HORSE MACHINE.
ONE 48 FOOT, 3-ABREAST JUMPING HORSE MACHINE.
All mechanical parts NEW with MODERN standard equipment.
Also Reconditioned 3 Abreast Portables, excellent condition.

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LEATHER—NON-TRANSFERABLE DANCE CHECK

WESTERN BADGE & NOVELTY CO., 402 N. Exchange St., ST. PAUL, MINN.

RA Ups '38 Winter Mark

Orlando shows 20% increase—Kemp arena has best individual gain

TAMPA, Fla., March 11.—Royal American Shows' quarters became a beehive of activity this week with return of equipment and executives from Sarasota, Fla., where the mid-winter tour ended Saturday. Elmer C. Velare, business manager, said the trek showed substantial increases in business, with Orlando, Fla., 20 per cent ahead of last year, which was slightly under the all-time high of 1937. Kemp Thrill-Arena, he said, experienced the best individual gain, with Aldrich's Imperial Hawaiians running a close second. Winter Haven and Tampa produced gains of 5 and 18 per cent respectively over last year.

Sarasota, an initial engagement, started slowly, but picked up thru the week with satisfactory results at closing. Shows has been booked again for 1940. While definite arrangements have not been made relative to resuming participation in the Pinellas County Fair at Largo, Fla., it was understood the date has been offered to the Amusement Corp. of America for 1940. J. C. McCaffery, R.A. general manager, vacationing in (See RA UPS '38 on page 45)

Siegrist, Snodgrass In Carnival Combo

WEST PALM BEACH, Fla., March 18.—Edythe Siegrist, well known in circus and carnival fields thru presentation of her flying act, has formed a partnership with Nona Snodgrass to operate a new show in 1939 under the title, the S. & S. Shows. Mrs. Snodgrass, now a ride operator, and the late T. L. Snodgrass for many years operated their own shows. Opening has been set for April 1 in Winder, Ga., and staff will include Edythe Siegrist and Nona Snodgrass, co-managers; R. F. Ardulcer, assistant manager; Nina Scott, banners and advance; Paul Griffin, scenic artist; George Randall, electrician and sound car; and Tom Cuprag, lot superintendent.

ACA Gets Columbus, Miss.

CHICAGO, March 18.—Latest addition to the route of the three Amusement Corp. of America shows includes Columbus (Miss.) Fair and Livestock Exposition, of which Kenneth G. Sickler is manager.

Starbuck Is Buckeye Auditor

NATCHEZ, Miss., March 18.—General Manager Joe Geller last week announced that with the opening of the Buckeye State Shows Harry Starbuck will be promoted to auditor. Secretarial duties will be handled by Dayton Curtis. Starbuck and Curtis have been with the organization for several seasons, and last year Starbuck was secretary while the latter managed the Ten-in-One.

Getting Most Out of Sound Equipment

By D. L. ELAM

LOOK

For This Feature in The Billboard Spring Number

Dated April 8

Buy Bull for Blurbs

Sung to the tune of "Purchase Pachyderm for Publicity"

NEW YORK, March 18.—World of Mirth Shows have bought an elephant from Bill Ketzow, Kay Brod's Circus. Bull will have a three-way use. 1. Riding kids and anyone at 10 cents a copy. 2. General publicity. 3. For nationally advertised products in banner form now under negotiation by Gerald (Spelled the-Same-Backward-and-Forward) Spellens.

Max Linderman, general manager, and Mrs. Linderman are back from Hot Springs and Florida. L. H. (Don't Call Me Doc) Cann, general agent, preparing to go up the line on dates. T. W. (Slim) Kelley, side-show manager, in and out. Jim McHugh, press rep; readying early-season material from here. Spellens adding chauffeur.

SLA Spring Frolics Success Is Assured

CHICAGO, March 18.—Plans for the Spring Frolics of the Showmen's League of America are progressing nicely. It is reported by George Johnson, chairman. Not only will those who attend be assured a fine dinner, but also plenty of entertainment.

Dinner and show will be held in the College Inn of the Hotel Sherman on April 10. The Inn has been remodeled and a Panther Room added, giving a distinct atmosphere. Booths have been installed and the band now occupies a niche adjacent to the dance floor, giving the Inn a most pleasing effect. Seating capacity remains the same as before the place was remodeled. Gene Krupa, who has won national fame as (See SLA SPRING on page 45)

West Coast Showfolk Crowd Hilderbrand's On 'Open House Day'

INGLEWOOD, Calif., March 18.—One of the largest crowds of outdoor showfolk seen here in years attended "Open House Day" on O. H. Hilderbrand's United Shows at its Arbor Vista scenic location here on March 12. Manager E. W. George Coe and staff made elaborate preparations for entertainment of members of Pacific Coast Showmen's Association and Ladies' Auxiliary and invited guests.

Mrs. Coe headed the reception committee, which met guests at the marquee and directed them to tables set aside in the numerous trailers for cards and games. Ed Lahy's cookhouse proved the gathering place for the assemblage and lunch and refreshments were provided there. Preceding the afternoon's activities a committee from the PCSA, including Al Onken, Earl (Spot) Kelley and Al Fisher, presented the organization with a good will banner. Special added attractions were offered at the Henry (See WEST COAST on page 45)

Detroit Concessioners To Take Out New Shows

DETROIT, March 18.—Formation of a new carnival, to take the road in the spring under the title, the Two Macs Shows, is being planned here by Earl McIntyre and Harold McElroy, who have operated concessions for the past three years under a tie-up with the Mamie Krutze Shows, which last year became the World of Pleasure Shows.

McIntyre and McElroy operate concessions only, but for several years have had a large list of church dates in this section. They plan to add rides and other attractions.

Outdoor Shows Warned Against Bills in Indiana

By ALBERT NEUERBURG Secretary, Indianapolis, March 18

INDIANAPOLIS, March 18.—A number of bills providing for legislation that would have been adverse and detrimental to interests of parties engaged in outdoor amusement and concession business in Indiana were introduced in the Senate and in the House of Representatives during the session of the Indiana Legislature which adjourned on March 6.

The proposed bills, because of their unreasonable requirements, license fees and restrictions, would have placed such an unbearable burden upon outdoor amusement that they would have probably been unable to operate in the State.

Active resistance to the passage of these bills was made from the time of their introduction in the Legislature and none of them were passed. One of the bills defeated would have again enacted the old Centry Law, which for years so seriously affected outdoor amusements until repealed by the Indiana Legislature two years ago, when a determined and successful stand was made for its repeal.

With the defeat of the proposed legislation outdoor amusements will be able to continue to operate in Indiana free from unwarranted and unreasonable restrictions and burdens, but as legislation of this kind is sponsored and introduced at every session of the Legislature by parties who are opposed to outdoor amusements it will be to the interest of parties engaged in the outdoor amusement business to prepare to resist adverse legislation at future sessions of the Legislature of Indiana.

Ceremonies Mark Burdick's Debut At Pelly, Tex.

PELLY, Tex., March 18.—With O. O. Davis, Gulf Coast fire commissioner, cutting the ribbon stretched across the front gate indicating opening, Burdick's All-Texas Shows inaugurated their season here on March 6. Booked in on short notice, under Gulf Coast firemen auspices, shows had satisfactory attendance with reserved spending, according to the management. Shows, rides and concessions also enjoyed satisfactory results. Shows from the well-illuminated front arch to the back yard are all dressed up. Paint has been used freely to the best advantage and repairs were finished before talking to the road. (See CEREMONIES MARK on page 46)

Newark Priest Protests Blanket Ban on Carnivals

NEWARK, N. J., March 18.—A strong protest was made by Father Matthew J. Toohay, pastor of St. James' Church, who has been sponsoring carnivals for St. James' Hospital for 15 years with Governor A. Harry Moore an honorary chairman, against a ban placed on carnivals by Public Safety Director Duffy. "We have been holding carnivals for (See NEWARK PRIEST on page 46)



MARJORIE KEMP'S formidable group of women riders, who presented the Motorcade acts on the Royal American Show at recent Florida fairs. Miss Kemp in the center, while left to right around the ring are Mary Blinger, Ethel Darling, Olga Stillman, Eleanor Arthur and Dorothy Barclay. Photo by Edswell.

MSA Is Backed by Vets' Orgs At Hearing by Detroit's Council

DETROIT, March 18.—Carnivals received strong support from sponsoring veterans' organizations on Wednesday in a special hearing before the City Council. At least three petitions for carnivals have been turned down by the council so far this year, and there was indication of a sentiment to grant no further permits, with discussion of an ordinance banning carnivals. A hearing on the issue was secured thru efforts of the Michigan Showmen's Association.

A former judge of Common Pleas Court, Edward Z. Wroblewski, told council that carnivals should be considered neighborhood social events, adding to color to the life of their neighborhoods. Judge Wroblewski spoke in behalf of Harper-Van Dyke Post, American Legion, Beauty Post, American Legion, also

spoke for carnivals thru George Buckley, who spoke:

"Because of carnivals we are able to maintain a drum and bugle corps. We feel we are doing the city a great deal of good because our outfit advertises Detroit."

Other veterans' leaders, including Harold L. Harvey, commander of Wayne County Council, Veterans of Foreign Wars, also spoke. Plea on behalf of the MSA was presented by Attorney Leonard Simons, who said the ban would throw out of work some Detroit residents, most of whom had been without active employment during the winter, anticipating seasonal carnival employment. The issue of the future of carnivals here was left for further consideration.

Hi, Diver!

A Story of the Progress of Water Shows

By HARRY BENTUM

LOOK

For This Feature in The Billboard Spring Number

Dated April 8

Ballyhoo Bros.' Circulating Expo.

A Century of Profit Show

By STARR DeBELLE

Frost End, Fla.
Week ended March 18, 1939.

Dear Mixer:

Frost End was named by the local real estate dealers some 14 years ago during height of the Florida boom. No doubt the name sounded good to Northern tourists who came south to dodge ice and snow. Perhaps the surveyors are right to blame for our predicament for not measuring the town off three blocks further south. Sleet, frost and rain hit the midway Monday afternoon, with the thermometer falling almost to zero. Naturally, our agent was to blame for not locating a lot on the south end of town instead of the north. Whether it was warmer there we never did find out.

This unusual cold spell, as the natives called it, played havoc with our entire personnel. Many of our January 8 trouper who didn't last to become first of Mays became homeless for their hearths and homes, leaving in droves. Even Manager Pete Ballyhoo thought that the old homestead and the plow were beckoning to him. The familiar figure of the show's aggressive general agent, Lem Trucklow, sleeping in a chair by the office wagon was conspicuous by its absence.

Our frost-bitten paper posted on the sides of the city hall carried no dates nor auspices. Being in the heart of a citrus, truck and strawberry belt at the time of booking the event was left open for further discussion as to whether it should be called an agricultural fair, an orange growers' display week or a strawberry festival. Dates had been left open for the convenience of the office and up until Saturday night at tear-

down hour no one had determined just what or whom we were under.

On Thursday a meeting was held in the, girl-show top with each show, ride and concession operator present. After several votes were cast it was decided in favor of giving it back to the Seminole. Our competitors and what Yankee tourists still remained in the State. Speaker Herman Ballyhoo, addressing the audience of some 800 show people, said, "This will be our last Florida stand. We can find this kind of weather any place." As this is being written the train is leaving north.

The coaches had the biggest week of the tour here. Many of our people checked into staterooms and berths because the local hotels refused to take dogs. Quite a bit of celebrating took place on the train on Friday when Beattie, a Great Dane belonging to our ride superintendent, gave birth to a litter of pups in lower 9 in the 47 car. With so many different breeds of dogs in our midst and so many uncalled-for dog fights, the bosses seemed it wise to switch the people around in the train so as to bring the many different species under one roof. Coach No. 8 is now occupied by owners of Boston Bulls. No. 9 has been allotted to police dog owners, No. 10 to spits, No. 11 to Alredales; 12, 13, 14, 15 and 16 to Pekingeses and 17 and 18 to Danes, giving the cars from 19 to 46.

Run the following ad: Ballyhoo Bros. can place people in all departments. State all in first letter, including breed of dog for sleeping reservations. Long tour of 52 weeks guaranteed.

MAJOR PHYLLOE.

"THE RIDE OF TOMORROW"



SILVER STREAK

GIVES YOU COLOR APPEAL - CAPACITY - DAZZLING SPEED - TANDEM SEATING - THREE MECHANICALLY BANKED TRAINS - THE MODERN STREAMLINED PROFIT PLUS RIDE FOR 1939.

LIGHT TOWERS
PORTABLE STAGES
AUTO SPEEDWAY
HIDE-NO
RIDE-LO

SPILLMAN ENGINEERING CORP., North Tonawanda, N. Y.
WORLD'S LARGEST BUILDER OF AMUSEMENT DEVICES

CONCESSION TENTS



Give Measurements as Indicated BUY from Factory SAVE Money

POWERS & CO., Inc.

26th and Reed Sta., Phila., Pa.

INSURANCE

BUY THRU THE ORIGINAL SHOWMAN'S INSURANCE MAN, WHO KNOWS YOUR PROBLEMS THRU ACTUAL EXPERIENCE.

Can Give Numberless References from Coast to Coast.

SAVE MONEY

Reasonable Rates on Every Type of Insurance - Trucks, House Trailers, Concessions, Circuses, Carnivals and Parks. No Risk Too Small or Too Large.

CHARLES A. LENZ
"The Showman's Insurance Man"

4738, INSURANCE EXCHANGE - Tel. Wab. 3033 - CHICAGO.
(Easy Weekly or Monthly Payments.)

Shows in Southwest Report Fair Openings

EL PASO, Tex., March 18.—Almost all shows in the Southwest territory have opened the season and report business about fair. Mel H. Vaught's State Fair Shows opened last week in Douglas, Ariz., after wintering here, while Paul Towse's Silver State Shows, part of which was stored here, got under way at Tuslarsa, N. M. Equipment stored at Clovis, N. M., was added. Ralph Forsythe, who had rides with the State Fair Shows last season, opened independently at Nogales, Ariz.

Verne H. Newsome's Tri-State Shows are in Canutillo, Tex., after an early opening here. Siebrand Bros.' Shows, out from San Diego, Calif., quarters, are in Tucson, Ariz. Rides from the Yellowstone Shows, which wintered in Albuquerque, N. M., will be on streets there for a Will Rogers celebration. G. F. Selger United Shows, also Albuquerque-winterers, are preparing to open soon, with Mabel Stark as featured attraction.

Refiner Shows opened in Mesa, Ariz., where they wintered, while Frank Burke Shows will leave quarters there soon. T. J. Tidwell Shows, which winter in Sweetwater, Tex., will open at the Pleasantview (Tex.) Fat Stock and Dairy Show.

trons scurrying from the grounds. Clear but cold weather, with high winds nightly, prevailed thruout the engagement.

Many orphans and mission children were guests of the management, and Tex Cohn, Legion commander; Dowell Naylor, of the Chamber of Commerce; Joe Doran, Cotton Palace grounds; Mayor George A. Jones and other local officials co-operated. Harrison White, president of the Brazos Valley Fair, visited nightly. Other visitors included Fred Miller, Gooding Greater Shows, and Mr. and Mrs. Tommy Tidwell. T. J. Tidwell Shows Show obtained much publicity from The Waco News-Tribune and Times-Herald, dailies, and Waco Record and East Waco Times, weekly papers. Johnny Brown, of the dailies' staff, visited nightly, as did Earl Duffie, publisher of The Record.

Fall Fatal to Allen Greene

NEW ORLEANS, March 18.—Spinal injuries sustained in a fall last Friday while practicing his trapeze act with two colleagues, Irving Crutcher and Oscar Foubt, resulted in the death this week in Charity Hospital of Allen Greene, 35-year-old serialist of the Flying Americans. Wetness of a wooden rod on the outdoor ceiling was blamed for Greene's fall into a protecting net that gave way under his weight.

Dee Lang's Waco Opening Winds Up Satisfactorily

WACO, Tex., March 18.—Dee Lang's Famous Shows concluded their 11-day opening stand at the Cotton Palace grounds here on March 11 under American Legion auspices to satisfactory results, with shows, rides and concessions receiving good patronage until the final day, when a severe windstorm sent pa-

UNITED STATES TENT

S. T. JESSOP, Pres. AND AWNING CO. GEO. JOHNSON, V. P.

OVER 40 YEARS OF SERVING THE OUTDOOR SHOWMAN, WITH AN UNDERSTANDING OF HIS NEEDS AND OPERATING PROBLEMS. DEAL WITH THE HOUSE "WITH AND FOR YOU."

701 North Sangamon Street (Phone Haymarket 0444), Chicago, Ill.

BOOMERANG

The Famous Ride Sensation

Send for Illustrated Circular.

BOOMERANG MFG. CORP.

HARRY WITT, Sales Mgr.,
365 HAMILTON AVE., BROOKLYN, N. Y.

MERRY-GO-ROUND OWNERS

Here's a New Service! We will build you new, brightly modern Conical, Round Bright and Colorful Enclosure Panels, which will increase your business 50%. Glorious colors, stainless steel trim, new indirect and topcolor lighting. The cost is surprisingly low! Sell Liberty, O. M. Crafts and several others already sold.

ALLAN HERSHELL CO., INC.
N. TONAWANDA, N. Y.
Mfg. of Rocket Ride, Red-Lo Funhouse, Kiddie Auto Ride.

Invest in the Time-Tested TLT-A-WHIRL

Flashy --- Reliable --- Money Getter

For Particulars, Price and Terms Write

SELLNER MFG. CO., Inc., Fairbank, Minn.

Last Call--DAVIS & PARROTT SHOWS

OPENING SATURDAY, APRIL 1, VIDALIA, GA. AUSPICES JUNIOR CHAMBER OF COMMERCE.

CONCESSIONS WANTED: Fish Feed, Bowling Alley, Brown Custard and Blinn Shows of all kinds. A few more Waco open for stock only. RIDE WANTED: Outpost, Pony Race, and Tilt-A-Whirl. BOWLS WANTED: Grand Shows, Outpost and only few and sorry days. Performers for Musical and Musical for Band with LOWDOWN JOHNSON, P. M.—Name Walsworth wants Agents for Wheels and Corn-Grain Hops.

GEORGE PARROTT, General Manager.

SHOW and TRAILER CANOPIES

TENTS

Fulton Bag & Cotton Mills

Manufactured in North Carolina
431 EAST 10th STREET, WILMINGTON, N. C.
WILMINGTON, N. C. 28401

Current Views of Economic Authorities

• BABSON •

"With but one exception (1937) business this spring should be the best in ten years, and should exceed the same period last year by about 30%."

See Page 63

LIABILITY FIRE AUTO

INSURANCE

for CARNIVALS - PARKS - CONCESSIONERS

CLEM SCHMITZ

RADIO CITY - - - - - NEW YORK

Important Announcement

New 1939 Chevrolet Trucks and Passenger Cars available for immediate delivery.

CHAS. T. GOSS

WILM STANDARD CHEVROLET COMPANY,
East 9th Street, W. Va.

Midway Confab

By THE MIXER
(Communications to 25 Opera Place, Cincinnati, O.)

MAKE it a business tour this season.

ARTHUR WHITE, past season with the Southern State Shows, is playing church and school dates in New Orleans.

ASSOCIATED WITH L. R. Lewis' pitch-till-you-win concession playing Florida fairs is Andy Diamante.

HAVING CONCLUDED a profitable winter in Florida, Andy Diamante has signed with Tom Weintraub for 1939.

FAMOUS last words "We didn't know it was in such bad shape till we started to work on it in the barn."

HARRY HICKS has booked his Octopus and Monkey Circus with the United Amusement Co.

AFTER SPENDING the winter in their bungalow on the beach at Corpus Christi, Tex., Mr. and Mrs. Charles Fox again signed with West Bros.' Shows.

RAY RAYETTE, past three seasons with Solo Liberty Shows, will be featured this season in the annex of the Unborn Show on the Blue Ribbon Shows.



THAT THE world's camera man of the State Times and Morning Advocate, Baton Rouge, La., was on the job on March 3 is indicated by this snapshot of Mr. and Mrs. Harry L. Small while in the city on a shopping tour and to pick up their copy of The Billboard, which Harry has tucked under his arm. The Smalls report they have their own gasp ready and are anxiously awaiting the opening of the John H. Ward Shows' season.

MONEY is not dough. Dough is a substance that sticks to the fingers.—Windy Higgins.

JOE AND PEGGY McNAMARA have booked their girl show with the Imperial Shows. Boro Jackson will be with them again.

FORMERLY OWNER of the Cavalcade of Fun Shows, Lloyd Reese has signed as special agent of Weyls Production Co. and will assume his duties soon.

MR. AND MRS. C. A. KLEIN, Klein Attractions, were among recent visitors to Palmersville, O., quarters of Weyls Production Co.

PRESS AGENTS with new ideas do not publicize the facts. They put them in practical use.—Muggs' Machine Mastic.

AFTER A 10-week boat trip to Havana, Cuba, Mr. and Mrs. Tommie Henderson and Mr. and Mrs. Eddie Moore have returned to Norfolk, Va.

AFTER ATTENDING opening of the National Orange Show in San Bernardino, Calif., on March 18 Joe Glacey left to join the W. C. Huggins Shows.

PHIL WILLIAMS, general agent of Charts Shows, was sighted in Northern

California recently booking engagements for his organization's summer itinerary.

ALMOST any organization can boast in the spring of being first in. The boasting ceases after the first of June.

FRED W. SIMS, owner-manager of Sims Greater Shows, last week added Leamington (Ont.) Old Boys' Reunion to the shows' 1939 itinerary.

LEE BRANDON, of the Foley & Burk Shows, recently purchased a set of collapsible floodlight towers from S. G. Stratton, the latter reports.

CHESTER H. LONG letters from Tampa, Fla.: "Zachini Bros.' Shows are coming along very well and will open on May 1 in St. Louis."

CARNIVAL owner to visiting showman: "Why our show is just a package all wrapped up for the general agent to deliver."

FREDDY LEACH, high diver, is the featured free attraction on the Buckeye State Shows this season, reports Ted Johnson.

SAM LAWRENCE, owner of the show bearing his name, has added Dillon (S. C.) and Lincolnton (N. C.) fairs to his 1939 route.

AMONG RECENT visitors to Wallace Bros.' Shows' quarters in Memphis was W. L. (Oecchy) Harrell, "Mayor of Moss Point."



MARY ANN ALEXANDER, wife of Mrs. Alexander, concessioner with the Blue Ribbon Shows, and Chong, her pet show, photo was snapped recently at the organization's quarters in Phenix City, Ala.

HEADLESS-GIRL illusions appear to be more in vogue in side-show blow-offs. Why not use a sockless side boy as counterattraction?—Comin' Poleg.

HAROLD MOOK, until recently secretary of Crafts Golden State Shows, is now occupying the same position with Crafts 20 Big Shows.

DONALD McCREGOR has been released from a Houston hospital, reports his daughter, Mrs. Esther Andrews. McGregor Shows will move as usual, she says.

FOLLOWING a winter in Florida, Babe LaBarie signed with the Eric B. Hyde Shows and has returned to quarters in Winston-Salem, N. C., where she is building a new life Show.

CARNIVAL BOSS: "Where have you been out winter, boy?" Colored boy: "I've been workin', but most all de time on de W-PEW-A-Projection."

BENNY WOLFE AMUSEMENTS pulled out of the barn on March 20 and began setting up in Royston, Ga., for their opening there on March 25, reports C. O. Dentey.

ERANK BLAND, of the unit bearing his name, which is playing Ohio spots to good results, has signed as special

agent of Bantley's All-American Shows, reports Magical John McQuirk.

NYE AMUSEMENT CO. will be launched the latter part of April in Ohio, reports Owdor B. H. Nye. Additional attractions will be added when the fair season starts in August, he says.

HOW MANY shows carry a lot poster and leave lots, as most classes read in lot contracts, "in cleanly condition, subject to approval of the owner, etc.?"

MORRIS O. GLANDY writes from Canton, O., that he has his concessions booked with Great Lakes Exposition Shows and will move into Toledo quarters soon.

HAVING COMPLETED playing lots in Houston with their baby rides and concessions, Mr. and Mrs. H. B. Dickson will join the Oklahoma Ranch Shows, opening at Woodward, Okla., on April 8.

L. R. LEWIS cards from Miami, Fla., that Owner Max Gruberg and James Sakobie will operate a number of concessions on Gruberg's World's Exposition Shows this season.

DONT let these modernistic lighting effects overshadow performances presented behind those great white way fronts. Lights will soon burn out.—Mrs. Upshaw.

REPORTS FROM Imperial, Calif., indicate that Crafts 20 Big Shows presented a well-laid-out midway at the recent Midwinter Fair there and had gratifying business.

MR. AND MRS. OUS LITTS recently visited friends in Memphis while on route to the Champaign, Ill., quarters of the Tilley Shows, on which they will operate the funhouse.

CONCLUDING a good season in Florida with West's World's Wonder Shows, Slim and Edna Tomlin rambled into the Natchez, Miss., quarters of the Buckeye State Shows on March 4.

"NO one except a ditty cheapskate would do a trick like that," remarked a show manager when he found one of his own nickel brass checks in the slot box on his pay ticket.

AMONG SHOWFOLK spending remainder of the winter in Melbourne, Fla., are Mr. and Mrs. Sammy Stein, Jack Gaglioppo, Mr. and Mrs. Art Spencer and Nick Sham, all of West's World's Wonder Shows.

"HAVE JUST booked my attraction with W. J. Dunne and Leona Leonard's Parade of Oddities on Fuzzell's United

3 PROVEN MONEY MAKERS

LOOP-O-PLANE OCTOPUS ROLLOPLANE

Designed and produced by one manufacturer in less than 5 weeks.

Write for descriptive literature. Place your order for serious delivery NOW.

EVERLY RIDES GUARANTEE BIG PROFITS

EVERLY AIRCRAFT CO.

Salem, Ore.

ASBEN K. KLINE, Sales Manager.

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PENNY PITCH GAMES

Size 40x48" Price \$20.00
Size 36x48" Price \$15.00
With 1-3 inch Post \$20.00
Size 48x48" with 2 inch Post \$40.00

PARK SPECIAL WHEELS

30" in Diameter. Beautifully Painted. We carry in stock 18-18-20-24 and 30 inch wheels. Price \$12.00

BINGO GAMES

75-Player Complete \$5.00
100-Player Complete \$7.50

SEND FOR CATALOGUE. Full of New Games, Blazeballs, Dolls, Lamp, Amusement Ware, Games, etc.

SLACK MFG. CO.

124-126 W. Lake St., Chicago, Ill.

ASTRO FORECASTS AND ANALYSES

Circle Shows, 8 1/2 x 14, Typewritten, Per M. \$5.00
Analysis, 8-p., with Blue Cover, Each \$2.00
Analysis, 8-p., with White Cover, Each \$1.50
Forecast and Analysis, 8-p., Fancy Cover, \$2.00
Samples of the 25 Readings, Four for \$2.00
No. 1-24-Pages, Gold and Silver Covers, Each \$2.00
Wall Charts, News Paper, Size 24x34, Each \$2.00
Gazing Crystals, Oule Boards, Planchettes, Etc.

NEW DREAM BOOK

120 Pages, 2 Sets Numbers, Clearing and Psychology, 1200 Dreams, Bound in Heavy Gold Paper Cover, Good Quality Paper, Samples \$0.10

HOW TO WIN AT ANY KIND OF SPECULATION, 24-Page Booklet, Beautifully Bound, Samples, 25c.

PACK of 75 EGYPTIAN F. T. CARDS, Answers All Questions, Lucky Numbers, 61c, 25c.

ZODIAC F. T. CARDS, Pack \$1.00

MENTAL TELEPATHY, Booklet, 21 P., 25c

"WHAT IS WRITTEN IN THE STARS", Famous Booklet, 12 P., 25c. Contains all 12 Analyses. Very Well Written, Per Doz. 50c; Sample 10c.

Shipments Made to Your Customers Under Today's Label. No check or receipt. O. G. O., 225 Dayton. Our name or initials do not appear on any merchandise.

SIMMONS & CO.

19 West Jackson Blvd., CHICAGO
Dealers of all things. Send for Wholesale Prices.

BUDDHA PAPERS—SUPPLIES

1939 ASTRO DAILY, HOURLY FORECASTS, Buddha Papers, 1-67 and 38-page Editions, Zodiac Display Charts, Horoscopes in 11 colors, Apparatus for Mind Reading, Mental Magic, Spirit Effluents, Hill Climb, Road, Geographical Charts, Crystals, Most comprehensive line of Apparatus and Supplies in the World. 1938 Paper Illustrated Catalogue 30c

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108 S. Third St., Columbus, O.

HUBERT'S MUSEUM Inc.

228 W. 42d Street, NEW YORK CITY

WANT FREAKS AND NOVELTY ACTS OF MERIT AT ALL TIMES.

State salary and all details in first letter. Open All Year Round.

SCHORK & SCHAFFER.

SAM SPENCER SHOWS WANT

Special inducements to Merry-Go-Round, Ferris Wheel, House of Mirrors, Shooting Gallery, and other attractions with mechanical and electrical apparatus for Amusement Shows. Free Book and Hand Booklet. Open April 25. Mail to S. H. Spence, Brookville, Pa.

"POP" BAKER

Manufacturer Fine Midway Games of Every Description, at Prices Way Below Others.

Wheels, Blazes, Targets, Cotton, Red, Green, Blue, Yellow, Orange, Purple, Pink, Silver, Gold, Bronze, Copper, Nickel, Aluminum, etc.

1937 W. Warren, Detroit, Mich.

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS

A SAFE KIDDIE-RIDE

10 feet high — 4 seats — 12 passengers.

Built to stand the toughest knocks of Portable Co., will give a lifetime of depend-a-bly safe, trouble-free, profitable operation. A good long-term investment. Write for information.

ELI FISHER COMPANY

Builders of Dependable Products,
800 Cass Ave., JACKSONVILLE, ILL.

NORTH COAST SHOWS

OPEN LAST WEEK IN APRIL AROUND PORTLAND, ORE.

Wagon Shows, Rides and Concessions. Ride Help for Shows—Borrow, Rent, Wheel, Chassis, Plans, Baby Auto Rides, Coin Game, Eric Diggins Cook House, Lens and Short Range Gallery, will look like that doesn't matter.

Season of Celebration and Fair. 20c.

H. POLKIE FISHER, Care J. O. Schmidt, 12450 S. E. Stark St., Portland, Ore.

ROGERS & POWELL WANTS

Two A-1 Great Merry-Go-Round in Book, Plans or Buy This Model or any that will. Guaranteed Midgets and other Shows. Concessions, Displays, Scales, Wiring Game, Long Range Shooting Gallery, Outland Machine, etc. Show, Albion Show with own car for long term.

Philadelphia, Pa., West of March 20: Columbus, Ohio, Mich., 27.

NOTICE!

Edward William Lee or Don Sharp, or anyone in name with their names, whereabouts, please copy immediately.

LYNWOOD EARL

Care The Billboard, Cincinnati, Ohio.

Shows," pencils Rue-Terrill from St. Joseph, Mo. "Organization opens on April 1 in North Little Rock, Ark."

FRANCES SUNRALL writes from Dayton, O., that she is not booked with Heller's Acme Shows as was previously reported. Says she's ill at her sister's home in the Gem City and has no definite 1939 plans.

FAMOUS first and last words—at a lucky boys' show: "Then can I take the chance?" "No, brothers! It be gulls the pot belongs to me. That's where the firm's percentage comes in."—Fins.

WITH EVERYTHING in shape for opening early next month, Don's United Shows have added Al Clarkson to the staff as special agent, reports A. V. Clark. Bill Spence will handle electrical work.

ELSIE ADAMS, two-bodied girl, cards from Atlanta that she recently purchased a restaurant, there, which she will remodel into a night club. Raymond Lee Franklin will be associated with her again this season.

ARRIVING IN QUARTERS of West Bros.' Shows, Morley, Mo., recently, Mr. and Mrs. Don Trueblood are enjoying the hospitality of Bruce Barham and Mr. and Mrs. Laughlin. Don has been signed as secretary.

I'M SO NERVOUS this morning I can hardly talk. A fellow left an 80-cent walk at my ticket box last night and I yelled after him so loud and long that I must have ruptured my vocal chords.—Winsome Ruby, ride ticket seller.

MR. AND MRS. GEORGE WICK advised from Miami, Fla., that they would leave on March 14 for Dyersburg, Tenn., where they will open the season with Wallace Bros.' Shows with diggers and mouse game.

WORLD OF MIRTH SHOWS are reported to be doing plenty of work in quarters in South Richmond, Va. Ralph Smith, secretary-treasurer and associate owner, is in overalls building a new office wagon.

CONCLUDING a winter's hibernation at his mother's home in Hialeah, Fla., Jack Castle, who had the Life Show on the Rubin & Cherry Exposition last year, has signed with his brother's side show on the W. O. Klaus Exposition.

NOW that some commercial advertisers are offering "Double your money back if not satisfied," who will be the first carnival taker to make a similar offer or "Triple your money back if not satisfied with this attraction!"

CONCLUDING a successful winter with Harry Lowiston's Travelling Museum recently, Flo Jones, Princess Pontius and husband, Edward Lee, joined the W. O. (Ephie) Higgins Shows, where they will operate their own show, Congo Village.

HARVEY MILLS and family, high act, left home in Chillicothe, O., last week for Keokuk, Ia., where they will pick up their equipment before joining Zim-dars Greater Shows in quarters at North Little Rock, Ark.

MR. AND MRS. CHARLES H. YOUNG will leave Chattot, O., soon for the Nashville, Tenn., quarters of the Reading Shows, where Young will have charge of Manager W. J. Williams' Tilt-a-Whirl for the second consecutive season.

EDITOR AL HARTMANN of The Billboard certainly press-agented Billyhow Bros.' life-time pass. I have had no end of mailed requests for the passes and all are being taken care of. Not only showmen but plenty of hers read The Billboard.—Stacy DeBelle.

AL HERESOFF is back in Augusta, Ga., where he is undergoing treatment for his eyes and working in the Cherokee Theater there. He has his combo booked for the opening of the Johnny De Jones Exposition in Augusta.

AFTER A trip to Mexico and a vacation Dr. and Mrs. Mitchell write from East St. Louis, Ill., that they are anxious to get back in harness. Their daughter, Violet, will make her debut as a trouper this season.

AFTER A WINTER in Anderson, Ind., Noland Mudd has booked his Loop-o-Maps with the New England Motorized Shows and will leave his home there in time to open with the organization at Clinton, N.J., on April 12.

WHEN Roy L. Ludington was special agent

for the C. A. Wortham Shows he once sold the entire Ferris Wheel to a large clothing firm in a North Dakota city for advertising purposes. On banners back of the seats a catchline read: "This Wheel Goes Up, But Our Prices Stay Down."

RECENT ADDITIONS to the John T. Rea Attractions on Great Lakes Exposition Shows are Mr. and Mrs. Freddie Bedford, who have just come up from Florida, where they spent the winter vacationing and fishing.

SAMMY AND FRUTH O'HARE, concessioners with the Buckeye State Shows, opened with the organization in Natchez, Miss., after spending the winter with the latter's mother, Mrs. Fannie Martin, in Enterprise, Ala.

MR. AND MRS. O. J. BUTCHER are operating their photo gallery in Rogersville, Ark., and report they will play the Ozarks almost all season. They added a new trailer to their concessions while in Iowa last fall.

HOW about an opening on a cookhouse? "Now I'm going to ask the griddle men to get away these 25-cent hamburgers and for two minutes only all you folks who can get up to the griddle may buy a hamburger at children's prices, a dime, 10 cents. Take your time; don't rush!"

"WAS ROYALCE" entertained by Gray and Kathleen, vaudeville artists, during their stand at the Palomar Theater here," cards Norma-Norman from Seattle. "Have contracted the annex of Hal Compton's Side Show on the American United Shows."



HARRY FROBOESS, high act, and his new 25-foot trailer, which he recently purchased in Tampa, Fla., he's working Florida fairs for the Southern States and Frank West shows. Photo was snapped in Inverness, Fla., where Froboess appeared at the Tri-State Rodeo.

MR. AND MRS. JOHN GORDON, who have been wintering in Florida, again have signed their concessions with the Stratus Shows, marking their second season there. They will join the organization when it opens in Jacksonville, Fla.

JOE WREN, past season assistant teamster with the Mighty Sheeley Midway, and Blackie Martin, concessioner, have returned to their homes in Peru, Ind. Martin will leave for Chicago soon to join the Beckmann & Gerety Shows.

SEASON being about upon us, from opening day on is the time to start laying away a little for next winter. Don't wait for the closing week's crap game to try for a lucky break for tide-over money. If you can't win now, you're sure to blow then.—Whitey Cooks.

MORRIS VORTAGGIO writes from Belle Glade, Fla.: "Have again signed contracts with Capt. D. L. Lattip as general manager and co-owner of the Lattip Shows, making my third season with it. Plan to open about April 15 in Charleston, W. Va., where the organization is wintering."

PROMINENT VISITORS to the Buckeye State Shows midway at their opening in Natchez, Miss., on March 21 included Mayor Louis Braun of Biloxi; Hugh East, Ringling Bros.' circus; J. H. (Snakehow) Blackie) Gray, Hal Spaulding and John and Jimmy Lambert of The Natchez Democrat.

KEYSTONE SHOWS' NOTES" by Bob Gruver; Toby Knoell and wife stopped quarters at Tobacco, Ga., for a few days' visit recently. Jelly Ross, 1st girl, is in quarters, and Robert Seedy has returned and is busy with the new



lighting system. Manager G. A. Hartzberg also returned to quarters.

POULTRY-WHEEL SHORTY, who stayed out all winter in Louisiana, boasts: "It wasn't bad enough to work in mud and rain, sleep in the store and eat meals, but when my mind wandered to all these tough breaks and a native caught me off guard and capped my only flush turkey for a skel I just foiled up."

O. V. MALLORY letters from Adrian, Mich.: "Have signed my new cookhouse, grab stand and custard machine with Great Lakes Exposition Shows. E. T. Young, Pal Harpe and Jim Costello are in quarters completing the cookhouse and remodeling the trailer for the custard machine."

AFTER A SIX-WEEK sojourn in Seginus, Mich., as guest of Mrs. Marie Hartwick Devaney, Mrs. Dorothy Kempf left last week for Capac, Mich. Dorothy's husband, Irving, of Kempf's Mechanical City, is in Veterans' Hospital, Dayton, O., where he underwent an operation on his back several weeks ago. He'd like to read letters from friends.



PATSY HILL, of girl-show note, as she was photographed in West Palm Beach, Fla., recently with her copy of The Billboard. She is employed by Mrs. Evelyn Fallon on the Barney Tassell Shows. Photo furnished by John Gordon.

SINCE FINISHING at several Florida fairs, Mr. and Mrs. J. W. Flanigan have been vacationing and fishing in Ruskin, Fla., before joining Winters Exposition Shows, with which they have booked two shows. They card they will have new fronts for the shows and that their daughter, Annie, will have a new concession.

MANY show letters and items in The Billboard during the winter indicated that many carnival general agents have been spending those months fishing and vacationing in Florida. When do they do their booking or won't some of them open until July?—Milo (Nob-So) McCool.

MANAGER ART LEWIS of the shows bearing his name is spending much money on his organization and will have an outstanding carnival which he opens the season in Norfolk, Va., in April. He has had men at work in quarters all winter and agents say his show will be even better than claims made by his press agent.

FUNLAND SHOW NOTES by Ted C. Taylor; Quarters at Marietta, Ga., are bustling with new arrivals, and Ben Toal's paint crew is plenty busy. General Agent James Dewey has been doing some good work out front, although handicapped by sickness and floods. Mr.

It's New GUESS YOUR HEIGHT SCALE Is Going Over Big SURE WINNER

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. Churchville, N. Y. Cash, Balance C. O. D. Can Make Immediate Shipment. Write for Descriptive Circular.

Manufactured by
D. BIERBRAUER, Sr., 6100 Hill Road, CHURCHVILLE, N. Y.

New, Short Range Target FOR LEAD GALLERIES.

IDEAL SKILL TARGET	So red to shoot out, so important, \$3.00 to the winner. Order your supply now while it's hot and make yourself plenty.
100 TARGETS, \$2.00.	
500 TARGETS, \$5.00.	
1000 TARGETS, \$15.00.	
25% Dapsak, Eastern C. O. D. Sample 25c Cash.	

IDEAL SKILL TARGET CO.
302 Harrison Street, Syracuse, N. Y.

MAKE \$50.00 A DAY ON CANDY FLOSS

Our New SUPER WIP AND with a heavy double head, guaranteed to hold. We have built this machine to the conception for the New York World's Fair. Sale on a daily basis FASTER and FINER. For full details write to: IDEAL SKILL TARGET CO., 302 Twelfth Ave., E., Nashville, Tenn.

and Mrs. Floyd R. Heth are expected from Chicago soon.

SWING OWENS cards from Bryan, Tex., that he saw Doc Lang's Famous Shows putting up at Tyler, Tex., recently and reports the organization is good looking. Swing has been off the road since last October, when he sustained four broken ribs while performing with Jumping Jack Owen's Suicide Squad. Says he's okay now and will return to someone's midway soon!

IN EARLIER days before he a brass checkal some show offices found real hicks. These entitled the hicks to \$1.10 in trade for \$7. One day a long line of employees stood in front of the wagon to get them. A late arrival raked up with, "Are they paying off?" "Now," replied one of the workers, "just laying the odds."

CLARENCE (RED) SHELTON, well known in outdoor show circles, has been confined in a Houston sanitarium for several months. He underwent several operations but is rapidly improving. In the room next to Shelton's is Arny James, who has been seriously ill this winter. James last season was with the Bill Hames Shows, while Shelton was with Texas Longhorn Shows.

WRITING FROM the coal fields of West Virginia, John Swisher says: "Looks as the this State may be a blank since all miners are on the verge of a strike; that is, all those who are not starving. Business here is the worst in years. My brother, Clifford, is with me and his feet are beginning to itch. Have been off the road for a year, but it looks as tho I'll have to get out again this spring."

BEST way to turn a patron from a booster into a knocker? Let him spend plenty of dimes to win a game of bingo and then receive a blanket which has been kept in a beverage set with beer dregs in the glasses; a toilet set full of hair, deodorant, shampoos and fingerprints, or a razor which some sanitary employe has used as a washbow.—Colonel Patch.

NOTES FROM Smith's Greater Atlantic Shows by Paul Saunders: Bill Poney has arrived in Apex, N. C., quarters

ters and is getting his concessions ready for opening. Peggie Ewell will be back for her fifth consecutive year. Bubbles Carson will have the girl show, while Ann and Lulu Kin operate the plant show. Chief Cono will have the Carnival show, with Karl Smith conducting the Ten-in-One.

ALL in operation a decade or so ago and well-known titles then, as recalled by Roy E. Ludington, Rutherford Greater Shows, Al Cormas, Mort Westcott, Con T. Kennedy, Zekevan & Pella, Hampton Great Empire, Rice & Dove, Booger Red, Pelack's 20 Big, C. A. Wetham, Nat Reiss, Levitt & Meyerhoff, Rice & Quick, Brown's International, Frank Wallace, Bob Cahill, Felico Exposition (Martha), Alamo Shows of Waugh & Hoffer, Rice & Dorman, Adner K. Klue, Parker's Nite shows, Doc Allan's All-American, Levitt-Brown-Huggins, S. W. Brundage, John T. Wetham, Ben Krause, Don Stevenson and DeKroko Bros.

C. A. LENS, insurance man, was the victim of what almost proved a serious accident last week, according to reports from Houston. Lens accompanied by his secretary, Joe Schaefer, and Bob Overmark, en route from New Orleans to Houston, passed thru a terrific rain and hail storm. Near Opelousas the trailer turned turtle and the party was marooned for two uncomfortable hours. Personalities resulted and little damage was done to the trailer.

WILLIAM JUDKINS BEWITT, picture of health, rambled into Cincinnati last week from his home in Norfolk, Va., where, he says, he has been spending his time with his hobbies of reading, cooking, trying to learn how to write, juggling Indian clubs and blowing soap bubbles. "My feet are beginning to itch to settle down somewhere," he added, "so I'm leaving soon for the West and will probably end up by growing up with the weeds some place."

STAFF OF West Bros.' Shows for 1939, as announced recently by the management, includes J. W. Laughlin, manager; Virginia Laughlin, treasurer; Bruce Sherman, assistant manager and publicity; Don Trueblood, secretary; Walter (Doc) Clark, lot superintendent; Frank H.

Owens, general agent; Joe Howard, special agent; Stanley (Whitley) Moore, electrician; Bill Pratt, mechanic; John Talge, head carpenter. Show opened on March 23 in Cape Girardeau, Mo.

OLD MAN JINX had been trailing the show for weeks. Mud, rain, cold high winds and floods had kept spenders off the lot. A gal and her middle-aged aunt, ticket sellers on rides, bravely faced the tough breaks, eating on buns and sleeping in the car, until finally the long-awaited red one arrived. First pay of the season came that night and the gal and her aunt walked cheerily to the cars with all back salary in their pockets. In the yards a sick-up man relieved them of their sudden wealth. Excitedly hurrying to the main drag, the gal hailed a policeman with, "Officers, we have been robbed. A man held us up and took my pay and my aunt's pay." "What did you say he took?" asked the cop. "My pay and my aunt's pay," piped the gal. "Come, come," said the law, "Come yourself, lady; cut out that goose Latin and tell me what really happened."

"AFTER TWO and a half years of study I have just completed a course in radio engineering and electronics," pens William Lofstrom from Valdosta, Ga. "Lofstrom & St. Elol Monkey Show will hit the road about April 1. Trucks have been overhauled and are being repainted. Ray Aydetto has been breaking several new acts. Recent quarters visitors included George Panco, Doc Howell, Mr. and Mrs. Marcum, Kid Bruce, Myrtle Omar and Mr. and Mrs. Garry and daughter, Marine."

AFTER AN EXTENDED tour of South Carolina, Georgia and Florida, M. Lasky, past season with Ideal Exposition Shows, letters from Salisbury, S. C.: "Visited several shows en route and found all getting ready for opening. Spent nearly every day of my three weeks in Florida at the Tampa Fair and met many show-folk, among whom were Tom Rankine, Frank Lentini, Mr. and Mrs. Dave Francis, Dave Rosen and Harry Bush. Am back with Jim Hodges, who has framed a new side show which he has signed on the Art Lewis Shows. Jim and wife will be in active charge, while I'll again be outside man."

NOW PITCHING prize candy in a Fayetteville, N. C., theater, Paul Botwin will leave soon for Apex, N. C., to join Smith's Greater Atlantic Shows, on which organization he has booked his bingo concession. Mr. and Mrs. Joe

Kenlaw also will join the shows soon with their concessions.

"OLD SOL is getting on the job again and it won't be long until the shows will be moving," pens Billy Burtoh, manager of the Merry Midway Attractions, from Mullens, W. Va. "Plan to take my shows on the road some time in April and expect to have most of the old personnel and some new people with it. Have met a number of show-folk this winter and all seemed optimistic. My son, Billy Jr., is spending the winter in Miami, Fla. Scottie Cover, Chairplane owner, who was with me last season, is wintering at his home in Jolintown, Pa."

Heart of America Showmen's Club

Reid Hotel

KANSAS CITY, Mo., March 18.—An unusually large attendance prevailed at the March 10 meeting. Brother Art Brainerd presided in the absence of President Mellor, who is vacationing with his family in Purvis, Mo. Brother G. C. McOlinnis, secretary, was in his usual place, having returned from a fishing trip. Brother Altshuler filled his accustomed chair. Minutes of the last meeting were approved and several letters were read by Secretary McOlinnis, one being from the secretary of the International Showmen's Association regarding the misunderstanding over the date of the annual banquet. It stated the IAS would go ahead with its arrangements. While it is with regret the condition arose, the IASO will as usual hold its annual banquet and ball on New Year's Eve.

Several members were reported as being on the sick list: Al Roalin, of the B. & W. Sales Co., was elected to membership. An invitation from Roy Ludington, of the Crafts 20 Big Shows, to attend their opening at San Bernardino, Calif., was extended the club. A letter of appreciation was read from the late George Kogman's family. Brother Frank Capp, entertainment committee chairman, has returned from a brief vacation and reports good business. Brother Jimmy Morrissey also has returned, having been away on business for several days.

Brother Roger Hancy visited while en route to Caruthersville, Mo., quarters. Brother George Depew also visited, as did Brother Jack Earl. Brother and Mrs. John Boem, of the Fairy & Little Shows, visited Thursday, while en route from Del Rio, Tex., to Webster City, Ia., being called there because of Mrs. Boem's father's illness. Big surprise of the evening came when Sister Ruth Martona, on behalf of the Ladies' Auxiliary, extended the club an invitation to attend a Pot-Luck dinner, which had been prepared by the ladies in their clubrooms. This brought a quick adjournment as members hastened to accept the invitation.

Mrs. Martona was hostess, assisted by Margaret Hancy, Jessie Nathan, Harriet Calhoun, Mickey Ingersoll, Loretta Ryan, Helen Smith and Lucille Hemmingway. Brother Jimmy Morrissey was emcee. Mrs. C. W. (Mother) Parker spoke on the many similar gatherings which have taken place since the inception of the club, while Brother Jimmy Morrissey talked of the good-fellowship which prevails in both organizations. Sister Viola Farley was called upon to offer a toast. She did a good job, winding a round of applause. Following the luncheon a bridge game was held, tables being placed in each clubroom.

Brother and Sister Farley, of the Fairy & Little Shows, left this week for quarters. Drive for membership in the IASO will be put in full swing as soon as the shows open. Prizes being offered include \$50 to the one bringing in the largest number of new members. Second prize is \$25; third, \$15; and fourth, \$10. Brother Harry Altshuler is now in first place.

Ladies' Auxiliary Since March 10 was the date of the regularly scheduled social, no business meeting was held. All members came laden with food, it being the night of the Pot-Luck dinner described above. Jackie D. Wilcox left Monday for the Fall Branch, Minn., quarters of the Richard Bros.' Circus, where she will take over as general agent. Mrs. J. L. Landes writes that work at quarters in Chapman, Kan., is moving forward. Mr. and Mrs. Ellis Wilgus will leave for Poplar Bluff, Mo., and the Baysinger Shows soon.

15 Years Ago

(From The Billboard Dated March 22, 1924)

Model Roberts signed as feature rider on the motorbikes with the T. A. Wolfe Shows. . . . Virginia Sunshine was giving the Greater Shoeshy Shows' family in Richmond an acute attack of "loosefoot." . . . Red James and Jack Dillon had their concessions at Southwestern Exposition and Fair, Fort Worth, Tex. . . . Howard (Cotton) Willard again signed to do press work for Capt. David Lattip's Attractions. . . . Mike and Mrs. McCoo contracted their concessions with Miller Bros. Shows. . . . Mel G. Dodson, general agent of the World's Fair Shows, had taken delivery on a new car. . . . I. H. Henson's Wonderland Show and Dod Henson's Miniature Merry-Go-Round were working with the J. George Loos Shows in Fort Worth, Tex.

Mrs. J. B. Cullen arrived at St. Paul & Cherry Exposition quarters after spending the winter in Renfrew, Ont. . . . W. H. Brownell, who had been working on special promotions with the Ely Circus in Florida, signed with the advance agent of the Dryman-Joyce Shows as special agent. Ideal weather and good crowds greeted the Reed & Jones Shows at their opening in El Dorado, Ark. . . . Johnny J. Jones Exposition was scoring under American Legion Post auspices in plane City, Fla. . . . W. J. Murphy, J. P. Sullivan and L. H. Schmidt formed a partnership in Pittsburg to operate the Atlas Exposition Shows in 1924. . . . Ed P. Griffith signed to do magic and illusions and take-over management of one of the attractions on the Macy Exposition Show.

Bert Chipman, secretary of the Pacific Coast Showmen's Association, was further honored by being appointed its treasurer. . . . Snapp Bros. Shows were playing to good results at the Carnival Fiesta, Nogales, Sonora, Mex. . . . Annual election of officers of the Michigan Outdoor Showmen's Association found the following inducted into office: Leo Lipka, president; O. Y. Averill, first vice-president; Louis Rosenthal, second vice-president; Thomas McNew, third vice-president, and Thomas E. Morgan, secretary-treasurer. . . . West Palm Beach, Fla., proved a lucrative stand for the Brown & Dyer Shows under Missions Lodge auspices. . . . W. W. Potts again signed his string of concessions with the Wade & May Shows, his fifth consecutive season there.

West Bros. Buy Equipment

MORLEY, Mo., March 18.—An order has been placed with the Spillman Engineering Corp. by Owner-Manager J. W. Laughlin, West Bros. Shows, for a portable skooter building with newly developed lights, chromium trim on cornice and colorful decorations. Owner Laughlin is reported very optimistic regarding prospects for the season.



"ACCORDIN' to The Billboard it's going to be a season of bigger and better bananas for me!" says Donno, Larry Benkin's baby chimp of Monkey Town on the Royal American Shows, as he scans the outdoor showmen's bible. Photo by Dadswell.

"NEW TENTS"

"CORN GAMES"
"CONCESSIONS"
"BALL GAMES"

WHAT DO YOU NEED?
MAY WE HAVE YOUR REQUIREMENTS?
Write—Wire—Phone

BAKER - LOCKWOOD
17th & Central, Kansas City, Mo.
AMERICA'S BIG TENT HOUSE
Eastern Representative—A. E. CAMPFIELD,
152 W. 42nd St., New York City, N. Y.

PENN PREMIER SHOWS

WANTS
OPENS MAY 15TH, ELKS FAIR
RIDES: Merry-Go-Round and Flat Ride.
SHOWS: Monkey Out Revue, Minnie, Ornd.
CONCESSIONS: Photo, Fish Pond, Gallery,
Ornd. B. B. McCabe, Hoops and Bings.
VOLCAN COOKHOUSE and GRAB JOINT.
One-Nite in Tickets.
LLOYD SERFAS, Gen. Mgr.,
12 Collins St., Girardville, Pa.

CONNECTICUT VALLEY SHOWS

OPENING MASSACHUSETTS APRIL 21.
WANT: Rides, Shows, Concessions, Resco, Ten-in-One, Midgets, Airplan Show, Lead and Cork Gallop, Photo, Hippo, Fish-Till-Win, MHT Camo, Duck Pond, Custard, and all legitimate Concessions, etc. including. Address: G. J. LARHUA, 1205 Acushnet Ave., New Bedford, Mass.

RIDE FOREMAN

WANTED—Man capable of taking complete charge of Exhibition. Must be sober and reliable. Address:
R. C. LEE, Inc.
Box 1210, Hendersonville, N. C.

SECOND-HAND SNOW PROPERTY FOR SALE.

2000 Cash, 200 Pieces Red Velvet, Gold Fringed, 2048 Inches, 24000 Acme Portable Metal Property, 28 Bins, Free Condition, \$1.25 Pkg, 100 Pops, Richardson Fibre Rink Skates, All Sizes, \$1.00, 40 Ferris Wheel, Complete Equipment, Sell Cheap, \$16.00 Costless of Free Man's outfit. Bureau, WE WILL BUY CO. 601 PERRY STREET, ALL PORTABLE-A-BIKE CAMERAS, WEIL'S CURIOSITY SHOP, 20 S. Second St., Pulla, Pa.

MODEL SHOWS

LAST CALL

All Trade Shows and Shows and Concessions, come in or out in touch with me at Winter Garden, Baxley, Ga. This help, I'll be happy to do it.
W. R. HARRIS, President.

Concessioners' Alphabet

A is for auspices, some good and some bad.
B is for bookings we might have had.
C is for carnival; what sins are committed in thy name!
D is for dice; must have one to join.
E is for error; managers never make one.
F is for flash; it's usually unknown.
G is for gimmick; some can't do without it.
H is for hustler; only a few of 'em left.
I is for independent. "Reserve 50 feet of space."
J is for journey; several will be made in haste.
K is for knocker; lots of 'em doing it.
L is for location; had poor ones all season.
M is for midway; lights out for excellent reasons.
N is for numbskull; "The adjuster is one."
O is for operate—with impunity; it can't be done.
P is for perfect; The g. a. is not.
Q is for quandary; the trainmaster was caught.
R is for reporters; some of their stories too hot.
S is for stung (?) "Why you got a fair play."
T is for trimming. "Show gave it to me every way."
U is for understood; secretary did not speak my language.
V is for victory; "I paid only half privilege."
W is for water; it rained there all week.
X is for Xmas; we will close that week.
Y is for yearning; wish I were home.
Z is for Zanesville; next season to Nome.
—W. B.

Missouri Show Women's Club

ST. LOUIS, March 19.—Regular business meeting was held in the clubrooms on March 9, with President Anna Jane Pearson coming down from Ramsey, Ill., to attend. After invocation by Chaplain Daisy Davis and the salute to the flag, Secretary Grace Oose read some interesting letters from the other clubs and presented the dues and petition of Elsie Kilmer, of Chicago. A letter from Rose Fitzgerald, of Peoria, Ill., was read, as was a card of thanks from Mrs. Kathleen Hitebe and family. Past President Catherine Oliver was a welcome guest. She left March 10 for Shreveport, La., and Texas to open with the Western States Show. Mrs. Inez Jaap has recovered from the flu, but Mrs. Perry is still on the sick list.

Los Angeles

LOS ANGELES, March 18.—White City Shows, now in their fourth week out, opened at Millinery, Calif., this week to satisfactory results. Alton's Silver State Show had a fair week in Ventura, Calif. John E. Christensen came up from the Imperial (Calif.) Fair on route to Bakersfield, opening stand of the Clark Greater Shows. He'll have the cookhouse, grab stand and other concessions. Swede Wilson and assistants have done a good job of overhauling and repainting Clark's Greater Shows equipment. Elderbrand's United Shows closed an eight-day engagement at Inglewood, Calif., to fair business. Manager George Ose states that Mack's elephants will join at Huntington Park, Calif. Pierre Oulette, general agent, left on a booking tour. Phil Williams, general agent of Crafts 20 Big and Golden State Shows, was in town for a short stop. William Hobbay, manager Crafts Golden State Shows, came in from the North Hollywood quarters and said everything is ready for opening. Frank Yagla stopped off while en route to Mike Krekos' West Coast Amusement Co. at Oakland. Ted Night, in from the East, with Ming Toi. Harry L. Gordon writes from Cloverdale, Calif., that the Joyland Shows opened there to satisfactory business. Jack Beach is readying his frozen oyster opening. Princess Lolita (Mrs. Hugh Gillespie), wintering at Long Beach, plans to return to the carnival field. Jack Heaton is in the real estate business here. Moe Levine and Nina Rogers are getting ready for the opening with the Monte Young Shows at Provo, Utah. Charley Haley is superintendent of the property division of the Federal Theaters here, while Carl Foreman is in the writers' division. Mr. and Mrs. Bill Rasmussen stopped off for a brief stay while en route to Hamilton, Mont., in their new housecar. Roy Barnett passed thru en route from the Golden Gate International Exposition to San Bernardino, Calif. Doc Cunningham, with his acts, is playing spots in Southern California. Val Vibo is making Parent-Teacher events. Tommy J. Myers and wife are vacationing in Southern California. Harry Markle leaves soon for the East to join a carnival.

WEST COAST

(Continued from page 40)
Clarks, Circus, Claude Barre's Parisian Revue and Fred Stewart's Temple of Mystery.
Guests
Guests included: Harold Davidson, Mr. and Mrs. R. C. Downie, George Silver, Charles Clatter, Emory and Cliff Clifford, Billie Farmer, Johnny and Irene Gibb, Mr. and Mrs. Frank Downie, Mr. and Mrs. James D. Smith, William Millies, Eva Perry, Patrick Shows, Harry Morkel, Mr. and Mrs. Jack Ehardt, Mr. and Mrs. Jack Schaller, Schaller Attractions, George L. and Nigger Boy Morgan, Bobbie Fisher, Clark's Greater Shows, Charley McCarthy, Stella R. Linton, Florence and Harold J. Webber, Clark's Greater Shows, Johnnie R. Miller, Doc Hall, Frank Redmond, Fern Chaney, White City Shows, Penny and Charley Marshall, Ideal Exposition Shows, Charles and Marjorie Steffens, Stefens Superior Shows, Mr. and Mrs. E. C. Bolton, Frank W. Babcock, Ted and Marie LeFlore, Nina Rogers and Moe Levine, Monte Young Shows, Mr. and Mrs. Eliza and June Pickard, White City Shows, Mary Lou Hudson, Schaller's Attractions, Mr. and Mrs. J. W. Tweedie, Margaret Mason, George Tipton, Lucille King, White City Shows, Banning and Beatrice Eppie, Mr.

and Mrs. Hebb Usher, Mr. and Mrs. H. C. Rawlings, Mr. and Mrs. C. H. Priest, Mr. and Mrs. Harry Looker, A. H. Fisher, Sam Brown, Jack Brick, Dodson Shows, Mr. and Mrs. Chris Olsen, Silver State Shows, Gordon Picard, Al Keenan, Harry Foster, Jack Graham, Mr. and Mrs. Roy S. Moyer, Burke's Greater Shows.
Mr. and Mrs. Ben Dobbert, the Flying Ferrites, White City Shows, Ted Night, Ming Toi, Mr. and Mrs. Jimmie Burd, Mr. and Mrs. A. B. Carlson, Joe Olney, W. C. Higgins Shows, Harry Wooding, Doc Harris, Mr. and Mrs. Jimmie Woods, Charles E. (Cookie) Cook, Mr. and Mrs. Earl Kelly, Mr. and Mrs. Don Lewis, John Mills, Aubrey De Pelaton, Mr. and Mrs. Cleo Quakes, Stanley Cole, George Vanderbol, Jean Gasser, Babe Miller, Anna M. Paul, Reba Lee Moore, Eddie Manley, Bob Caravanaugh, Patrick Armstrong, Meyer Schikom, Charles (Spud) and Edith Redrick, Virgil Goodman, Billie Byrne, William Sinclair, Fred Cline, Mr. and Mrs. Mark W. Campbell, Campbell's Greater Shows, D. W. Middleton, Dale W. Petros, Mr. and Mrs. E. W. Laymore, Mera Bagby, Margaret Jones Brady, Mr. and Mrs. Edward F. Walsh, Walter Benson, J. W. Peterson, Mr. and Mrs. Lobbell, Buddy Robinson, Mr. and Mrs. Ernest Downie, Charles J. Wald, Eddie Marshon, Dave and M. Irwin, James Marshall Brown, Tony Lombardo, Vic Davis, Tony Whitkind, J. Miller, Mrs. Winifred Hirschberg, Helen Geddes, Mr. and Mrs. Harry Stuart, Mr. and Mrs. Harry DeCarro, Barney Unrath, Ed Hirschberg, J. L. McKonee, Bob Anderson, Tusco Johnson, Frank Leggett, Pop Sells, Sammy Bonawitz, Mr. and Mrs. Tom Gaither, Roy Smith, Bob Costello, Boston McLaughlin, G. A. Heyman, Ray Craft, Mr. and Mrs. Geo. Maloney, Mr. and Mrs. Frank Platten, Earl Harvey and Jolly Ethel, Mr. and Mrs. Pierre Oulette, Jack Buszell, W. S. (Dad) Parker, Mr. and Mrs. E. R. Bagby, Mr. and Mrs. Mark Kirkendall.
Mr. and Mrs. Theo Forstall, Tillie Palmabert, May Klefer, Dick Davis, Everett Mitchell, Manfred Stewart, Johnny Cardwell, George Cliff, Ed Peaslee, Harry Vance, Vic Johnson, C. E. (Candy) Moore, Frank Smith, Ben Murray, Etta Hayden, Edward J. Lahey,

James Kelly, Aug Rustrel, Dan White, Anna May, Mr. and Mrs. L. H. Grader, Margaret Balcom, Mr. and Mrs. Ralph Roberts, Mr. and Mrs. A. J. Williams, Mr. and Mrs. Ross R. Davis, Mr. and Mrs. H. J. Vatcher, Dr. and Mrs. Ralph C. Smith, Mill and Pearl Runkle, Thomas MacDow, Ralph Dobbs, Mr. and Mrs. George Cortelyou, Mr. and Mrs. Jean Cartagna, Billie Hicks, Fred and Betty Thumberg, Clara Cardwell, Sin Dyer, Mr. and Mrs. Emmet and Billie Cushing, Mr. and Mrs. H. B. Levine, Mr. and Mrs. Monroe Eisenmann, Gladys Crumpley, Jack and Esther Wolf, Mr. and Mrs. Howard, Greg Howard Jr., Tim O'Leary, Whitey Walton, Louis Rinehart, Paul Budreau, Jess Gruver, Harry Hargrave, Edith Bullock, Frank Ward, Zeiger's United Shows, Mr. and Mrs. Fred Thurman, Bud White, Jack Bigelow, Arlo Whitaker, Frank and Toota Mason, O. G. (Murph) Keenan, Mr. and Mrs. Frank J. Morgan, Al Miller, Capt. W. D. Amant, Val Vibo, George Simmonds, Dan Stover, Mrs. N. Burke, Charles F. Haley, Frank Overland Murphy, Walter J. Towers, Mr. and Mrs. Louis Sulman, Mr. and Mrs. Harry Coleman, Mr. and Mrs. G. Gale, Al Ronnow, Mr. and Mrs. Gregory Niehaus, Mr. and Mrs. J. E. Hebbner, Mrs. Carolyn and Marge Madden, Mr. and Mrs. J. E. Holahan, Nick Wagner, Norman Peck, Dick Hunter, Olga Celeste, Mabel Stark, Mrs. Frank J. Bennett, Ida Delno and Mr. and Mrs. Frank Gutierrez.

RA UPS '38

(Continued from page 40)
Florida: will confer with Pinellas County officials before returning to Chicago.
Visitors in Sarasota included President John Ringling North and Roland Butler, general press representative of the Ringling circus, and Dorothy Barber, equestrian, and Terrell Jacobs, animal trainer, Colonel Shearer, president, and Crawford Bickford, manager of Central Florida Exposition, accompanied by Mrs. Bickford, were guests of Carl Sedlmayr and Elmer and Curtis Velare.
Following the Sarasota engagement, President Sedlmayr and General Manager McCaffery went to Miami, Fla., for a visit. Velare said that new fronts are

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Make your Concession the LIVE SPOT!
Rely on EVANS' 45 Years' Experience for the Latest and Best
Amusement Equipment
PADDLE WHEELS OF ALL KINDS \$7.50
Long Range Shooting Calibres and Supplies for all kinds of Wholes and every type. Everything for the Money.
FREE CATALOG
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to be constructed for Baby Ruth Fontico, who this season will be accompanied by Big Bertha and Slim Jim Curtis. Baynell's dramatic production and Imperial Hawaiian. He said Leon Claxton's Springland Colored Revue will go to the Rubin & Chery Exposition and that Dick Dent's former Oddities attraction, in charge of Tom Hankins, and featuring Zilla, will be transplanted on the R. & G. midway. Reported by Jack Dadrwell.

Museums

Address Communications to Cincinnati Office

Harry Lewiston's Museum Concludes Tour at Akron

AKRON, March 18.—Harry Lewiston's Traveling Museum concluded its tour here today after two weeks and a day of satisfactory business at 235 South Main street. Equipment was moved to Charlotte, N. C., where two new units will be constructed. One, in charge of Mrs. Lewiston, will join the James E. Strates Shows. Harry will handle the other unit which joins the Ideal Exposition Shows. O. P. Friend will assist Mrs. Lewiston, handling the inside and doing magic. Chiko will continue with Mr. Lewiston's show. Friend reports the show experienced a successful winter tour. Mrs. Lewiston also will conduct a snake show on the Strates organization. Evelyn Cook justified here for the summer, while Earl Hank left for his home in New Ulm, Minn., to pick up his trailer before joining the show at Charlotte.
Visitors included Eddie Jackson and Frank Mayer, Milton Baker, Ray Marsh Bryson, Willard Buckenstoe and Little Lord Leo. Unit received several good radio announcements and favorable comment from papers. Eli Lewiston celebrated his first birthday anniversary at a party at the Sharon Hotel, with personnel of the show attending. Among the many gifts were a diamond ring and a bank account. Reported by O. P. (Red) Friend.

Carl J. Lauther Climaxes Successful Stand in Pitt.

PITTSBURGH, March 18.—Climaxing one of his most successful winter seasons in recent years, Carl J. Lauther today closed his Oddities on Parade Museum after 13 weeks here. Business the final week dropped slightly below opening week, but on the whole the engagement here has been far above expectations. Addition of a new semi-trailer will permit ample loading space to accommodate the extra equipment added here. Show left immediately for Augusta, Ga., where hurried preparations

will be made for the opening of Lauther's three shows with the Johnny J. Jones Expedition on April 1. The writer will supervise construction in quarters while the Lauther's sojourn for a few days at the home of Carl's mother in Jacksonville, Fla. Frances Murphy and George White left to fulfill contracts at the New York World's Fair. Reported by Paul D. Sprague.

Look at Life Clicking At Barberton, O., Stand

TOLEDO, March 18.—Look at Life Museum has been exhibiting in Barberton, O., to good business for the past two weeks, the last of which showed the largest gross since the unit's inception. Acts are proving popular and among recent additions is Dick Hillburn, half boy, doing rapid cartooning.
Line-up now includes Lucky Ball, sword swallower; Walter Dalenz, magician; Zip, pinhead; Lupe Zarate, armless knife thrower; Jack Stevens, midgit; Zylata, mentalist; Zola, indestructible girl; Irene Perrel; Christine, crocodile girl; Sidney Spencer, oiled man; Jack Lanferrier, human volcano; Shorty's Radio Roundup; Ranchettes; Capt. Jacob Strain; Hollywood chumps; and Maj. Marty Makomba, pythian wrestler. Billy Melton continues as principal lecturer, assisted by Earl Meyers and Earl Jr. Billy Winters presides over the annex. Reported by Johnnie Reeves Jr.

Philadelphia Houses

PHILADELPHIA, March 18.—Business was fair this week. Eighth Street Museum has McCongle, comedy juggler; Congo, South African busman; Celko, magician; Pops Plastique and illusions in the mug; hall and dancing girls in the annex. South Street Museum is presenting Margie White's Colored Revue on the stage, with Slim, juggler; Roland, anatomical exhibition; Professor Hall, magic, and Madame Marajab, mentalist, on the platform. Dancing girls in the annex.

SLA SPRING

(Continued from page 40)
a drummer, now occupies the band stand with an entertaining group of band boys. Manager Frank Bering of the Sherman is co-operating with the league to make this year's Frolic an outstanding event.
Chairman Johnson urges all who plan to attend to get their reservations in as early as possible, as a capacity crowd is expected. In fact, the chairman stated, success of the event is already assured.

NEWARK PRIEST

(Continued from page 40)
15 years for St. James' Hospital and all have been conducted by our organization," said Father Toohy. We never brought in any personnel to man the stands. All work was done by a committee of ladies and gentlemen from various parts of the county, usually headed by Governor Moore as honorary chairman. Our carnival attracted the best elements in all walks of life in Newark and in the State and they were always a big help to the hospital.
"Today the city owes St. James' Hospital thousands of dollars for handling indigent cases and there will be more need of the carnival this year than ever before because of the city's failure to pay the hospital. I am sorry to hear Mr. Duffy has condemned carnivals that were run legitimately as well as those run illegitimately by irresponsible persons only for private financial gain."

CEREMONIES MARK

(Continued from page 40)
considerable building prevailed in quarters is evident.
Shows reporting for the hurried opening included Ned Rao and company, Tommie Tommie's Congress of Oddities, Claude Williams' Hall of Art, Chief Monaur's Athletic Show, Antwine's Old Plantation and Jackson's Crime Show. Tilt-a-Whirl, Ferris Wheel, Swing Mixup and Kid rides opened. Ride-O and Octopus will remain in quarters for a while. Staff includes Ira Burdick, owner-manager; Mrs. Jewell Burdick, secretary; E. C. McDonald, secretary; R. F. Hayes, general agent; Jack Donald, press; Ollie Wade, superintendent; J. Wiener, announcer, and J. W. (Red) King, trainmaster.

general business. The writer and W. Terry Martin are renewing acquaintances with their old friend Charles H. Powers, who is now cashier of the People's State Bank. He formerly was secretary of the Johnny J. White Exposition. Powers has done everything possible to make the stay here a pleasant one. Reported by H. G. Hockett.

Honest Bert

ROCK ISLAND, Ill., March 18.—Work has started in all departments in quarters here. Show is scheduled to open about May 1. Owner-Manager Bert Carhan has returned from a trip to Iowa. Arkansas Slim is here getting his Circus Side Show ready. Swede Olson visited and informed the management he would return to the organization with his athletic show. Texas Jack Hamilton again will have the girl and snake shows. Reported by Mrs. Bert Carhan.

Zacchini Bros.

TAMPA, Fla., March 18.—Three members of the Zacchini family, Hugo, his wife and Bruno, received their American citizenship papers in the Federal Court here March 10. Many city and county officials attended a dinner and party at the Zacchini residence that night. Quarters work is going at top speed and two of the 25-foot trailers are finished. Curtis L. Bockus returned last Friday from a five-day visit to Florida. Electric work on the silver towers has been finished. The Tampa Tribune, in its March 7 issue, gave the show a 10-inch spread with a picture of the towers and front entrance. At a meeting of the board of directors of the Ybor City, Fla., Chamber of Commerce March 6 a resolution was adopted inviting the Zacchis to move there and cooperate in its advancement. Hugo Zacchini and Curtis L. Bockus left for St. Louis last Monday and as soon as suitable quarters can be obtained all equipment will be shipped there. Mr. and Mrs. Bob Coleman are still in Key West, Fla., but plan to leave some time this week for Tampa. Annette McKiernan is in New York and will begin getting her equipment in shape immediately. Ethel Bockus, who spent the winter with her mother in Lynn, Mass., plans to arrive in St. Louis about the middle of April. Mr. and Mrs. Bob White write that after spending a few days at Norfolk, Va., with friends they will come here. Emma Van Cellesse and Dutch Lane motored in from Sebring (Fla.) Fair Saturday, and Dutch contracted four of his concessions. Mrs. Victor Lee and Bryant Woods are still in Miami. Reported by Bill Eaton.

Melvin's United

ST. PAUL, March 18.—Work is progressing well at quarters here. Mrs. Art M. Balderston has returned from Macomb, Ill., after a 10-day visit with her son. General Manager Art M. Balderston has a crew overhauling and redecorating the show. Fronts are to be of the latest panel with indirect lighting and three light towers will be added. Balderston has purchased four new trucks and is building semi-trailers for them. New Tilt-a-Whirl will be ready for the opening at Yankton, S. D., May 6. P. M. Jones, general representative, has about completed the bookings. Sam Wells will again have his line of concessions, making his fourth season here. Blaine Young will have two shows, and Betty Pettit is busy making a new wardrobe for her Girl Show. Mr. Pettit will have the Athletic Show. Mr. Jones has purchased two trucks and he and Mrs. Jones will have two rides and a corn game. Mrs. Jones will be special agent. Reported by V. Jones.

W. C. Huggins

SEATTLE, March 18.—Work is progressing nicely in quarters here under supervision of Manager W. C. (Spitz) Huggins. Almost all trucks and trailers have been overhauled and repainted and four semi-trailers have been added. Superintendent Bill Meyers' crew is building new fronts and light towers and four high-powered Klieg lights have been mounted on a new trailer. Show will have two new neon-lighted sound trucks, one to be used in advance. Mrs. W. C. Huggins' corn game will be neon lighted, and Doc Newland, concessions superintendent, is getting his department in shape. Designer and painter Chet Sanders is doing a good job in his

department. Eddie Flynt is in charge of the culinary department and Joe DeMouchelle again will be in advance. W. O. (Slim) Tremaine is looking after office work here. Joe Olney will have three shows and is expected in quarters soon. Shows will open at the Apple Blossom Festival, Wenatchee, Wash. Reported by W. H. (Bill) Meyers.

Sam Spencer

BROOKVILLE, Pa., March 18.—Work is steady, with the small force to be augmented last this month. R. Rechenbach writes she will arrive with her pony ride about April 1. Visitors included Messrs. Kirk and O'Hara, of Fair Publishing Co., and Clark White, ride foreman past several seasons with Family's All-American Shows, who says he will not go out this season. John D. Rhodes writes he is leaving Baltimore, Md., for quarters with his musical revue, Ramon and George Mettler are playing trumpet and baritone in the local V. P. W. Band. Reported by R. S. Mettler.

Lee Brps.

NORTH TOPEKA, Kan., March 18.—The writer made a business trip to Kansas City, Mo., recently, and General Agent Steve Lee and Manager Coleman Lee have returned from a booking trip. Opening has been set for April 15 here. A new tractor has been purchased for the Ferris Wheel trailer. Frank Borror has signed his fishpond, watch-in and country store concessions. Ralph Mahan booked his chairplane and concessions. S. L. Hoyle will have his auto kiddie ride and concession, while Dale Parrish has signed his athletic and girl shows. L. W. Peavy has been appointed lot superintendent, and other concessionaires signed include Orin Jones, pop corn; Mr. and Mrs. Lime; B. E. Duff, lead gallery, and the writer, diggers. Reported by Mrs. C. Lee.

Hennies Bros.

SHREVEPORT, La., March 18.—All departments are going full blast and show-folk are arriving daily. Bobbie Wickie, scenic artist, is giving fronts artistic embellishments. Visitors included Macon E. Willis and wife; Charles Lenz; Milford E. Smith, Baker-Lockwood, and M. O. Hutton, of the Mammoth Marine Hippodrome, which played a four-day stand here recently. Reported by Walter Hale.

A. B. & B.

WINSTON-SALEM, N. C., March 18.—Equipment is being overhauled and repainted under the supervision of chief mechanic Eddie Vaelker, who has been working a crew of six men since February 1. Show will open the first week in April. Charles P. Myers is building concessions. New canvas and seat covers for the rides have been ordered, from Dife Tent and Awning Co. Quarters crew includes Happy Smith, Oll Little, Snag Adams and Macon Warren. John E. Lampton, and wife have arrived from their home in Toledo. He will be general manager of the show. Jimmie Reeves, past season with Cole Bros.' Circus advance, has booked his Circus Cafe. Scenic artist Macon Warren arrived from his home in Louisville and began re-

painting the rides. Thomas S. Blum, manager of the fair here, has been a daily visitor. Many visits have been exchanged with Eric B. Hyde and agent Therman, of the Eric B. Hyde Shows, who are also wintering here. Visitors included Howard Amos and John M. Brown, of this city. Sam Mechanic, who formerly owned rides purchased by owner Claude J. Belmont, is expected here soon with his new Baby Whip. Mrs. Nan Lampton will have charge of the concessions operated by the management. The writer will be secretary and Billboard agent. Reported by Gladys Sharp.

Groves Greater

BENTON, Ill., March 18.—Work started in earnest here this week. Some of the equipment has been moved on the lot preparatory to opening on April 1. Fred and Betty Progar and George Fleischman, who have been operating a skating rink in Veedersburg, Ind., are busy, with Proper building a new bingo frame, while Fleischman is getting his frozen custard machine in order. Mrs. Marion Lambert has been suffering with neuralgia. Bill Lambert is painting and lettering the trucks, while Evelyn and Billie Joe are spending their time visiting with Eleanor Groves. Owner Groves and the writer attended the Indiana and Illinois fair meetings. George Harlos, show electrician, and his wife, Marie, arrived this week, and George began looking over the electrical equipment. Mr. and Mrs. Sitz have been in here several weeks and are working smoking sets. Frank Sutton and Bill Norwood, of Great Sutton Shows, visited while en route to Michigan. Al McGrath is tuning up the truck and ride motors and helping build new fronts and repairing old ones. Reported by George Caine.

De Luxe

NEWARK, N. J., March 18.—Activities in quarters are going at top speed. S. E. Fred, general manager, returned from Florida in time to keep an appointment with La Grippe, but he's fully recovered and feeling fine now. Mrs. Jim Morgan, widow of the lovable Jim Morgan, whose untimely death recently shocked us all, will carry on with the ball games. Paul Fred is building a new bingo store. New canvas for Jack Russell's concessions has been ordered. Opening date has been set for last week in April. Two new slides have been booked and new fronts and banners ordered for all shows. Reported by Eddie Knight.

Wayse Greater

WAYLAND, Ia., March 18.—Gene Riel arrived this week from a booking tour which took him as far as the Canadian line and reported he had signed contracts for number of celebrations and fairs. Work has been progressing in quarters under direction of Jack Smith, foreman. Mechanic Millard Schlatter reports that all trucks and motors are ready. Scenic Artist Howard Dodds is doing a good job with the show fronts and lettering of the trucks. Visitors included Sam Foglesong, Carly Smith, L. O. Weaver, Charles Fisher and Vernon Pass. Owner H. L. Wayse purchased a new truck and semi-trailer. He reports he is well pleased with progress at quarters. Reported by Billie Clark.

American Carnivals Association, Inc.

By MAX COHEN
ROCHESTER, N. Y., March 18.—A decision of unusual interest to the amusement industry, indoor and outdoor alike, was recently handed down in New York City in a criminal prosecution of a theater for untrue and misleading advertising. Defendant theater advertised an admission price of 25 cents until 1 p.m. and a children's admission price of 15 cents at all times. Complainant saw the advertisement and attended the theater with his wife and daughter, age 12 years 6 months. The party arrived at 12:15 p.m. and waited in line to purchase tickets. The line was so long that complainant did not reach the ticket window until a few seconds after 1 p.m. The theater refused to sell him a 25-cent ticket and also insisted upon an adult ticket being purchased for the minor daughter.

In dismissing the charge against the theater the court held that a place of amusement does not sell merchandise nor render service but merely admits or licenses spectators to view the performances given. It is not required by its character to grant the privilege to all comers and is free to admit only those whom it chooses to admit, subject only to the nondiscrimination privileges relating to civil rights.

In connection with the change of price at 1 p.m., the court points out that where a bargain price is granted the patron is under the duty to come sufficiently early to avail himself of the bargain rate and that the theater is under no obligation to sell more tickets than the number of persons its facilities will accommodate.

With reference to refusal to sell a children's ticket to the minor daughter in this case, the court points out that in view of the fact that there is no statute governing the subject the theater has a right to determine for itself whether the individuals presented at that ticket office come within its opinion of the term "children." It is to be noted that in this case a specified age was indicated, then the theater would be bound by its own specifications. However, where the phrase "children" is used the theater is entitled to exercise its discretion as to whether the individual comes within the classification.

In the past there has been considerable confusion upon the subject covered by this decision, but we feel that such confusion is now eliminated and that the law has become reasonably settled to be capable of application in most cases involving similar facts. Members of the association can obtain copies of this decision by communicating with the ACA offices.

WANTED WANTED

Agents for Bell Game, Charlotte Shooting Gallery, Harry Rich, Kentucky Wheel, Hot Game, Horse Hot, Horse, Long Game, including 14, fair, MILLY BROWN, Mrs. Sam Lawrence South, Waynes, Ga., want opens April 8.

MINER MODEL MIDWAY SHOWS

Shows open Saturday April 29. Pop Corn, Candy Apple, Grab sold. All other Concessions open. Can use one or two more shows. Low Admit. You take them please with you. Would also like to buy from Billie Sheppard and Capt. Wintley. Will send you on Wheels and Pumps Catalog. Address R. H. MINER, 101 Chambers St., Philadelphia, N. J.

LILLIAN SHEPPARD WANTS

The Girl Shows experienced Charles Giltz, and James that can deliver, Appoint and find the best set in town, quality. Also looking for Girls for Young Shows. Send all first letters. Address in care of SOL'S LIBERTY SHOWS, Garthsville, Missouri.

READERS

Can place ten capable readers for best money. Specially trained. Write or visit. SOL'S LIBERTY SHOWS, Garthsville, Mo.

FOR SALE—William Tress-Broadway Meep-Board complete with set, new hot spring. Robert Lockwood, crane and motor, \$1,000.00. Heavy Concessions complete with heavy Coils engine with 1,500-watt light plant attached. 8-1/2 x 12 ft. motor, 2500 two Trillium Trailers, one 1934 Chevrolet Truck, one International tractor, 1934 P. O. model, this equipment in the line of show and a bargain for \$1,500. Air brake and landing gear. Set of the above sent to Billie Clark, Waynes, Mo. Buy EARL A. REID, Box 9, Jacksonville Beach, Fla.



WINTER FROLICS are preferred by Wallace Cobb, trainmaster of the World of Strife Shows, and his family, who immediately after the close of the show season go to their home in the Upper Peninsula of Michigan. Above shows Mr. and Mrs. Cobb and daughter, boys, in winter togs and with snowshoes in Hiawatha National Forest on the road to their cabin.

C. F. ZEIGER UNITED SHOWS

Want for each of the finest... Celebrations and Fairs to the West. Will look to his Octopus and Kid... Will furnish entire for Shows... April 15. Great Carnival...
C. F. ZEIGER
Box 190, Albemarle, N. C.

GREAT LAKES EXPOSITION SHOWS

Opening April 10, Toledo, Ohio.
WANT AGENTS
For Coupon Shows and Shows, also for Show Men and Ball Games. Must be capable and be confident at all times. No better will be tolerated. Have now complete Corn Game. Will give capable man a very good proposition. Do not answer if you do not know your business. Address: AL WAGNER, 2047 Chestnut Hill Road, Toledo, Ohio.

BETTY JOHN WANTS

Circus Side Show People. A-1 Talker, also Man for second opening. Toledo, Working Act. Must. Glenn Brown with Carl, Talley Artha, Locators. All sets with me before write. Helen Cassell shows. Address: BETTY JOHN, Care Fisher's United Shows, 4247 North Florissant Ave., St. Louis, Mo.

For Sale—Shooting Gallery

Complete with Motor, Revolver, Steel Cannon and Accessories. Moving Targets electrically operated. Very substantially constructed. Perfect condition. Made by Hoffman. Call or write for details and full particulars. SAYMAN PRODUCTS CO., St. Louis, Mo.

Jay Gould's Outdoor Circus

WANTS Concessions and Show Men of merit. Season of 20 weeks, 2 and 3 spots per week on streets. Interviews on all Concessions at list five percent. Address: JAY GOULD, Gibson, Tenn.

GOLD MEDAL SHOWS

OPENING THURSDAY, APRIL 6, JEFFERSONVILLE, IND. CAN PLACE GRIND SHOWS WITH OR WITHOUT TRANSPORTATION. Will furnish tops. Manager with People for Posing Show. CONCESSIONS. Photo Gallery, Custard and other Concessions operating for not over 10c. RIDE HELP that can drive Semis. MIKE ROSEN wants Corn Game Help, Ball Game Workers and Grind Store and Wheel Agents. Address P. O. BOX No. 8, NEW ALBANY, INDIANA.

SOUTHERN STATES SHOWS WANT

FOR PAHOKEE, FLA., FAIR AND BEAN FESTIVAL, MARCH 28 TO APRIL 1, BOTH DATES INCLUSIVE.
One more Major Ride that does not conflict. What have you to offer? Also high-class Shows that do not conflict with what we have. Also have room for a few more legitimate Concessions. With Ruskin Tomato Festival to follow.
ACT QUICK, NO TIME TO DICKER.
Yes, I have the exclusive contract regardless of what rumors you have heard.
All communications to JOHN H. DAVIS, Manager, SOUTHERN STATES SHOWS, Aven Park, Fla., care Chamber of Commerce, this week.

LAST CALL! BROWN NOVELTY SHOWS

OPENING SATURDAY, APRIL 1, AT VALDOSTA, GA.—TWO SATURDAYS.
Chicago Spring Roads Through Georgia, Tennessee, Kentucky and Ohio.
WANT RIDES: Ties, 17-21, Octopus, Loose-Ends, Inlay Double, or any other Major Ride that will put in them. CONCESSIONS: Strictly legitimate Shows that work for not more than 10c and draw out stock. Celebrations and Fairs in Ohio get in touch with us. All answer BOX 404, Valdosta, Ga.
J. D. Wilson wants: Stock Concessions Agents and Ball Game Workers.

WANT SIDE SHOW ACTS

Wants to feature. Must Reading Act capable of getting to work. Must be capable, Talker and any Work. All those who have worked for me write or come on. Small Budget for this show. Address: SID AND FRANK GRANE, Poplar Bluff, Mo. WANTS capable, reliable persons for All Hires and Shows. Write
A. S. BAYSINGER SHOWS
POPLAR BLUFF, MO.

FIDLER'S UNITED SHOWS

OPENING EAST ALTON, ILL., APRIL 10.
CAN PLACE PRIMITIVE CONCESSIONS OF EVERY DESCRIPTION, especially want Ball Games, Penny Pitch, also Amuse. Will sell exclusive on Custard, American Pinistry and Divers. W. D. Parkers owner. Shows and. We offer Concessions on outlandish topics. RIDES—Four Track, also Octopus and Kid, or any other Major Ride that will put in them. CONCESSIONS: Strictly legitimate Shows that work for not more than 10c and draw out stock. Celebrations and Fairs in Ohio get in touch with us. All answer BOX 404, Valdosta, Ga.
J. D. Wilson wants: Stock Concessions Agents and Ball Game Workers.
SID FIDLER, Owner and Manager, J. COUBINS, General Agent. Address: FIDLER'S UNITED SHOWS, 2417 North Florissant Ave., St. Louis, Mo.

Showmen's League of America



165 W. Madison St., Chicago, Ill.

CHICAGO, March 18.—Past President Ernie A. Young wielded the gavel at the March 16 meeting. With him at the table were Past President Zebbie Fisher and Secretary Joe Strelbich. Routine business prevailed, with an order to rush, as Bernie Mendelson and Frank Ehlers and their committees had arranged a corn beef and cabbage lunch. Relief committee reported Brother Edwin J. Hoek in the hospital for attention. Brothers Owens and Yellmer are still confined in their homes. A letter also advised that Brother Earl Burke is in Veterans' Hospital at Wadsworth, Kan. Membership committee is getting lined up for the summer, while remaining committees are going along with their usual full co-operation.

Brother George W. Johnson outlined plans for the spring party to be held in College Inn April 10. Reservations are coming in nicely. After the meeting the boys enjoyed the pleasing antics of Frances Kay and Pinky Tracy, furnished thru the courtesy of Brother George Terry. Brothers Nat Green and Arthur Hopper returned after a prolonged absence. Both responded nicely when called upon for remarks. Attractive advertising posters of the spring party were being placed this week thru the courtesy of Brother Jack Aules. Advance publicity is being given the Toronto convention with the idea of having a number of the brothers take advantage of a special rate, all to go on the same train. Brother S. T. Jessop covers misses an opportunity to put in a plug for the league in his many contacts as president of the National Canvas Goods Manufacturers.

Brother Ralph Anderson was in town and visited, as did Paul Conroy, of Mason, Ga. Vince McCube visited after a long absence. Frank Danieledrops in regularly. Past President Young received a rousing welcome as he assumed the chair for the evening. A brother who was notified that he is in arrears on dues writes: "I have no intention of dropping my membership in the league and will certainly be in to see you with my dues in a very short time." Look at your card and see if you are in good standing.

Ladies' Auxiliary

Bunco and card party on March 11 in the West Room of the Hotel Sherman was a success despite a heavy downpour of rain and sleet. Twenty-six door prizes were awarded and a huge table, filled with beautiful prizes, was displayed. Club held its regular meeting on March 16 with the following officers presiding: President Leah M. Brumler, First Vice-President Ida Chase, Second Vice-President Mrs. Joe L. Strafbich, Secretary Mrs. Robert H. Miller and Treasurer Mrs. William Carsky.

Invocation was rendered by Chaplain Clara Harker. Members were grieved to learn of the death of Sister Alice Hill's husband. Heartfelt sympathy was extended by all members. Sister Ida Chase, relief committee chairman, reported the following members confined in their homes: Elisabeth Ernst, Maude Oeller, Frances Keller, Mrs. Al Miller and Cleora Helmer. Members were delighted to have Sister Phoebe Carsky back with them again. She has recovered from a recent illness.

Auxiliary is planning a rummage sale for some time in May. All members wishing to contribute to the sale will be given notice as to mailing address in a later issue. Sisters Rose Page and Jeanette Wall will be in charge. Refreshments were served at adjournment. Sister Ida Chase will be hostess of the March 23 social. Be sure to attend and bring your friends.

A Few Hints

Take 'Em or Leave 'Em

By W. R. HARRIS

Manager, Model Shows, Inc.

Don't think that you can run the show better than the boss. He owns it and makes a success of it. If you know more than he does, you might be the owner and he working for you.

When you hit a bloomer, don't jump on the general agent. He is human and liable to make mistakes. The man who never made a failure never made a success.

Don't talk about your business in hotel lobbies or make remarks about "monkeys," "marks," etc. Ninety per cent of the so-called town "chumps" are as wise as you are and equally conversant with carnival tactics and terms.

Don't criticize the management in public. If you must do it, do it privately. There are enough local knockers who will do the work for you gratis and without your help.

If you are not satisfied with the show and the treatment you receive, don't put your troubles into everybody's ear. Just go somewhere else. The manager won't try to stop you. They say that "absence makes the heart grow fonder." He will be fonder of you if you quit.

Philadelphia

PHILADELPHIA, March 18.—Goldie Fitts, who has been wintering here, left this week to join the Goodman Wonder Show, where he will operate the Circus Side Show. Carl Lauther visited during the week, after a successful season in Pittsburgh. Danny Gorman, of the Eighth Street Museum, returned from Florida greatly improved in health.

H. S. Korr was in the city looking after the Art Lewis Shows' interests. George E. Roberts has moved to new and larger quarters at 3504 North 18th street.

5 Fishers to Great Lakes

TOLEDO, March 18.—C. D. Clark, manager of Great Lakes Exposition Shows, announced that the five Plying Fishers had been signed by his organization as its free attraction for 1939 and that Harry Stahl's Band had been added as a midway attraction. Shows are nearly ready for opening here on

April 15, he said. Don Cameron, assisted by Barney Goodman, is in charge of building activities.

Pacific Coast Showmen's Assn

730 S. Grand Ave., Los Angeles, Calif.

LOS ANGELES, March 18.—Regular meeting on Monday night drew 30 members, good attendance considering the fact that many of the shows here have opened. Officers present were Harry Hargraves, president; Joe Glacy, first vice-president; Phil Williams, second vice-president; John R. Ward, third vice-president. Usual business procedure was followed and current bills were ordered paid.

Communications: From the National Showmen's Association a letter acknowledging receipt of the good-will banner. Letters also came from the Showmen's League of America, Heart of America Showmen's Club and International Showmen's Association acknowledging receipt of good-will banners. There were no new members, but one reinstatement.

Standing committees had no important reports except that Miss Levine, house chairman, submitted a flatting report on profits from the commissary for the housewarming night.

President Hargraves gave a forceful talk on plans for the betterment of the organization, stressing that all who accepted certain activities would be expected to measure up to requirements. There were several suggestions on plans for raising funds. It brought much discussion, with result that President Hargraves stated all would be heard at the next meeting. New clubrooms have elicited much favorable comment from all. Weekly award went to John M. Miller, who generously donated the sum to the fund. Lunch and refreshments prevailed after adjournment.

Ladies' Auxiliary

President Marie LeFors presided at the March 13 meeting, with First Vice-President Mary Bagby and Secretary-Treasurer Edith Bullock in their respective chairs. Meeting was brief, since almost everything for the year was attended to when the club moved into new quarters. This marked the first appearance of the year of Rose Clark, who has been wintering at Gilman Hot Springs. Nina Rogers, house chairman, has had the plumbing and gas installed in the kitchen. Nina joins the Monte Young Shows soon. A meeting of the board of directors was called, but owing to lack of a quorum the finance committee passed and approved all bills presented by Chairman Rogers. Meeting also marked the last one for Sis Dyer, who left for the Hannies Bros' Show on Tuesday. Lucille King will join the White City Shows as second agent.

The auxiliary and members of the PCSA spent an enjoyable Sunday at the Hilderbrand United Shows as guests of Mr. Hilderbrand and General Manager Coe. Both clubs will be guests of Crafts' 20 Big Shows at San Bernardino on March 21. Marie Klitzk donated several beautiful tapestries for the walls of the new clubroom. She was tendered a vote of thanks. Mabel Stark's book, Hold That Tiger, donated by her, has been placed in the library. Weekly award went to Lucille King.

President LeFors will leave for the season soon. Esther Carley, sick committee chairman, was on hand after the absence of two meetings. She reported Norma Burk and Vera Downie sick with flu. Other members reported ill in past two weeks have recovered and the club received letters, thanking it for its consideration and flowers. A letter from Mary Francis was read and met with much applause. Lunch was at adjournment. Cards and bridge prevailed thereafter.

GREATER UNITED SHOWS CAN PLACE

Octopus, Whip, 15-in.-D. Snake Show, Mechanical Show, Musical Performers, also Acts for Shows.
Season of 40 Weeks
20 Fairs and Celebrations
Write: J. GEORGE LOOS, Kansas, Tex.,
March 20; Henderson, Tex.,
March 27.



NATIONAL SHOWMEN'S ASSOCIATION INC. Palace Theater Building, New York.

NEW YORK, March 18.—The 1939 membership drive was stressed at the March 15 meeting. President George A. Hamid handled the gavel. Seated with him were Vice-Presidents Max Linderman and Art Lewis, Treasurer Jack Greenspoon, Counsel Max Hoffman, Dr. Jacob Cohen and Executive Secretary J. M. Liddy. Shows and individuals who have announced intentions to win a gold life membership card include World of Mirb, Doc Cann; Art Lewis, Charlie Lewis, New England Motorized, Billy Giroud; Johnny J. Jones Exposition, and Catlin & Wilson, Eddie Vaughan, Sam Rothstein and William O. Fleming.

New York World's Fair membership drive committee reported that it expects to add at least 100, while Brother Irving Rosenthal, of Palisades-Amusement Park, promised another 150 members.

Freddie Phillips' plan to interest prospective members thru staging an open house entertainment was enthusiastically received. George Bernert said that thru Billy Glason, of the NVA, he would be able to provide some good acts. Jack Lighter then advised that Jesse Kaye, of the Panchoy & Marco office, had offered his aid. Event will be held April 1, and will be known as George A. Hamid Night. Buffet lunch and refreshments will be served. Doc Cann mentioned the Showmen's League of America method of raising funds for social purposes, namely, the Penny Parade, which was put into operation immediately and \$42.47 was realized.

President Hamid announced that bronze plaques again would be awarded members and individuals who render distinguished services to the organization and to any member obtaining at least 10 new applications. Board of Governors checked the matter of new members coming in after May 1, 1939, to be entitled to being paid up to July 15, 1940, to aid in the membership fight. Members were advised that the Ladies' Auxiliary will conduct a Penny Sale in the clubrooms March 23.

Then, of course, on the 25th and 26th of this month there is the Spring Outing to Atlantic City, where your host will be Brother Robert Strago. Much interest has been manifested in the trip. Next meeting is scheduled for March 29. As a result of the Penny Parade feature, which will be a fixture from now on, refreshments will be served at each meeting. Eligibility committee approved applications of John McGinley, proposed by Eddie Vaughan; Mike Ziegler, sponsored by President George A. Hamid, and Sam Shapiro, brought in by Benjamin Meyer.

Additional 1939 committee listings are: Veterans, Jack Lighter, chairman; Andre Demont and George Bernert; By-Laws, Max Hoffmann, chairman; Joe Rogers, Harry O. Baker, George P. Smith Jr. and Harry G. Travers. Membership Drive Committee will be announced later. Birthday congratulations are in order for Emanuel Klein, March 23; Arthur Scott, March 25; George W. Lattimore, March 27; Aaron Hynes, Clifford S. Karna, March 28.

Ladies' Auxiliary

Members were happy to see Sisters Ida Harris, Martha Wagner, Clara Rothstein, Lillian Brooks on the well list again. Sister Ida Harris celebrated her birthday anniversary March 16, as did President Dorothy Packman on March 18.

Plans are being made for a rummage sale to be held late this month.

Blames Zone Delay on Lack Of Qualifying Attractions

Norfolk, Va.

Editor The Billboard: Every world's fair has to have a reason for being such and a theme to build upon. The New York World's Fair has for its theme building "The World of Tomorrow". It was launched with promises for the future, built with the tools of today, upon the experience of yesterday. In order that this world's fair may achieve the objective of its theme and promises it was of necessity that its

amusement zone should be in keeping with its theme and promises. It now appears that very few midway expositions, so-called showmen, have presented plans and specifications for attractions in keeping with the New York World's Fair theme, promises and objective, hence the delay in letting contracts for a great number of amusement zone attractions. Billy Rose, Dufour & Rogers and a few others have qualified in keeping with the spirit of "The World of Tomorrow" and are going forward with their plans and building. Countless others have presented plans for attractions but failed to grasp the spirit of "The World of Tomorrow" and "have naturally been turned down.

There are very few showmen who grasp the spirit and magnitude of the New York World's Fair. A lot of them blame Grover Whalen for their plight. Some trade paper writers have also failed to grasp the theme of the New York World's Fair and also chide Mr. Whalen for what they deem as his shortcomings. WILLIAM JUDKINS HEWITT.

With the Ladies Here and There

By VIRGINIA KLINE

SALEM, Ore., March 18.—At Sweetwater, Tex., we visited Mr. and Mrs. T. J. Tidwell and daughter, Patty. They have fine quarters and a snug little home in town. At El Paso, Tex., the Fisher Hotel seems the showfolks' headquarters. I saw Mrs. Danny Starr there feeling much better after a trip into town to see her doctor. She is recovering from a recent illness. Also saw Mrs. Bill Starr and Mrs. Blackie Ringgold, but missed Mrs. Ralph Forsythe and son, Jackie.

At Tucson, Ariz., the annual cowboy fiesta was getting under way and Mr. and Mrs. Mel Vaughn were getting things in shape for opening. Ann Summers had her pop-corn concession open for business. Mrs. Jim Tarlington had some local Indians posing for a picture in her gallery. Mrs. Bill Davis is recovering from a recent automobile accident. Minnie Spring stopped flashing her digger concession long enough to give me news of the West. Mrs. P. O. Gregg was entertaining visitors, and Katherine Mason Boyd displayed a new opal ring.

At Mesa, Ariz., the Frank Burke shows are in a new building purchased recently by Frank Burke. Mrs. Burke and Mrs. Irene Moore took me around and showed me, among other things, more dogs and cats than Ma Nallon ever carried with me. Mrs. Burke is a great dog fancier and cannot see one mistreated. At Phoenix, Ariz., I found Abner's brother, Elmer, much improved in health, and Ida, his wife, was busy with a garden and planning to remodel their home. Mrs. Jerry Doyle, who lives near by, has Mrs. Tom Atkinson, who expects to go on the road soon, as her house guest. I visited with Mrs. H. Stebrand, of the Stebrand Shows, which enjoyed good weather during their Phoenix stand. Mrs. Cannon-Bell Bell is not working yet, but entertained Ed Eline and me in her housecar.

At Los Angeles we were fortunate enough to attend Pacific Coast Showmen's Association and Ladies' Auxiliary meeting in new clubrooms. Rooms are in a good location and luxuriously furnished. President Marlo LeFors of the auxiliary entertained with cocktails and dinner before the meeting, and when I entered the clubroom I was presented with a beautiful bouquet of American Beauties from Mr. and Mrs. Ted LeFors and the girls. I felt proud when asked to sit on the dais with the officers and enjoyed the meeting and the social afterwards. Among those attending were Mabelle Bennet, who is looking well and healthy. I saw Betty Coe wearing a spiffy new spring bonnet. Peggy Steiberg made a good showing for the bank and other awards. Ruby Kirkcaldall ready with helpful suggestions for entertainment, while Jennie Rawlins reminded me of the good homemade wine we used to drink at her home. Vera Downie was there, as was Ida Mae Moore with a new member, Dorothy Andrews McCoy. Jessie Loomis was wishing she could see some of her old-Kansas City friends. Kathie sisters were up from Crafts Shows in Brawley, Calif., on bus-

(See WITH THE LADIES on page 52)



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SHOWS—Will furnish outfit for real money-making Show (No Girl Show). REDEE HELP—Can use Help on all States, also Foreman for Chair-Plane, Loop-Plane, Octopus and Tilt-a-Whirl. WANT Cook House Help, Waiters, Griddle Man and Cook. CAN USE Best Painter and Electric Artist (Book write). WANT Stockade. Must be color and reliable. MINIFREL SHOW PEOPLE—One Girl and Jimmie, also use Colored Model for Hairy/Head. WANT one more Scout/loop Plane Act. BIRTH party for season. Mary Webb wants for Circus High Show, Tinker Seller that can make money, also Half-and-Half as Added Attraction. Address all mail to Garden, S. C. P. S.—Committee, if you want a clean Show that can make you money, write and will send Agent in one day.

PRYOR'S ALL STATE SHOWS

OPENING APRIL 29 NEAR CINCINNATI, O. AMERICAN LEGION CELEBRATION, 2 BIG SATURDAYS.

WANTED—Free Act. Will sell exclusive on Cook House, \$25.00; Privilege in Tickets. LEGITIMATE CONCESSIONS—Short and Long Range Shooting Gallery, Mouse Joint, Hoop-La, String Game, Penny Pitch, Pitch-Tilt-U-Win, Dart Game, Bumper, Novelty Jewelry, Case Rack, Candy Floss and Candy Apples. RIDES—Chair-o-Plane, Rollo-Plane. Shows of merit with own outfit, Girl Show, Athletic, Wild Animal Circus, Snake Show and what have you? Address all mail to JACOB PRYOR, Winter Quarters, West Union, Ohio.

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OPENING DU BOIS, PA., SATURDAY, APRIL 29.

CAN PLACE a few more Grand Concessions that will work for stock. WILL BOOK LOOP-O-PLANE, ROLL, FUN HOUSE.

We positively have the Best Route in our career. Fair Secretaries and Committees in Virginia, we have one open week. Permanent address: Reynoldsville, Pa.

Fort Worth Reveals Hames Additions

FORT WORTH, Tex., March 18.—Many improvements are being exhibited by the Bill H. Hames Shows, which, opened at the Houston Stock Show and are on the Southwestern Exposition and Fat Stock Show midway here. A new 85-foot entrance, with indirect lighting and monel metal trimming, has been added, while several of the shows have indirect lighting and monel metal trim on fronts. New light towers have been built and many new wagons are in evidence. All shows were painted and repaired this winter. Organization will have a short layout at the closing here, after which it will open its regular tour, reports Owner Bill Hames. Business was reported as fair.

Line-up here includes: Shows, Mrs. J. E. Firstoffer, side show; A. A. Lane, girl; W. A. Ramey, minstrel; Marie Jones, glass house; Bill Stros, vice; W. R. Mather, monkey; Joe Darpel, life; Art Martin, hula; Fred Bond, animal; Mrs. D. E. Pence, Destruction of Civilization; Joe Pruitt, funhouses. Emil Ariat has the shooting gallery and Chris Miller the pony ride.

Rides include Merry-Go-Round; two Ferris Wheels, Dodgum, Octopus, Loop-o-Plane, Ride-o- H-De-Do, Lindy Loop, Baby Auto Ride, Baby Planes and Sky Ride. Concessioners include T. G. Ledel, corn game; Ed Hife, cookhouse; Frank Boggs, frozen custard and photo gallery; G. O. Allen, Nub Fry, L. Crawford, Bonnie Howe, Chris Miller, W. D. Skinner, M. M. Buckley, Dave Holland; Mr. Kendall's pop-corn; Joe Scheumack, grab stand; Mr. and Mrs. Charlie R. Vanderford, grab stand; Mrs. Nelson and U. S. Smith, barbecue stand; E. S. Huntley's elephants. Big Burma, free act, is presented after

each rodeo performance.

Concessioners working the exposition include Dave Bloom, of Kajan and Bloom; H. novelty and souvenir, and guess-your-age. Working the stands are Sam Rosenberg, Red Wilkins, Charlie Ziskor, Ed Pich, Joe Rand, Bud Kantor, Mr. and Mrs. Schmidt, Red Larkin, Guy Kimbell, Eddie Karsh, Louis Victor, Al Wolfe, George Lick, Bill Hunt, Curley Hayes, Eddie Rodman and Mabe Abrams, Paul Winger and Willie Moon have chameleons. Harry Kaye has Bloom's guess-your-age, while Phil Silver has O-U-Dogs. Candy and Ferne Groselove have Ross candy, ice cream, guess-your-age and scale concessions; with Joe and Hugh Hooker, Homer Hoeye, C. L. Bailey, Franchy Grauwau, Pat O'Brien, Nellie Schaffer, Bert Denham, Marge Cunningham, Stanley Shull, Eddie Greer, Louis Maser, Joe LaMonte, Bob Childers and Joe Lopez working them. M. J. Riley is stock man.

Leo Allen has a photo gallery, two ball games and fishpond, while Mr. and Mrs. George Cunningham and H. Steyer are working a guess-your-weight stand. Irene and Steve Myers have pop-corn and peanuts, with William Shields operating a Lord's prayer-on-a-penny machine. Bob Townsend and Jesse Caudill have jewelry; Millard Caudill, pennants, and Patty Martin is operating Ralph Anderson's pop-corn trailer. Roger Pitcock and Marlin Spurgeon are operating Frank Bogg's custard stand and Tex Morris again is with Clint Nogle's photo gallery. Ernest Hoblit and Chic Ayres have Mrs. Denny Fugh's cigar shooting gallery and Kentucky Ray has five concessions, with Tom Sweeney, Gene Knapp and Johnny Ray operating his dart store. Sam Lasky, P. H. McAllister and Sticks Westmoreland conduct his bowling alley. Visitors included Denny Howard and Jack Dollinger, Hennes Bros. Show, and Teddy Goldstein's hum-a-noon act; Samuel Burt and Olin Thornton.

What Taxation Laws Are Valid?

By LEO T. PARKER, Attorney at Law

ANY license or taxation law is void and unenforceable if its terms either are: (1) unreasonable, (2) or discriminatory, (3) or violate or contradict any United States or State law, (4) or contradict the United States or State Constitution.

On the other hand, a State or a city may pass a valid law to prevent or restrict operation of amusement places in certain districts or areas where it is known that the same will interfere with the peaceful occupation and possession of private property for residential purposes. Also, a State law or city ordinance is valid by which the operation of places of amusement is regulated in view of avoiding or reducing fire hazards. Obviously, laws of this nature are purely restrictive and do not fall within the classification of license or taxation laws. Of course, in order that any law of this nature shall be held valid it must be shown that such restrictions are absolutely necessary to safeguard the general public against dangerous conditions. If this cannot be proved then the State or city may be compelled to license the particular place of amusement.

Carnival Exempt

Various higher courts have held that taxing laws will not be enlarged by the courts, and no property will be held as embraced within the terms of a taxing statute by mere implication. In other words, to impose taxes on property requires a clear and explicit command of the sovereign power represented by either a valid State law or city ordinance. The courts will never strain a taxing statute in order to make it embrace property of a proprietor who otherwise would not fall within its purview.

For illustration, in *Commissioner of Revenue vs. F. H. Bee Shows, Inc.*, 113 S. W. (2d) 448, it was shown that a State taxation law provided: "If the admission charge is eleven (11) cents to eighteen

(18) cents inclusive the taxation rate shall be one (1) cent; if the admission charge is nineteen (19) cents to twenty-eight (28) cents inclusive the taxation rate shall be two (2) cents; if the admission charge is twenty-nine (29) cents to thirty-eight (38) cents inclusive the taxation rate shall be three (3) cents. Provided that admission charges of less than eleven (11) cents shall not be subject to tax hereunder."

The F. H. Bee Shows, Inc., is a corporation engaged in conducting a carnival at various places throughout the country for periods of about one week at each place. It has an inclosed area of grounds within which are located various concessions for amusement and various independent shows. None of them belong to the F. H. Bee Shows, except an amusement contrivance within the inclosure called the Loop-o-Plane. The charge for entrance into the grounds is 10 cents per person. Each person after entering the grounds may patronize at additional charges any and all of the various amusements. The State officials contended that the F. H. Bee Shows should pay tax based upon the amount spent by each individual.

However, counsel for the F. H. Bee Shows argued that it should not be compelled to pay any tax because it collected only 10 cents from each patron, and the law provides that no tax was payable if the admission charge was less than 11 cents. In upholding this contention, the higher court said:

"Clearly none of the fees or charges for entrance to any of the amusements or entertainments located within the carnival inclosure are demanded of, or involuntarily imposed upon, the patron after he gains entrance into the grounds. On the contrary he can take them or let them alone, according to his own volition, after he gets in."

Club Organization Liable

The court always looks thru any scheme intended and designed to avoid payment of legal license or taxation fees.

For illustration, in *State vs. Clarkson*, 102 S. W. (2d) 150, a State law was adjudicated which provides that proprietors of places of amusement must pay a license tax of \$100 per year.

A man named Clarkson organized a club and each member signed a contract as follows:

"We, the members of this club, agree to pay \$1 the first of each month for upkeep of tables, rent and lights. Any member of the club will be allowed to bring any friend or guest."

The \$1 per month paid by each member was given to Clarkson and he was not required by the members to account for this money.

Suit was filed against Clarkson by the State to recover from him the license fee payable by proprietors of places of amusement.

The lower court held Clarkson liable and the higher court upheld the verdict, saying:

"The evidence consisted of the agreed statement of facts. We think there is no merit to this contention and that the court did not err in finding the defendant guilty under this evidence."

State Fairs Exempt

All courts strictly interpret State and city taxation laws. Unless the law clearly requires payment of taxes, or license fees, the court will not require payment. On the other hand, the fact that a State law broadly exempts payment of taxes by certain operators of places of amusement does not mean that tickets not specifically exempted by the law are exempt from payment of taxes.

For instance, in *State Tax Commission vs. State Board*, 72 Pac. (2d) 985, it was shown that a State law provides that a tax of 2 per cent must be paid on tickets for admission to all places of amusement. The law further provides that no tax shall be charged for admissions to State, county, district and local fairs. The legal question arose whether this exempted taxation on tickets sold to grand-stand shows and other places of amusement within the fairgrounds.

It is interesting to know that the higher court held that taxes must be paid on all tickets except those sold for general admission. The court said:

"Within the fairgrounds there is a grand stand for admission to which separate tickets are sold by defendants. There are also other places of amusement and entertainment within the fairgrounds for which separate tickets are sold. . . . We think it is what is commonly known as admission to the fair or to the fairgrounds which the Legislature intended to exempt. That is generally regarded as a distinct thing from admission to grand stands or other places of amusement within the grounds. If the Legislature desired to exempt from the tax the sale of admission to such places it easily could have used language which would have made that meaning clear."

Protection of Lives

Frequently municipal officials endeavor to verify validity of license or restrictive laws on the grounds that they are necessary for protection of health, morals or lives of citizens. In order that readers may understand the present law and rulings of the higher courts on this particular phase it is well to know that under all circumstances the power of municipalities extends to the protection of the lives, health, comfort and quiet of all persons and to the protection of private property within the city. Therefore in the exercise of that power municipal officials may suppress, prohibit or license any and all businesses and it may regulate the same in such manner necessary for the safety, morals and welfare of the people.

Therefore if the business of operating a place of amusement is detrimental to the general public, municipal officials may suppress the business entirely and completely. In other words, it may prohibit its operation. But if the business merely is dangerous, city ordinances may regulate, restrict or license the business, but not unreasonably.

In one higher court case, for instance, a municipality passed an ordinance limiting the seating capacity of show houses. This was deemed proper and beneficial to the public. However, the higher court held that since any seating capacity above that limit may not prove bad for the "safety, morals and welfare" of the people, it was obviously an invalid ordinance, because it was unreasonable.

When a city council passes an ordinance prohibiting, limiting or regulating the operation of places of amusement the question may arise as to whether the ordinance is a nuisance per se, in a broad sense. In one late and leading case (159 So. 203) it was shown that a city passed an ordinance regulating certain places of amusements and suppressing others, and without just reason. The court promptly held the ordinance void, saying:

"A city has the right to prohibit an enterprise entirely, or to limit it to certain zones when it bears some substantial relation to public health, safety or morals. . . . But if a city undertakes to declare that a certain form of amusement is deleterious to the public welfare when it has none of the elements of a nuisance, the act of the city exceeds its power, for it thereby trespasses upon the constitutional rights of its citizens." Under all circumstances there must be

no discrimination among persons within the same lawful classifications of business. Discriminations which are apparently invalid are those where persons engaged in the same business are subjected to different restrictions or license fees. This is so because under those conditions the same classifications of business would be entitled to different privileges under the same or identical conditions. This, of course, is unconstitutional.

Different Classifications

Don't be misled into expensive litigations! Don't bravely contest the validity of a State law or city ordinance unless you are reasonably certain of a favorable verdict. Always remember that the health and welfare of the public are an important consideration.

For example, Sunday closing laws are essentially civil and not religious regulations. But a law will not be held valid where places of amusements have been singled out and legislated against, because the classification is so arbitrary and the discrimination so unreasonable as to fall under the head of "class legislation." See *Springfield vs. Smith*, 19 S. W. (2d) 1. On the other hand, if all places of business, excepting those necessary for health, as drug stores, are compelled to close on Sunday, this law is valid.

Another important point of the law is that municipalities have only such authority to pass ordinances as is expressly or impliedly authorized by State laws. Therefore an ordinance not authorized by State laws is void if for any reason it is not reasonably advantageous and likely to benefit the morals, health or enjoyment of the general public. See *Knights vs. Johns*, 137 So. 508.

In one case the validity of an ordinance was contested on the grounds that it was unreasonable and not adopted to benefit the general public, because it merely required places of amusement to close at a specified time. Also, it was shown that the ordinance was not specifically authorized by the State laws. Therefore the court held the law invalid.

All States' laws, impliedly authorize municipalities, under public policy, to protect the health, lives and morals of citizens. So therefore if a city ordinance performs this service it is valid altho it is not specifically authorized by a State law.

WILSON AMUSEMENT SHOWS

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WANT Shows with or without cash. No Old Shows.
WANT CONCESSIONS—Fish Pond, Country Store, Penny Pitch, American Football, Candy Floss, Street Ball, Gray Joint, No Outfitting Carried.
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CONVENTIONS

ALABAMA
 Birmingham—Order of Red Men. Apr. 20. M. D. Friedman, Box 494.
 Birmingham—Un. Spanish War Veterans. June 4-6. C. A. East, Olemiss, Ala.
 Montgomery—Veterans of Foreign Wars. June 11-12. O. Barton, Sassafras, Ala.
ARIZONA
 Douglas—P. & A. M., R. A. Masons & Knights Templar. March 27-31. J. H. Barrett, Box 1037.
 Douglas—Un. Spanish War Veterans. Apr. 20-22.
 Globe—Order of Odd Fellows. Apr. 17. O. H. Williams, 323 Southern St.
 Globe—Knights of Pythias. May 3. J. D. Kipper, Box 1230, Phoenix, Ariz.
ARKANSAS
 Helena—American Legion. July 17-18. J. E. Lambert.
 Heber Springs—Veterans of World War. June 4-6.
 Little Rock—Knights of Pythias. May 16-17. S. C. Cassell, 318 Carlton Terrace, Hot Springs.
 Little Rock—State Woodmen of World. March 23-26. B. J. Raglin, Little Rock.
CALIFORNIA
 Berkeley—O. A. U. of Calif. Apr. 30-May 1. Mrs. L. G. Gardner, Los Angeles.
 Oakland—Knights Templar. Apr. 24-25. E. A. Davis, 423 Masonic Temple, San Francisco.
 Oakland—Order of Odd Fellows. May 9-12. P. D. Mosebeck, 90 7th St., San Francisco.
 Sacramento—Un. Spanish War Veterans. May 21-23. O. M. McFarlane, Oakland, Calif.
 Sacramento—Disabled Amer. War Veterans. June 1-2. L. Langlois, Los Angeles.
 San Francisco—State Elks Assn. June 1-5. W. M. Hagerly, Humboldt Bank Bldg.
 San Francisco—Order of Foresters. May 10-11. W. J. Pople, 603 Schmidt Bldg.
 San Francisco—Nail Sojourners. May 25-27. Mrs. C. Y. Umazack, 135 Glenbrook rd., Sausalito, Md.
 San Francisco—Pacific Coast Assn. of Magicians. July 12-20. R. J. Stull, 583 Market St.
 San Francisco—Second Div. Assn. AEF. July 30-32. Major Frederick Mead, 550 Bond St., Washington, D. C.
 San Francisco—Order of Red Men. July 20-Aug. 1. Radolph Mueller, 109 18th ave.
 San Francisco—Foresters of Amer. May 13-20. Albert Springer, 674 Commercial St.
 San Francisco—Knights of Pythias. May 13-18. H. A. Toney, 1183 Market St., San Francisco.
 Santa Cruz—Knights of Columbus. May 20-21. K. Mollenburg, San Francisco.
 Santa Cruz—Order of British Empire Service League of Calif. July 1-4. W. H. Hill, 784 N. California St.
COLORADO
 Boulder—State Disabled Amer. Veterans of World War. May 26-30. G. W. Wright, 9 N. 21st St., Colorado Springs.
 Durango—Knights of Pythias. May 28-29. C. G. Keller, Durango, Colo.
 Montrose—State Stockgrowers' Assn. June 23-24. B. F. Davis, 1641 Stout St., Denver.
CONNECTICUT
 Bridgeport—Order of Red Men. May 6. Wm. Saunders, 73 Woodside ave., Waterbury.
 Hartford—Knights Templar. May 17. J. Borman, Park Beach, Box 178.
 Hartford—State Jewish War Veterans. May 26-28. D. L. Nair, 983 Main St.
 Hartford—Order of Odd Fellows. May 16-17. W. M. Clark, North Grandy, Conn.
 Waterbury—Knights Templar. May 8. W. N. Barber, 32 Orient St., Meriden, Conn.
DISTRICT OF COLUMBIA
 Washington—Veterans of Foreign Wars. June 1-4. E. C. Kelso, 1274 H St., N. W.
FLORIDA
 Fort Myers—Order of Red Men. May 16-17. D. T. Parabe, Box 4.
 Jacksonville—Knights Templar. May 17. J. Borman, Park Beach, Box 178.
 Miami—Veterans of Foreign Wars. June 1-4. H. Nable.
 St. Augustine—Knights of Pythias. Apr. 26-28. J. Peden, Box 493.
 St. Petersburg—State Elks Assn. May 28-31. C. L. Whipp, Box 112, Jacksonville.
 Tampa—State Elks Assn. June 1-4. F. Pfander, Chhattanooga, Fla.
GEORGIA
 Atlanta—American Legion. June 1-4. M. B. Howell.
 Gainesville—Knights Templar. May 10. G. L. Wood, Savannah.
 Marion—R. & A. Masons. Apr. 28. W. J. Penn, Jr.
 Macon—Knights of Pythias. May 17. L. P. Terrell, 318 Atlanta Mark Bldg.
 Rome—Order of Red Men. June 21. C. O. Hill, Atlanta.
 Savannah—Order of Odd Fellows. May 23-25. D. L. Nichols, 765 Cascade ave., S. W.
IDaho
 Lewiston—Knights of Pythias. June 8-10. P. E. Parley, Box 72, Kellogg, Ida.
 Rupert—Veterans of Foreign Wars. July 6-8. L. W. Dapain, Box 193.
 Wallace—Knights Templar. May 18. D. Umka, Boise, Ida.
ILLINOIS
 Chicago—Premium Adv. Assn. of Amer. May 14. Howard W. Dink, 306 57th ave., New York City.
 Chicago—Wall. Confectionery Assn. May 23-26.
 Chicago—334 Div. War Veterans' Assn. 13th week in June. W. L. Engel, 137 N. Dearborn St., Room 202.
 Chicago—National Inventors' Congress. June 4-9. A. O. Burns, LaSalle Hotel.
 Quincy—Un. Spanish War Veterans. June 25-26. C. N. Neal, 412 1/2 E. Monroe St., Springfield.
 Rockford—Veterans of Foreign Wars. June 17-19. F. E. Polley, 33 W. Jackson Blvd., Chicago.
INDIANA
 Bedford—Un. Spanish War Veterans. June 1-4. W. C. Green, Soldiers & Sailors Monument, Indianapolis.
 Evansville—State Elks Assn. June 4-7. W. C. Orsini, Box 193, Shelbyville.
 Indianapolis—Ladies' Oriental Shrine of N. A. May 18-19. Mrs. C. H. Hartung, 2344 Mayfair Villa Place, Toledo, O.

INDIANAPOLIS—Knights Templar. May 10. W. H. Switzer.
Kentucky
 Keokuk—P. M. Order of Odd Fellows. June 15-20. Major A. R. of Ia. June 15-21. T. J. Hill, 41 State House, Des Moines.
 Michigan City—Disabled Veterans of World War. June 7-9. W. V. Fitzgerald, Indianapolis.
 Vincennes—Order of Eagles. June 14-15. A. A. Dolzage, 108 Railroad ave.
IOWA
 Ames—State Bandmen's Assn. June 4-6.
 Alamo—Ladies' Grand Lodge. Des Moines.
 Burlington—Disabled Amer. Veterans of World War. May 20-22. H. J. Wiemann, R. 2.
 Burlington—Un. Spanish War Veterans. June 13-23. Cass, Bohm, 2132 S. 15th St.
 Cedar Rapids—Woodmen of World. Apr. 25-26. Horace Moffatt, Boone, Ia.
 Clear Lake—P. M. Order of Odd Fellows. July 3-17. Lt. Col. A. T. Barrett, Cedar Falls, Ia.
 Council Bluffs—Veterans of Foreign Wars. June 11-14. Clayton Murphy, 2211 4th Ave. N. Dodge—State Elks Assn. Early in June. J. Ward, Box 299, Iowa City.
 Iowa City—R. & A. Masons. Apr. 27-28. 17-19. O. K. Myster, Glenwood, Ia.
 Iowa City—A. R. of Ia. June 14-21. T. J. Hill, 41 State House, Des Moines.
 Sioux City—A. P. & A. Masons. June 11-12. C. O. Hunt, Box 771, Cedar Rapids.
 Spirit Lake—Knights Templar. June 27-30. Clinton Kastner, Boone, Ia.
KANSAS
 Clay Center—State Firemen's Assn. June 4-6. K. D. Doyle, Wamego, Kan.
 Ft. Scott—Un. Spanish War Veterans. May 21-22. Dr. C. P. Warner.
 Newton—Knights Templar. June 8-10. E. P. Roberts, Masonic Grand Lodge Bldg., Topeka, Kan.
 Pittsburg—State Elks Assn. May 21-22. Wayne Lamoreux, Great Bend, Kan.
 Salina—Knights of Columbus. May 1-2. Dunbar, Kansas City, Kan.
KENTUCKY
 Bowling Green—State Elks Assn. May 1-2. P. S. Strader.
 Lebanon—Knights Templar. May 18. H. Woods, Winchester, Ky.
 Louisville—American Legion. July 1-2. H. Haynes, Memorial Auditorium.
 Sta. Louis—Un. Spanish War Veterans. June 8-9. P. J. Noell, Bowling Green, Ky.
LOUISIANA
 New Orleans—Knights of Pythias. May 22. J. Orinith, Baton Rouge, La.
 Augusta—Knights Templar. May 17. C. H. Henry, Berwick, La.
 Blodford—Veterans of Foreign Wars. June 15-18. A. Mailhot, Box 22.
 Portland—Masonic Grand Bodies. First week in May. O. E. Leach, Masonic Temple.
MARYLAND
 Baltimore—Order of Odd Fellows. Apr. 17-18. W. Jones.
 Baltimore—Junior Order. Apr. 18-19. H. L. Mennerick, 109 N. Faca St.
 Baltimore—A.A.O.N.E. Shrine, Imperial Council. June 27-29. J. H. Price, Richmond, Va.
 Baltimore—Knights Templar. May 17. O. A. Ebel, Masonic Temple.
 Brunswick—Order of Eagles. June 1-4. W. Buckler, Baltimore.
 Elizabeth—Order of Red Men. Apr. 28. J. David, Herby, Md.
 Ocean City—State Firemen's Assn. July 12-13. C. R. Lindsay, Hagerstown, Md.
MASSACHUSETTS
 Boston—Knights of Pythias. May 10. M. B. Ulin.
 Boston—Schwan's International. June 18-21. Frank C. W. Parker, 330 N. Michigan ave., Chicago.
 Boston—Dis. Amer. Veterans of World War. July 10-Aug. 5. V. D. Corby, 2849 Melrose ave., Cincinnati, O.
 Brockton—Un. Spanish War Veterans. June 9-11. A. J. McWhorter, Box 2, Sta. A. Cambridge, Mass.
 Marblehead—Order of Odd Fellows. June 19. O. Fuller, Boston.
 Springfield—Order of Eagles. June 25-27. M. L. Poley, 39 E. Hoosatonio St., Pittsfield, Mass.
 Worcester—Foresters of America. May 22-31. W. J. Mitchell, 749 Boylston St., Boston.
MICHIGAN
 Ann Arbor—Order of Eagles. June 18-19. M. W. Ryan, Box 114, Alpena, Mich.
 Battle Creek—Ind. Bro. of Magicians. June 2-4. T. H. Heiber, 241 Atwood St., Pittsburgh, Pa.
 Bay City—State Moose Assn. July 24-30. J. H. Delbel, 220 N. Hamilton St., Saginaw, Mich.
 Detroit—Junior Order. June 18. W. S. Berberich, 14117 Fairmount Drive.
 Grand Rapids—F. & A. Veterans' Assn. June 24-26. L. Lynch, 1197 Madison ave., S. W.
 Grand Rapids—Veterans of Foreign Wars. June 23-24. A. W. Thomas, 704 B. Jefferson St., Detroit.
 Lansing—Upper Peninsula Spanish War Veterans Assn. July 2-4. Mill Burna, Sylvania, Mich.
 Jackson—Knights Templar. June 5-7. E. Davidson, St. Joseph, Mich.
 Jackson—O. A. R. Encampment. June 14-16. A. C. Eschbrook, Grand Rapids.

MINNESOTA
 Brainerd—Order of Odd Fellows. June 12-14. E. O. Lindgren, St. Paul.
 Minneapolis—Veterans of Foreign Wars. June 11-14. Ernest Sabinsky, R. P. D. 61.
MISSISSIPPI
 Mobile—Junior Order. Apr. 25. W. D. Scarborough, Box 543, Meridian, Miss.
 Natchez—American Legion. July 1-2. J. P. Dixon, Box 323.
 Vicksburg—Order of Odd Fellows. June 21-22. W. S. P. Doly, Box 179, Onondaga, Miss.
MISSOURI
 Cape Girardeau—Un. Spanish War Veterans. June 18-21. J. W. Castan, 599 N. Broadway, St. Louis.
 Joplin—O. A. R. of Mo. May 18-19. J. L. Peterson, 277 Victoria Bldg., St. Louis.
 Kansas City—American Fed. of Musicians. June 12-17. P. W. Birkenbach, 20 Division St., Newark, N. J.
 Kansas City—Valley Assn. of Fire Chiefs. June 13-14. Ray Tiller, Waterloo, Ia.
 Mexico—Order of Odd Fellows. May 23-25. Ben Weidie, 1705 Lindell, St. Louis.
 St. Joseph—R. & A. Masons. Apr. 23. R. L. Baker, Dexter, Mo.
 Sedalia—State Elks Assn. May 1-2. E. W. Baker, Dexter, Mo.
 Springfield—Knights Templar. May 15-17. R. V. Denslow, Trenton, Mo.
MISSOURI
 Great Falls—State Assn. of Moose. July 27-28. J. D. Gough, 772 Broadway, Helena.
 Lawrence—Un. Spanish War Veterans. June 11-14. H. R. Hampton.
 Livingston—American Legion. June 23-24. Ed Orteman.
NEBRASKA
 Grand Island—Knights Templar. Apr. 20-21. L. Smith, Omaha.
 Hastings—O. A. R. of Neb. May 16-17. R. R. Coleman, Lincoln.
 Nebraska City—Order of Eagles. May 8-9. P. A. Mullen, 613 Barran Bldg., Omaha.
 Omaha—R. & A. Masons. June 6-7. L. E. Smith, 391 Masonic Temple.
 York—Knights of Pythias. May 9-10. George Swaid, 1312 P St., Lincoln, Neb.
NEVADA
 Carson City—Order of Eagles. Approx. June 13. E. H. Cooper, 373 Reno, Nev.
 Sparks—Knights Templar. June 5. E. O. Peterson, Carson City, Nev.
 Sparks—P. & A. Masons. June 8. E. C. Peterson, Carson City, Nev.
NEW HAMPSHIRE
 Concord—P. & A. Masons. May 17. J. M. Dresser.
 Lebanon—Odd Fellows' Encampment. May 10. H. A. Carrier, Franklin, N. H.
 Lebanon—American Legion. June 23-25. Harry Manca.
NEW JERSEY
 Sabury Park—Order of Odd Fellows. May 1-3. P. R. Judd, Box 104, Trenton.
 Asbury Park—O. A. R. Encampment. June 28-30. C. M. De, Newark.
 Atlantic City—Order of Red Men. May 4-5. W. P. Kater, 107 S. Clinton ave., Trenton.
 Atlantic City—Tall Order of Lebanon. May 19. E. H. Reeve, Camden, N. J.
 Atlantic City—Foresters of Amer. May 27-28. W. L. J. Hobbs, Terminal Bldg., 68-70 Hudson St., Newark, N. J.
 Atlantic City—Moose (Grand). June 20-22. O. P. Hildebrandt, 105 W. Madison St., Chicago.
 Irvington—State Patrol Firemen's Assn. May 20. Elizabeth Post, Box 4, Wharton, N. J.
 Wildwood—Veterans of Foreign Wars. June 29-July 2. H. P. Thomas, Box 322, Trenton.
NEW YORK
 Catskill—Hudson Valley Volunteer Firemen's Assn. June 20-21. Chief C. W. Nell, Poughkeepsie, N. Y.
 Corty Island—Foresters of Amer. June 13-15. C. T. McNulty, 246 Fulton St., Brooklyn.
 Elmira—Knights Templar. June 4-6. H. W. Van Osanen, Box 424.
 Hancock—Orator N. Y. Firemen's Assn. July 3-5. C. D. Taylor, 313 Rhoads Savings Bank Bldg., Buffalo.
 New York—P. & A. Masons. May 2-4. C. H. Johnson, 71 E. 23d St.
 New York—Woodmen of World of N. Y., Conn. and R. I. Apr. 30-May 2. J. E. Long, 1770 Broadway.
 New York—Holstein-Friesian Assn. June 7. H. W. Norton, Braithero, Vt.

NEW YORK—Woodmen of World, Nail Cook. Regina June 20.
 New York—Nail Assn. of Medical Merchants. Aug. 1-3. W. A. Mendon, 45 W. 43rd St.
 New York—Nail Costumers' Assn. July 27-28. L. C. Esig, 16 W. 43rd St., Chicago, Ill.
 Niagara Falls—State Assn. Fire Chiefs. June 3-7. Chief C. W. Nell, Poughkeepsie, N. Y.
 Olean—Odd Fellows' Encampment. May 23-24. A. G. Schaller, Box 25, Troy, N. Y.
 Rye—Photographers Natl. Assn. June 18-19. F. W. Maxwell, 750 Madison ave., New York City.
 Saratoga Lake—Knights of Columbus. May 26-27. J. Conlon, College Point, N. Y.
 Saratoga Lake—State Elks Assn. June 1-4. T. Phillips, 19 State St., New York City.
 Saratoga Springs—O. A. R. Encampment. June 1-4. D. Case, Capitol, Albany, N. Y.
 Saratoga Springs—Knights of Pythias. Week of July 24. G. H. Harnett, 25 W. 44th St., New York City.
 Saratoga Springs—Un. Spanish War Veterans. July 9-12. J. J. Fitzpatrick, Box 8, Capitol, Albany.
 Syracuse—Veterans of Foreign Wars. June 27-July 1. J. M. Armstrong, care Syracuse Herald.
NORTH CAROLINA
 Durham—Knights Templar. May 10. W. R. Smith, Raleigh, N. C.
 Fayetteville—Un. Spanish War Veterans. July 1-4. C. W. Harby, Box 1247.
 Greensboro—Order of Red Men. May 3-10. W. R. Goodwin, Box 228, Elizabeth City, N. C.
 High Point—Order of Odd Fellows. May 16-18. H. A. Hildebrandt, Mooresville, N. C.
 Raleigh—American Legion. June 1-2. J. M. Caldwell, Fayetteville, N. C.
 Salisbury—Knights of Pythias. June 12-13. I. W. Farmer, Clinton, N. C.
 Winston-Salem—Junior Order. June 20-21. J. L. Wilmetts, Box 674, Philadelphia, Pa.
NORTH DAKOTA
 Dickinson—State Firemen's Assn. June 7-8. H. R. Handman, Fargo.
 Grand Forks—A. P. & A. Masons. June 19-21. W. A. Stockwell, Box 125, Fargo, N. D.
 Minot—Veterans of Foreign Wars. June 1-4. T. C. Harrington, Minot, N. D.
 Valley City—American Legion. June 4-8. J. Williams, Fargo, N. D.
 Valley City—Order of Odd Fellows. June 3-4. V. A. Brown.
 Valley City—Order of Eagles. June 24-26. M. J. Connolly.
 Valley City—Knights of Pythias. June 10. E. O. Anderson, Box 325, Fargo, N. D.
 Valley City—State Hort. Soc. June 23-24.
OHIO
 Canton—Dist. American Veterans of World War. O. July 16-18. A. L. Danahy, 111 Wyandotte Bldg., Columbus.
 Canton—Odd Fellows' Encampment. July 13-15. V. H. Russell, Lebanon, O.
 Cincinnati—White Shrine of Jerusalem. May 29-31. Mrs. C. C. Hazzard, 3548 Congress St., Chicago, Ill.
 Cleveland—Henry International. June 19-21. C. H. Berry, 35 E. Wacker Drive, Chicago.
 Cleveland—World Poultry Congress & Expo. June 21-24. Mrs. O. C. Termon, Dept. of Agr., Washington, D. C.
 Columbus—Woodmen of World. Apr. 29-May 1. M. L. Trohan, 1913 Cypress ave., Cleveland.
 Columbus—Un. Spanish War Veterans. June 18-21. J. P. Edwards, 1188 Wyandotte Bldg.
 Columbus—O. A. R. of Ohio and Affiliated Organizations. Week of June 18. Mrs. L. S. Lenea, Memorial Hall, Columbus.
 Dayton—Order of Red Men. June 9-10. F. R. Ketchum, Monroe, Ohio.
 Dayton—American Auto Racing Fraternity. Apr. 21-23. Dr. J. E. Bailey.
 Findlay—Knights of Columbus. May 30-31. J. M. Malloy, 311 E. Main St.
 Norwalk—World's Best Volunteer Firemen's Assn. June 2-4. W. Gardner, 3804 Luther St., Ashland, O.
 Toledo—Order of Odd Fellows. June 20-21. C. T. Cross, 13 N. Fourth St., Columbus.
 Toledo—State Rainbow Div. Veterans' Assn. June 9-10. J. O. Henry, 131 N. Main St., Marysville, O.
OKLAHOMA
 Enid—Knights of Pythias. May 9-10. T. H. McDay, 310 Pythian Bldg., Tulsa, Okla.
 Guthrie—Odd Fellows' Encampment. May 18-20. H. Hayes.
 McAlester—Junior Order. July 18. N. James, Harbourside, Okla.
 Muskogee—R. A. Masons. Apr. 18. R. J. Dougherty, Bartlesville, Okla.
 Oklahoma City—Knights Templar. May 2-3. R. E. Hancock, Tulsa, Okla.
 Oklahoma City—Un. Spanish War Veterans. June 1-4. K. T. Krey, Ponca City, Okla.
 Oklahoma City—Nail Rainbow Veterans. July 12-14.
 Oklahoma City—State Firemen's Assn. June 9-7. Chas. Simpson, 1701 N. E. 62d St.
 Tulsa—State Elks Assn. April 23-24. R. V. Miller, Box 148.
OREGON
 Corvallis—P. of H. State Orange. June 14-16. K. W. Gill, Portland.
 Klamath Falls—Order of Odd Fellows. May 18-19. W. A. Merand, 1013 E. W. 10th ave., Portland.
 Newport—Un. Spanish War Veterans. July 1-4. C. P. Walker, Portland.
 Pendleton—Dis. Amer. Veterans of World War. July 1-4. T. M. Kerrigan, Mead Bldg., Portland.
 Pendleton—Veterans of Foreign Wars. July 9-12. W. E. McCullin, 7th Court House, Portland.
 Portland—A. P. & A. Masons. June 14-16. D. R. Cheney, Masonic Temple.
 Portland—Knights Templar. Apr. 10. S. O. Cheney, Masonic Temple.
 Portland—R. A. Masons. Apr. 12.
 Portland—O. A. R. of Ore. May 8. H. T. H. H.
 Portland—Amer. Assn. of Steamfitters. July 11-13. R. P. White, 938 Southern Bldg., Washington, D. C.
 Portland—Pacific Coast Assn. of Surveyors. July 18-19. W. J. Deane, 114 S. 11th St., Portland.
 Roseburg—Order of Eagles. June 29-July 1. J. R. Voorbes, 231 S. W. 4th ave., Portland.
 Salem—State Moose Assn. July 1-4. W. G. Wistrand, Portland.
PENNSYLVANIA
 Allentown—Order of Red Men. June 13-14. C. E. Hill, 1522 W. Girard ave., Philadelphia.

In the Conventions List appear only the dates of those meetings which we feel are of interest to the amusement industry. In this category we place, besides the strictly amusement and allied organizations, the following groups:
 American Legion, Veterans of Foreign Wars, Disabled Veterans and other Veteran organizations, Odd Fellows, Knights of Pythias, Elks, Knights Templars, Junior Order United American Mechanics, Eagles, Shriners, Red Men, Sons of American Revolution, Woodmen of the World, Masons, Moose, Knights of Columbus, Horticulture Societies, Farm and Home organizations, Live-Stock Associations, Poultry Breeding Societies, Agriculture, Fleets, crews, Patrons of Husbandry, State Game Warden and Outdoor Advertising Associations.

Bethlehem—Ch. A. H. of Pa. Approx. third week in June. J. H. Lisco, 567 N. 13th st., Philadelphia.

Washington—Six-County Firemen's Conv., Week of June 15. Francis McLaughlin, 242 S. Cedar st.

Mercury—State Woodmen of World, Apr. 15-18. H. K. Kling, Harrisburg, Pa.

Johnstown—Un. Spanish War Veterans, June 1-5. J. K. Yarb, Erie, Pa.

Philadelphia—United Disabled Amer. Veterans of World War, May 17-20. B. L. Cocklin, 427 Market st., Harrisburg.

Reading—Order of Eagles, June 1-4. J. Dougherty, Pittsburgh.

Scranton—Knights Templar, May 21-24. J. W. Laird, Masonic Temple, Philadelphia.

Wilkes-Barre—Order of Odd Fellows, June 11-14. Frank Shannon, 1316 N. 14th st., Philadelphia.

Willsboro-Barre—Order of Eagles, June 18-20. A. J. Dougherty, Erie, Pa.

RHODE ISLAND

East Greenwich—Order of Odd Fellows, May 7. A. E. Piaz, 20 Weybosset st., Providence.

Providence—Knights of Pythias, May 9. W. W. Cook, Waterbury, Conn.

Providence—M. E. Assn. of Free Chhcls., June 20-22. Chief J. W. O'Leary, 99 Main st., Waterbury, Conn.

Providence—Admission Managers Assn. July 1-3. J. C. O'Brien, Auditorium, Middletown, Va.

Providence—Amer. Guild of Benedict, Mandelists and Gularists, July 8-9. J. P. Fiascola, 81 Suffolk st., Holyoke, Mass.

SOUTH CAROLINA

Charleston—Junior Order, Apr. 14. C. H. Holsonback, Box 963, Spartanburg, S. C.

Charleston—Veterans of Foreign Wars, June 1-3. J. Thomas.

Charleston—American Legion, July 23-25. (Continued)

Sistersville—State Senior Assn. May 18-19. O. W. Osgood, 1010 4th. ave., Huntington.

Williamson—Un. Spanish War Veterans, June 11-13. Morris Bruce, Box 169, Piedmont, W. Va.

WISCONSIN

Kenosha—Order of Odd Fellows, June 6-8. A. M. Arverson, 745 N. 10th st., Milwaukee.

Marinette—Un. Spanish War Veterans, June 15-22. Harvey Wahburd, 25 Cedar ave., Marinette, Mich.

Marinette—Order of Eagles, June 21-24. Frank Danto Jr., R. 1, Box 57, Marinette, Milwaukee—A. A. S. H. Mason, Apr. 11-13. H. Cranford.

Kilwaukee—Knights Templar, June 23-24. P. J. Yertig, 799 N. Van Buren st.

WYOMING

Cheyenne—Veterans of Foreign Wars, June 22-24. F. M. Powers, care Post Office.

Jackson—Order of Odd Fellows, July 18-19. W. W. Chase, 1229 S. Ash st., Casper, Wyo.

Laramie—Un. Spanish War Veterans, June 21-23. Arthur G. Miller.

Rawlins—Spanish Amer. War Veterans, June 1-3. R. O. Gobin, Casper, Wyo.

Rawlins—Knights Templar, July 10. H. H. Repath, Cheyenne, Wyo.

Rose Springs—Order of Eagles, June 20-27. C. Hootch.

CANADA

Halifax, N. S.—A. P. & A. Masons, June 14. J. C. Jones.

Hamilton, Ont.—Order of Odd Fellows, June 22. W. Brooks, 228 College st., Toronto.

London, Ont.—Can. Order of Foresters, June 30-32. A. P. Van Someren, Brantford, Ont.

Saskatoon, Sask.—Order of Odd Fellows, June 15-18. P. D. Gray, 2 Black Block, Regina, Sask.

Victoria, B. C.—Order of Odd Fellows, June 14-15. E. L. Webber, 184 W. Hastings st., Vancouver, B. C.

Victoria, B. C.—Northwest Moose Assn. July 1-3. Peacor, Vancouver, B. C.

Welland, Ont.—Knights of Pythias, July 10. A. Coulter, Toronto.

Windsor, Ont.—R. A. Masons, Apr. 27-30. E. Smith, London, Ont.

Windsor, Ont.—Order of Columbus, May 18-20. J. W. C. Tierney, Annapria, Ont.

Winnipeg, Man.—Order of Odd Fellows, May 31-June 2. Robt. Duff, 293 Kennedy st., Winnipeg, Man.—A. P. & A. Masons, June 7-9. J. A. Russell.

NEW JERSEY

Clifton—Veterans of Foreign Wars Celebration, Apr. 13-23.

NEW YORK

Buffalo—Food, Beverage & Equipment Show, Apr. 24-27. Fred J. Seaman, 631 Washington st.

Buffalo—Shrine Circus, Apr. 10-15. Major K. O. Ziegler.

New York—American Toy Fair, Apr. 17-20. H. D. Clark, 300 5th ave.

Rochester—Eagles' Frolic, Apr. 13-15. Wm. H. Mosley, 22 W. Washington st.

Syracuse—State Sportsman's Show, March 18-25. Norman E. Bassett, 134 E. Genesee st.

NORTH CAROLINA

Durham—Carolina Trade Expo. Amer. Legion, Apr. 10-15. Frank Heathcox.

Charlotte—Charlotte Observer House and Home Expo, March 28-31. P. E. Crawford.

Durham—Merchants and Mfrs' Parade of Progress and Auto Show, March 20-22. Mel J. Thompson.

OHIO

Chardon—Maple Festival, March 23-24. Paul E. Denlow.

Cleveland—American & Canadian Sportsman's Show, Apr. 15-23. J. W. Meyers, 1740 E. 12th st.

Cleveland—American and Canadian Sportsman's Show, March 18-27. John W. Meyers, Public Auditorium.

Columbus—State Sportsman's & Boat Show, March 18-25. Albert C. Bam, 923 Park Sq. Bldg., Boston, Mass.

Columbus—Home Show, Apr. 27-29. Hugh H. Chabrowsky.

Youngstown—Chamber of Commerce Indoor Circus, Apr. 17-22. John D. Hall.

OKLAHOMA

Enid—Oklahoma Indian Expo, March 27-Apr. 1. O. E. Zink.

Oulthrie—Sera Rodeo, Apr. 21-23.

Idabel—Arkansas Days, Last week in Apr. W. W. Smith.

PENNSYLVANIA

Greensburg—Moose Club Spring Festival, Apr. 23-25. Clarence J. Folz.

Philadelphia—Flower Show, March 20-22. H. B. Barkley, 1116 Packard Bldg.

Philadelphia—Oilt Show, March 20-24.

Pittsburgh—Shrine Circus, Apr. 17-22. Harold G. Morlock.

Pittsburgh—Rodeo, Apr. 24-May 3.

SOUTH CAROLINA

Blacksville—Live-Stock Show, Apr. 7.

Charleston—Azalea Festival, Apr. 11-14. Jennings Cauthen.

SOUTH DAKOTA

Deadwood—Black Hills Industrial Show, March 29-Apr. 1. Neil Pettigrove.

TENNESSEE

Collerville—Cheese Carnival, Live-Stock & Dairy Show, Apr. 27-29. R. F. Harrell.

TEXAS

Abilene—Stock Show & Rodeo, March 24-25. Meris Groves, Chamber of Commerce.

Houston—Oil World Expo, Apr. 24-25. E. O. Lechner, 413 Petroleum Bldg.

Mineral Wells—Folsom State Co. Live-Stock Show, Apr. 24-25. J. D. Stovall.

Navajito—Bluebonnet Festival, Jr. Chamber of Commerce, Apr. 7-9.

Pinebluff—Panhandle Plains Dairy Show, Apr. 18-23. Pete H. Smith.

Pinebluff—Onion Fiesta, Apr. 14. Harry C. W. Cook.

San Antonio—Fiesta de San Jacinto, Apr. 17-22. Jack Raybould, 207 Insurance Bldg.

VIRGINIA

Norfolk—Flower Show, Apr. 1-4.

WISCONSIN

Madison—Eagles' Kiddle Camp Carnival, Apr. 13-15. LeRoy E. Coster.

Manitowish—Indoor Circus, Apr. 24-25. Billy Lester.

Oshkosh—Moose Festival, Apr. 10-14.

Wishnoland—American Legion Home Show, Apr. 14-18. T. J. Sandeman.

Wisconsin Rapids—Moose Show, March 24-26.

CANADA

Edmonton, Alta.—Live-Stock Show, Apr. 10-12. P. W. Abbott.

Regina, Sask.—Winter Fair, March 28-31. J. O. Robertson.

ILLINOIS

Chicago—Apr. 1-2. Foley, Inc., 2009 Randstead st., Philadelphia, Pa.

IOWA

Davenport—Apr. 19-20. Mrs. Emma Leest, 3504 Geneva st., Kansas City, Mo.

KANSAS

Fort Leavenworth—Apr. 26-27. Mrs. J. W. Chabran, 1209 Randolph st., Leavenworth.

MASSACHUSETTS

Springfield—Apr. 5. Foley, Inc., 2009 Randstead st., Philadelphia, Pa.

MINNESOTA

St. Paul—Apr. 15-16. Mrs. T. A. Pederson, 367 Calvin ave.

MISSOURI

Kansas City—Apr. 20-21. Frank H. Servalha, 600 24th City Bldg.

St. Joseph—Apr. 22-23. Mrs. W. H. Seudder, 40th and Sacramento st.

NEW JERSEY

Atlantic City—Apr. 11. Foley, Inc., 2009 Randstead st., Philadelphia, Pa.

Elizabeth—Apr. 19. Foley, Inc., 2009 Randstead st., Philadelphia, Pa.

Trenton—Apr. 21. Foley, Inc., 2009 Randstead st., Philadelphia, Pa.

NORTH CAROLINA

Asheville—March 24-25. J. C. Adams Jr., OHIO

Canton—March 23-24. A. W. Bow, Box 514, Detroit, Mich.

Cleveland—March 25-26. Foley, Inc., 2009 Randstead st., Philadelphia, Pa.

Columbus—Apr. 3-6. A. W. Bow, Box 514, Detroit, Mich.

Dayton—March 21-22. John T. Morfitt, R. 4, Box 116.

Toledo—Apr. 13-14. Mrs. Byron Hofman, 2605 133d st.

Youngstown—Apr. 29-30. A. W. Bow, Box 514, Detroit, Mich.

PENNSYLVANIA

Pittsburgh—March 28-29. Foley, Inc., 2009 Randstead st., Philadelphia, Pa.

SOUTH CAROLINA

Columbia—Apr. 21. Edgar A. Moss, 898 Summit ave., Greensboro, N. C.

TENNESSEE

Chattanooga—March 31-Apr. 1. Clarence K. Cook, 589 James Bldg.

Knoxville—March 28-29. Mrs. Frank Leonard, 203 Elmwood ave.

Memphis—Apr. 4-6. Mrs. E. W. Smith, U. S. P. D. 1, Box 483.

TEXAS

Ft. Worth—Apr. 14. Mrs. C. C. Rotach, 1605 Electric Bldg.

VIRGINIA

Alexandria—Apr. 20. Foley, Inc., 2009 Randstead st., Philadelphia, Pa.

Norfolk—Apr. 23. Foley, Inc., 2009 Randstead st., Philadelphia, Pa.

Richmond—Apr. 24-25. Foley, Inc., 2009 Randstead st., Philadelphia, Pa.

WEST VIRGINIA

Wheeling—Apr. 22. Mrs. John H. Muegel, 2796 Central ave., Shadyside, O.

CANADA

Quebec, Ont.—Apr. 15. Wm. Rushton.

Hamilton, Ont.—Apr. 23. James Eccles, 95 Harcourt ave.

Saskatoon, Sask.—Apr. 3. Dr. M. D. French, 2216 Herman ave.

Victoria, B. C.—Apr. 15. Mrs. F. Clark, 136 Wellington st.

Coming Events

These dates are for a five-week period.

ALABAMA

Birmingham—Eggs & Thrifts, Apr. 21.

ARKANSAS

Fort Smith—Merchants & Retailers' Expo, Apr. 15-22.

CALIFORNIA

Los Angeles—Miller Lux Barbecue & Picnic, Apr. 23-May 1.

Monterey—Moose Show, Apr. 23-30.

Monticello—Monticello Rodeo, Apr. 30. C. D. Stebbins.

Oakland—Alameda Co. Food Show, Apr. 15-23. George C. Davis, 1103 E. 17th st.

Pasadena—Lower Show, March 30-Apr. 2. Lovell Swisher, 675 Rosemont ave.

Red Bluff—Red Bluff Roundup, Apr. 15-16. E. L. Hart.

San Francisco—Golden Gate International Expo, Feb. 18-Dec. 2. Predicted Weddleton.

Sausalito—Hills Rodeo, Apr. 29-30.

San Francisco—Interstate Jr. Live-Stock & Baby Beef Show, Apr. 2-3. E. W. Stephens.

CONNECTICUT

Hartford—Shrine Circus, March 27-Apr. 1. R. W. Thompson, State Library.

New Haven—Better Homes Expo, Apr. 1-3. Frank Dubinsky, Arena Bldg.

New Haven—Knights of Columbus Circus, Apr. 3-5. Thos. Corbett, 179 Church st.

New Haven—Home Show, March 30-Apr. 5. Frank Dubinsky, Chamber of Commerce.

FLORIDA

St. Augustine—Spanish Fiesta, March 24.

St. Petersburg—Festival of States Celebration, March 27-Apr. 1. Burwell Neal, Chamber of Commerce.

GEORGIA

Atlanta—Fol Cattle Show, Apr. 18-19. W. H. Ulrich, Chamber of Commerce.

Augusta—Fol Cattle Show, Apr. 8-9.

Columbus—Fol Cattle Show, March 28-29.

Savannah—Fol Cattle Show, March 23-24.

Swainsboro—Fol Cattle Show, Apr. 10-11.

ILLINOIS

Chicago—Circus at Chicago Stadium, Apr. 24-26. Barnes & Carruthers.

INDIANA

Indianapolis—Home Show, Apr. 18-23. J. F. Cantwell, 368 Chamber of Commerce.

Evansville—Indoor Carnival, Apr. 19-22. L. H. P. Salko.

KENTUCKY

Henderson—Merchants & Mfrs' Indoor Fair, Apr. 10-13. P. A. Eldred.

MASSACHUSETTS

Boston—New England Candy Show and Pageant, March 28-Apr. 1.

MICHIGAN

Detroit—Michigan Sportsman's & Boat Show, Apr. 1-9. Albert C. Bam, 923 Park Sq. Bldg., Boston, Mass.

Escanaba—Smelt Jamboree, Apr. 13-15. Chamber of Commerce.

MISSISSIPPI

Canton—Live-Stock Show, Apr. 3-5.

Forest—Live-Stock Show, March 27-Apr. 1.

Holly Springs—Mississippi Pigsticking, Apr. 23-25.

Fort Gibson—E. W. Mrs. Fox Stock Show, March 20-23. Ches. G. Connor.

MISSOURI

Joplin—Fiesta, Apr. 23-25. Earl Brown.

Kansas City—Sportsman's Horse Show & Expo, Apr. 24-26. Henry Johnson.

Kansas City—Food Fair, March 29-Apr. 1. W. Long, 919 Grand ave.

St. Joseph—Food Show, Apr. 10-14. George Kerdy, 904 1/2.

St. Louis—Police Circus, Apr. 14-22.

NEBRASKA

Omaha—Shrine Circus, March 27-Apr. 1. Rink Wright.

Winter Fairs

CALIFORNIA

San Bernardino—National Orange Show, March 16-26. Wm. Sparks.

FLORIDA

Jacksonville—Dural-Jacksonville Fair, Apr. 13-22. E. Ross Jordan.

Palmbeach—Everglades Fair & Bean Festival, March 29-Apr. 1. George M. Mead.

Tampa—Florida Tomato Festival, Apr. 10-22. George D. Buchanan.

Dog Shows

These Dates Are for a Five-Week Period

ALABAMA

Birmingham—Apr. 8-9. Mrs. Elizabeth Oglebe, 2204 Ave. F. English, Ala.

Montgomery—Apr. 11-12. Mrs. N. L. Walker, 514 Parkview ave.

CALIFORNIA

Riverside—Apr. 24. Mrs. Eric L. Waller, 4604 Dewey ave.

Santa Monica—Apr. 15-16. Miss Mary E. Johnson, 217 1/2 Bufilest.

COLORADO

Denver—March 24-25. Miss Hazel R.weeney, 1322 Stout st.

CONNECTICUT

Hartford—Apr. 13. Foley, Inc., 2009 Randstead st., Philadelphia, Pa.

GEORGIA

Atlanta—Apr. 14-15. Edgar A. Moss, 808 Summit ave., Greensboro, N. C.

Macon—Apr. 17-18. D. C. Ferguson, Democracy Hotel.

Savannah—Apr. 20. Edgar A. Moss, 808 Summit ave., Greensboro, N. C.

WITH THE LADIES

(Continued from page 49)

Edith Bullock proved a business-like secretary, and Nora Bagby, first vice-president, was ready to help out when needed. Nina Rodgers was kept busy with reports of her activities. Blossom Robinson was asked to sing but a heavy cold forced her to decline. Lucille King earned the title of critic but gained her point. Leone Barrie offered suggestions for a housewarming, Minnie Dobbert wearing an unusual but becoming hat. Mrs. Norma Burke showing a banner of the men's club she helped make. Marie Klank treating club with delicious wine and homemade cake. Marie LeFors, makes a wonderful president and handled all sides of questions brought up like a veteran. It was a highly enjoyable evening and all show-women in Los Angeles are missing a treat if they do not join the auxiliary.

At Van Nuys, Calif., I visited the new quarters at the O. N. Crafts Show. Mrs. Phil Williams and I walked thru and it is one of the most complete quarters I have ever seen. There is a modern kitchen, with a big airy dining room for the boys and a private one for Mr. and Mrs. Crafts. There are two large windowed well-screened buildings for sleeping quarters and ample space for trailers. There also are two restrooms with showers and a modern laundry for trailers. Layout also affords an up-to-date workshop, with all facilities for making and repairing show property. At San Francisco we met Mr. and Mrs. J. W. (Patty) Conklin taking in the fair. We had time for only one visit at night, so went by ferry to get the full effect of the illumination, and it's well worth seeing. A trip on the elephant train gave us a general view, but had to save a more detailed visit for the summer. Home to Salem after a four-month trip and glad to feet for a few weeks. Found my sister, Vy Brainerd Shaffer, at home entertaining with house guests and a birthday party for her son, Bruce.

Classified Advertisements

COMMERCIAL

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

AT LIBERTY

5c WORD (Plus Late Large Rate) Type
2c WORD (Plus Line and Name Block Type)
1c WORD (Small Type)
Figure Total of Words at One Rate Only
No Ad Less Than 25c.
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AGENTS AND DISTRIBUTORS WANTED

AGENTS - DISTRIBUTORS - ALL TERRITORIES
For good line of insecticides: Roach, Ant and Rat Poison. Excellent opportunity for steady and dignified business. **KANNON LABORATORIES**, Baton Rouge, La.

AGENTS - NEW SPECIALTY. PIPE/SWEET-OVER. Cleans and cools. Bruth included. Sample 50c. **J. BROYLES**, 903 Ninth St., S. E., Norfolk, Va.

AGENTS - 1000 FAST-SELLING SECRETS AND ROADMAN'S GUIDE for \$1.00. Nets. Large profits. **WINE HILL & CO.**, Dept. BB, Swanton, O.

AMAZING CIGARETTE TRICK - 25c SELLER. Gross \$4.50, sample one dime and 3c stamp. **DICK BAKER**, 481 S. Arlington St., Akron, O.

BEAUTIFUL BIRD PICTURES - HANDMADE with genuine feathers. Sell on sight. Large profits. Free particulars. Samples 10c stamps. **MARQUEZO**, Apartado 1176, Mexico City.

50c MONEY TAKING ORDERS - SHIRTS, TIES. Hosiery, Underwear, Pants, Uniforms, Dresses, etc. Sales equipment free. Experience unnecessary. Write **NIMROD**, 4922-A Lincoln, Chicago.

THE SPRING SPECIAL ISSUE OF THE BILLBOARD WILL BE DATED APRIL 8. CLASSIFIED FORMS CLOSE IN CINCINNATI MARCH 29. INCREASED CIRCULATION. MARK YOUR COPY "CLASSIFIED" AND SEND IT IN EARLY.

BIG MONEY APPLYING INITIALS ON AUTOMOBILES. Write immediately for particulars and free samples. **AMERICAN LETTER COMPANY**, Dept. 20, Dunellen, N. J.

EXPERIENCED RURAL ROUTE SUBSCRIPTION Men wanted for Attractive Club National Magazines. Liberal proposition. **PUBLISHER**, 303 Shaker Bldg., Kansas City, Mo.

FULL TIME - SIDE LINE - SPARE HOURS - New, Attractive 25c Store Signs, Changeables, Price Sets. Experience unnecessary. Big profits. **MARVIN'S**, 504 McDonald Ave., Brooklyn, N. Y.

PUN CARDS - SET 12 DIFFERENT. Big profits. Sample set 10 cents; dozen 60c. Particulars free. **RULEY**, 1004 Washington, Charleston, W. Va.

TOBBERS - "WEDDING RING PUZZLES." Sample 35c; gross \$18.00. Production machinery nearly finished. State wants. **A. S. TERHAAR**, Lemon Grove, Calif.

LORD'S PRAYER, TEN COMMANDMENTS ON U. S. Pennies. Carded \$4.50 gross; samples 65c dozen; 2 dozen \$1.00. **B. B. PERKINS**, 1104 Lawrence, Chicago.

OUR AGENTS MAKING \$150.00 TO \$300.00 every night now. Free sample. Postpaid. **USHER'S RAPID SALES SYSTEM**, Usher Bldg., Cleburne, Tex.

PITCHMEN - BABY 25c SELLER, IDEAL FOR demonstration, big profits. Glaspop, Vest-Pocket Size All-Metal Razor Blade Sharpener. **HAROLD C. CLAPP**, 545 Fifth Ave., New York.

RESURRECTION PLANT - UNIQUE NOVELTY. miracle of nature. Costs below 2c; sells for 25c. **C. E. LOCKE**, 7 Rio St., Mexico, New Mexico.

SELL BY MAIL - FORMULAS, BOOKS, PIC- tures, Novelties, Signs, Bargains! Big profits. Particulars free. **F. LYCO**, 438 North Wells St., Chicago.

SELL SOCIAL SECURITY PLAYS - SAMPLE 10c. Particulars free. **RELIABLE SALES CO.**, 6'W. 28th St., New York City.

SHOW 'EM - SELL 'EM - 100% PROFIT. Patented Bumper Jack Brackets that sell! **BOX 945**, care Billboard, 1564 Broadway, New York City.

SPECIALTY MEN - A NEW WINNER. AUTO. Snuff-It. Sells to every car owner. 10c. 100% profit. Send dime for sample. **PIQUA GENERAL SUPPLY CO.**, Dept. 618-BB, Piqua, Ohio.

WHERE TO BUY AT WHOLESALE 500,000 Advertisers (Free Directory and other valuable information). **MAYWOOD B. PUBLISHERS**, 1107 Broadway, New York.

107 WAYS TO MAKE MONEY IN HOME OR Office. Business of your own. Full particulars free. **ELITE**, 214 Grand St., New York.

ANIMALS, BIRDS AND PETS

ALLIGATORS, SNAKES, LIZARDS - 10 LARGE. Harmless Snakes, \$10.00 den. Wire via Ocala, Fla. **ROSS ALLEN**, Silver Springs, Fla.

ANIMALS, BIRDS AND REPTILES - IMPORTED direct by **MEEMS BROS. & WARD, INC.**, Oceanside, N. Y. Write for wholesale price list.

DENS LARGE MIXED SNAKES, \$10.00; LARGE Diamondback Rattlesnakes, \$5.00; 7-8 ft. Alligators, \$15.00; Large Wildcats, \$10.00. **EL CHICO JUNGLE FARM**, St. Stephen, S. C.

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MONKEYS, MACAWS, TAME KINKAJOU, Marmosettes. Arriving March 20th from Singapore, Pythons, San Bears, Mynas. Write for complete list. **BIRD EXCHANGE**, Box 7, Bell, Calif.

PICKOUT PONY - YOUNG, SPOTTED, THIRTY- six inches tall. Priced for quick sale! **FIELDING GRAHAM**, 8211 East 31st, Kansas City, Mo.

PLENTY SNAKES - ALLIGATORS, ARMA- dillos, Horned Toads, Monkeys, Agoutis, Ringtail Cats, Costumados, Squirrels, Rats, Mice, Guinea Pigs, Prairie Dogs, African Lion Cub, Leopard Cubs, Paraford, Parakeets, Ocelots. Wire **OTTO MARTIN LOCKE**, New Braunfels, Tex.

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SELECT PHOTOGRAPHS - SO BEAUTIFULLY Toned in Modern Sepia. Samples 2 1/2 x 3 1/2. Complete list 25c. **ALBERT B. MCGOLDRICK**, Mansfield, Mass.

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YOU CAN ENTERTAIN FOR ALL OCCASIONS with our Trick Drawings and Rag Pictures. Catalog 10c. **BALDA ART SERVICE**, Oshkosh, Wis.

BUSINESS OPPORTUNITIES

"CONTEST BULLETIN" - LISTS 200 CON- tests monthly, offering thousands of prizes. Also articles, entries, etc., to help you win. Now \$1.00 yearly (regular rate \$2.00). Sample 20c. **WM. X. HEALY**, 20 W. Washington, Oklahoma City, Okla.

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PHOTOGRAPH STUDIO BUILDING FOR SALE Equipment and exclusive rights at Cornwell Lake Park, Pa. **C. L. EYSTER**, Lauriston, Pa.

COIN-OPERATED MACHINES SECOND-HAND

Notice

Only advertisements of used machines accepted for publication in this column. Machines of recent manufacture and being advertised extensively in **The Billboard** by manufacturers, distributors or jobbers may not be advertised as "used" in **The Billboard**.

A REAL BARGAIN LIST - OVER 500 RECON- ditioned Machines, Payoffs, Photographs, Legal Machines. Write today and save money. **BADGER NOVELTY**, 2546 N. 30th St., Milwaukee, Wis.

A-1 CONDITION - KEENEY SKILL TIMES AND Track Times, 38; Red Head and Gray Head Track Times, Jennings Skirt and Flat Top Derby Days; 480 ft. Longhorns; Fairgrounds; Preakness; Arlington. Best offers accepted or will trade. **H. YORK**, 11521 Tuscora Ave., Cleveland, O.

A-1 CONDITION, LIKE NEW - 20 U-POP-IT Popcorn Machines, \$59.50; 3-Way Chippers, \$5.00; Whirlitzer Steelballs, crated, \$29.50; Novelty Tables, Cargo, Hare Hounds, Storer Races, Duc, S.H.C. \$10.00 each. 1/2 deposit. Wanted: Seaburg Universal Phonograph Cabinets for 412. **MILLS AMUSEMENT CO., Inc.**, 1665 Main St., Buffalo, N. Y.

AA-1 MONEY-MAKING PROPOSITION FOR Agents and Distributors - 1,000 Vending Machines at low prices. **RAKES**, 5438 Woodland Ave., Philadelphia, Pa.

ALL GUARANTEED PERFECT - BALLY FLEETS. \$24.00; Reserves, \$14.00; Preakness, \$22.50; Arlington, \$25.00; Derby Day, \$17.50; Duval Tally, used 9 days, \$17.50; Ticketless, \$4.50; Penny Smokes, \$3.00; Zeppher, \$7.50. **PIELE NOVELTY SALES**, 712 South St., Mobile, Ala.

AMERICA'S BEST BUY - 35 NEW DEAL Trade Stimulators, like new, latest idea, no coin counter games, only \$12.00 each. **BOX 946**, care Billboard, 1564 Broadway, New York City.

ATTENTION - WANTED LATE MODELS AR- cade Machines. Any type you have. Also Novelty Pin Games. For Sale: Fifty Arcade Machines, Fortune Tellers, Athletic, Autoscope Picture Machines, Punching Bags, Grandmother Fortune, etc. Perfect condition. **SPECTOR**, 21 Sutton St., Mattapan, Mass.

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for the big annual

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WEDNESDAY,

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Cincinnati, Ohio

BARGAINS - KENTUCKY CLUBS, \$65.00! Red Head Track Times, \$50.00; Fairgrounds, \$30.00; Hey Day, \$20.00; Preakness, \$15.00. Deposit required. **WATSON**, 1899 E. 71st St., Cleveland, O.

BLUE OR YELLOW FRONTS MILLS SLOT MA- chine - Five or ten cent type. Yellow, \$30.00; Blue, \$35.00. Good mechanical condition. 1/2 deposit with order. **HOWARD A. TUTTLE**, 205 Baltimore, Peoria, Ill.

CLAW ROUTE - EIGHTEEN MACHINES. License paid; also Merchandise. Owner has other business clearing hundred per week. **DIXIE SALES**, New Orleans.

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EIGHT COLUMN, 144 CAPACITY, STAINLESS Steel Cigarette Machines with Stands, \$20.00 each. 1/2 deposit, balance C. O. D. **TORR**, 2047A S. 6th, Philadelphia, Pa.

FOR MOST COMPLETE VENDING MACHINE Catalog published with over 100 illustrations, sent 10c in stamps. **ASCO**, 393 Hawthorne, Newark, N. J.

FOR QUICK SALE - FIRST COME FIRST served. Sport Pages, good ones, \$70.00; Fairgrounds, mechanically perfect ones, \$35.00; Feater, \$35.00; One Two Three, late models, \$35.00; That'sdown, The new, \$90.00; Fleetwoods; \$30.00; Bally Resurver; \$15.00; Arrow Head, like new, \$50.00; Arlington, \$15.00; Preakness, \$15.00; Jennings Liberty Bell, \$25.00; Jennings Good Luck Consoles, used three weeks, \$50.00; Mills the Goat Ball Vender, \$100.00; Bally Square Bells, like new, \$100.00; Pines Saratoga Square Bells, used one day, \$100.00; 1938 Track Times, \$125.00; Kentucky Clubs, \$75.00; Triple Entries, used three weeks, \$175.00; Keeney's Pastimes, ten days' old, \$175.00; wonderful assortment 1c Cigarette Machines and Counter Games, \$4.00 each. All machines guaranteed 100% mechanically perfect ready to set on location. 1/2 certified deposit, balance C. O. D. **ENID MINT COMPANY**, 711-N, Indep. Enid, Okla.

GOODBODY'S BARGAIN LIST IS WAITING for you. We Buy, Sell or Exchange. **GOODBODY**, 1824 East Main St., Rochester, N. Y.

NO. 77 MASTER, \$6.00; EVERYDAY FOUR Column, \$6.00; S. Columbus, \$3.00; 1c 1000, \$3.00. List. 1/2 deposit. **EASTERN**, 350 Mulberry, Newark, N. J.

ODD BALL ST. MORITZ, PEACHY, REVIEW, \$39.50 each; Regatta, \$45.00; Kick, \$49.50; Spokes, \$27.50; Interbug, \$35.00; Hi-Lo, \$32.50; Grips, \$9.50; A. B. T. Coins, \$19.00. **LEHIGH SPECIALTY CO.**, 2nd and Green, Philadelphia, Pa.

SELL US YOUR LATE NOVELTY GAMES AND Slots - Your price and terms. Write letter. **HOWARD SALES CO.**, 322 S. 11th, Omaha, Neb.

SELL OR TRADE - 50 LIKE NEW BRUSHMILL Penny Hensley Venders, \$7.50 each, and 28 brand new, \$9.00 each. Deposit required. **E. T. DAVIS**, 2095 Cascade Rd., Atlanta, Ga.

SPECIAL ON RECONDITIONED VENDORS - Snacks 1c. Columbus, \$11.50; Eveready 1c. 4 Column, \$5.50; Acme 1c Electric Shockers, \$6.00; Crisis-Cross, slightly used, \$12.50; Ringo, \$8.90; Robbins 2-in-1 Vendor, \$7.50. 1/2 deposit, balance C. O. D. **ASCO**, 393 Hawthorne Ave., Newark, N. J.

TWELVE SPINNER WINNERS - MADE BY Keeney Co., \$27.00 each; 9 Rotary Diggers in Trip-top shape, made by Exhibit Supply Co., \$65.00 each; two Fleet Marble Tables, latest models, made by Bally Mfg. Co., \$25.00 each. **SHREVEPORT NOVELTY CO.**, 608 N. Market St., Shreveport, La.

WANT - GINGERS. STATE TYPE COIN HEAD and lowest price. Also offers 1c Coin Counter Machine. **E. W. FRITZLER**, 1403 Greenfield, Saginaw, Mich.

WANTED - VEST POCKET BELLS, O. T. CO. Lumber, 7000, Ray O-Lite, W. B. NOVELTY CO., 3800 W. Grand St., St. Louis, Mo.

WANTED TO BUY - MILLS MELLOW BELLS, Liberty Bells, Bonus Balls and One Fronts in Nickel, Dime and Quarter Play, Chev. serials and lowest price. **A. BERMAN**, 210 N. Seventh St., Las Vegas, Nev.

WANTED - USED LEGAL AMUSEMENT Games, such as High-balls, Base Balls, Bumper Bowlings, Ray Rifles or any other Legal Equipment. Must be priced right. Will pay cash or trade for Bowling Game. **STEIN NOVELTY CO.**, 3431 31st Ave., Chicago.

WANTED - PENNY FACE DELUXE COMETS; Futurities, \$24.50; with Adco, \$27.50; Penny Warnings, \$14.50. Bargain circular free. **COLLEMAN NOVELTY**, Rockford, Ill.

Additional Ads Under This Classification Will Be Found on the Next Page.

WANTED—MILLS BLUE FRONTS, MILLS-LATE Model 1-2-3s, Winning Tickets, Handicappers, Grandstands, Thistle Downs, ...

WANTED—FOUR-COLUMN DUCRENIER OR Stewart & McGuire Cigarette Machines, with or without stands, with or without match column.

WILL PAY CASH FOR HAWTHORNE, THISTLE-downs, Wurlitzer 616s and Vest Pocket Bells.

35" BALL GUM FACTORY FRESH, 11c BOX; Tab, Stick, Nidget Chicks, every Vending Gum.

MILLS VEST POCKET, \$35.00 EACH—\$49.50 Value. Ship, inspection by request.

25 HERSHEY BAR 5c MACHINES, 44 CAPACITY, 114 new, \$6.00 each; 30 Master Number 77 Combination, 1c-5c, 50c, \$6.50 each.

40 5c MILLS BLUE FRONTS (MYSTERY PAYOUTS), \$35.00 each; 10 5c MILLS BLUE FRONTS (Mystery Payouts), Gold Award, \$35.00 each.

\$140.00 BUYS ALL THESE COUNTER MACHINES; Good Condition—3 Lucky Packs, 1 Wild Dog, 1 Shell Draw, 1 Mr. Me, 4 Deuces.

150 NORTHWESTERN DELUXE PEANUT MACHINES—Penny-Nickel, like new, \$89.00 each.

Show Family Album



SOME MEMBERS OF THE Jones Bros. & Wilson Shows, owned by Elmer and J. Augustus Jones and Harry G. Wilson, season of 1914.

The Billboard invites its readers to submit photos taken from 15 to 20 years ago. It is specially requested that pictures be CLEAR and that they be accompanied with complete descriptive data.

CORN POPPERS—GASOLINE, ALL ELECTRICS, Giant Geared Popping Kettles, Long-Eakins Rotary, Caramelic equipment, NORTHSIDE CO., 1925 10th, Des Moines, Ia.

FINAL CLEARANCE SALE—ON ALL USED Trailers, regardless of cost. Leaving April 1.

FOR SALE—TANGLEY ELECTRIC CALLIOPHE Outfit in fine condition, MRS. W. H. WILKINS, 705 S. 7th St., Coshen, Ind.

FOR SALE—WURLITZER BAND ORGAN, Style 153. 200 Pair, Chicago Roller Skates, good as new.

POPCORN MACHINES—CRISPETTE, CARMELO-CRIP, Chicago, French Fried, Potato Chip Machines, LONG-EAKINS CO., 1976 High St., Springfield, O.

PORTABLE SKATING RINK FOR SALE—SIZE 42x100. Everything built new eight weeks ago. KEATLEY & PANCOAST, Box 171, Pharr, Tex.

LARGE COOKHOUSE WITH EQUIPMENT—First-class throughout, \$175.00. Also 2 French Alum. Center Wheels, \$7.00 each.

PORTABLE STRATOSHIP—GOOD AS NEW. 8 Car Spillman Auto Speedway, complete with track, R. B. HANEY, 2608 E. 73d St., Kansas City, Mo.

SIXTEEN AND TWENTY-FOUR SEAT CHAIR—Piano—Amp, Radio, Ticket Box. Sixteen Foot House Car. CALVIN GRUNER, Piquetteville, Ill.

SKILL GAME—LOOP-IT, B UNITS, PRACTICALLY new, big flash. Location in park preferred. Easy for woman to operate.

HELP WANTED

WALTZER-FOREMAN FOR PARK LOCATION—Write all WALTON KING, St. Clair Shores, Mich.

WANT IMMEDIATELY—SOBER DANCER/MUSICIAN—Entertaining Front Men. Steady work. Sleeper, trader. Fine help-please outfit.

WANTED—YOUNG GIRL DANCE TRUMPETER; also Alto Saxophone, Clarinet. Must be excellent musicians. No bad habits.

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WANTED—DANCE MUSICIANS, ALL INSTRUMENTS; also Capable Bookers. Long contract. State all, including salary.

WANTED AT ONCE—MALE PRINCIPAL Leaper for Flying Return Act. Must be able to do doubles and must be able to join at once.

LOCATIONS WANTED

WANTED—BUILDING SUITABLE FOR Summer Roller Rink. Have complete equipment, including Hammond Organ.

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MAGICAL APPARATUS

CATALOGUE OF MINDREADING—MENTALISM, Spirit Effects, Horoscopes, Forecasts, Buddha, Crystals, Lucky Pieces, Palmistry, Graphology Charts.

LARGE PROFESSIONAL MAGIC CATALOGUE, 25c. MAX HOLDEN, 220 W. 42d St., New York City.

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LOOKI—NEW 1939 CATALOG PROFESSIONAL Stage Magic only 10c. Big new catalog 500 Pocket-Parlor Tricks 10c.

MAGIC BOOKS—TRICK CARDS, LOOKBACKS, X-Rays, Novelties for selling purposes; also Bingo Games and equipment.

PINKY—STRICTLY PROFESSIONAL PUPPETS, Ventriloquial Figures, Punch and Judy and Marionettes.

VENTRILLOQUIAL FIGURES—24-PAGE ILLUSTRATED Catalog, 10c. FRANK MARSHALL, 5518 S. Loomis Blvd., Chicago, Ill.

MISCELLANEOUS

LAUGHING MIRROR SHOWS GET THE MONEY at parks, carnivals, fairs, museums, etc. Small investment, big returns.

LIGHT BULBS—ALL SIZES, TYPES 50% OFF. American made, guaranteed. State wants.

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WANTED DEAD OR ALIVE—OLD OR NEW, any item. Nothing too big or too small, that is a Curiosity, a Freak of Nature or that is unusual.

M. P. ACCESSORIES & FILMS

ATTENTION, OPERATORS—MERCHANTS' Free Movies. Biggest thing outdoor amusement world today. Talkie Programs, Equipments rented.

EXCEPTIONAL BARGAINS—JSM-16MM, 16MM, Portable Sound Projectors, Supplies and Complete Equipments.

MOVIE ROAD SHOW BARGAINS—JSM-Sound Portables, complete. Limited quantity. Universities, with Amplifiers, Speakers.

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SIMPLEX, POWERS PROJECTORS, LAMP Houses, Soundheads, Amplifiers, Lenses, Stereoscopes, Portable Projectors and 16MM. Equipments bought and sold.

SPECIAL SPRING CLEARANCE BARGAIN LIST Talkie Programs Rented, \$15.00 week; \$7.50 two nights.

THE WORLD'S BEST PASSION PLAY—16 OF 35MM. Sound or Silent. SCREENART, 729 7th Ave., New York City.

UNUSUAL BARGAINS IN USED OPERA CHAIRS. Sound Equipment, Moving Picture Machines, Screens, Spotlights, Stereoscopes, etc.

WE WANT TO BUY 50 CARTOONS OR OTHER Short Subjects—Will also buy Features.

35MM. SOUND ON FILM—WESTERN, Factions, War, Gangsters, Silent, Passion Play, five reels, new, fifty dollars.

35MM. SOUND FILM PROJECTORS—DE VRY 2,000 ft., \$100; 1,000 ft., \$45; Passion Play, 50. Sacrificing other movie property because of showman.

COSTUMES, UNIFORMS, WARDROBE

ASSORTED BUNDLES, \$1.00; COSTUMES, \$1.00 up. Fine, Hulas, Hindoo, Evening Gowns, Woollen Furs, Bargains.

USED COSTUMES—CHORUS, PRINCIPALS, dollar up. Uniforms, Tuxedos, Dress Suits.

FORMULAS

THAXLY FORMULAS FOR PERFECT PRODUCTS—Accurate analysis assured. Resultful research. Catalog free.

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WATERED CHEMICALS—GROW FLOWERS, Vegetables. Luminous Paints, keep food cold with Watered Chemicals, Building Paints.

FOR SALE—SECOND-HAND GOODS

ATTENTION—TO SEEBURG-WESTERN! Midget Pianos, good condition, \$25.00 each.

BARGAIN—HENRY E. Z. FREEZE RECONDITIONED Frozen Custard Machine, \$250.00; \$100.00 cash balance.

CANDY FLOSS MACHINE—LARGE NASHVILLE make. Shipping boxes. First \$50 takes it.

THE SPRING SPECIAL ISSUE OF THE BILLBOARD WILL BE DATED APRIL 8. CLASSIFIED FORMS CLOSE IN CINCINNATI MARCH 29.

CANDY FLOSS MACHINE—RECONDITIONED, Gas Heat, Crank, New Electric Motor, First \$40.00, \$30.00 deposit.

FOR SALE—SECOND-HAND SHOW PROPERTY

BALL GAMES—BOTTLES, CATS, DOLLS, KIDS, Tenpins, Complete, new attractive outfits.

BARGAIN—COMPLETE CARNIVAL FOR SALE. Herschel-Spillman 3 Abroad Carousel, Margie 12-Car Whip, Smiths Chair-o-Plane.

COMPLETE SHOW OUTFIT—SIXTY BY NINETY Ball Room Tent, Walls, Peas, Stakes, Seats two Chevrolet Trucks, long wheelbase, dual wheels.

CONDORMAN FERRIS WHEEL—40 FOOT HIGH. H. L. WYSE, Wayland, Ia.

DUAL LOOP-O-PLANE COMPLETE—A-1 also, real buy. Will sell or trade on \$2-Ft. Merry-Go-Round.

EVERY DUAL LOOP-O-PLANE—WITH LATE Cradle Bodied Truck, which moves complete ride and load.

THE SPRING SPECIAL ISSUE OF THE BILLBOARD WILL BE DATED APRIL 8. CLASSIFIED FORMS CLOSE IN CINCINNATI MARCH 29.

FOR SALE—NO. 5 BIG ELL WHEEL IN CANADA. Complete, in extra good condition.

PERSONALS

LADIES AND GENTLEMEN, ATTENTION —
Your consideration for others necessitates planning bath room of odor, whether you are waiting or at home. Simple method gets amazing results. 25c. **PRACTICAL IDEAS**, Box 545, Westing. W. Va.

PHOTO SUPPLIES AND DEVELOPING

FACT NOW — 4-FOR-A-DIME OPERATORS.
Send for free catalog of complete line of money-masters. **MARKS & FULLER, Inc.**, Dept. BC-11, Rochester, N. Y. mh25x

ALL 4 FOR 10c OPERATORS — CUT PRICES ON
all machines and supplies. Full Length Cameras. **WARASH PHOTO SUPPLY**, Terre Haute, Ind. mh25x

ATTENTION, 4 FOR 10c OPERATORS — ELIM-
inate dark room help. Attach sensational new low priced Automatic Developer. Foot-press. Fast. Plays for itself. Details stamp. **DEVELOP-O-MATIC**, 8743, Fond du Lac, Wis. mh25x

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KODAK FILMS DEVELOPED AND PRINTED —
25c cash with film. Reprints 2c. **PHOTO SHOPPE**, 1004 Washington, Charleston, W. Va.

PHOTO MACHINES — COMPLETE LINE OF
New Single, Double and Full-Figure Models. Make money faster with Professional Equipment. **A-SMILE A-MINUTE PHOTO CO.**, Salina, Kan. mh25x

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 photos? Make close ups, full form and groups. Discard your old outfit, get in the money with the New Crescent Outfit. \$139.00 complete with best lens money can buy. Write **MASSAN**, Box 971, Parkersburg, W. Va. mh25x

ROLL DEVELOPED — TWO PRINTS EACH. 25c.
Reprints, 2c each; 100 or more for **SUM-MER'S STUDIO**, Unionville, Mo. mh25x

SALESMEN WANTED

ANTI-NAZI STICKER STAMP — COPYRIGHTED.
Pay 60% commission. Send 3c stamp for 10c sheet. **COUGHLIN**, Jamul, Calif. mh25x

NEW HOT REPEATER — GOOD FRONT MONEY.
Cafes, merchants, beauticians. Free Lance Pocket Sideline Full. **SMITH, SALES CO.**, Ft. Collins, Colo. mh25x

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SELL BUSINESS CARDS. \$1.50 THOUSAND.
Business Stationery, Book Matches, Advertising Gummed Tape, Paper Towels, Advertising Menus, Salesbooks, Rubber Stamps, Pricing Sets, Advertising Specialties. 35% commission daily. Money-making specialties. Free sales portfolio. **WILLIAMS**, 2110 Grady, Dept. CA, Chicago. mh25x

SCENERY AND BANNERS

BEST CARNIVAL AND SIDE-SHOW BANNERS
on Earth. Positively no disappointments. **HEEMAN STUDIOS, INC.**, 1236 S. Halsted St., Chicago, Ill. mh25x

DYE DROPS — LIKE NEW, OVER 100 DYE-
sights, from \$10 to \$25, according to size. **SCRELL SCENE STUDIOS**, Columbus, O. mh25x

WORLD'S BEST SIDE-SHOW BANNERS — NONE
better. Prices right. We always deliver the goods. **HILL & SHAFER STUDIO**, Rt. 1, Augusta, Me. mh25x

TENTS — SECOND-HAND

GREEN CANVAS TENT — 60x160', PLENTY
red and blue trim. Square ends, 11/2 ball ring 7' side wall. Fulton made. Used season and half. Reply **BOX 373**, care **Billboard**, Chicago. mh25x

SIDEWALL BARGAINS — 7.68 OZ. DRILL,
hand, red, clear, white, good as new. 7 ft. High. \$18.00; 8 ft. High. \$21.00 per 100 ft. long show. Carnival, Bingo and Concession Tent Bargains. **KERR COMPANY**, 3954 Grand Ave., Chicago. mh25x

THEATRICAL PRINTING

MAKE A GOOD IMPRESSION WITH OUR
Classy Two-Color Letterheads. \$2.05, 500; \$4.95, 1,000. **BLARO-PRINTERY**, 5493 Lake Park Ave., Chicago. mh25x

WINDOW CARDS — 14x22, ONE COLOR. 100,
\$2.50. 20% deposit, balance C. O. D. plus shipping charges. **THE BELL PRESS**, Wilson, Penna. mh25x

1,000 6-9 CIRCULARS. \$1.50. 5,000. \$4.50.
100 4x9. \$1.10. 5,000. \$3.50 prepaid Zone 4. **LAWDADE PRESS**, Box 303, Franklin, N. H. mh25x

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1,000 BUSINESS CARDS. \$1.00 — VELLUM
finish, heavy stock, free cut service. **DIXIE BUSINESS CARD CO.**, A159 Jefferson, Memphis, Tenn. mh25x

WANTED TO BUY

USED PHOTOMATICS — STATE PRICE, CONDI-
tion, age, supplies, etc., in first. **L. O. LYND**, Pineville, Ky. mh25x

PORTABLE SHOOTING GALLERY, RAT GAME,
Penny Pitch, 5c Jack Pots, 2 National Skee Ball, Lifting Machine, Punching Bag. **GEORGE F. CLARKE**, Burlington, Vt. mh25x

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WANTED — ROLLING CLOBE, GOOD CONDI-
tion. Stage size. Price must be reasonable. **E. R. CRAWFORD**, Ross and Keok Aves., Evansville, Ind. mh25x

AT LIBERTY
ACROBATS

BUCK ZEAMY — COMEDY CONTORTIONIST.
Former Rings and General Clowning. 126 Forest St., Attleboro, Mass. mh25x

AT LIBERTY
AGENTS AND MANAGERS

AGENT — BOOK AMERICA'S
Largest Mystery Attraction. Theaters, auditoriums, amusements. Jump anywhere for profitable bookings. **W. DENNIE**, General Delivery, Miami, Fla. mh25x

AT LIBERTY — ADVANCE AGENT WITH CAR.
TOMMY TOMPKINS, Stanton Inn, Steubenville, O. mh25x

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ADVANCE AGENT WITH CAR — ALL-STAR, SHREVE,
and many other well known Attractions. Western Tour or All-Over Band. Complete money-making outfit. Acquired all territories. Best contracts, percentage proposition. Reply details and your address on checks asked. **BOX 4153**, care **The Billboard**, Cincinnati, O. mh25x

AT LIBERTY — Agent. Handle any kind show.
Class contractor, success in securing rights. Free show sheets, order. **TOM ATTON**, Atlantic City, N. J. mh25x

AT LIBERTY
BANDS AND ORCHESTRAS

AGENTS, HOTELS, ETC., TAKE NOTICE — 61X-
Piece Organized Hotel Orchestra. Unique combination. Sweet and swing. Produce music of ten-piece band. Capable of strolling. Play 54 requests. Cut any floor show. Changes in wardrobe. First-class appearance, modern li-brary and good novelties. Young, sober, reliable unit. Desire location in good hotel or resort. Only good offers considered. Down South at present but prefer North. **BOX C-134**, Bill-board, Cincinnati. mh25x

AVAILABLE FOR CLUB, RESORT OR BALL-
room. Seven-piece All University of Wash-ington Graduates Dance Band. All men, ex-ceptionally sober, no habits. Finest ar-rangements, sweet or swing. Careful Vocalist with good style and voice. Can augment. Will travel anywhere for any reasonable proposition. Bands, P. A. system. Write for records and pictures. **LEE ODLE**, 3519 E. 83th, Seaside, Wash. mh25x

FASHION SHOW OF MELODY — STYLED BY
Cecil Krystal and his Orchestra. Nine men and featured Songstress. Modern arrangements, equipment, Styler-young, class. A "sui-generis" attraction any location which essentially requires traction, harmony, distinctive music. Manage-ment. **GERRY CARROLL ASSOCIATES**, 1032 Canal St., New Orleans, La. mh25x

FIVE-PIECE SWING BAND — FOUR MEN AND
Girl. Young, neat, Jack, Trumpet, Piano, Gypsy, Guitar. Plenty doubles, including organ. Sing, arrange, large library, fronts, etc. Con-stant road and board proposition. Hard workers. Go anywhere. Two weeks' notice. Will equip-ment. **IRVING PRITZ**, 301 N. 2d, Columbia, Pa. mh25x

At Liberty Advertisements
2c WORD, CASH (First Line Large Black Type). 2c WORD, CASH (First line and Name Black Type). 1c WORD, CASH (Small Type) (No Ad Less Than 25c). Figures Total of Words at One Rate Only.

FOUR OR FIVE-PIECE ORCHESTRA — UNION.
dependable latest equipment, experienced Vocalist. Prefer Northern location. **HEIM LUBINSKI**, 2815 64th St., Kenosha, Wis. mh25x

MODERN SIX-PIECE BAND — SWING OR
sweet music. Features Hawaiian Electric Guitar. For hotel or summer resort. **WALTER SHULICH**, 1220 Wrightwood Ave., Chicago, Ill. mh25x

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BALLROOMS, Night Clubs, Resorts — National
Music Stand at Liberty May 1. Go any place. All arrangements considered. Write **ORCHESTRA LEADER**, Apt. 3, 6093 Mikoban Ave., Chicago, Ill. mh25x

ROY SANDERS' SYLVANIANS — 11 Men, unique,
Indiana location. Now playing first-class club. **DEL STEWART**, 1017 N. 9th St., Reading, Pa. mh25x

VERSATILE MIXED TRIO — Concert-Dinner-
Banquet. Vocal, piano, violin. Violin, Cello, Bass, Banjo, Piano. Perfect for summer. Address **BOX C-133**, **Billboard**, Cincinnati, O. mh25x

WELL ORGANIZED — Modern Distinctive
College Orchestra, on location until May 30. All arrangements considered. Write **COLLEGIANS**, 290 Astor Ave., Birmingham, Ala. mh25x

WELL ORGANIZED 12-Piece Band — 4
Men, 3 features, deluxe summer pool. Next appearance, attractive parade, novelty special. Hate P. A. system and shows. Prefer 30, 40, 50, 60, 70, 80, 90, 100, 110, 120, 130, 140, 150, 160, 170, 180, 190, 200, 210, 220, 230, 240, 250, 260, 270, 280, 290, 300, 310, 320, 330, 340, 350, 360, 370, 380, 390, 400, 410, 420, 430, 440, 450, 460, 470, 480, 490, 500, 510, 520, 530, 540, 550, 560, 570, 580, 590, 600, 610, 620, 630, 640, 650, 660, 670, 680, 690, 700, 710, 720, 730, 740, 750, 760, 770, 780, 790, 800, 810, 820, 830, 840, 850, 860, 870, 880, 890, 900, 910, 920, 930, 940, 950, 960, 970, 980, 990, 1000. **ART BOLOMON**, 815 Main, Kansas City, Mo. mh25x

AT LIBERTY
CIRCUS AND CARNIVAL

AT LIBERTY — EXPERI-
enced Photo Manager wishes place with some legitimate Show, or will manage a Gallery on percentage. Can furnish his own equipment and transportation. Write full particulars in first letter to **E. W. WITT**, 3518 6th St., N., Minneapolis, Minn. mh25x

AT LIBERTY — EDWIN THE OSSIFIED MAN.
Body turning to stone alive. Featured in largest museums and side show. **EDWIN PANGBURN**, 729 Allen St., Flint, Mich. mh25x

CARNIVAL ELECTRICIAN WHO WIRED OVER
50 spots in Chicago, Ill., for Eddie Murphy in 1937. 16 years' electrical experience at Liberty. **BOX C-122**, 3300 East, Cincinnati, O. mh25x

VICTORIAL PAINTER — SIGN WRITER, RIDE
Decorator, Designer, Builder. Capable taking full charge. Years of experience. Sober, reliable. Can join our unit. Write experienced Ticket Seller, Concession Worker. Require tickets. **IRVING PRITZ**, 211 E. Washington St., Buffalo, Ind. mh25x

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AT LIBERTY — Bagpiper or Scottish Tass Drummer.
Full costume, long and varied show experience. preferred. **R. W. GRIFFITH**, 230 E. 84th, Dayton, O. mh25x

AT LIBERTY — Queen Your Night Agent; also
Queen Your Day. You furnish sales and good **HELMAN**, 3074 W. 26th St., Chicago, Ill. mh25x

PROF. PLEROK — 60-Minute Venetianist, Baby
Face, One-Man Band, 20-Minute Flute, Character Sketches, Lectures. AFA member. Open for World's Fair. Shows as well. 231 Duca St., Brooklyn, N. Y. mh25x

PRODIGIOUS TRIO — Three Regular Shows, best
of their kind. See **Billboard**, Chicago, Ill. mh25x

AT LIBERTY
COLORED PEOPLE

BASS PLAYER — FIDDLE AND HORN. COLORED.
Age 27, sober, reliable and experienced. Under Write, with **RICHARD PHILLIPS**, 25 Pearl St., Newport, R. I. mh25x

AT LIBERTY
DRAMATIC ARTISTS

DEBOTT, The Magician and Juggler — For the
best of Magic, the most variety, plenty of changes. Entertaining, modern, funny. Age 31, weight 240 lb., height 6 ft. 11 in. Sober, reliable, married. Strong likes. All American. 27 University St., Philadelphia, Pa. Write **Walt**, 2800 S. 30th St., Philadelphia, Pa. mh25x

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FEATURE HOKUM COMEDIAN — For any
stage show, stage acts, radio shows, radio sets, night club shows, night club acts, etc. **Birney Toby**, public General, Titusville, Fla., variety Character Comedian. Book reviews, Shakespeare Dances, Socialisms, Humors. See R. Birney. Age 43. Height 5 ft. 10 in.; weight 100 lbs. varied stage experience. All American. Republics performer. Nice salary. Need ticket. References, complete. Write **ALBERT**, 1700 East 12th St., Tulsa, Ok. mh25x

JUVENILE LEAD — Or as cast. Quick, steady,
dependable. Age twenty-four, five feet, eleven inches tall, weight 160 lbs. years' experience in circus stock and specialties. A-1 regular wardrobe. Always ready and ready specialist. Excellent wardrobe. Ready to leave on letter or show. Photographs on request. Don't miss opportunity. **J. DENY**, **HOWARD NORTH**, 25 E. 10th Ave., Denver, Colo. mh25x

AT LIBERTY
MAGICIANS

JARVIS, MAGICIAN — AT LIBERTY AFTER
April 1st for vaudeville or tent show. Two ton equipment. Large truck. Write **BOX 1062**, Everettville, W. Va. mh25x

DEBOTT, The Magician and Juggler — For the
best of Magic, the most variety, plenty of changes. Entertaining, modern, funny. Age 31, weight 240 lb., height 6 ft. 11 in. Sober, reliable, married. Strong likes. All American. 27 University St., Philadelphia, Pa. Write **Walt**, 2800 S. 30th St., Philadelphia, Pa. mh25x

FEATURE MENTAL ACT — Also Magic, Bookish
Builder for theater, night club, hotel. Salary for act. Percentage on private readings. **PRINCE TONER**, **The Billboard**, Cincinnati, O. mh25x

AT LIBERTY
MISCELLANEOUS

ELECTRICIAN — TWELVE YEARS' EXPERIENCE
Handling electrical equipment. Drive trucks. State Proposition and safety. **BILL DRYANT**, 137 W. Hillcrest, Inglewood, Calif. mh25x

EXPERIENCED COIN MACHINE MECHANIC
and Operator — Free to travel. Coin machine, photograph and pin table. **CHARLES S. PARR**, 6521 Avenue K, Houston, Tex. mh25x

EXPERT PROFESSIONAL NUMEROLOGIST —
Entertaining, private readings. Night clubs, resort hotels. **MOODY NO. 8407** 3d Ave., Brooklyn, N. Y. **Reachview** 8-2393. mh25x

FORMER WORLD'S CHAMPION — Distinguished
Acrobat. Excellent. The man that set the world's record. Includes 14-year record. Sober, good ready to perform as the world's first **ROBERT MOORE**. Attached to his own distinguished base club that grows by human body readers correct time and the human confidence power. Exhibits and real drawing power. Can be used on large scale, electric stage or show windows for merchandise sale. Also, good for use as co-ordinator to attract confidence and reduce stock-in-hand. Many wide publicity. Work on salary or percentage. Write **ALEXANDER MEYER**, 53 W. 84th St., New York. mh25x

GAO WITEN — The wealth of new ideas and original
creations. Held any act in national proportion. Stage, radio, phone. **DON FRANKEL**, 3523 Delsea, Chicago. mh25x

PHYSICIAN AND SURGEON — With degree in
both Medicine and Osteopathy. Excellent social and professional reputation. 43 years, age 37, single, excellent stage experience in general practice with special years as a city physician and police surgeon. Will consider appointment as private physician to individual or group. References exchanged. No city action in traveling. Chicago, larger road shows. Sole resident, arrange words, etc., please note. Can play to accept desirable offer for any travel in a year or more upon forty-eight hours' notice. Write **PHYSICIAN AND SURGEON**, Box C-129, **Billboard**, Cincinnati. mh25x

AT LIBERTY
M. P. OPERATORS

AT LIBERTY — PROJECTIONIST, AGE 21.
Single. Thoroughly trained and experienced with Simplex, Molligraph, DeVry, Powers and DeVry portables. All propositions considered. Best of references. Available at once. **DONALD TIVENAN**, Harper, O. mh25x

AT LIBERTY
MUSICIANS

CELLIST — EXPERIENCED
Union. References. Solos, orchestras. Will travel. **EOER**, 72-57 57th Ave., Long Beach, L. I. **Howtown** 9-2444. mh25x

Additional Ads Under This Classification
Will be Found on the Next Page.

ALTO SAX—DOUBLES CLARINET. AGE 26. Seven years' experience. Would like to hear from good local band. Union, dependable. Will rehearse. Good tone. Play either 3d or 1st. **MUSICIAN, 129 E. 126 St., New York.** ad1

AT LIBERTY—OLD-TIME HILLBILLY FIDDLER and Guitar Player. Would like a place with some good old-time string band. Wife or wife. **EARL JOSEPH, 811 E. Main St., Du Quoin, Ill.**

AT LIBERTY—OLD MAN ALTO. CIRCUS OR CARNIVAL. BANDMAN, 657 N. Orange St., New Smyrna, Fla.

BRASS BASS MAN—AVAILABLE AT ONCE. Tone. Union, young. **BUDDY SIMPSON, 210 W. Main, Marshalltown, Ia.** mh25

DRUMMER—FINE, MODERN MUSICIAN. CUT down. Go anywhere. Apr. 13, 936 N. W. 4th St., Miami, Fla.

DRUMMER—YOUNG, UNION, RELIABLE. Read and go. **BOB WALKER, Montgomery, Ind.** ap1

GIRL ACCORDIONIST AND PIANIST—YOUNG. Union, attractive. Good wardrobe. Photos and records to right parties. **BOX 372, Hillboard, Chicago.** ap8

GIRL-DRUMMER—EXPERIENCED DANCE. CUT shows. Union. Double sax. Prefer location. **BOX C-122, Hillboard, Cincinnati, O.**

GIRL TRUMPET—YOUNG, UNION. GOOD leader, nice tone. Second or third chair. **HELEN L. LEACH, Rushville, Ill.** ap

HAMMOND ORGANIST—YOUNG MAN. MODERN swing. Experienced hotel, cocktail lounge, radio, theater. Reply, **BOX C-125, Hillboard, Cincinnati.**

LEAD ALTO—ALSO GO CLARINET. YOUNG, sober. Also play go tenor. Join an either. Name band experience. With **FLOYD COBBY, Liberty, Mo.**

STRING BASS AVAILABLE AFTER APRIL 1— All essentials. Have good car, any place. **EDDIE HOWETH, Eastman Hotel Orchestra, Hot Springs, Ark.**

SWING GUITARIST—AGE 26, SINGLE, SOBER. good personality. Eight years' experience. Can solo, hot or single string. Fine chord inflexion. Can sing. Will travel. **NICK DARPINO, 41 Central Ave., Landville, N. J.**

FROM BONE—NOW WORKING, DESIRES change. Fine tone, range, go; good reader and feature voice. Age 22, single, no habits, good appearance. **BOX C-124, Hillboard, Cincinnati, O.** ad1

VIOLIN—DOUBLING STRING BASS. Experienced. **BOX C-130, Hillboard, Cincinnati, O.**

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AT LIBERTY—Expert and experienced arranger of stock piano solos, orchestration, concert and chamber music arrangements. **MALCOLM A. LERZ, 160 Madison Ave., Syracuse, N. Y.**

CALLING RADIO STATIONS—Level of character with record bands. Versatile experience. Both solo and ensemble. desires position on station having some radio talent. Has also had some radio experience. Locations to contact: **Brentwood 98, No. 11th and 10th Sts., New York.** Reasonable terms accepted. Write **VIOLINIST, Box C-112, Hillboard, Cincinnati.**

DANCE TRUMPETER—Excellent tone, eight year experience. Team work. Long experience with record bands. **PAUL DECKER, 127 W. University, St. Louis, Mo.**

DRUMMER AT LIBERTY—Go anywhere. Have car, entertaining library of the arrangements. They and with drums. Write to **EARL JEWETT, 917 Parkside St., Cincinnati, Ohio.** mh25

ELECTRIC RHYTHM and Beat Guitar—Double bass and record bands. **LESLIE GARDNER, 225 N. College Ave., Fayetteville, Ark.**

ORCHESTRA GUITARIST AT LIBERTY—Single, sober, neat and experienced. Union. Free to travel. Will go any good musical organization. Prefer dates evenings. Play stringing. Read and take. Age 39. No tabs or music, please. Write all to **JOHN RECTOR, 1026 S. Hickory, N. C.** mh25

TENOR SAX—All essentials. Doubling tenorist. **Claret, melodic, good. Tenor 4th River, doing floor show specialties. Drums for small combos. Available for pay-off location after May 22. BOX C-319, The Billboard, Cincinnati, O.** mh25

TENOR OR ALTO SAXOPHONE—Want steady location with reliable band. Fifteen years' experience. **Edgar, 32 E. 10th St., Toledo, Ohio. L.P.M., 76 Wallis Ave., Jersey City, N. J.** mh25

TROMBONE—Order. Possible somewhere, some time. Available for hotel or grill, small orchestra. New York. New. Send only. Instructions on request. **BOX C-114, Hillboard, Cincinnati, O.**

AT LIBERTY PARKS AND FAIRS

BALLOON ASCENSIONS— For all occasions. **JACKSONVILLE BALLOON CO., Jacksonville, Ill.** mh25

BALLOONISTS AND AIR-planes Parachute Jumpers— Equipment in Texas, Florida, Arkansas now. Coast to Coast service. Book early. **THOMPSON BROS., BALLOON & PARACHUTE CO., Acorns, Ill. Established 1903.**

ANIMAL ACTS—FOR BOOKING AGENT OR Booking Agency to Book in the Grand outdoor affairs this summer. **LEROY ELLIOTT, Route 7, Decatur, Ill.**

AT LIBERTY—FOR CIRCUS, FAIRS, INDOOR Dates, Etc. Family Attractions. Acts available separately until July 15. Stock consists of educated Horses, Dogs, Ponies and Mules. Acts consist of Clown Numbers, with Bucking, Balking, Trick Riding and Roping. High School Horse and Pony. Feature act, "Lone Star Cowgirl," trainer of all stock, and her unusual Wonder Horse, Faithful Flash. Absolutely one of the best educated horses to be shown this season. Thoroughly educated ponies and mules. Shows and Inspections, Ave. 7 and 8, and "Cowboy Bill," age 5. All acts clean, honest and dependable dealings. Fair secretaries, this is a real attraction to work with your fair or horse show. Others also write. **C. E. GRAHAM, R. 5, Paris, Ill.**

BALLOON ASCENSIONS—WITH ONE OR MORE Parachute Drops furnished for all occasions. Modern equipment. **HENDERSON BALLOON CO., Hankins, O.** mh25

FLYING WILLARDS—AERIAL BARS AND Trampoline Net. High-class attraction, booking fairs and celebrations. **Bestic, Neb.** mh25

OLD TIMER—CIRCUS, CARNIVAL TROUPER. For New York World's Fair. Ticket Collector or what have you open. Show if concession. Bond if required. **JACK KUNN, 59-11 68 Ave., Ridgewood, N. Y.** mh25

SIDE SHOW WORKER—TATTOOED LADY. Handle Snakes or Illusions. AFA Member. Like World's Fair connection. **LOTTIE PICTORIA, care Billboard, 1564 Broadway, New York.**

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AERIAL CLOWNS—Three Standard Acts. Fast Double Trapes. Comedy Revolving Ladder and Illuminated Swing Ladder. Litterature and price on request. Address: **The Billboard, Cincinnati, O.**

AT LIBERTY—High Diving and Rope Walking Act. Acrobatic Hoop stands 60 ft. Ladder and diving into net. Also climb 30 foot and walk tight rope. **H. HATHORN, 280 Central Ave., Atlanta, Ga.** mh25

CAILEY—Romantic Shark Wing and Companion Jumping Acts for Circus, Fairs, Amusement Parks. **442 W. 26th St., New York, N. Y.**

CHAR. AUGUSTUS—High-Class Trapes Artist. Comedies, stunts and feature novelty act for Ladies Circles and other organizations. Get in touch with me. I have complete and ready apparatus and do a good act. Free literature and price on request. Address: **CHAR. AUGUSTUS, care Dealer Drug Co., 402 Calhoun St., Ft. Wayne, Ind.**

DORNINGTON'S CIRCUS—Ten Days, Cats, Horses, Two distinct acts. A standard attraction for any fair, park or celebration. Have second appeal. Never duplicated. **Springfield, Ill.** ap1

ESAU—World's Greatest Illustrated Chessman. Trapes act. Nice trapes, roller skates. Only White Trapes with U. N. Colors. Literature on request. **MAR KILLY, Thornorton, Ind.** mh25

FAST DOUBLE TRAPEZE ACT—Unique and original feat. Netting and balancing. We are family people and thrill. Also Comedy Trapes Artist Act with Barrel, Table, Chair and unnumbered Ladder. Three different acts. Full-time circus. **TEX HORN ATTRACTIONS, W.R.A.C., Williamsport, Pa.** mh25

FRED AND MARIE OUTHBE—Four separate acts for price of one. Double Tight Wire Act. Single Tight Wire Act. Lady Tightrope Iron Jaw Act and Double Trapes. Act. Bookable. Write for details. **Shirley, O.** mh25

HIGH PINE DIVER—Established quality attraction. **Box C-121, Hillboard Pub. Co., Cincinnati, Ohio.** mh25

HIGH POLE ACT—Available for season. Other acts for indoor dates. **GEO. HIGGINS, General Delivery, Alton, O.**

PANAMA'SKA'S Famous Dog, Pony, Monkey and Tropical Bird Circus. Standard attraction. Managed by **GEO. T. ROBERTS, Panamaska's Studio, 3504 N. 34th St., Philadelphia, Pa. SA 6000 5339.**

RIGBY'S DOG CIRCUS—Earl's Greatest Trapes Act. 200 Acts. Double line 10 minutes to two hours. A world of thrills. **RIGBY, Hillboard, Cincinnati, O.**

THE LERCHES—Lady and Gentleman. Two high- class Platform Acts. Act 1, Roman Ring; Act 2, Comedy Sweeping Table. **Norman, O.** mh25

AT LIBERTY PIANO PLAYERS

AT LIBERTY—VERSATILE Girl Pianist. Just completed nine months' hotel engagement. Can sing, travel, locate. **MARY CROCKER, 410 Broadway, Toledo, O.**

EXPERIENCED PIANIST—READ, FAKE, TRANS- pose, etc. All essentials. **BOX C-127, Hillboard, Cincinnati, O.**

PIANIST—AVAILABLE AFTER APRIL 1. All essentials. Old friends write. **JIMMIE SHADDIX, Eastman Hotel Orchestra, Hot Springs, Ark.**

PIANIST—SOLOS, SONGS, EXPERIENCED, EX- cellent leader. Appearance, ability. **MAURICE LUCKETT, Eddyville, Ky.**

PIANIST—MELODY WRITER FOR LYRICS. Arranger, composer. Experienced. **BALOSKI, P. O. Box 183, Toledo, O.**

PIANIST—NAME BAND EXPERIENCE. VARI- ety of styles. Only two bands considered. Prefer East. **BOB ANDERSON, 700 Union Blvd., St. Louis, Mo.**

PIANO PLAYER—A-1 DANCE MUSICIAN. Sight read, etc. Experienced in all lines. Can cut. References. Travel or locate. **EDDIE FELLOWES, 3962 Wallace St., Philadelphia, Pa.**

A-1 TEAM—Experienced All Round Man, some specialties, beautiful. Lady A-1 pianist. Book early. Prefer send show. Wardsboro, Ill. Available. All offers considered. **MUSICIAN, 1408 Palmer St., Dallas, Tex.**

PIANIST—Young man, American (Northwestern) Has been playing in Cleveland, Florida. best record membership list. Under reliable connections. Play for the best all fields of the business. Sober, capable, dependable, good appearance. State particulars. **BOX C-117, Hillboard, Cincinnati, Ohio.** mh25

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PIANO PLAYER NOW—Superior in the East. Best tone. All essentials. Read, fake, transposition. Absolutely reliable. Car, good appearance. Consider anything. **KARL BAFF, 495 E. Ohio Ave., Mt. Vernon, O.**

SOLO PIANO MAN at Liberty—Attorney. N.Y. **LIGHTER, 542 E. Front St., No. 47, Traverson City, Mich.**

THORLY EXPERIENCED—Modern Style all. **STAN MANN, 708 Ave. A, Reno, Ga.**

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AT LIBERTY—Good Vocalist playing 2d or 3d Trumpet. No tabs. Under great band. Go anywhere. Two weeks notice. **Send \$1.00. All answered soon as possible. BOX C-117, The Billboard, Cincinnati, O.**

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FEMALE VOCALIST—Attorney, Instrumental **Baritone, Double Bass, tenor, excellent as vocalist. Look, personality. Join any time. Write or wire JEANNE POOTH, South Manor, Md. Pleasant, Md.**

AT LIBERTY VAUDEVILLE ARTISTS

AT LIBERTY—Team with car, Singer, Double, **Act, Title Piano. State salary, tell all intelligently. Absolutely reliable. Hear about you? CAR and WANDA YALE, Hillboard, Cincinnati, O.** mh25

AT LIBERTY—Attractive Lady Pianist and Singer for medium size or larger. Entertainment in both. **Billable. BOX C-124, Hillboard, Cincinnati, O.**

AT LIBERTY NOW—Jim Dolan, Black Duke, **Chatterbox Specialties. Sing, dance, guitar, fake piano. Series of afternoons. If far send car. Write JOE DOKER, Logan, Va.**

PANAMA'SKA'S Famous Acting Orchestra—A feature standard attraction presented by Prof. Panamaska himself. Management **GEO. T. ROBERTS, Panamaska's Studio, 3504 N. 34th St., Philadelphia, Pa. SA 6000 5339.**

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SENSATIONAL Novelty Performance—(AFA), presenting four high-class Novelty Platform Attractions. **Patrol, Magic, Ball and Rhythmic and Musical Gleanings. Under twenty weeks' contract considered. Write or wire PROP. TONCE DE LEON, 19 W. 114th St., New York City.** mh25

SINGER—Female. My song was smooth hit at **Columbia Theater, 59th and Broadway, New York City. Came here Iowa. BOX 930, one block, 1864 Broadway, New York.** mh25

VERSATILE AGROBATIO TEAM for Vaude or **Med Show. Salary or pay rent. Have complete outfit. Lecturer and teams write. GLENNY AND FORD, Hillboard, Cincinnati.**

NORTH IOWA

(Continued from page 36)

prospective lessee to execute a three-year, off-season lease on the building for entertainment purposes. Committee deferred action on construction of the junior club building until after construction of the merchants' building is under way.

The WPA completed the imposing entrance to the grounds some weeks ago, but work has been held up by winter weather on a double underpass under east end of the race track. The 13-foot excavation for the underpass has lain open all winter, but will be completed in a few weeks, as material necessary has been available more than two months. Committee instructed Manager Molesworth to arrange meetings in the districts as soon as possible to obtain ideas from neighboring fair boards on premium offerings and similar problems in an effort to make the fair truly a district event to cover the 14 counties. Horse-racing schedule will soon be announced.

Attractions Are Booked

The fair is working under an annual budget of \$37,350, compared to a \$35,000 in 1938. The fair last August had 42,281 paid admissions, about five times the 7,800 paid admissions in 1937. The WPA project also provides for grading and leveling about 16,000 yards to provide a level gravel parking ground in the infield. A small pedestrian underpass will be constructed near the grand stand for exodus of car drivers, as the public will not be allowed to remain in cars or in the infield without a grand-stand ticket during show hours.

The 1939 fair will present two days of auto races, two days of horse races, a

Thrill Day and Thearle-Duffield fireworks nightly. Night show is to be Ernie Young's revue, *Under the Stars*, featuring California Variety Eight, Duncanson Collins, the Gretzons, Carl Freed and his Harmonion Lads, William and Joe Mandel and others. Gretzons will work afternoon and night shows. Several other acts have been engaged for afternoon shows. Apart from grand-stand performances, three free acts will be offered twice daily at west end of the main midway. Two performances nightly have been set for Sunday and Wednesday grand-stand revues, due to inadequate capacity of the 4,000 grand stand and bleacher seats. Plans for the 1938 fair are being made on an anticipated attendance in excess of 60,000.

HENNES SUIT

(Continued from page 36)

is said, had been expected by the plainiffs to testify to the existence of a verbal contract. His testimony indicated that a contract was discussed but not approved nor signed. In the opinion of the court these negotiations were designed to lead to a written contract and no binding oral agreement was even contemplated. Orville Hennes checked out of a hotel after the trial and could not be located here, but his attorney, George R. Kays, indicated a possibility that Hennes Bros. might appeal.

CREATE EXHIBITOR

(Continued from page 37)

resign from your fair board and let your wife take your place thereon. She will understand and feel that I am talking about.

Every idea, every step and every act in the development of these expositions has its counterpart in or applicability to your fair. Selection of the central idea or theme. Choosing of a device or emblem to represent and symbolize that theme and to fasten it in the eye and mind of the people, making of your fair "stand for something" and the selling of that something to prospective patrons. Selection of a site for the fair. Laying out of the grounds. Location of each department and activity in its proper place. Construction of and placing of the buildings on the grounds, both from the standpoint of usefulness and eye appeal. The plans made to insure comfort, satisfaction and pleasure of the exhibitors, patrons, entertainers and workers.

Creation of Showmanship

On disgruntled exhibitor or gatekeeper at your fair can, without ever intending to, keep 10 people away, and one satisfied and pleased worker on your midway can, merely by his attitude, bring 20 people to your fair. Consider the showmanship which is selling these things to the people of America. It is made of identically the same stuff that will sell your fair to the people of your county or State. They have gained the whole-hearted co-operation of the press and are using it to publicize and advertise something that will appeal to every man, woman and child in America. What good, may I ask, is the most interesting scientific exhibit at your fair or a fan dancer if you do not let the people know that it is going to be there? And, above all, I again want to call your attention to the fact that all of these things are laid out, planned and executed, with one basic, central, original idea in mind.

I have an idea that any fair, county, State or international, which clicks owes its success to the genius of one person. A perfect fair is as much the product of a creative artist as a Beethoven symphony or a Rembrandt. The man who puts "over a successful fair will have gained his inspiration, ideas and experience from many. Many others will have helped him lift out and value these ideas. He will rely upon others to assist him in selecting his staff and his workers to carry out these plans. But permeating the whole will be the high inspiration of the person whose mind, imagination and personality was able to see, feel, plan and produce that fair, which in its expression of beauty in form, balance, color, sound, speech and movement is truly a work of art. And its scope of influence and its adaptation to a worthwhile objective is the result of human effort in its most unselfish and useful form.

LOOK

IN THE WHOLESALE MERCHANDISE SECTION for the LATEST NOVELTIES, PRIZES PREMIUMS AND SPECIALTIES

Sponsored Events

Veteran, Lodge and Other Organization Festivities

Conducted by CLAUDE R. ELLIS

(Communications to 25 Opera Place, Cincinnati, O.)

Providence Shrine Plans Outdoor Show

PROVIDENCE, R. I., March 18.—Due to increasing crowds in previous years, the Shrine has decided to hold its annual circus, always a money-maker, outdoors for this first time this year in Narragansett Race Track, creating a new use for the track, reports Al Martin, who will book acts. Earl Wheldon heads the Shrine committee and J. C. Harlocker is handling the promotion.

In the past the Shrine has held its show in a large ballroom, using seven or eight stage acts consisting of large troupes and animal acts. This year 20 acts will be used, about 20 of which will be of a high sensational nature, to make the largest open-air circus in history, it is said.

The track is one of the largest plants of its kind in the East and there will be two stages and a center ring, high seats to be placed in the infield. The change to an outdoor location is expected to prevent the show from becoming stereotyped.

Attraction Program Big For Quincy Legion Event

QUINCY, Mass., March 18.—American Legion Post, for the past seven years sponsor of a celebration for the benefit of its welfare fund and featuring a complete midway and special attractions, will again sponsor a celebration in Merymount Park here, reports Leo H. Brault, director. In previous years the event drew about 100,000 nightly and received co-operation and commendation of city and environs.

There will again be a big "night before" bonfire, and in addition to an automobile giveaway and concert there will be elaborate fireworks, free acts and a midway of shows, rides and concessions.

Pepple Directs K. C. Show

KANSAS CITY, Kan., March 18.—Ty Dwight Pepple, of Russell Bros. Circus, has been contracted to produce the three-day Style and Trade Revue to be sponsored by the Chamber of Commerce in Electric Theater here, reports William H. Green. Rehearsals for the production in which more than 40 will take part, including several professional acts, are in progress. Vic Allen's Cosmopolitans will provide music. Merchants are co-sponsoring, and KORN and The Kansas City Kansan are giving the event publicity. Feature of the show will be a queen contest.

Smelt Carnival Gets Funds

MARINETTE, Wis., March 18.—City council has voted \$800 toward promotion of the annual Twin City Smelt Carnival. It is expected to raise an additional \$1,000 by subscription. Last year's carnival receipts totaled \$1,750.84, against expenditures of \$1,854.71. Deficit was made up by a Fourth of July celebration sponsored by the city and Veterans of Foreign Wars Post, which had profit of \$550.70. Chief of Police Frank Parsak, Menominee, Mich., and Dr. J. D. Frankovic, Marinette, are chairman of the five-night and four-day celebration.

New Brydon Show For Special Dates

TOLEDO, March 18.—Constructed and assembled especially to play home-coming reunions, picnics and similar celebrations and fairs and parks, what he terms a super road show will take to the road this season, to be operated by Ray Marsh Brydon.

One of the largest tops of its type will house the attractions and plans are now complete after several weeks of intensive preliminary work.

The show will be presented in a manner calculated to appeal to all ages, it is said, and will include 20 or more stellar oddity offerings.

Attractions For Va. Event

LOUISA, Va., March 18.—Fifth annual five-day Volunteer Firemen's Fair here will feature a midway of concessions and rides, with the Regur Lorenzos, free act, booked as added attraction thru Times Square Amusement Enterprises, officials report. Other entertainment features are also planned. For the fourth consecutive year a Chevrolet will be given away. On the committee are E. J. Woolfolk, L. S. Key and H. M. Woodward.

Jolly Rides for Ohio Fete

RICHWOOD, O., March 18.—R. A. Jolly reports that his Secacum Park rides have again been contracted for the annual six-day Street Fair and Homecoming, to be sponsored by the American Legion Post here. Post has obtained permission of city council to hold the event on streets, and Frank Riley, secretary of Richwood Tri-County Fair, has obtained use of the fairgrounds for a special program of band concerts and harness racing for one day. On the committee are McKinley Haines, Stanley Thomas and C. O. Shoup.

Kansas Reunion Books Loos

FREDONIA, Kan., March 18.—Old Soldiers' and Southern Kansas Reunion Association, which for the past 40 years has held its founion in Cherrycreek, Kan., will move the 1939 event here, reports C. P. Klein. J. George Loos Shows will be on the midway, and among other features will be speakers and band concerts.

Shorts

PLANS to celebrate the 100th anniversary of the founding of Uhrichsville, O., are under way, with the Board of Trade, as sponsor, lining up plans, said H. J. Criste, president. Event will be on downtown streets for from seven to ten days.

J. E. MALLOY, whose circus unit played at North Park, Pittsburgh, for The Pittsburgh Post-Gazette winter carnival on March 11, reports that more than 2,200 newsboys attended. Circus was presented on the afternoon program under top owned by Joe Cramer, carnival operator. Malloy unit will play under auspices of school groups until early in April.

PROMOTION is reported well under way in Youngstown, O., for a week's indoor circus in Rayen Wood Auditorium under auspices of Junior Chamber of Commerce by Eddie Karen, who, with Jack Dillon, is handling the event. Headquarters have been transferred from Junior Chamber rooms to a store location just off the public square.

A 1939 Michigan Peach Festival was assured last week when residents of the village of Romo voted 170 to 124 for an appropriation of \$750 to help defray expenses of the annual event to be held

there. Festival body had announced that unless the village contributed to expense of the festival it would be discontinued.

TWENTY organizations of Wadsworth, O., have started plans for a week's 1934th anniversary celebration this summer. A general committee is to be named.

ANNUAL six-day Hartford (Conn.) Shrine Circus has been booked by Frank Wirth and will be staged in State Armory. Publicity program thru the press, billboards and window cards has started.

ACTS at annual Zombo Shrine Fashion Show in Harrisburg, Pa., on March 14-18 were Frankie Richardson, emcee; Lamar, Lopez and Rio; Wilfred Mae Trio; Holly and Verna Pickett; Six Grays and Warren Boden.

HAMID PURCHASES

(Continued from page 36)

past three years, having leased it on a three-year basis in 1936. Under Hamid management the fair has shown increased attendance and local interest, and he said this week that he plans to continue the policy of emphasis on agricultural exhibits and grand-stand entertainment.

Possibility of using the track for horse racing with pari-mutual betting, if the proposed constitutional amendment to legalize gambling is approved by voters at the June 20 referendum, has been discussed from time to time. Grounds provide a central point for a track, altho the present half-mile oval would necessarily be enlarged to a mile or more for runners. It has a spur and is on main line of the Pennsylvania Railroad. Hamid is not particularly interested in horse racing, but, of course, would consider any offers for use of the track. It is understood several out-of-State track operators have already contacted him in this connection.

New firm headed by Hamid includes as directors former Governor Edward C. Stokes, State Senator Arthur F. Forna, D. William Scamuel, John L. Kuser, Jr., Col. Edward C. Rose and Gen. Mahlon R. Mergerson. Harry E. LaRoque, resident manager under the Hamid lease, will continue in that capacity. Hamid plans to utilize the plant as a try-out spot for Hamid-booked acts, as well as a winter haven and quartering place for acts appearing under the Hamid banner.

RECREATIONAL

(Continued from page 33)

8 degrees below in Montreal. The show up there has everything buried deep with a total fall of 34 inches, while in Quebec they have had a little over five feet, the biggest snowfall in 18 years. At Washington, D. C., the sun was bright and warm. The loaves are coming out and the grass is green. Some difference is going north from New York or coming south. And yet all the parks open at about the same time. Washingtonians would have to be wrapped in furs to ride the Airplane Swing in Montreal on May 15. Yet the Montrealers do it in summer clothes with a regular.

Often there is no bathing in Montreal until the close of June, while Washington can enjoy it on Decoration Day. The buildings used here for winter sports would never do in Canada, and the cost of heating would be more than doubled.

Up there the budding hockey players were found on vacant lots where the snow has been scooped off and an outdoor field produced. They have all the lingo and technique of veteran players and in that cold air develop some speed. It is generally conceded that we cannot compete with hockey players who begin while in kindergarten and keep it

up until too old and play about six months each year. The youngsters make their own hockey sticks just as our boys once made their own baseball bats. The real cowboy grows in the saddle, the ball player on the stadium and the hockey player on Canadian ice.

No W.-H. Exemption

At Washington we appeared before the assistant administrator of wages and hours division of the Department of Labor to get an exception for members of AREA because of our seasonal business. We asked for 58 hours per week during our spring rush of 14 weeks. We were denied the exemption because we are not seasonal under the terms of the act but come in the same category as automobile production or shoe manufacturing. Only those who cannot get material are exempt, such as artificial ice packers or fresh fruit and vegetable canners.

Our only recourse would be an amendment to the act which cannot be done this year and which would be a long hard job. We shall co-operate with the manufacturers' association.

A special bulletin will be issued all over on the subject so that each member will be fully informed. The assistant administrator is Mr. Vincent, and head of the legal department of the wages and hours division is E. J. Broughtman. They are fine gentlemen and gave us every consideration and a most respectful hearing. They can only interpret the act as passed by Congress and cannot grant exemptions not clearly defined in the wording of the act itself. Congress made the definition of seasonal business as applicable to the act, which can only be changed by amendment.

THANKS PHYSICAL CULTURE MAGAZINE For the Selection of THE STRATOSPHERE MAN



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A spectacular night and day exhibition, acrobatic, spine-linging and thrill-packed. Send for pictorial circular, AVAILABLE FOR RAG FAIRS and CELEBRATIONS. Permanent address, care of THE BILLBOARD, Cincinnati, Ohio.

WANTED INDEPENDENT RIDES

AT VETERAN'S PARKS On Beautiful Lots

Annual Celebration, 26, 3d and 4th of July, 20,000 Crowd.

W. F. W. 2135, Woodville, Mich. Contact EARLE J. SMITH.

WANTED CARNIVAL and SKATING RINK

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RADIO SHORTAGE IN STICKS

Gov't Survey Discloses 31% of Rural Homes Are Without Sets

Saturation point is far off, survey shows—midget and portable sets should be hot prize numbers in rural areas—South offers least exploited market

NEW YORK, March 18.—Exploding a popular myth that the radio market is approaching the saturation point, a survey just completed by the Joint Committee on Radio Research proves that great marketing potentialities still exist for radios in the United States, particularly in rural districts. The report shows that 31 per cent of all rural families are still without radios and large numbers are using sets which are either in need of repair or practically obsolete. Among Southern States there is by far the greatest lack of radio equipment. North Carolina, Alabama, Georgia, Arkansas, Mississippi, South Carolina and Louisiana all have less than 50 per cent radio ownership. Yet in these States the greatest increase in radio sales has taken place, due apparently to extensive electrification projects still under way. In the months ahead it is believed the largest number of sets will be sold in the South.

BINGO BUSINESS

By JOHN CARY

WE RECEIVED a letter from S. Couture, of Warwick Novelty Co., Conisicut, R. I., during the past week which reads: "A new policy of bingo has been adopted here in Rhode Island and also in Massachusetts which is proving very satisfactory with operators. The charge is 75 cents for the first card, 15 cents or two for a quarter for all extra cards. This entitles the player to play all night without further interruptions. It brings in all the money at one time, allows you to give more games and gets the people home earlier. This is very much appreciated by bingoers, 80 per cent of whom are women.

"Special buses are run to bring players to and fro, charging only 10 cents a round trip.

"The game is very popular in this section and has helped business in many ways. Organizations sponsoring games are meeting their bills and increasing their membership. Players are getting good prizes, and religious groups are using the money for educational purposes. There is nothing wrong with bingo.

"I believe I can say that in Rhode Island we have been playing bingo longer than any other section of the country because the game in its present form was originated here. The only ones who operated this game at its beginning and are not today are the crooked ones who didn't run a fair game. The honest operators are doing nicely."

THANKS, Mr. Couture, your letter re-
(See BINGO BUSINESS on page 60)

President Roosevelt Pitchman's Pushover?

If the litter of prize, premium and novelty merchandise shown strewn about President Roosevelt's executive desk in a recent photograph printed in newspapers throughout the country is a reliable indicator, our Chief Executive would undoubtedly be an easy mark for any energetic streetman with a flashy line of gadgets. Among the items revealed are several novelty clocks, statuettes, ash trays, desk sets and a fine assortment of unidentified gurnes. F. D. R. probably has more of these knick-knacks sent to him than anyone else.

Music in the Air

Don't go to be psychoanalyzed just because you're sure you heard a hot swing rendition of *The Old Gray Mare* emanating from a team of mags and a plow in a field out there on Route 10, because you've probably witnessed what may be old stuff on the farm some day. The CBS research department began investigating rural radio listening habits and it ran across J. M. Yarborough using a portable set on his plow—no doubt to keep posted on the European situation. It's a swell talking point for the bally, so be sure to mention the barn, chicken coop or woodshed.

Glove Dolls In Comeback

New faces in field—line featuring dolls with legs has possibilities

NEW YORK, March 18.—Vaunting natty new attire and airing a batch of new tricks, one of the most faithful of the pitchmen's stand-bys is making an impressive comeback. For years the glove doll or hand puppet has been a favorite with the public, Monkey mitty in the hands of skilled manipulators have raked in the long green.

Monk had the mitt field covered like a blanket for years until that cagey imp, Dopey, jumped off the screen and handed him a licking. The floppy style of the Disney dwarf made him a natural for the glove act and, they've been selling like hotcakes since the movie was exhibited. As with every other toy, Ferdinand the Bull horned into the puppet field with the same success that attended all his other enterprises.

Sure to click with the public among the newcomers is an amusing little mongrel known as Mutt the Dog, a character from the book of the same name. Mutt's quite a card and has legs and everything.

Incidentally, the puppet clan has suffered a long-standing deformity—no legs. But now the de luxe models are equipped with legs that dangle in front of the manipulator's hand. Standard models have only skirts, regardless of sex.

Besides being made of plush and having legs, de luxe dolls operate on a slightly different principle. Instead of using the thumb and middle finger for arms and the index to waggle the head, the three middle fingers go into the head while the pinkie and thumb work the head. With a little practice the legs can be made to walk very realistically.

Highbrow magazines such as *Esquire* and *Harpers Bazaar* have made enthusiastic comments on the latest entrants into the monkey mitt field.

Pitchmen may have to brush up their manipulating technique and add "walks, talks and does tricks" to their spiel, but they're sure to clean up with the newcomers.

DEALS

A Column for OPERATORS & DISTRIBUTORS of SALES-BOARDS, SALESCARDS and TRADE STIMULATORS

By BEN SMITH

Why are consolation awards offered on a deal? A simple question to answer, isn't it? Yet, despite the fact that consolation awards are offered for a definite purpose, to stimulate sales, we doubt whether operators give the attention they should to the choice of these extra premiums. At least it would seem so, judged by the similarity of consolation awards featured on most deals introduced. Apparently operators are playing follow the leader and are taking the line of least resistance with an item which can mean the difference between a successful deal and a flopperoo.

A good major award will whet the appetite of a prospective purchaser. A good consolation award will help knock him over. The prospect will shell out much faster when he realizes he has one or more chances on another appealing item besides the big one. There is no argument here. Any operator who has ever placed a deal knows that he has made sales which he would not have made otherwise because of the consolation prize. And yet the extra award is almost treated like a stepchild.

What do we find when we look at the deals introduced in the last few years? Most of them have featured the same type of extra award—either a pencil or a pen. Now there is nothing wrong with either one—a pen or pencil has universal appeal—but thru constant repetition these premiums are bound to lose their effectiveness as trade stimulants. And unless the consolation award can lend a helping hand, most deals will take too long to pay out and prove unprofitable.

We believe it smart business and good operating to change off on consolation awards from time to time. There is no reason why the pen and pencil should not continue to play an important role in deals—but not in exclusion to all other items, even if it means on occasion that the operator must pay a few cents more for another type of premium. The added zest and quicker turnover should more than compensate for the additional cost.

Charlie Seidel is practically a commuter these days between New York and Atlanta, Fla. Lucky devil! Every time he gets
(See DEALS on page 60)

Midget Sets

Back in 1936 it was predicted that the radio market had at last reached the saturation point and from then on sales were bound to drop off. It was all good theory, but the American public has no more intention of being content with one radio than it would be with one glove. It took the midget sets to blast this first fallacy. Sales shot upward as the teenie-weenies swept the country.

The baby sets are ideal concession and salesboard prizes, especially in rural areas. Coming in swank, modern cabinets and brilliant colors, they have the flash and necessary come-on appeal. All the improvements the big sets offer—automatic tuning and static eliminators—are embodied in midgets. The survey revealed the interesting fact that the majority of rural homes were equipped with only one set—thus small radios are in demand.

Other Radios

Combination radio-photographs are only beginning to replace the old cabinet sets which have occupied the place of honor in farm homes.

Sales possibilities of auto radios have been greatly enhanced by the addition of push-button tuning which eliminates the hazard of fumbling over the dashboard while driving.

The real whirlwind that's shaking the radio biz out of its easy chair is the terrific response to the pick-up-and-go portable. It pulls with everybody regardless of present equipment. The old handicap of heavy batteries had manufacturers stopped for a while, but now they've whittled the whole business down and packed them in airplane luggage. Boys on the farm and in the city, too, are going for this item in a big way.
(See RADIO SHORTAGE on page 60)

Lifeblood Of This Business

By MAYNARD REUTER

LOOK

For This Feature in The Billboard Spring Number

Started April 8

Popular Items

Write to The Billboard, Buyers' Service Department, 25 Opera Place, Cincinnati, O., for addresses of companies in this department supplying the items which interest you.

Broadcasting Station

RCA is coming out with a complete toy broadcasting station for kids. Advance notices state that the kit contains everything needed to stage realistic radio dramas in the home: sound effects such as used in NBC studios, complete radio scripts, auxiliary mike for the sound kit, an electronic set for building a telegraph code instrument, a public-address system, condensers, coils, tubes and relays. The outfit is fitted to a heavy table and packed in an illustrated cardboard box. It's the latest in the order of instructive playthings and will be marketed in May, the firm states.

Typewriter Pads

An aptly named new number, Killinote Typewriter Pads, seems to hold a lot of promise for agents and direct sellers working business districts, reports the Shipman-Ward Mfg. Co., exclusive distributor. Item is a sponge rubber pad to kill noise of typewriters and other office appliances and to prevent them from sliding about on desks. Ease of demonstrating, combined with a genuinely useful purpose, should make this one a fast mover, it is reported.

Rubber Cig Case

An ingenious flexible rubber cigaret case is the newest flash number, the McWilliams-Dennison Co., Inc., reports. Comfortable to carry, yet affording positive protection, the item is self-closing, odorless and finished with engraved designs, the firm states. It comes in emerald green, royal blue, harem red and peccary brown. Each case is boxed.

Colorfast Dye

A rug and upholstery dye that's fade-proof, wearproof and scrubproof has been developed, reports G. H. Boyd. Colorfast is the name. It is applied with a spray or brush, requires no boiling in firm reports. Company says it will be glad to dye samples anyone sends in to prove its claims.

New Sweater Line

A new line of men's sweaters of both pullover and button coat styles is being featured by Prudential Trading Co. Firm states sweaters are of camel type and come in six assorted colors, solids and two-tones. Prudential has long been identified in the sweater field and gets out new numbers semi-annually.

Tantalus Set

Premium Promotion Co. is featuring a seven-piece Tantalus set consisting of two beautifully designed bottles (quart capacity each), four whiskey glasses and special holder and carrying tray with handle. Item looks like a natural for park concessioners and should also make a good salesboard number.

Pins XII S.S. Plates

The Identification Co., maker of permanent Social Security plates and stamping machines, is up to the minute with Social Security nameplates bearing a likeness of the new Pope. Company points out that the market for these attractive copper identification cards has hardly been tapped and large numbers of Catholic workers in the country are red-hot prospects for this new plate.

SPECIAL VALUES
ELGIN or WALTHAM
 O. Case—7 Jewel, Engined Case, With Enamel Leather Strap. Individually \$3.00
 Roped, with attractive Price Tag, R. S., in lots of 3
 50c Extra for Samples. All Watches Guaranteed. Large Assortment of all well-known brands. Send for Free Catalogue 25c. Dept. G. O. D. 109 Great St., New York, N. Y.

Ingersoll Mite
 Lowest Price Ever Quoted
 Lots of 25 or more **1.20 each**
 Smaller Quantities, \$1.25 Each.
 B1W78 - Metal Band, B1W79 - Leather Strap.
 Chromium Plated Case with Silver Dial and Oil Filled, Unbreakable Crystal. Each in Box With \$5.00 Price Tag.

RABBITS for Sales Boards!
 Standing Hoping Rabbit, Pastel Shades, 3 1/2" Raven Plush Body, Glazed Eyes and Eggshel Voice.
 No. Per Doz.
 ■ 85N101—24 inches.....**8.00**
 ■ 85N102—20 1/2 inches.....**12.00**
 ■ 85N103—25 inches.....**16.50**
 ■ 85N104—26 inches.....**20.00**
 30-inch Standing Boy Rabbit, Raven Plush Body, Kook Stuffed, Rolling Eyes, Variegated Matted Fur.
 ■ 85N105—Per Dozen.....**24.00**

N. SHURE CO.
 200 W. Adams Street
CHICAGO

SUPER VALUE
 The **ELGIN "KWIK-SHAVE"**
ELECTRIC DRY SHAVER
69c EA.
 QUANTITY PRICE
 Dependable self-starting motor.
 Double-edge shaving head.
 Streamlined case.
 Reaches a new high in quality and performance—compare favorably with other higher-priced shavers—yet at amazingly low price. Made for 110-volt A.C. current only. Individually boxed, complete with cord and plug.

GELLMAN BROS.
 Extra Value!
\$2.25 Each
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HERE'S WHAT YOU NEED
 05481 Aluminum Mill Bolts, Each.....**.25**
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 19410 Case Back Rings, Per 100.....**1.25**
 75148 Three Dials, Doz.....**3.00**
 75247 Wash Bander Balls, Doz.....**1.25**
 11515 Rubber Covered Balls, Doz.....**.85**
 75324 2 Inch Wood Nail Down Balls, Per 100.....**4.00**
 Wholesale, Wholesale Blinds, Wholesale Sashes, Corks, Cork Stems, Admiration Tokens, Etc. Write for Prices on Items Not Listed. 85% Discount With G. O. D. Orders.

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GET FAST ACTION WITH THIS RADIO SENSATION!
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 40 ORIGINAL CHARACTERS
 DEALS FROM \$5.00 to \$20.00 Complete
 BE THE FIRST WITH THE LATEST.
 Save Time—Specify Deal—Wire Deposit?
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SCOOP! SPORT GOGGLES! U.S. MADE
 FULL VISION LENS — 45° TO 60° COLOUR — ENGRAVED
 FRAMES — HIGH-KIO MOSE RECT
 Carded, Per Doz., \$1.95 — Incl. Post and Dec.
MOY CAKES — GIANT — VIVID COLORS — Doz. 400
 \$1.00 for \$2.50 — Incl. Post and Dec.
 Full List of Carded Goods, Blades, Razors, Lotions, Promotional Salesboards, Electric Shavers, Sporting Merchandise.
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JAPES BOLEERS JACKETS SCARFS \$4.50 & UP
 Amazing Fur Values. All the latest styles. Every woman will want one. Excellent Prices for Rings and Suspenders Operators.
GET BY ONCE. Be the first in your territory to get started with this great Spring line. Write for Illustrated Catalogue and Price List.
M. SEIDEL & SON, 243 W. 30th St., N. Y. C.

ELGIN & WALTHAM \$2.95
 Renewed Guaranteed Men's Wrist Watches
 Wholesale Jeweler Since 1916.
 Send for Free Catalogue 25c. Dept. G. O. D., LEATHER.
LOUIS PERLOFF, 729 Walnut St., Philadelphia, Pa.

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 To Sell Men's New Style **RAINCOATS**
 Grey or Brown Herringbone Trench, suitable for National or Peacot. Big Sizes!
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TIES THE NON-WRINKABLE CELLULOSE MATERIAL
 Made Scientifically With 5 New Features.
 \$24.00 per Gross Value for \$10.00 per Gross.
SAMPLE DOZ. \$1.75 Prepaid.
 Also New Line of Shirts. Catalogue and Sample Watches Free on Request.
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4 Tube SILVER RADIO with DYNAMIC Speaker
 Small enough to carry in one hand **\$6.94** IN WALNUT
 40% off \$12.95
 Powerful enough to fill a room
 8 P. O. B. Dynamic speaker, 4 genuine RCA Hi. tubes and 4000 ohm output transformer. **FREE TRIAL.** Money back if not satisfied.
1000-5500 Hz. 60c
CATALOG FREE
SILVER MANUFACTURING CO. INC., 2562 Elston Ave., Dept. B-22, Chicago.

EARN BIG PROFITS QUICKLY!
Here are Money Making Ties!
 New Spring Line Ready
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 Outstanding line of novel and machines made ties for & handkerchief accessories. Men's ready-tied **SLYDE-ON TIES, \$2.95** Doz. up.
 Lower Prices to Large Quantities.
WRITE FOR LISTS, PARTICULARS AND PREPARE FOR A SUCCESSFUL SPRING SEASON.
EMPIRE CRAVATS, Dept. B-2, 22 W. 31st St., N. Y. C.

NEW Framed Reflect-O-Lite SIGNS SILVER PEARL (Not Tinted)
 A new type of sign...
ACE Business Builders, 40-47 S. Dearborn St., CHICAGO, ILL. (Complete Line of SACRED MOTTOES)

FAST SELLING EASTER SPECIALS

POPULARLY PRICED FOR PREMIUMS AND BOARDS



Stuffed Plush Easht Rabbits, Assorted Colors. All have Glass Eyes and Silk Ribbon Tied Around Neck. B18X123—\$3.75 Rabbit With Carrot, 12 1/2", Doz., \$1.95 B18X124—Egg in Hand Rabbit, 18", Doz., \$3.75 B18X30—Egg in Hand Rabbit, Long Tail, 20", Each, \$1.72 B18X37—Egg in Hand Rabbit, Long Tail, 23", Each, \$1.98 B18X50—Egg in Hand Rabbit, 18" Tall, 34", Doz., \$3.25 B18X42—Cloth Boider Rabbit, 20", Ea., 70

B18X47—Easter Chick in Cage, Doz., 72 Green, \$1.50 B18X10—Egg in Hand Rabbit, Doz., 36 B18X13—Egg in Hand Rabbit, Doz., 36 B18X14—Egg in Hand Chick, Doz., \$1.50 B18X15—Chick in a Basket, Doz., \$1.50 B18X17—Egg in Hand Chick, Doz., \$1.50 B18X18—Egg in Hand Chick, Doz., \$1.50 B18X19—Egg in Hand Chick, Doz., \$1.50



B18X47—Egg in Hand Chick, Doz., \$1.50 B18X10—Egg in Hand Rabbit, Doz., 36 B18X13—Egg in Hand Rabbit, Doz., 36 B18X14—Egg in Hand Chick, Doz., \$1.50 B18X15—Chick in a Basket, Doz., \$1.50 B18X17—Egg in Hand Chick, Doz., \$1.50 B18X18—Egg in Hand Chick, Doz., \$1.50 B18X19—Egg in Hand Chick, Doz., \$1.50

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7-PIECE TANTALUS SET—2 beautifully designed bottles with 1 quart capacity. Whiskey Glasses with a Special Holder and Carrying Tray with handle. \$3.25 Deposit With Order. Sample Set, \$1.25 (Prepaid).

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SPECIAL—ELGIN & WALTHAM

WRIST WATCHES—\$3.00 Size and \$3.50 Size. White or Yellow. R. B. New Cases, made by Illinois Watch Co. Doz. with strap in box and price list. \$3.00 10 Size, 7 1/2, New Ladies Model Case, Blue White, Rosette Movement. Lots of 6, Each \$1.50 Special Prices for Quantity Users. Sample Deposit, Balance C.O.D. Sample \$5.00 Extra. Send for Catalogue, 173 Grand Street, New York, N.Y.

DON'T BUY any FURSI UNTIL YOU FREE BEAUTIFUL SPRING FUR CATALOG

at 45¢-high values at road-side, camera, camera, camera, camera, camera, camera, etc. Genuine FUR RUGS About 2 1/2 x 3 1/2 Ft. White, black, brown. \$4.99 Grey, 20% Off, \$3.99 O. O. D.

1939's SENSATION!

PORTABLE RADIOS in Lots of 10 (Sample Lots Additional) WIRE OR MAIL ORDER \$14.95 P. O. B. New York One-Third Deposit. WELLS NOVELTY CO. ITHACA, N. Y.

NOTES from SUPPLY HOUSES

Moto-Scoot Mfg. Co., Chicago, has moved its offices, factory and showrooms to 4134-40 S. Chicago avenue. The move was made necessary in order to take care of rapidly expanding business of the company, it is reported.

Marvel Candy Co., operated by Max Friedman, announces that the firm's name hereafter will be known as Marvel Candy and Novelty Co. due to the fact that the firm will now distribute concession merchandise in addition to prize package and other types of candy packages. Mr. Friedman also announces that his firm has moved to larger quarters due to the added merchandise department. It is now located at 102-00 Woodstar street, New York. The Marvel office has long been a rendezvous for concessioners, and Max extends an invitation to his friends to visit him.

Mike Abrams, of H. M. J. Fur Co., advises that the firm's new spring and summer catalog has come off the press. Catalog is beautifully illustrated and lists a complete line of fur capes, boleros, jackets and coats in new spring and summer styles. Mike also advises that H. M. J. Fur Co. is already receiving some good advance orders on its fox fur tails and fur throw rugs, items which have always moved well when the fall and outdoor season got under way.

With the approach of spring the rug salesman comes into his own, states the management of the American Rug Co., manufacturers of felt rugs. The firm states its line takes a heavy spurt in the spring when housewives send large rugs away for cleaning or storage and replace them with throw rugs. The company's felt-woven rugs come in many color combinations to suit any decorative scheme. The rugs are easy to carry for the agent and appear to be a good value and are practical in every way, it is reported.

BINGO BUSINESS

(Continued from page 53) feels the same sentiments often expressed in this column.

IT'S ENCOURAGING the way bingo supporters are rising in defense of the game. State Senator Coles of Connecticut in a recent letter to the governor appealing for his personal backing of the "bingo bill" writes: "Surely there is no State menace in the innocent pleasure derived by thousands of children from this harmless pastime. Certainly this legislation merits the careful consideration of the State's elected officers. The bingo bill is completely nonpartisan; its passage would be a victory for neither party but for sound and realistic legislation."

MORE LETTERS, gentlemen?

DEALS

(Continued from page 53) the notion, and he has been getting them quite often in the last couple of months, he hops a plane and there he is, basking in the sunshine and away from the slush and snow which the rest of us have to put up with. However, these trips haven't interfered any with business. Charlie reports his fur cape deal which preceded it.

The Menie Corporation being offered by Premium Promotions Co. looks good

APRIL FOOL JOKES

- Home Listed Below at Ocean Prices: Imp. Gracyp Old Bell \$1.20 Squirting Swoody Flame .75 Kroling Royal-Lex Box .75 Gauding Whizzing Glass .75 HOT PEPPER BOX, 50c Bl. 2d page Sheet Matches .25 Single Kodak .50 Old Pipes .25 Camera .50 Beach Bats .50 Telephone .50 Peat'n Pan .30 Paper .50 Oldies .40 Pack Cards .50 Mural Box .40 Day Book .25 Powder Box .75 Matches .25 Squirt Eyeglasses .60 Rubber Pencil .50 Heavy Pant. Pen .75 Rubber Rats .50 New to Make a Dog Bone 1.50 GALLIE CH. TRIP CROCODILES in Box, 75c Doz. Box, 100c per 100. 75c U-Gates Co. Crocodile Gum, 6c. 25 per Net. Bellows in case. Send \$2.00 for 25 Products. John Sherman, or 738 Per Catalogue. MADONNIX NOV. CORP., 130 Park Row, N. Y.

For a fast turnover on a small deal. Outfit consists of four metal spoons, four metal forks and four paper plates neatly assembled in a simulated airplane case which is 10 by 10 by 4 1/2 inches in size. Item has the additional advantage of being low priced, with the appearance of being worth much more.

For some reason neckwear has never gone too well on a deal and yet it would seem it should. Men can never have too many ties on their rack. Perhaps the deals which hit the market in the past did not offer enough of a selection. Men will take a chance on a tie only if they have some assurance they will get something they wouldn't mind wearing. Of course, the wife or the girl friend might go for anything, but it is just as well to try to please the men folk too. A tie deal worked on a card with a 5-cent straight sale should move.

HAPPY LANDING.

RADIO SHORTAGE

(Continued from page 55) Number is a natural for salesboard and concession uses.

Conclusion Economic wizards tried to bury the future sales hopes of radio as recently as 1938, but present indications suggest they have an unwilling corpse on their hands. Radio has consistently repeated as a hot prize number. With the latest numbers for operators to draw from and the vast unexploited areas to work, there is every reason to believe radios will be just about the most popular items to be found this coming season.

N. O. BEACH

(Continued from page 35) operator of the new amusement spot more than \$250,000 for improvements, including eight rides and attractions and other concessions. The new resort will involve an outlay of more than \$1,500,000.

Under the WPA allotment four large bulkheads for beach protection, extending 400 feet into the lake, will be constructed. They will be 300 feet apart with a swimming pool, elliptical in shape and about 250 by 150 feet in size. Pool, sand beach, sidewalks, roads and auto parking space are included in the project. Sand for the beach will be pumped from the lake bottom.

Ferry J. Batt, manager of the new resort and operator of Pouchtrain Beach near Spanish Port on the lake for 11 years, was host last week-end to newspaper men when a Roller Coaster was dedicated at the new spot. New Coaster extends over 15 acres and is 3,500 feet in length with peak ascent of 80 feet. It has been under construction since last November by Edward A. Vettel & Son. Manager Batt is offering a cash award for the best name for the Coaster.

BIG INCREASE

(Continued from page 35) panes at any cost. Was this situation, which jeopardized the very soul of the industry—its financial stability and growth—justified? No, but it was due to lack of leadership, which was undertaken as a co-operative body—a trade association. Result, the NAAPPB, thru united effort, in 1921 solved this problem. In the following years the rate problem became a paramount, arbitrary rule went into effect, and rates increased, notwithstanding the excellent accident experience enjoyed by many of the individual parks and operators. As a matter of fact rates became so high in 1935 that liability protection became prohibitive, compelling many operators to become self-insured. As this development threatened to become as serious as our previous problem, we immediately tackled it with the same co-operative means. Result, the NAAPPB, thru united effort, solved this problem.

Pian Is Called Model

However, it was recognized at that time that to stabilize the industry's public liability insurance coverage some arrangement would have to be effected whereby the industry as a whole would receive the proper recognition from its insurance carrier. Such an arrangement was accomplished after many months of co-operation and expense on the part of the insurance committee of the NAAPPB, its loyal members and myself. Result, our special public liability insurance plan, afforded us by the Associated Indemnity Corp. of San Francisco, was inaugurated in December, 1935. Aside from being made available by so company enjoying one of the best

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reputation for its management and financial stability, the plan, which has continued in force for 1938, 1937 and 1936, embodies more complete and broader coverage, has saved our members thousands of dollars in premiums and offered many other benefits, has in (See BIG INCREASE on page 67)

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PITCHMEN

A department for Pitchmen, Demonstrators, Novelty Salesmen, Medicine Showmen, Agents, Streetmen and Others.

by **BILL BAKER**

(Cincinnati Office)

"HOT-SHOT" AUSTIN... under date of March 6: "Opened my 1939 season last week at Mt. Pleasant, Tex., to bad business, due to meet and cold weather. Drove over to Doughmarville, Tex., last Thursday for Sales Day and had a nice day's pay, as it is the best sales in East Texas for a small spot. It's work-up and a free spot, too. I opened here Monday to a fair crowd. Willie Johnson, also-seen around the sales barn, reported a fair day's take. I am much improved in health and feeling better than in years. I expect to play same spots as last season in Oklahoma, Colorado and Kansas and a few spots in Missouri. Haven't seen any of the boys this spring except Roy O'Brien, an oldtimer of the early part of the century who now has a music school in Naples, Tex. Joe Keown was reported seen here a few days past, but left before I came in. I'll go from here to Ft. Smith for two weeks and then will head west. Would like to read pipes from Joe Strayhorn, Jim Dabney and the boys up Carolina way."

HOW DOES the season look to you?

DOC JAY ROSS... says he and Doc Jerry Coates are working herbs in the vicinity of Wilmington, Del., and getting their share of the long green. "Wish that the rest of the boys working 5 and 10-cent stores would realize that some of the stuff they pull not only gives us all a black eye," writes Jay Ross, "but may hit them right in the kisser sooner or later."

STANLEY NALDRETT... informs that he closed in Louisville March 18 and opened in St. Louis March 20 for three weeks at the St. Regis spot. Stanley says he had it all to himself the week of March 13, as Jack Hubbell left for Memphis and Buster (Mickey Mouse) Robertson for Charleston, W. Va.

ACTION IS A REQUISITE at this time of the year; thoughts and ideas alone never put anything over.

BIG AL ROSS... blasts from Cleveland: "I am at present pitching a good laxative at the Food Show here and Marie Brennan is in charge of the booth and she is a swell pitch lady. I met Kid Corrigan in Columbus, O., last week. On the side I am booking Ward, the mechanical doll. We played the BKO Majestic Theater, Columbus, last week. I now have him booked with the Maytag Co. here at the Food Show. About 10 pitchmen are here and all are just getting along. My idea of opening a pitch store here is good and I'll get started as soon as possible."

THE BROWNSVILLE KID... shoots from Plant City, Fla.: "Just got thru making New Orleans and then went back to Orlando to make the fair, which turned out to be so. Plant City now and what a blank it has turned out to be. I expect to head for the New York World's Fair in about two weeks. Peace."

nuts, who is known as the novelty king of the South, is heading back to Miami with me until we go to New York."

LET'S START SPRING off in the right manner by having as many boys and girls as possible send in short squibs on themselves and others. By abstracting 'em up the writer is able to get more of them in the column each week. Let's go.

JAMES O'BRIEN... proclaims that the 40-mile wild life exhibit company is now operating next door to the Ohio Theater in Canton, O., after playing five successful weeks in Akron. Outfit has seven steel cages. Outstanding is a crow that talks. Equipment is transported on a two-wheel trailer. Personnel includes Ohio O'Brien, "legal adjuster and advance agent," who says he has a surprise location to follow Canton that will last for the rest of the season; George P. Jones, "financial director," who has a new house trailer and a new Plymouth; Races/Horse Kelly, "superintendent of the library department," assisted by Jack Hulbert, Jake Silver and Carl Von Arnold; Mrs. Ohio O'Brien, "social director and supervisor of the aims department"; Harold Haynes, caretaker.

TOM MOORE... tips that things are not so good in Southern Missouri. Says he made West Plains, Mo., recently but did not work it, as it has a 35 reader.

SPRING is a wonderful season, but remember that next fall there will have to be an accounting. How will your books look?

DOC GEORGE HOLT... drops a line from Springfield, Mo., saying this is the first winter he has worked in 20 years. "He's all ready to go to the New York World's Fair."

WE ARE BACK... in "Working," "dimeless" Wrangler and "Vintage" Hambo from Overland, Mo. "But we both have the big heads over our second anniversary. Just like two crazy kids, we made pipe of ourselves. Next year we are going to hide the calendar so we won't lose any work. We're doing well selling rances, and as soon as the weather breaks we are going back to medicine. We'd like to see a line on Prince Du Kahn."

IT TAKES intelligence, tact, patience and courage to win the troubles of a pitchman.

ART ROBINSON... after clicking with waffle irons in Kresgo's, Cincinnati, now has his layout in Wheeling, W. Va., which he says is clean for demo. Writing from Wheeling, he says: "My partner, William J. Orndie, a newcomer in the business, is rapidly forging to the top. I met George Hancy and Tommy Burns in Covington, Ky., recently. Used to work with George on road back east. Saw Doc Wilson working herb tea in Dayton, O., to fair play. Would like to see a pipe from Ozzie Routh and Larry Bettinger."

DO YOU REMEMBER... asks Bob Poney, when Jack Currant, Jim Osborne, Fred Cooper, Frenchy Mouton, Ray Dawson and myself worked the same lot on Saturday in Lamesa, Tex.?

GIVE YOUR TIP the real goods and then let it do the talking. It always has paid big dividends.

JOHN SULLIVAN... and George Yerdan are reported holding down a storeroom on the main stem in Lansing, Mich., with a wild life exhibit.

HARRY (SLIM) GARWOOD... scribbles from Ocala, Fla.: "Stopped over at Silver Springs, Fla., to watch Johnny Weissenmuller making Tarzan pictures and had the pleasure of meeting my good friend Jimmy Dougherty. Jimmy has the neatest gadget shop I have ever seen, and the so-called ace workers could learn a lesson if they watched this veteran pitchman impress the crowds with

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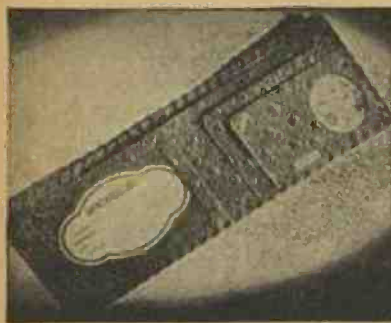
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SOCIAL SECURITY MEN LOOK FOR OUR BIG SPECIAL ANNOUNCEMENT IN THE SPRING SPECIAL ISSUE. It Will Be a Sensation. Write for Advance Details. ROOVERS BROS., INC. Dept. N, 228 Broadway, New York City. Dept. N, 3611 14th Ave., Brooklyn, N. Y.

his intelligent manner, which is rewarded with real passouts. As for myself, I have done so-so with auto polish at the Florida fairs. Would like to read pipes from Frank Libby, Deck Hull and the Ragan sisters."

TRIPOD OPININGS: "Sincerity and integrity of purpose will create the right impression with your fans."

OLEN HALL... infoe from Pineville, Ky., where he has been all winter, that he's making scod on needles and canvas. Says he met several boys there and that all are doing okeh, as Southwestern Kentucky is pretty good for pitching, with everything open. Hall is booked with the J. J. Page Shows as talker on the jig show and says he will join the carnival at Johnson City, Tenn., April 1. He would like to read a line on Helen Barfield.

CHEERFULNESS in your endeavors will smooth the road for you. Try it.

MELVILLE McBRIDE and Maurice Logan spent the winter pitching glass knives and peeders in the Southern States, according to McBRIDE, who writes: "This was our first experience at pitching and it didn't take us long to find out that the South is not exactly in the peeler belt, even tho we made both ends meet."

BE CERTAIN YOU'RE set before going ahead.

EUGENE FREDRITS... has driven the doozsters of Lansing, Mich., inside and also kept me from working doorways," squibs Bob Posey from that town. "I expect to make another circle into Indiana soon, and I would like to read pipes from Jack Curran, Jim Caborno, A. L. Richards, Al Cover, Melvin Spear, Al Decker, Skippy Davis and Bob Wilson."

SCOLD WEATHER... has driven the doozsters of Lansing, Mich., inside and also kept me from working doorways," squibs Bob Posey from that town. "I expect to make another circle into Indiana soon, and I would like to read pipes from Jack Curran, Jim Caborno, A. L. Richards, Al Cover, Melvin Spear, Al Decker, Skippy Davis and Bob Wilson."

Pitchdom Five Years Ago

D. P. (Hoot) McFarland was in Woolrich, Me., preparing to go out and get at 'em. . . Doc William Redhorse, well known in pitch circles, was killed in an automobile accident in New Paris, Ind. . . Doc Rockwell, one of the razor blade kings, was getting a little mazzing working Seattle. . . H. P. France was clicking in Miami, Fla. . . Rixon's show was in its 50d consecutive week of troupping. . . James L. Osborne was in Greenville, Tex., recovering his health and had his stand clicking to good takes. . . Al E. West was finding little trouble collecting the furee at stock sales in Kentucky. . . Earl B. Wilson, after working other lines, during the winter got busy with his auto polish and was working a 25-cent item on High street, Columbus, O. . . O. Ter Worthe was in Pennsylvania preparing to spring his med opey. . . L. W. Reed was in Toronto, Ont., "progressing with the price of gold." Harry Corry and Clarence Givroide left Tampa, Fla., for the North. . . Cold weather wasn't helping Tom Spurgeon's pitch store in Chicago. . . Edgar Davignon was in Tampa, Fla., getting his big bus ready for the road. . . Doc George

Holt was telling it to the natives of Hot Springs, Ark., and corraling a good bank roll. . . Madeline E. Ragan was in Tampa, Fla., framing an Unborn Show to take on the road with a carnival. . . Wintering in Pennsylvania was proving a tough proposition for Texas Joe, despite the fact that his med unit was playing to good results. . . Frank H. Carr was in Richmond, Va., and clicking. . . It was vacation time for George M. Reed after a successful two-week stand in Altoona, Pa. . . F. E. Bennett was working to fair-to-middlin' business in Oil City, Pa. . . After spending the winter on the Florida West Coast, Harry and Daisy DeOrace returned to their home in Indiana. . . The Krauses, Joe and Eva and Doc and Mrs. Lee K. left Miami, Fla., for the North to prepare for early openings of their shows. . . That's all.

Events for 2 Weeks

- (March 26-27) COLO.—Denver, Dog Show, 24-25. FLA.—St. Augustine, Spanish Fiesta, 24. GA.—Savannah, Pal Catfish Show, 23-24. MISS.—Port Gibson, Pal Stock Show, 26-28. N. Y.—Syracuse, Sportsmen's Show, 18-25. N. C.—Asheville, Dog Show, 24-25. Delham, Merchants & Mrs. Exps., 20-26. O.—Canton, Dog Show, 23-24. Chardon, Maple Festival, 23-24. Cleveland, Dog Show, 23-24. Cleveland, American & Canadian Sportsmen's Show, 18-27. Columbus, Sportsmen's & Seal Show, 18-28. Dayton, Dog Show, 21-22. OKLA.—Oklahoma City, 4-H & PFA Live-Stock Show, 21-23. PA.—Philadelphia, Flower Show, 20-25. Philadelphia, CAT Show, 20-24. TEX.—Abilene, Stock Show & Rodeo, 24-25. WIS.—Wisconsin Rapids, Home Show, 24-25. (March 27-Apr. 1) CALIF.—Pasadena, Flower Show, 30-Apr. 2. CONN.—Stamford, Shrine Circus, 27-Apr. 1. New Haven, Home Show, 30-Apr. 3. FLA.—Palooka, Everglades Fair, 28-Apr. 1. St. Petersburg, Festival of Stables, 27-Apr. 1. GA.—Columbus, Pal Cattle Show, 18-23. ILL.—Chicago, Dog Show, 1-2. MASS.—Boston, Candy Show & Pageant, 28-Apr. 1. MISS.—Yazoo, Live-Stock Show, 29-31. MO.—Kansas City, Food Fair, 24-Apr. 1. NEB.—Omaha, Shrine Circus, 27-Apr. 1. N. M.—Alamogordo, Dog Show, 1. N. C.—Charlotte, House & Home Exps., 28-31. OKLA.—Oklahoma City, Industrial Exps., 27-Apr. 1. PA.—Pittsburg, Dog Show, 28-29. S. D.—Deadwood, Industrial Show, 29-Apr. 1. TENN.—Chattanooga, Dog Show, 31-Apr. 1. CANADA—Regina, Sask., Winter Fair, 28-31-Apr. 1.

WIDE PUBLICITY

Boji & Ensign, Kansas City, have completed designs for wardrobe and the opening spectacle. The spec will adhere to the jungle oddities theme throughout. The wardrobe department will soon be in full swing. Performance in Two Paris According to Rickman, the performance will be presented in three rings, on two stages and in a steel arena, and will be given in two parts, the first to be devoted to the jungle oddities and the second to the circus performance. Mr. Anderson is negotiating for a very small white rhinoceros and a large anthropoid ape. He returned from Florida last week and immediately left for the East. Three Palmino stallions and one white Arabian stallion have been received. Alabama Campbell, ring-stock boss, says that they are broke for fire-jump, mane-age, waiting and rear. The wild animal acts are shaping up satisfactorily. Recently signed were Frank Ellis, banners; Ralph Noble, side show manager; Arthur and Marie Henry; Willis Sisters; Betty (Mrs. Joe B. Webb) and Oinger; Ed Hinz, palm department. Another new Pruhoff elephant trailer and two new horse trailers were delivered last week. Paul Saffell, local refrigeration engineer, is installing a large oil-burning Electro-Vac refrigerator in the newly finished cookhouse. Recent visitors at quarters were McKay brothers, Joseph P. Shad and Owen Marr.

WPA HAS

(Continued from page 33) and Alton Kasunen, a feature writer. Mrs. Kasunen is doing an article on Great Engineer Jr. "Wild Bill" Steffens, better known as California Bill and an assistant in the

NOW THAT GOOD-OLE VIRGINIA CHICKEN FRYER.



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Liberty horse act, is breaking what he calls a Liberty dog act. Steffens says he will put the act in Luna Park. It has been decided to close the winter season April 15 at Jersey City, N. J. The tenting season will open either the first or second Tuesday in May at the traditional opening site in Sunnyside, L. I. By unanimous vote the executive staff of the show has sent an invitation to Melvin D. Hildreth, president of the Circus Fans' Association, inviting the Fans to hold their convention this year on the WPA show. Staff pointed out to Mr. Hildreth that members would be able to take in the World's Fair and all of the sights of Gotham if the convention were held in New York City, reports Wendell J. Goodwin.

Current Views of Economic Authorities Point to a Business Upturn This Spring.

BUSINESS itself has shown a decided improvement. During the next few months millions of dollars will be spent for equipment, merchandise and supplies of all kinds. Large orders will be placed for those products and with the companies best known to the trade. Make sure all of the prospective buyers know about your line.

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Babson

"With but one exception (1937) business this spring should be the best in 10 years, and should exceed the same period last year by about 30%."

Brookmire

"As spring approaches the nation appears to be on the threshold of a vigorous upturn which may carry beyond levels now considered reasonable."

Colonel Ayres

"Business gains so far attained are being fairly well maintained, and it seems reasonable to expect further advances over the next few months."

Poor's

"Business news is preponderantly favorable, and there is ample reason to believe that a period of rising industrial activity will shortly develop."

Gibson

"Assuming no outbreak of war in Europe, the probabilities strongly favor a substantial upturn in general business activity during the second quarter."

Hartmann's Broadcast

THE views of George Brinton Beal on the questions of taking the smell out of the circus, "looking third" quarter poles and abandoning baggage stock, published in this column last week, have fetched three letters from readers. One reader questioned whether P. T. Barnum ever managed a circus, but made the request that his letter not be published. We don't know of any better authority to quote on this than P. T. Barnum himself. In his book, *Life of P. T. Barnum*, we find that in 1867-'68 he owned 40 per cent of the Barnum & Van Amburgh Museum and Menagerie Co.; in 1871-'72 he had a show known as Barnum's Museum, Menagerie, Caravan, Hippodrome and Circus with W. C. Coup as manager; in 1874 to '80 he had Barnum's Roman Hippodrome; in 1881 he formed a partnership with James A. Bailey, James L. Hutchinson, W. W. Cole and James E. Cooper and they owned and operated the Great Barnum & London Circus from that time until 1885, at the end of which season all withdrew but Barnum and Bailey, who then became equal owners of the Barnum & Bailey Show.

Apparently there were rumors in those days that Barnum was not a show owner or manager, as in his book appears the following: "For years showmen have asserted that I did not own my show, others assumed to be my relatives and representatives. Determined to put down these false assertions and assumptions, I sued *The Philadelphia Sun* for \$100,000 damages in April, 1881, for saying that I merely hired out my name. The publisher, convinced of his error, retracted the statement and apologized. I withdrew the suit, having obtained all the redress I desired."

Eugene S. Adams, recorder of deeds of Peoria County, Illinois, falls to agree with Beal on the question of abuse of baggage horses. "I read your column pertaining to air-conditioning the big top and relief to hard-working baggage stock of the circus," he writes. "I was very much put out at the way it told about baggage stock being abused. I have lived in Peoria all my life and have never missed a circus here for 25 years. I also have read *The Billboard* for 15 years and never miss getting it every week. I think the statement about the abuse of baggage horses is absolutely the worst I have read on that subject. I remember in 1927 when the Ringling show played here at the old Lakeview fairgrounds I saw 48 horses hitched to one wagon and not one of them was abused and the mud was knee deep. There wasn't a whip used on them. I think if circuses are to progress and retain all their glamour and originality it would be well for John Ringling North to get to some of his relatives' ideas—horses and plenty of them. I certainly hope that this letter will be taken in the right light. I believe I have a right to criticize as I am a great lover of horses, and hate to see them disappear from the circus, especially the baggage stock. I will take the liberty to say that if circuses would put on parades so the kids of today could see what we have seen in years gone by they would be a lot better off and attendance would be better."

Ralph Chambers is the third party who wrote, his letter being mailed from Hamilton, O. Making the center and side poles less conspicuous (or eliminating the side poles wherever possible) and air-conditioning the big top, he thinks, are good moves. "But the draft stock situation is quite different," Chambers argues. "As Mr. Beal stated, this is a mechanical age, and in consideration of this, wouldn't horses be much more of an advertisement for the circus than a lot of trucks and tractors such as we see on our streets every day? I think Mr. Beal exaggerated a bit when saying that he saw circus horses pull their hearts out. How often do circuses encounter muddy jobs and how often do you see circus horses working from dawn till dark as you see them do day in and day out on many farms? As for Mr. North's idea of removing the burden from draft stock, I think he should be criticised by everyone, but it looks as if eliminating baggage stock would be the same as eliminating elephants, tents or anything else connected with the circus. "I think you all agree that Mr. North's job this year with the circus is a much harder one than Barnum ever faced. I talked to many who saw the Ringling

show last year and the consensus was that it was the tops. More power to Mr. North and his associates, but let's keep the draft stock represented on the circus."



Leonard Traube

Timely (We Hope) Topics (Including: Miracle Men)

THE ozone is fouled by show operators with their annual chomping of the sustenance hiring of press agents. Most of them think blurb bouncers are a waste of time, and in some cases they are right. But what inspiration does a P. A. receive from the boss? Does the boss know what his hired hand is supposed to accomplish? Does he realize that in these modern times a publicity purveyor goes way outside the field of routine exploitation and is practically a patcher? That the tub-thumper is also concerned with radio, tie-ups of every conceivable variety, sweetening of local officials and celebs? That he must be a master conversationalist, a terrific personality, a cocktail mixer and sometimes a clothes horse?

The average bossman doesn't know any of these things, expects his lackey to perform miracles. One of the first minutes the P. A. has to perform is to teach the operator what the publicity racket is all about. In which case, if the chief is a good student, he makes arrangements to handle the public relations himself—putting the flunky out of a job. Such miracles, fortunately, seldom come to pass. Fortunately for the head man, that is.

President Grover Whalen of the New York World's Fair is serious about clamping down on passes, he's a miracle man without considering the subject further. But what about Mr. Whalen's trained seals? Will they go passive and stand up under the strain? Was Mayor La Guardia indulging in a mess of ribbing when he paid his way into the San Francisco fair in the company of Mayor Rossi? The mayor has been shown in the newsgals in the act of purchasing the first book of season tickets. Nice build-up for a dunceless fair? Goal of all impresarios, but these fine ideals have a way of getting out of hand unless checked at the source.

If President Whalen and any of his staff hold a single pasteboard in their dukes or jeans "just in case," "to fix up a special personality," "for emergency purposes," etc., the whole idea of a 100 per cent paid gate (with the exception of comps to accredited publishers, editors, working newspaper men, employees and the like) will be knocked into a cocked chapeau.

I'll believe in this interesting ideal, this peerless Utopia, when it comes to pass and not a second before. The fair is daring. It could win out, but the set-up in general convinces me that the propaganda dished up so far is good old-fashioned booby.

If we're wrong then Mr. Whalen should move out of his office and become an attraction in Dufour & Rogers' *Strange as It Seems Show*.

WHEN Frank O. (Tattoo) Graf opens with World Circus Side Show, Coney Island, it will mark his 22d consecutive season on the Isle. A corking record.

U. S. Government paid out \$19,000 to the man who supplied the tent, seats, etc., for the WPA Circus in New York last summer. This in addition to \$60 per week for moving baggage. It was on a split percentage arrangement, with the tentman having full control of concessions. . . . Cole Bros' Circus will come east, right up to the seaboard.

FROM a prominent showman, at the Golden Gate International Exposition in San Francisco: "I thought you may be interested in this. Every Tom, Dick and Harry here has an American Federation of Actors button on. Even the guys picking up paper are wearing them. They sit no more showmen than I am editor of *The Billboard*. It looks like all it wanted around here was to col-

lect dues and not give a damn who pays them. I haven't paid my dues and don't intend to do so in the future. Real roughnecks, garbage collectors, stooges, etc., are wearing buttons. So if they are actors I sure am glad I am a book peddler. . . . eh, what?"

The man who sent in the foregoing is not a grumbling agitator. He describes the fair as "a great big fairyland—everything as beautiful as can be and more gorgeous than Chicago and Cleveland. . . . Take several days to go thru the thing, and I don't suppose I'll have the chance to do so all season." Name withheld by this column, not at request of the showman.

Notes From the Crossroads

By NAT GREEN

THE American Hospital, which probably has cared for more showfolk than any other such institution in the country, is to be the beneficiary of the 1939 Spring Frolics of the Showmen's League of America. When the American Hospital is mentioned anyone familiar with the institution thinks of the remarkable man who has been its guiding genius ever since it was established. To most performers and showmen who have been his patients Dr. Max Thorek is known merely as a kindly and efficient surgeon always anxious to do anything he can for the comfort and welfare of those under his care. Few know of his many-sided personality or his accomplishments outside his chosen profession. Those who are familiar with his multiple activities marvel at his ability to do such a tremendous amount of work in diverse fields and do it so well that he has won international acclaim.

The American Hospital is Dr. Thorek's first concern. But he also is professor of clinical surgery at the Cook County Graduate School of Medicine, attending surgeon at the Cook County Hospital and consulting surgeon at the famed Municipal Tuberculosis Sanitarium. His work has attracted attention throughout the world, and he has frequently been called upon to address noted medical bodies in the United States and Europe.

In addition to his work in medicine and surgery, Dr. Thorek is a facile artist with pencil and brush and an accomplished violinist. But it is in creative camera-art that he finds greatest relaxation. This hobby has made him famous. He is credited with having had more prints selected by photographic juries in this country and abroad than any other photographer. Seldom is there an exhibition in which he is not represented. Much of his work is a combination of photography and drawing and in this medium he has created many exquisite examples of art. He is the author of the book *Creative Camera Art* and founder of the Photographic Society of America.

To showfolks Dr. Thorek will continue to be the kindly and efficient surgeon and physician. His ministrations have brought hundreds of performers back to health and usefulness. No one can estimate the value of services he has given gratuitously to show people. For this he asks no credit and would much rather no mention were made of it. But he deserves a world of credit. The annual benefit given by the Showmen's League of America is in reality a tribute to Dr. Max Thorek.

Sport Herrmann, sportsman and former showman, is sojourning in Mexico, his favorite playground. Each year Sport is the recipient of hundreds of Christmas greeting cards. It has been his practice for many years to take these cards to Mexico and distribute them to poor children and he derives justifiable pleasure from the thrill it gives the kids. . . . Sinclair Lewis, novelist and erstwhile actor, is considering going out with a tent show this summer to gather atmosphere for a forthcoming novel. . . . Fred and Betty Leonard are located at Wichita instead of Omaha, as recently stated. Mrs. Leonard relays info from Charles Cerf, circus fan, that Bud Anderson, of Emporia, Kan., has purchased from Louis Meltus the three lions which Meltus bought from Sells-Steering last season. . . . Clyde Beatty left Chicago by plane last Thursday for Hollywood to appear on the Eddie Cantor air program. Beatty has been in Chicago late this week. Beatty has purchased an animal farm in Florida. . . . Homer Hobson has been engaged as assistant technical director of the transportation pageant to be staged

MILLER BROS. SHOWS

OPENING APRIL 5, VICKSBURG, MISS. WANT Artists Show capable selling shows, also Monday Circus, or any worthwhile attraction. WANT Acts for Side Show, Girls for Show, Orchestral Performers. CONCESSIONS: Place any legitimate shows. HIDEES: Want Sellsplains, Octopuses. All write or wire MILLER BROS. SHOWS, Box 443, Vicksburg, Miss.

WANTED HOWARD BROS. SHOWS

CONCESSIONS: Corn Cakes, Peanuts, Soda, Lead Gallies, Carnival Corn, American Pancakes, Pitch-Till-Win, Hoopla. WANT Johnny Arcade, Book or any Octopus Ride, SHOW: Musical, Big Shows, Funshows. Will furnish top and hand front for any show of merit; not profitable. Have for sale, Sub-Car, Whip, Mechanical City, West, Tally, Cash Circus, semi-trailer. Also Help that drives trucks and vans. HOWARD BROS., SHOWS, BIRMINGHAM, Ohio.

SIDE SHOW ACTS

Good Working Acts wanted for long seasons. No boosters or agitators. Ticket Sellers and Grinders wanted. CAN PLACE Dangling Girls. Write

L. B. BARNEY LAMB

Box 137, North Little Rock, Ark.

GIRLS WANTED

Novelty Dancers, Trombe Dancers, Top and Acrobatic Dancers, Ring Stagers, also Little Girl. Must be young and attractive. Send 10¢ Photo if possible. Will return same. Address all communications to

MRS. ELSIE BRIZENDINE

Care Memphis Bros.' Shows, Shreveport, La.

OPENING APRIL 15th

WANT SHOWS, UNION CITY, TENN. Hawaiian, Two-in-One, Musical, American, Western, Big, Striking, Athletic, Musical Performers, Singers, Musicians, Percussion, artists with good and money. Write

WANT HIDEES—Kiddie Auto, Octopus, Sellsplains. WANT CONCESSIONS—People, Long and Short, Hump Gallies, Pancakes, Candy, Ball Games, Hoopla, etc. other Little Girl, Grand Shows. Will sell copies on Stock Wires, From Grand, Photo Gallies, other shows. Concessions, Prizes, wires. Address

ROGERS GREATER SHOWS 1124 15th Ave., S., Room 5A, Nashville, Tenn.

P. J. SPERONI SHOWS

WANT Stock Concessions, Candy Flies, Erie Dipper, Grand Shows with or without transparencies, Animal Corners, Kids Help come to winter quarters. Agents for Hopper, Ringling Ball and Ball Games. Write Box 142, Ill.

FERRIS WHEEL AND CHAIRPLANE MAN WANTED

Must drive Chevrolet semi-trailer. Higher cost April 3.

LEW HENRY

Washington, D. C.

UNITED SHOWS

CAN PLACE FERRIS WHEEL, CHAIRPLANE AT ONCE. CONCESSIONS: Cook, Hump, Hump, Mt., Pitch, Ball Games, or what have you, Shows with one center. Musical People come on. Address STAN REED, Madison, Ga., this week. Commerce, Ga., March 27.

ALL AMERICAN SHOWS WANT

Free man for Merry Go-Rounds, and Ferris Wheel, Manager for Hawaiian Shows. Will book all shows of any kind. Shows, Cookbooks and all Concessions open. Opening date April 1. Cookbooks, Ohio. NIP BUTTS, Manager.

Brown Novelty Shows

WANT at once for opening Saturday, April 1: Sells, reliable Hide Help and Foreman for Merry Go-Rounds, Ferris Wheel and Chair-Plane. Good many and best of treatment secured. Answer to BOX 424, Vicksburg, Ga.

at the New York World's Fair. His wife, Juanita, will appear in the pageant. . . . Arthur Hopper, outdoor advertising manager for Ringling-Barnum, left Chicago for New York Saturday to start billing for the Madison Square Garden engagement.

"What Taxation Laws Are Valid?"

In this issue, in the Carnival Department, is the 14th of a new series of legal opinions of special interest and benefit to people in various lines of show business. One of these articles appears in the last issue of each month. The author is Leo T. Parker, writer and lawyer.

Truck and Trailer Legislation

HARRISBURG, Pa., March 18.—A bill requiring that applicants for trailer licenses in Pennsylvania state whether the vehicle is covered by a motor vehicle liability policy and give the name of the insurance company and date of expiration of the policy has been introduced by Assemblyman Rosenfeld. The measure, House Bill No. 307, has been referred to the House Committee on Motor Vehicles.

ROUTES

(Continued from page 22)
D. No.
Moffitt, Adelaide (Plaza) NYC, h.
Moke & Pote (Plantation) NYC, h.
Monteclair Boys (Jimmy Kelly's) NYC, h.
Mood, MUI (St. Regis) NYC, h.
Mood, Gertrude (Village Brewery) NYC, h.
Mood, George (Musical) NYC, h.
Morgan, Helen (Coca Cola) Chl, h.
Morgan, Johnny (Boulevard Tavern) Elm-hurst, L. I.
Morton, Eddy (Dude Ranch) Barwyn, Md., fo.
Murray, Dean (Rainbow Room) NYC, h.
Murray, Joe (Hi-Hat) Bayonne, N. J., h.
Murphy, Dean (White) Chl, h.
Murphy, Operator (State-Lake) Chl, t.
Murray, & Alan (Old Roumanian) NYC, h.
Murray, Arthur, Danvers (Sutherland Plaza) Cincinnati, h.
Murray, Elizabeth (Diamond Horseshoe) NYC, h.
N
Nadeau, Fred (Garden) New Haven, Conn., h.
Nadine & Charles (Carmichael Club) Augusta, Ga., h.
Nakaba (Minnie) Chl, h.
Naturals, Three (Netherland Plaza) Cincinnati, h.
Navarone, Isaba (St. Regis) NYC, h.
Navas, Thelma (2 o'Clock) Baltimore, h.
Nicholson, Jack (St. Regis) NYC, h.
NIKAGOSOR, Yasha (Russian Kretschma) NYC, h.
Nola & Nola (Village Barn) NYC, h.
Nolink, Nancy (White) NYC, h.
Norman, Mary (Woodside Gardens) Wood-side, L. I., h.
Novak, Wilma (Butler's Ye Old Tap) NYC, h.
O
Oakes, Jimmy (Club Thrill) Juarez, Mexico, h.
O'Brien & Evans (Francis) Kokomo, Ind., h.
O'Connor, Thores (State-Lake) Chl, t.
O'Day, Darcene (Hittmarch) Chl, h.
O'Day, Anita (Off Beat) Chl, h.
O'Dell, Dell (White) NYC, h.
O'Hanlon, Kathleen (Pepper Pot) NYC, h.
O'Hara, Patrice (Village Barn) NYC, h.
O'Hara, Eva (St. Regis) NYC, h.
Ortega, Rosita (Hayana-Madrid) NYC, h.
Oryson, Four (Royal) Dublin, Ireland, April 8-14, t.
Osborne, Will, & Orch. (Raynor) Boston, h.
Oswald, Jack (Little Club) NYC, h.
Oswald, Marianne (Le Ruban Noir) NYC, h.
P
Paley, Nellie (Gallant) NYC, h.
Palmer, Gladys (Coca Cola) NYC, h.
Paloma (Penthouse) NYC, h.
Paris, Francis (Royal Palm) Miami, h.
Parler, Murray (Barney's) Brooklyn, h.
Parler, Lew (Capitol) Washington, D. C., t.
Parler, Al (Flamingo Park) Miami Beach, Fla., t.
Parks, Bobby (Flora) NYC, h.
Parks, Tom (Diamond Horseshoe) NYC, h.
Paul, Fred (Garden) New Haven, Conn., h.
Paul & Paulette (Benny the Boss) Phila., h.
Paxson, Johnny (Bye) NYC, h.
Paxson, Catalina (Club Thrill) Juarez, Mexico, h.
Pavbody, Eddie (State) NYC, t.
Pedro & Dolores (Harlem Casino) Pittsburgh, h.
Pedro & Luis (Hi-Hi) NYC, t.
Perry, Mack (24 Club) San Francisco, h.
Perry, Johnny (State-Lake) Chl, t.
Perry, Geoda (St. Regis) NYC, h.
Phillips, Jimmy (Hi-Hi) NYC, h.
Pickens, Jane (Plaza) NYC, h.
Pickens & Pauline (Hawarden Gardens) San Jose, Calif., h.
Piano, Mark (New Yorker) NYC, h.
Piner & Earle (Blackstone) Chl, h.
Piswell, Beat (Little Club) NYC, h.
Piswell, Colonel Manny (Pennsylvania) NYC, h.
Piswell, the Bull (Roxy) NYC, t.
Pitche, Jackie (Hi-Hat) Bayonne, N. J., h.
Pitcheb (Expo.) San Francisco, h.
Q
Quentmeyer, Bill (Gay Nineties) NYC, h.
Quinn, Johnny (B & N Club) Brooklyn, h.
Quintones, The (Pennsylvania) NYC, h.
R
Rabb, Joseph (Toby) NYC, h.
Rae, Mona (Clever Club) Portland, Ore., h.
Ralston, Esther (Broadway) Boston, h.
Rambau, Clay (Alma) Cincinnati, h.
Randolph, Amanda (Black Cat) NYC, h.
Rane, Victoria (Russian Art) NYC, h.

Ranalis (Green Cabaret) Drum, Pa., h.
Ray, Jill (Carmel) NYC, h.
Ray & Naldi (Palm Island Club) Miami Beach, Fla., h.
Rayna, Billy (Palmer House) Chl, h.
Reade, James (Colosseum) Chl, h.
Reed, Billy (State-Lake) Chl, h.
Reiter, Edie (St. Regis) NYC, h.
Renaud, Rita (Radio Franks) NYC, h.
Rhodes, Doris (Pal) Chl, t.
Rhythm Rockets, Staten (Capitol) Washington, D. C., h.
Rich, Lucille (Show Bar) Forest Hills, N. Y., h.
Rich, Gloria (Grand) NYC, t.
Richardson's Revelers (River Jack Casino) Norfolk, Va., h.
Riga, Corly (Ambassador) NYC, h.
Riley, Four (Walton Roof) Phila., h.
Rita & Rubens (Arabian Club) Columbus, O., h.
Rives, Tubby (Nut Club) Miami, h.
Rivka, Edith (Le Marquis) NYC, h.
Robin, Betty (Colosseum) NYC, h.
Robina, A. (Earl Carroll) Hollywood, h.
Robinson, Bill (Cotton Club) NYC, h.
Rocco, Toni (Hi-Hat) Bayonne, N. J., h.
Rodriguez & Francis (Stevens) Chl, h.
Rogers, Fred (New Town Palace (Liberty) Bedford, Va., 24-25, t.
Romardo & Riviera (Club Delvidian) Hot Springs, Ark., h.
Rooney, Pat (Colosseum) Chl, h.
Rosalie & Berlie (Ambassador) NYC, h.
Rosa, Harry (Colosseum) Chl, h.
Roselle, Mildred (Butler's Ye Old Tap) NYC, h.
Rosalie, Paul (Nevilly Hills) Newport, Ky., h.
Ross, Geraldine (Midnight Sun) NYC, h.
Rosa, Walter Al (Wonder Bar) NYC, h.
Ross, Shirley (Chicago) Chl, t.
Rosols, June (Wonder Bar) Union City, N. J., h.
Roth & Shay (Ambassador) Copenhagen, Denmark, h.
Roy, Jill (Chateau Moderne) NYC, h.
Russell & Farrar (Chateau Moderne) NYC, h.
Ruth & Frances (Baldon) Canton, O., h.
Ryan, Tomasz (Commodore) NYC, h.

S
Sackley, Mary Fran (Edgewater Beach) Chl, h.
Saksonty, Simon (Russian Kretschma) NYC, h.
Santny, Joyce (Village Barn) NYC, h.
Sara, Marusa (Russian Kretschma) NYC, h.
Schafer, Bob (Blue Mirror) Newark, N. J., h.
Scheff, Fritz (Diamond Horseshoe) NYC, h.
Scott, Hazel (Famous Door) NYC, h.
Seaton, Ann (Governor) Chl, h.
Seft, Anna (Kretschma) Syracuse, h.
Schnell, Joan (Hi-Hat) Bayonne, N. J., h.
Seft, Nick (Nut Club) Miami, h.
Shambarg, Art (Nut Club) Miami, h.
Shaw, Art, Revue (Proscenium) Detroit, h.
Shaw, Ralph (Hi-Hat) NYC, h.
Shaw, Rita (Radio Franks) NYC, h.
Shaw, Miriam (Edison) NYC, h.
Shayne, Gloria (Harry's New York Bar) Chl, h.
Shayne & Armstrong (Hollywood Beach) Hollywood, Fla., h.
Sherman, Dale (Knox House) NYC, h.
Sherr, Lew & Leo (Embassy) San Francisco, h.
Shora, Willie (Rose Bowl) Chl, h.
Shuttle, Ralph (Hi-Hat) Chl, h.
Shipstead, Roy (Pala Palace Risk) Los Angeles, h.
Silver Star Rangers (White) NYC, h.
Silver, Hal (Chicago) Chl, t.
Slipco, Maxine (Hi-Hat) Miami, h.
Slipson, Sitar (St. Regis) NYC, h.
Sliding Marines, The (Oriental) Chl, t.
Smart, Dick (Pete's Monte Carlo) NYC, h.
Smith, Cyril (New Town Casino) Miami Beach, h.
Smith, Jean (Rainbow Grill) NYC, h.
Smother, Three (Emmett-Plaza) NYC, h.
Spangler, Jack (Raul's Club) Wis., h.
Spaulding, Marie (Armstrong) NYC, h.
Sperry, Frank (Roosevelt) NYC, h.
Spily (Tony's) NYC, h.
Spingelton, Walter & Verdon (Roxy) NYC, t.
Steen, John (Butler's Ye Old Tap) NYC, h.
Stephany, Karen (Orange City) Orange City, Fla., h.
Stewart & Lee (Edgewater Beach) Chl, h.
Stuart & Gilrose (Evergreen) Bloomfield, h.
Stuart, Richard, with Flora Lee (Edgewater Beach) Chl, h.
Sullivan, Lee (Paradise) NYC, h.
Suler, Ann (Club Alabama) Chl, h.
Sutherland, Ave. (24 Club) San Francisco, h.
Suzanne & Christine (Continental) Miami, h.
Sylvia, Franco & Diego (Bradford) Boston, h.
T
Tait, Ted & Mary (Oriental) Chl, t.
Taraova, Nina (Le Ruban Noir) NYC, h.
Tate, Katherine (Queen Mary) NYC, h.
Tcherkassy, Alexis (New Russian Art) NYC, h.
Terrace Boys (Barney Gaidian's) NYC, h.
Terry, Muriel (Coca Cola) NYC, h.
Thaw, Evelyn (White) (Gay) Chl, h.
Therrian, Henri (Hi-Hat) Houston, h.
Thomashenky, Belle (Rainbow Inn) NYC, h.
Thornen, Carl (Columbia) Detroit, h.
Three Apples (Mammy's Chicken Farm) NYC, h.
Tico, Sam (Wonder Bar) Union City, N. J., h.
Tisdale Trio (Coo Rouge) NYC, h.
Tosack, Sid & Reis Bros. (Hi-Hat) NYC, t.
Travers, Jean (Hi-Hat) Chl, h.
Tromper, Milla (Emmett-Plaza) Bedford, h.
Trojan, Three (Chicago) Chl, t.
Troy, Theo (Royal Palm) Miami, h.
Truce, Mildred (B & N Club) Brooklyn, h.
Tucker, Sunny (Village Cellar) NYC, h.
Tuller & Dix (Colosseum) Chl, h.
U
Underwood & Underwood (Trocadero) Boston, h.
Underoff, Mische (Russian Art) NYC, h.
V
Valero, Loy (Village Barn) NYC, h.
Valk, Pedro (Gauboh) NYC, h.
Van, Ramye (B & N Club) Brooklyn, h.
Van & Victor (Village Cellar) NYC, h.
Van, Thomas (Royal Palm) Philadelphia, h.
Vandenberg, Jamaica, h.
Vercia, Christina (Midnight Sun) NYC, h.

Vestoff, Florida (New Yorker) NYC, h.
Villa, Panchita (Club Gauche) NYC, h.
Villon, Rene (Harry's New York Bar) Chl, h.
Vimy, Marlin (Colosseum) Chl, h.
Vodery's, Wm, Choir (Cotton Club) NYC, h.
Vodora, Valia (Musical Art) NYC, h.
Von Dell, Cecil (Harry's New York Bar) Chl, h.
Vocoband, Bob & Hannah (Hi-Hat) Bayonne, N. J., h.
W
Wallace, Beryl (Earl Carroll) Hollywood, h.
Wally, Nathan (St. Regis) NYC, h.
Walsh, Marie (Le Marquis) NYC, h.
Walker, Beryl (Pala Palace) NYC, h.
Walker, Jinx (Cotton Club) Covington, Ky., h.
Wanger, Wally, Geriote (Loot & Eddie's) NYC, h.
Warren, Richard (Stork) NYC, h.
Wayne, Iris (Coca Cola) NYC, h.
Wayne, Bob & Kithlyn (Midnight Sun) NYC, h.
Webb, Ida (Village Cellar) NYC, h.
Webb, Martha (Loot & Eddie's) Covington, Ky., h.
Wendling, Mary Louise (Hungaria) NYC, h.
Wenters (Dorchester) London, h.
Wentz, Ray (Pala Club) Peoria, Ill., h.
West, Doris (Hi-Hat) NYC, h.
West, Evelyn (Chea Farrel) Chl, h.
West, Mae & Co. (Fox) Brooklyn, t.
Westcott, Wilma (Clever Club) Portland, Ore., h.
Whalen & Wood (2 o'Clock Club) Baltimore, h.
White, Ann (Commodore) NYC, h.
White, Jack (Hi) NYC, h.
White, Eddie (Royal Palace) Chl, h.
Whitney, Dorothy (Radio Franks) NYC, h.
Whittier, Charles (Royal Palm Club) Miami, h.
Wicks, Gus "Popeye" (Radio Frank's) NYC, h.
Wicks Bros. & Armida (Singapore) 13-27, h.
Wiley, Lee (Pete's Monte Carlo) NYC, h.
Williams, Pearl (Liberty House) NYC, h.
Williams, Jack (Palmer House) Chl, h.
Williams, Frances (Little Club) NYC, h.
Williams, Owen (Village Barn) NYC, h.
Wilhard, Harold (Gay Nineties) NYC, h.
Wilma, Claire (Brevette) NYC, h.
Wilson, Charlie (Commodore) NYC, h.
Windle, Fred (Crawford House) Boston, h.
Wolandi (Fair) Miami 20-23, h.
Woodrow, Bill (Lextington) NYC, h.
Woods, Johnny (Roxy) NYC, t.
Woodsum, Gertrude (Copley Square) Boston, h.
Wright, Charlie (Barkington) NYC, h.
Y
Yost Mrs. Four (Diamond Horseshoe) NYC, h.
Yvette (Midnight Sun) NYC, h.

DRAMATIC AND MUSICAL

(Routes are for current week when no dates are given)
Angela Is 22 (Betwya) Chl.
Barrimore, Ethel (Eric Aud.) Pasadena, Calif., 23; (White) Fresno 23; (High School Aud.) Sacramento 24; (Civic Aud.) Oakland 25.
Barrimore, John (McCarters) Princeton, N. J., 24; (Playhouse) Wilmington, Del., 25.
Certe, D'Orly, Opera Co. (Forrest) Phila.
Chatterton, Ruth (Ford) Baltimore 20-21.
Ellis, John, Rip Van Winkle (Chicago schools.
Five Kings (Chester) Philadelphia, Pa.
Flaming Stream (Royal Alexandra) Toronto, Can.
Heppner, Katharine (Colonial) Boston.
I Married an Angel (Grand) Chl.
Importance of Being Earnest (Hi Majesty) Montreal, Can.
Kiss the Boys Goodbye (Harris) Chl.
Kiss the Boys Goodbye (Martman) Columbus, O., 20-22; (English) Indianapolis, Ind., 23-25.
Kaskerbocker Holiday (Erstanger) Buffalo 20-22; (Gianna) Cleveland 20-23.
Lawrence, Gertrude (Shubert) Boston.
Lulu and Pontonice (Lyceum) Minneapolis 22-23.
Mish, Irene (Lobrot) Santa Barbara, Calif., 22-23.
Sinner, Cornelia Otis (Theater) Washington, D. C.
Susan and God (Cox) Cincinnati.
The Case Against (Corpus) Memphis, Tenn.
What a Life (Erstanger) Chl.
Women, The (Nixon) Pittsburgh.

MISCELLANEOUS

Arthur, Magdalen: Oibertown, Ala., 22-23; Toucy 24-25.
Breh, Magdalen: Mooches, Ark., 22; Warren 23; Madison 24; El Dorado 25; Hight 26; Tecumseh 27; Abilene 28; Le Queen 31.
Boscari, Magdalen: Crystal River, Fla., 22; Dunellen 23; William 24; Bellevue, Indiana, 25; Ocala, night 27; Summersfield, Indiana, 28; Oxford, night 28; Wildwood 29; (Amateur) 30.
Campbell, Lorne, Magdalen: Oberlin, Pa., 22; Denver 23; Ridley Park 24; Millville, Del., 25; Morrilton, Pa., 26; Aldan 29; Moorestown, N. J., 30; Coaldale, Pa., 31.
Danzel, B. A., Magdalen: Dayton, O., 20-23.
De Coo, Magdalen: Marysville, Ga., 20-Apr. 8.
Karian, Doc Matt & Family: Sheridan, Ind., 20-23.
Zephania's Indians: Welford, Lyman, Duncan, Toccoa, Ga., 8, 22; Paceset, Washington, Okla., 23; Hill, Clinton, Decatur 24; Fair, Perci, John Dodd, Boiling Springs, Iowan, Oklahoma, 25; all schools.
Long, Leen, Magdalen: Austin, Tex., 21-23.
Look at Life Museum: Toledo, O., 20-23.
McGee, Mich., 21-Apr. 1.
McGee's Zoo & School Circus (Parish school) Baton Rouge, La., 23-24.
McGee's Variety Show: Great Mills, Md., 20-23.
Magnum C. Thomas, Magdalen: Soobey, N. D., 22; Mills, Okla., 23.
Mammy's Expo. T.M. (Hilton & Astor) Philadelphia, Pa., 21-23; Opelika, Ala., 24; Columbus, Ga., 25.

Magdalen, Magdalen: Clinton, Mo., 21-22; Alchison, Kan., 23; Humboldt, Neb., 24; Pawnee City 25.
Miller, A. H., Show: Talbotton, Ga., 20-23.
Oodles on Parade: Pittsburgh, Pa., 20-23.
Sorens, Vee D., Dogs: Coeshollows, N. Y., 23; Medina 23; Celoron 24.
Princess Edna Show: Manlius, Tex., 20-23.
Rieton's Dog Circus: Oadesville, Ga., 20-Apr. 1.
Shoult, L. Verde, Theater Workshop: Portage, Wis., 22; Kaukauna 23; Milton 24.
Theatrical Miracles of Magic (Princess) Porteece, Ala., 21-23; (Hi-Hi) Scottsboro 21-23; (Hi-Hi) Hightop 23; (American) Chattanooga, Tenn., 27-30.
Toby's Funfair: Newbern, Tenn., 20-26.
Valentine's Flyers: Luling, Tex., 20-23.
Virgil, Magdalen: Oidings, Tex., 22; Ocoyoggin 23; Taylor 24; Llanco 25.

CARNIVAL

(Routes are for current week when no dates are given. In some instances possibly mailing points are listed.)

Barfield's Cosmopolitan: Othman, Ala.; Enfield 27-Apr. 1.
Blue Ribbon: Columbus, Ga., 23-Apr. 1.
Blue Ridge: Elowah, Tenn.
Bright Light Show: Summerton, S. C.
Brown Family: Fort, Penn. Park, Fla.
Buckeye State: Fort Gibson, Miss., Forest 21-Apr. 1.
Burdick's All-Texas: Humble, Tex., 20-26.
Burkett Expo: Tama, Ark.
Calkin, J. J.: Hago, Okla., 23-Apr. 1.
Collins, J. J.: Vallant, Okla.
Clark's Greater: Bakersfield, Calif., 23-Apr. 1.
Craze 20 Big (Orange Show) San Bernardino, Calif., 20-26.
Crosier's United: Denison, Tex.
Evangeline: Opelousas, La.
Flaming, Mad Gey: Atlanta, Ga.
Funland: Marietta, Ga., 23-Apr. 1.
Great Southern: Cowan, Tenn.
Greater United: Kilgore, Tex.; Henderson 27-Apr. 1.
Greater U. S. & Daley Bros.: Eufaula, Okla.; Collinsville 27-Apr. 3.
Gem: Whitley City, Ky.
Harris Greater (Lot 133, Fair st., S. W.) Atlanta, Ga.
Holt's Acres: Greenville, S. C.
Holt, E. J., & Decker: S. C.
Hollywood's United: Alhambra, Calif.; Pasadena 27-Apr. 2.
Lang, Dee: Texarkana, Tex.; Newport, Ark., 27-Apr. 1.
Liberty Am. Co.: Miles, Tex.
McKee, John: Davis, Okla.
Miller Am.: Hammond, La.
Modern American: Kocisuba, Miss., 23-Apr. 1.
Modern Midway: Murfreesboro, Ark.
Rainbow Am. Co.: Keelyville, Mo.
Regal United: Anahous, Tex.
Rocco: Calhoun, Ga.
Rogers & Powell: Philadelphia, Pa.; Columbus-Mason 27-Apr. 1.
Scott Bros.: Prattville, Ala.
Sherratt, Doc: Wilburton, Okla.
Six J. Harry: Atlanta, Ga.
Smith's Greater Alliance: Raleigh, N. C., 27-Apr. 1.
Southern States: Avon Park, Fla. (Fair) Pahokee, Fla., 24-Apr. 1.
Texas Longhorn: Greer, Tex.
Texas Kid: Marietta, Tex.
Towell, T. J.: Sweetwater, Tex., 27-Apr. 1.
Triad: Madison, Ga.; Commerce 27-Apr. 1.
Wallace Bros.: Dyersburg, Tenn.; Ripley 27-Apr. 1.
Ward, John R.: Baton Rouge, La.
West Bros. Cape Girardeau, Mo., 23-Apr. 1.
West Coast Am. Co.: Oakland, Calif., 23-Apr. 1.
West's World's Wonder: Columbia, S. C.
Wise & Bolton: Temple, Ok.; Douglasville 23-Apr. 1.
Wife Am.: Royston, Ga., 23-Apr. 1.
Woods Am. Co.: Kocisuba, Okla.
Wort, R. H.: North Charleston, S. C.
World of Pleasure: Hazel Park, Mich.
World of Fun: Greenville, S. C., 20-Apr. 1.
WPA (Seach's Arena) Coney Island, N. Y., 24-30.

IMPORTANT ANNOUNCEMENT

New 1939 Chevrolet Trucks and Passenger Cars available for immediate delivery. Write CHAS. T. GOSS WITH STANDARD CHEVROLET COMPANY, East 84, Leuh, Ill.

INSURANCE

CIRCUS, RIDES, TRUCKS, CARNIVALS. Sherman's Insurance Man. CHARLES A. LENZ Permanent Address, 4738 Insurance Exchange Bldg., Chicago, Ill.

Anderson-Strader Shows, Inc.

OPEN APRIL 10TH, WICHITA, KAN. Want to book PR Show. Have complete outfit. Will furnish Tent and Front for any Grand Show outfit. Want to book Coliseum and Royal Mile Show. Terms, Bill Miller writes. Address: Wichita, Kan.

WANTED RIDES

Mary-Go-Round, Kiddie Rides, Portable Funfair for any other rides, also grand concessions. Will book on contract of gross income, also new front part 3 miles southeast of St. Louis on Highway 66. Can arrange for bookings of the above for 1939. Write to Anderson-Strader Shows, Inc., c/o BRYAN BEACH AMUSEMENT PARK, Box 20, Killebrew, Mo. Phone Killebrew 810.

West Coast Showfolk Doin's

By WALTER DE PELLATON

INGLEWOOD, Calif., March 18.—Activities everywhere in Southern California as the shows in this section stage their grand openings. . . . Abner E. and Virginia Kline arrived from an extended trip east and were tendered many dinners by friends before they left for the Golden Gate International Exposition and their home in Salem, Ore. . . . Ben Dobbert resigned as salesman for Dynamic Bros., Inc., and anticipates returning to the road. . . . Al and Bobbie Fisher have returned from their trip to San Francisco and Nevada. . . . William Dyke and crew of agents arrived from Crowley's United Shows in Texas to join Hilderbrand's United Shows. . . . Mrs. Katherine Mason, who has been off the road for several years, plans to join one of the West Coast carnivals. . . . Mr. and Mrs. E. C. Bolton, who reside in Long Beach, Calif., will return to the road this spring. . . . Jean Casper is working in a Los Angeles cafe, but will join the White City Shows in April. . . . Ben H. Martin United shows report fair business in the suburban cities. . . . Jimmy and Cliff Clifford are operating a cafe in Culver City, Calif. . . . Ed and Ma Lahey, cookhouse operators on Hilderbrand's United Shows, purchased a housecar. . . . Charles and Marjorie Mason Steffens, owners of the Steffens Greater Shows, are preparing for an April opening in Los Angeles. . . . Ted and Marlo LePore's dog Brutus, died of old age. . . . Mr. and Mrs. Jelly Long arrived from the East and joined the Martin United Shows. . . . Peggy and Myles Nelson came in from Olympia, Wash., and joined the Silver State Shows. . . . Mr. and Mrs. Wolf, owners of the Wolf Greater Shows, are returning in Southern California. . . . Birthday anniversary dinner party tendered Leona Barie by Claude Barie and Buddy Priest at Earl Carroll's Cafe was a grand success. . . . Edith Lenzner is conducting a palmistry concession at Venice, Calif. . . . Madam Delmar Meyers' palmistry studio is still holding forth on Whittier boulevard. . . . Jimmy and Alice Hurd have joined Fred Stewart's Temple of Mystery on Hilderbrand's United Shows. . . . Mr. and Mrs. Harry B. Backer, who wintered at their home in Hollywood, Calif., will leave soon to join the Monte Young Shows, as will Alice Leving and Nina Rogers. . . . Frank Kennedy, owner of Kennedy's Greater Shows, is in Portland, Ore., recovering from a recent illness. . . . Cal Herman is in the promotion business and resides in Marysville, Calif. . . . Plans have been drawn for new quarters by Mr. and Mrs. Jack Schaller. . . . Harry Bernard, who has been ill all winter, has recovered. . . . General Agent Ed Smithson left to join the Silver State Shows. . . . Florence and Edward Walters are conducting a cafe in Raymond, Wash. . . . Louise Maynard, formerly with Four Lacks, resides in El Monte, Calif. . . . Martin Glabb is recuperating in State Hospital, Sacramento, Calif. . . . Harry Merkle came in from Seattle. . . . Johnnie Hurl and Jim Hagerman are with the Bud Cross rides at the Golden Gate International Exposition. . . . Mr. and Mrs. William Allman have returned from a trip to Texas. . . . Howard and May Collier Tydings tendered a host of showfolk a dinner here recently. . . . Billie Williams signed his Roll-o-Plane with the Clark Greater Shows. . . . Pa and Ma Slover, of cookhouse note, have signed with the Martin United Shows. . . . Doc Hall has slowly recovered his health and claims he is ready for action. . . . Among those holding down the fort at the PCSA are Charles Haley, Ross E. Davis, Steve Henry, Pat Armstrong, Frank Downie, John Miller, George Moller, Millie Runkle, Dr. Ralph E. Smith, Jack Schaller, Leo Haggerty, Sid Grauman, Charles Truman, Harry Hargraves, John R. Ward, Ed Nagle, Roy Barnett, Ed Walsh and John S. Lyons. . . . Joe Chantel has returned after spending winter in Texas. . . . Mr. and Mrs. Johnnie

Miller have signed their cookhouse with the Joyland Shows. . . . Charles and Penny Marshall will leave soon to join the Ideal Exposition Shows. . . . General Manager E. W. and Betty Coe, of Hilderbrand's United Shows, have their new housecar on exhibition. . . . Marlo and Ted LePore have joined Martin's United Shows. . . . J. Poses have their rides at Rodondo Beach, Calif. . . . Frank Redmond has returned from a trip to the Northwest. . . . Sam Brown has moved up from the beach and is residing at the Bristol Hotel until Clark Greater Shows open.

Crowley's United Starts Off Well At First Two Stands

TEMPLE, Tex., March 18.—After playing to good business in Corpus Christi and Austin, Tex., Crowley's United Shows were greeted by cold weather when they pulled in here on March 13 for a week's stand, reports J. B. (Doc) Wright, of the show's staff. New office wagon, with its spacious committee room, is the pride of the show. Many new fronts and tops are in evidence and all equipment has been repainted and decorated. Six steel light towers give the shows ample illumination and the new 60-foot minstrel and 180-foot string shows add beauty to the midway.

Staff includes G. C. Crowley, owner-manager; Francis B. Crowley, secretary-treasurer; E. W. Wells, general agent; C. B. Noel, special agent; J. R. (Doc) Wright, press representative; Harry Reynolds, lot superintendent; Jewell Sloan, ride superintendent; George Herahley, trainmaster; C. E. Britton, electrician, and Mrs. C. E. Britton, merchants' tickets. Free acts include W. M. Shafer, high pole; Great Knoll trapeze; Leo Simons, fire dive, and Matt Laurish's performing elephant.

Line-Up

Shows: Side Show, Jack Hamilton, manager; Mercedes Hamilton, auditor-treasurer; Richard (Swede) Edwards, talker; J. H. Brown, tickets; Jerry Parks, flexible woman; Earl Carroll, pinguabon; LeRoy Smith, human frog; Henry Blazie, pinhead; Jimmie Brown, magician; Soldier Mack, tattooed man; K. Parks, sword box; Maxine, mentalist; Bettie Henderson, woman with lion mane; Mary John Morris, annex-illusion; Jack Hamilton, owner; Bob Cawthorne, manager; Ellen Cawthorne, auditor; Ken Parker, front manager; Jimmie Connerly and Charles Johns, tickets; Rose Osel, disappearing woman; Helen Cawthorne, Buddha; A. Connelly, boy wonder man; Jeanette Connelly, half body; Ethel Eastman, levitation; Snake, George Henshly, Minstrel, Bob Wyatt, Athletic, Bud Nelson, Mechanical and Pathouse, J. P. White, Londrome, Sammy Lowery, Ortime and Unborn, J. P. Nelson, Oriental and Pan, Sammy George, Hawaiian, Doc Wright, Poole, F. M. Willis.

Rides: Kiddle Autos, Frank Barron, Pony, Brenham, Lucky Lindy, Ray Parker, Baby Ferris Wheel, Louis Reed, Twin Ferris Wheels, Joe Brown, Merry-Go-Round, Luther Prichard, Tilt-a-Whirl, Bill Coultas, Merry Mies, W. B. Dale, Octopus, Clarence Cayo, Whip, John Hulso, Ride-o, Stanley Stutzman, Elephant, Matt Laurish, Loop, Leslie Cather, Baby Mixer, White Bertram, Caterpillar, Walter Dunn.

Concessions: Dining hall, Hubert and Bobby Hall, owners; Joe Shaughnessy, kitchen manager; Ronald Koons and Happy Wilson, cooks; Joe Lambert, griddle; Dick Austin, George White, Eddie Hays, B. Bryant, waiters. Eleven concessions are owned by Tex Chambers, assisted by Mr. and Mrs. Rosco Boyde, Mr. and Mrs. J. S. Panther, Mr. and Mrs. J. B. Smith, Jack Holt and Donald Dixon. Vaughn has seven; C. R. Benson, four; Jack Smith, three; Pitcher, two; Alonzo, two; Blacky Coldstone, four.

Ira Burdick Jr. Fetes Showfolk on Natal Day

PELLY, Tex., March 18.—Ira Burdick Jr., of Burdick's All-Texas Shows, celebrated his 18th birthday anniversary here on March 15 by playing host to the personal and staff of the shows and other friends at an elaborate banquet in

BURKETTE EXPOSITION SHOWS

Will book, account disappointment, OCTOPUS. DUAL LOOP-O-PLANE. ROLL-O-PLANE. Will book any LEGITIMATE CONCESSIONS. Will book GRIND SHOWS.
Week March 20—Yuma, Arizona.
Week March 27—Tucson, Arizona.

HELLER'S ACME SHOWS, Inc.

NOW OPEN—GREENVILLE, S. C.—GOING NORTH FAST!
AMERICAN LEGION CELEBRATION, DANVILLE, VA., APRIL 10-15, THEN NEW JERSEY.
WANT Concessions of all kinds. Cooled room. Grind Shows of all kinds. This Show will positively not carry more than six weeks. First round, first script. WANT Walk Foreman. WILL BOOK U-Drive-N, Octopus, Loop-o-Plane, Fun House, Motorcycle, and will book half interest in any show. WILL BOOK two Kiddie Rides, Joseph Cruise Wrote, Inspector, Also Joe Liberty. (Send proposition for Party Parade, \$25.00 weekly or percentage. Full Hillman's, important.) Shows, what have you? With or without outfit. All address HARRY HELLER, Virginia Hotel, Greenville, S. C.

J. J. PAGE SHOWS

Can place legitimate Concessions of all kinds, Fish Pond, Pitch-Till-Win, Cigarette Gallery, Ball Games, Palmistry, Frozen Custard, Picture Gallery and Novelties. Want to hear from responsible parties to take over Motordrome. Good opening for Octopus or Roll-O-Plane or any Flat Ride that does not conflict with what we have. Bert Melville wants Talkers and Girls for Revue. Show opens April 8 under strong auspices. We have 12 fairs contracted for this season. Everybody address J. J. PAGE
BOX 705 JOHNSON CITY, TENN.

FIRST CALL TWO SATURDAYS MAGNOLIA STATE SHOWS TWO SATURDAYS

OPENING APRIL 1, UNDER STRONG AUSPICES.
WANT: Any kind of Ride except Merry-Go-Round. Have complete outfit for this Show, also complete outfit for Fish Show or Game Show. Will book any kind of Grind Show. Will book X on Open Game, Pop Corn, Snow Cone. WANT Lead Gallery, Photos, American Band, Lady Ball Game Workers, Man and Wife to take charge of small Cook House. Kelly Grady, will book your Mat-Up for season? Ted Townsend, 400 7th, book for season? WANT Free Act, Write me. TOM BASS, Box 182, Wiggins, Miss.

JOHN R. WARD SHOWS WANTS

Comedians and Chorus Girls for Minstrel Show, Acts for Side Show, Manager and Performers for Hawaiian Show, prefer Hawaiian Troupe; Manager for Crime Show. WANT A-1 Ride Superintendent, Ride Help all Rides. WANT Special Agent, PLACE Stock Concessions, Candy Floss, Diggers, Penny Arcade. Baton Rouge, La., this week; Alexander next week.

Wade's Midway Cafe, reports B. C. McDonald.

Guests were seated and feted in a room of 50, with J. Wiener as emcee. General manager Ira Burdick was principal speaker, and the feasting was followed by numerous games and an old-fashioned square dance. Among the guests was Mrs. C. Moreland, twin sister of the late Marie Dressler, of motion picture note, Iva Jr. was recipient of numerous gifts.

"Back-to-Work" Campaign By Pollack Poster Print

BUFFALO, March 18.—To rededicate the nation to the principles of individual initiative and self-reliance, H. William Pollack of Pollack Poster Print, has inaugurated a "back-to-work" campaign in an effort to get people off relief thru the co-operative effort of five groups of people—consumer, retailer, press, radio and manufacturer. This nation-wide plan has been submitted thru a circularized bulletin to 2,326 chambers of commerce, retail merchant and business men's associations, 1,066 newspapers, 760 radio stations and 18,578 individual merchants. In all, 50,000 individual business men will receive this publicity. "Buying ourselves off relief has brought us nothing but apertaxation. Unemployment is still our greatest problem. We should stop experimenting and get into action right now by planning now to buy now and go back to work now," according to the bulletin. "We've waited too long. The consumer must be brought out to buy now thru salesmanship, retailer advertising and displaymanship, newspaper advertising and editorial copy and radio broadcasts in order to sell manufactured goods. The retailer must do a selling job thru personal contact, advertising and display to create the urge to buy now. The press will flash the message

across the nation and drive it home thru advertising and editorial policy aimed to get people to buy now and create a back-to-work movement.

"The radio can broadcast the movement over the air to all ears, continue broadcasting it until it is installed in everyone's mind. Then and only then will manufactured goods be sold, employment increased, business prosperity on the upswing.

"The work of the above four groups will start the ball rolling for the manufacturer—where jobs originate!"

BIG INCREASE

(Continued from page 60)
short, molded itself into such a perfect model that it has been acclaimed the finest and most advantageous liability insurance plan ever created for any industry in the country.

"In consideration of this job well done we now solicit the co-operation of every member of the outdoor amusement industry in the United States. We want everyone to insure under this plan, enjoy its premium savings and benefits and help us make the plan as strong as the pyramids in standing the test of time. Secretary A. R. Hodge, Suite 1130, 201 North Wells Building, Chicago, is conducting an extensive campaign among operators to acquaint the outdoor industry with the benefits of our public liability insurance plan and will send full particulars to any operator interested. The Associated Indemnity Corp. of California is an outstanding company of recognized stability and its specialization in our particular field during the past three years has qualified it to render better service to our industry than probably any other carrier in the country.

MADERA, Calif., March 18.—J. Jessup, of the West Coast Amusement Co., announced yesterday that his organization had been contracted to furnish the midway attractions at Madera County Fair here.

HUGHEY BROTHERS SHOWS

WANT: worth while Shows with or without outfit (see ad above carried). Good proposition and best treatment to shows for season's contract.
CONCESSIONS: Game House, Cookhouse, Performers, Kick Barrel and Penny Pitchers are sold throughout all outdoor fairs. I appreciate 10-cent Game House only. No others returned. Rates and regulations. WANT: Foreman and Help for 1939. Also other useful help. Show opens early in April. Address: Coulson, Georgia.

CALL

All People Engaged Take Notice!

Show Will Leave Winter Quarters April 4
Open Saturday, April 8

Can place Useful People in all Departments:

Can place Catering Concessions, Ball Games, Cigaret Shooting Gallery, Hoop-La, Pitch-Tilt-Win, Penny Pitch, Seafes and other Stock Concessions.

Will furnish Frame-Up for New and Novel Shows. Good opening for LIFE SHOW.

Alton Pierson wants good Cook for Cook House.

Can place Milt Roaders.

Ted Brown wants Talker for Motordrome.

All Address

SOL'S LIBERTY SHOWS

WINTER QUARTERS, CARUTHERSVILLE, MO.

MARKS' SHOWS, INC.

!!! OPENING APRIL 10—EAST END BALL PARK, RICHMOND, VA. !!!

WE PLAY 14 WEEKS BONA-FIDE FAIRS BEGINNING AUGUST 14.
OUR STILL DATES AND CELEBRATIONS ARE ALL PROVEN TERRITORY

We furnish complete outfits for showmen with worth-while Attractions.

Interested in Single Platform Show.

Legitimate Concessions of all kinds including Long-Range Shooting Gallery.

Have for Sale Caterpillar Ride in first-class condition. Terms to reliable.

Address JOHN M. MARKS, Box 771, Richmond, Va.

ERIC B. HYDE SHOWS

Can place any Ride except Ferris Wheels, Merry-Co-Round, Tilt, Whip, Loop-the-Loop, Bioplane, Kiddie Auto and Aeroplane Rides. Excellent proposition for Octopus, Silver Streak and Ride-O.

We have outfits for Shows of merit. Particularly want Monkey Circus. Earl Chambers, answer Carlston Collins' letter. Want Talker and Lecturer for meal elaborate Life Show on road. Dr. Charles Hudspeth and others communicate with Babe Labarie. Will buy more Embryos. What have you, Dr. Fisher? George Lee can place Strip Tease and Oriental Dancers. Girls with her before write. Will book Penny Arcade.

Have beautiful Side Show Outfit, 140 feet front, new from front to back. Want capable Side Show Manager to take same over. Opening for Legitimate Concessions, Custard, Candy Floss, Penny Roll for Stock, String Game. Must work for stock.

ERIC B. HYDE, General Manager

BOX 447, WINSTON-SALEM, N.C.

WANTED FOR BARKOOT BROS. SHOWS

OPENING APRIL 15 AT TOLEDO, OHIO.

Can place Fun Show, Monkey Speedway, Miled City, Plantation, Midget, Fat Lady or any other Show. Will book Tilt-A-Whirl and Octopus. Want Merchandise Concessions of all kinds. Can place Rides and Truck Man. Want: Two Free Acts and Small Band.

Address: BARKOOT BROS. SHOWS, 463 1/2 Fourth St., Toledo, Ohio. Tel. Taylor 1888.

MODEL SHOWS, INC., WANT

For Big Spring Opening at Danapopolis, N. C., April 17 to 22, with Baltimore, Pennsylvania, New Jersey and New York to follow. High-Class Shows with or without outfit. Rides: Silver Streak, Roll-o-Plane and others that don't conflict. Ride Help for Caterpillar, Loop-the-Loop, Tilt-A-Whirl, Loop-O-Plane, Talker and Rider for Motor Drome. Side Show outfit or without outfit, also People for Midget Show. Merry Kahn wants Help for Candy Booth, Candy Apple, Popcorn and Wheel Concessions.

All answer here, quick: Winter Quarters, Esley, Co.

W. R. HARRIS or G. J. FRANCE.

B & V SHOWS --- OPENING APRIL 20

We have nine Rides—Merry-Co-Round, Dual 18 Wheels, Chair-o-plane, Swings, Tilt-a-Whirl, Scooter, Dual Loop-O-Plane and Kiddie Ride.

WANT SHOWS: Illusion, Animal Circus, Side Show, Motor Drome and Grand Shows. Girls for Revue.

WANT CONCESSIONS: Bingo, Custard, Long Range Shooting Gallery, Darts, Candy Apples, Whirls and all kinds of Grab Shows. No Wheel, Also Cookhouse and Crab Joint.

Write or Wire JUSTIN VAN VLIET, Mgr., 593 Passaic St., Garfield, N. J.

Gerard's Greater Shows

OPENING APRIL 8TH IN NEW YORK CITY

You Work Seven Days Per Week on Choice Locations.

WANTED: Cash Joint, Candy Floss, High Striker, Pitch-to-Win, Hoop-La, Cigaret Gallery, Shooting Gallery, Tally Baller any other Grand Shows. We carry one of a kind. WANTED: Second Man on Whip, Ferris Wheel, Carousel. Foreman on Octopus and Roll-O-Plane. All help must be experienced, sober and reliable.

Address: CHARLES GERARD, Mgr., Rm. 611-1545 Broadway, New York City.

Paulo First To Start British Canvas Season

LONDON, March 18.—The first British circus to start tenting this season was Paulo's. This show, mainly concerned augmented by Swallow's elephants, Salt and Sauce, once owned by Lockhart, began its tour March 2 at Stanstead Abbots, small Hertfordshire town. With the majority of circuses here, Easter is favored as the start for tenting.

Bertram Mills, for instance, will open on Easter Saturday with program including several new acts. Brunett Kelly will be with this show again, but after four consecutive seasons Frits Bapton, Scotland, will be missed. Frits has signed with the Ringling show.

Regular resident circuses will run as usual. Blackpool Tower opening at Whitman, Great Yarmouth Hippodrome at end of June, Skegness Winter Gardens July 10. A newcomer to this class will be Harry Benet's promotion at Winter Gardens, Bournemouth, opening July 10. Directors of Liverpool Stadium Christmas circus will also run a summer show if a site can be obtained at good seaside resort. This show will be put on under canvas.

ACA-Barnes Circus Deal

CINCINNATI, March 20.—As this issue was going to press a report reached The Billboard that the Amusement Corp. of America had purchased Al O. Barnes Circus flats and box cars and some other equipment. Time would not permit gathering of full details, which have been promised for the next issue.

FLUSHING FRONT

(Continued from page 31)

In delivery of steel for his parachute jump.

Lost Battalion, spec. got large Section O in fun zone. Fred Rath, Rockville Center, L. I. behind this one.

Ballantine's entry opened to plenty but most of fair's personnel assembled to chew both fat and food. Laborers went heavy for lunch.

Joe Bernhart headed list of Madison Square Garden officials looking over the grounds. T. A. Loveland, of Frank Buck's Jungletand, sighted with one group.

Paul Massman, Frank D. (Doc) Shean and W. S. McHenry, of money consulting division, huddling with Jay Downer, of engineering department, and John Krinsky, of entertainment bureau. George P. Smith Jr., of amusement concession corps, a principal figure in confab.

Trouble frankly anticipated with price scale for Cavalcade of Centaurs, frontier show under John Ringling North banner. General admission is 40 cents with another two bits for reserves. Wise heads can't see this as more than a straight two-bit pry with another 15 cents or so for picked seats.

Fair obtains million-dollar advance sale of season tickets. . . . General public will be tickled pink to learn that the Fairway Yacht Club has been organized by prominent business men to give members express cruises direct to the expo. It's a 30-minute sail running every 15 minutes. So if you don't like the subway or railroad, save your pennies and become a member, unless you can fix yourself up with a guest ticket. . . . Czech-Slovakian exhibit hamstrung owing to conditions in Central Europe. . . . Arturo Toscanini may conduct operas at fair. . . . Machines of Rabkin's International Mutoscope Reel Co. being used for season pass photos. . . . Fair-bull Music Hall will house Music Festival with distinguished names lined up. . . . 45 experts to supervise \$30,000,000 art collection. . . . Cost of seating fair and pay attractions estimated at \$18, including food and transportation around grounds. . . . Pennsylvania protesting hot dogs and drinks sold in reproduction of Independence Hall.

Nate Eagle in town. Huddling with Morris Gest on Miracle Town? . . . Harry Dash, head of Cuban Village, and Sidney Franklin, the bull fighter, ether-viewed on E. F. at the W. F. (Franklin will do matadoring a la burlesque in village) . . . "Kid Swing" 1,800-pound longhorn steer, presented to Paul White-man by the Southwestern Exposition and Rodeo of Fort Worth, will wind up as part of Children's World. Not to mention that it will eventually wind up on the short end of a barbecue feed.

Claiming two-third interest in South

Sea Island Village, Abner Sigal has filed suit in New York Supreme Court against fair corporation, Village Corporation, Emmett W. McConnell, Thomas E. Gardiner and Howard Barry. Sigal asked the court to direct defendants to turn over to him stock of village company and to restrain alleged attempts to deprive him of his share in the project. Sigal contends that on July 30, 1938, McConnell, who contracted for the concession, approached him for aid in financing it, offering a two-thirds interest in return. Fair is named a defendant because its consent is necessary to effect transfer of interests in concession. All defendants have answered, denying essential allegations of complaint.

South Sea Island Village has not as yet been assigned space at the fair, although negotiations have been going on for months. At last reports required deposits had not been posted and no definite financial arrangements had been signed. One of defendants, in charge of guide and souvenir book and daily program of the fair, The Howard Barry named in the suit is not Howard Y. Barry, the fair operator.

George P. Smith Jr., of the concession department, flew to North Tonawanda Friday, tried out Norman Bartlett's Aerial Joyride at the Spillman Engineering plant and was back at his desk Saturday a.m. Ride will be shipped to its Flushing site shortly.

George Hale, the legit producer, has virtually closed a contract for a grand show titled Garden of Eden, adjacent to Spiceman's Sun Valley Village. Will be a tableau depicting "A Michael Angelo Painting Comes to Life." About 40 in the cast, with Hale directing personally and Barrister J. M. Goddard representing the moneyed interests. Hale claims he has some clever publicity stunts up his sleeve, including a nation-wide contest for selection of the headliner, Adam and Eve.

Frank Buck, operator of the Jungle Camp, is expected to sign for another show, tentatively titled Ball. . . . Nate Eagle, impresario of midgets, has assumed a managerial post with the Dufour & Rogers enterprises (four to date) in the amusement sector. . . . Rosta Boyce, the recently glad-dove dancer, who was billed as a WF prospect in last week's Life mag, will headline Philip Geib's Crystal Palace show. Attraction will outline few attractions of other fairs, reaching climax with Rosta's rendition of The Dance of Tomorrow.

W. F. DOUGH

(Continued from page 31)

The fair corporation have given officials low hope that the amusement district will present a fairly completed layout by opening day, April 30. It is virtually impossible to have all projects ready to operate by that time, especially some of the larger villages, but the horizon looks brighter than two weeks ago when little more than half of amusement zone space had been allocated to properly financed concessioners.

WAITING GAME

(Continued from page 31)

construction of a cabaret and bar adjoining the village.

Rand Ranch Still Tops

Glass Blowers of the World, operated by T. A. Wolf, opens today with Eugene Souda in charge. Show will have W. E. Alexander's flea circus as added attraction. Blowers are William Smith, who was at the St. Louis World's Fair in 1904 and Paris International Exposition in 1929; John Beckman, Eddie Fuller and Dick Rasmussen. Bob March is handling tickets. Stutz Brothers, who operated Streets of Paris at the San Diego Fair, are on the Gayway with Danes of the World. Noel Wesley has come in as dancer-director.

Frederick Westleton, former director of concessions, has taken over management of Incubator Babies. When not juggling notes for The Billboard's Walter K. Spang can be spotted almost any time, day or night, guiding fortunes of his Headless Girl show or supervising reopening of Singer's Midgets, which he recently undertook to manage.

Daily Rand's Nude Ranch is still tops in the money bracket. Peggy White is now personal director of the girl. Everett Hine figures he can do better with his Flying Scooters if only the wind would die down. For the same reason

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ABOUT TIME

A guest editorial by Bill Gersh, director of sales promotion, Byrde, Richard & Pound, New York City

It's about time for some of us to get the idea out of our systems that airplane travel in modern flying ships now dotting American skies is unsafe. It's about time that many of us realized that anyone flying today can purchase the same insurance policy sold to railway passengers. And certainly it's about time that many of us who live by the coin-operated machine industry should have faith in it.

It's about time to bring home to our fellow citizens the fact that this is a new and modern division of America's great amusement industry. That the die-hards come to realize that when so many millions of people place their stamp of approval upon our industry then it cannot be demoralizing to their beliefs and sentiments.

It's about time that ugly word "racket" be removed from the coin-operated machine industry. Just as laws were once on the books to prevent trains running thru certain States, to ban movies and to regulate other minor conduct, it's about time we let people know that a lot of outworn laws are hampering an industry that is coming of age. That just as other industries have had to rise thru a maze of adverse and useless laws, so this industry is making its headway.

It's about time to bury the expression "an infant industry." Thousands of men have invested millions of dollars in the coin machine industry and depend upon the industry to continue to earn them a decent living.

It's about time that the few spineless creatures still in the industry either get out of it or strengthen their moral fiber and assert themselves. It's about time that the mockers stop mocking their fellows who champion the industry as being "as legal as any other industry."

It's about time that members of the industry realize that what can be done in the sweet name of charity can also be done in favor of generally helping fellow Americans to have a business and employment.

That to give employment, to relieve other crowded industries, help keep money in circulation, to help small business and professional men everywhere is a respectable goal comparable with any industry.

The future of the industry depends upon the men now engaged in it. A spineless acceptance of statements made by the press or persons who know very little about the industry must cease, and in its place must come a fighting, forceful defense of the entire industry. The defense may not be so diplomatic in all respects but it must be a bold defense.

All great industries have fought their way thru much legal and reform opposition. They have waded thru much mud. They have continued to grow and to become great only thru the faith of those engaged in them. It's about time that those engaged in the coin machine industry show their faith. Their faith in the business is the one and only way to remain in business. Many difficulties already lie in the past and

many more are to be faced. But the general sentiment of all engaged in the business is to raise it to higher and higher levels and to gain for it proper respect and appreciation.

The millions of dollars spent by the public in the enjoyment of amusement machines during the worst years of depression is a powerful testimony to the ability of the American people to keep their chin up. The investment of millions of dollars in a new industry during the darkest depression years is an attest to the courage and daring of business and professional men in America.

Ask the nearest merchant what amusement machines have meant to him. What it meant to his existence when times were very black. Coin-operated machines made history in those days when such drastic measures as closing all banks were necessary. And the patronage and merchants will not forget.

The public demands a continuance of the industry. It is this demand that keeps factories working and that enables operators to stay in business.

The industry has not only provided greater conveniences for the consumer to buy small articles, but it is contributing steadily to a finer appreciation of music. The most popular music is made available to the public at those times when it seeks diversion. Even foreign populations gather at public locations to hear the music of their native lands, offered to them not for \$2 or \$10, but simply upon the insertion of a 5-cent coin into a coin-operated phonograph. Native American music, in the form of hillbilly tunes and spirituals, is given wide circulation. It has all become so much a part of the modern world that all the attempts to tax and hinder cannot defeat the public demand for such entertainment.

All the world uses coin-operated machines made in America. Allied industries have sprung up, or factories have been turned over to making parts and supplies.

All this means business and it means that you should have faith in your business. Greater liberalism comes with greater faith. Your belief in your own business will gain more friends for you and your industry than all the opposition can destroy. Have faith.

The industry has given you a livelihood. It has given you a good return on your investment. Think it over. It has brought you comfort and well-being and respect. Why not help to keep the industry on the upgrade by having faith in its future?

Whatever your position in the industry, wherever you are, have faith in it. Have faith because by having faith you can't lose. The people of your community want economical entertainment, they want convenience in buying, they want to hear popular music, and they will get what they want. Whatever the obstacles in your territory now, the public demand will bring better days for you.

It's your business and your investment, with your future tied up in it. It's about time you have faith in it.

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Bally Skill Field	40.00
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Keeney Bill Time (1938 Model)	125.00
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RAY BECKER CLAIMS OPERATORS can mop up with Keeney's remote control console games.

New Genco Game Called Natural

CHICAGO, March 18.—Genco, Inc., announced the release of its latest game called *Natural*. According to Meyer Gensberg, of the firm: "*Natural* is entirely different in play and principle from all other novelty games now on the market.

"The play is fast and furious," said Gensberg, "and from reports from our test locations in every part of the country players find it so captivating that they can't walk away from it. Play is not only fast but simple. Upon the insertion of a coin one of the four numbers on the back rack lights. The player then tries to drop a ball in the corresponding two holes on the board. For instance, if four shows up the player has to get a ball in the top four hole and one in the bottom four hole. Every hit on a bumper increases the skill awards free games. A button on the board changes the number to be matched whenever it is passed over. Fully metered for the operators' protection, *Natural* is already proving a "natural" everywhere on the strength of its appeal

and big earnings." *Natural* is available in both straight, novelty and free game models, and immediate deliveries are being made, according to the officials of the company.

Minneapolis

MINNEAPOLIS, March 18.—Mr. and Mrs. Harold Lieberman, of the Twin City Novelty Co., embarked recently on an ocean trip to Southern climes. They expect to return about April 15.

Mrs. Carl Weedman, wife of Carl Weedman, well-known Minnesota operator, is recuperating at her home after a serious operation. Minnesota operators are extending wishes for a speedy convalescence.

The famous team from Duluth, Minn., Berger and Manilla, of the B & M Sales Co., were recently seen in Minneapolis for the first time since last fall. They said they were finally able to leave Duluth after being snowbound all winter. Word was received recently from Eddie Skalsky, Minnesota operator, that he is taking a vacation in San Francisco, visiting the World's Fair. He states that it is the place to forget about operating for awhile.

Patents and Inventions

By KEN C. SHYVERS

Patents are issued once every week by the Patent Office in Washington, D. C. Searches are made of all coin-operated devices and parts thereof, also on outdoor rides and such games as it appears could be adapted to coin operation. The *Billboard's* sole object in maintaining this department is to present in a matter of hours the patents just issued to enable manufacturers and inventors to get together on a commercial basis and for the general knowledge of those interested. Without inventions and new blood no industry can go forward.

Patent No. 2,147,520. Pertaining to Vending Machine. Application, May 25, 1937. Issued February 14, 1939. Number of claims, 2.

Inventors' names—Charles R. Spare and Charles H. Lapsley, Philadelphia, Pa. A vending machine comprising a casing, a cover therefor, a rotatable trough, rollers for supporting said trough on the bottom of said casing, a hub extending from the top of said trough thru said cover whereby said trough may be rotated from without said casing, oppositely disposed pendant brackets carried by said cover, a ball carried by one of said brackets, a vertically slidable pin carried by the other of said brackets,

there being a plurality of circularly disposed recesses in the top of said trough adapted to be engaged by said ball and said pin, a spring carried by said first-named bracket above said ball for successively forcing said ball in engagement with said recesses, a spring secured around and normally retaining said pin out of engagement with said recesses, a hinged delivery door carried by said cover, and a cam carried by the hinged end of said door and riding on the upper end of said pin whereby, when said door is opened, said cam depresses said pin into engagement with one of said recesses to prevent rotation of said trough as long as said delivery door is open.

Patent No. 2,147,520. Pertaining to Parking Meter. Application, January 8, 1937. Issued February 14, 1939. Number of claims, 10.

Inventors' names—John W. Bullock, Miami, and Clarence W. Clements, Jacksonville, Fla. Assigned to said John W. Bullock by mesne assignments.

A meter, including a continuously operating time shaft, a meter shaft, means for detachably connecting the meter shaft to the time shaft, an indicator connected to the meter shaft, means for normally maintaining the meter shaft disconnected from the time shaft, a coin-control mechanism operatively associated with the meter shaft to connect the same to the time shaft upon the actuation of the indicator and means at any time within a predetermined period for effecting the release of the meter shaft from the time shaft.

JEEPERS-CREEPERS WHERE'D YOU GET THOSE EARNINGS?

Collections on Keeney's Spinner-Winner Flabbergast Operators

Cigarette Dial Now Also Available

Operators are singing their own version of *Jeepers-Creepers*, where'd you get those eyes? They've changed it to, *Spinner-Winner*, where'd you get those earnings?

To them, the all-time high collections they are taking from Keeney's new, console-action, counter game are unbelievable. They expect to wake up and find it's all a dream.

But it isn't, and *Spinner-Winner* goes along day after day with collections spilling out over the cash box every time a checkup is made.



3 Different Dials to Select From

Spinner-Winner is now made with three different styles of top glass to meet territory regulations—Dice, Number or Cigarette symbols.

It is also furnished with either a universal coin chute taking pennies, nickels, dimes or quarters, or with chutes taking 5c or 1c only.

Type of top glass and kind of chute should be specified when ordering.

Extremely Popular in All Territories

Those who may question *Spinner-Winner's* earning power and player-popularity should write to some of the following as to their experience with this little giant money-maker, Marion Co., Wichita, Kan.; Paul Laymon, Los Angeles, Cal.; Shreveport Nov. Co., Shreveport, La.; H. G. Payne, Nashville, Tenn.; Macon Amuse. Co., Macon, Ga.; Harry Moseley, Richmond, Va.; K. C. Vdg. Co., Philadelphia, Pa.; Sam May, San Antonio, Tex., and others.

Money-Back Trial Offer

Every operator is invited to take a sample *Spinner-Winner* under Keeney's money-back trial offer. Write—J. H. Keeney & Company, Not Inc., 2001 Calumet Avenue, Chicago



CHALLENGER

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Operators Praise Hammerloid Finish

CHICAGO, March 18.—H. F. Burt, head of Automat Games, manufacturers of Silver King Vender, has received letters from a number of operators, he reports, complimenting him on the durability and beauty of the Hammerloid finish which is now standard equipment on the Silver King Vender.

Burt declared that the new Hammerloid finish does not chip, crack or peel and that the sparkling, smooth new finish is more practical than porcelain.

Patronage Grows For New Vender

CHICAGO, March 18.—The increase in quantity orders for the In-a-Bag nut and small confection vender is full proof that the machine has met a hearty response with the trade, according to Gerry Haley, of O. D. Jennings & Co., makers of the machine. At first orders were for what might be called sample quantities, such as 5 or 10, Haley stated. But now the factory is receiving quantity orders from all over the country, he said.

"We think the machine meets a sanitary need that has long been felt in the bulk vending field," Haley stated. "That is what operators are telling us. One of the most encouraging things about reports is that public patronage of the machines seems to increase steadily. It was evident that the novelty of the vender attracted attention at first, and there was some question as to whether this novelty would last. But abundant experience by operators in all parts of the country now shows that this modern vender actually shows a reasonable increase in sales. That is full assurance that the consuming public likes the in-a-bag feature and that it comes back for repeat-purchases."

Newspaper Vending Group Incorporates

SACRAMENTO, Calif., March 18.—Automatic Newspaper Venders, Inc., a concern capitalized for \$50,000, filed articles of incorporation with the secretary of state's office recently. Headed by Gordon B. Mills, of Oakland, the company proposes to manufacture and distribute automatic devices for the sale of newspapers and magazines.

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. Six models to meet every requirement. If you are an operator or interested in this profitable business, write today for information on the complete line of Northwestern Venders.

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Experienced operators know the important thing is to get the vendee into the machine! Tom Thumb's got everything best. Machines, compact, it gets into taverns, waiting rooms, clubs and restaurants closed to ordinary vendors. Thousands already placed, none for thousands more. The best vending machine; no gimmicks. We'll match it against any other in the low priced field. Has 12 revolutionary features. Includes Metal Coin Detector, Tilt Trigger Lock, Adjustable Dispenser. Costs only, just 20 cents. 1 1/2 and 2-1/2 sizes. Thousands Vendors now business, well known. Don't wait. Write for full details, prices and money-back guarantee today.

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ROWE ARISTOCRAT
5 COLUMNS - SLUG PROOF - 8 GUM-BETTE MACHINES
Reconditioned 1125 new. Capacity 150 Packs.
5 or More \$200.00 Each.
5 Sample Machines \$22.50. Plus \$2.00. 2 included with 200 Coin Slot. \$2.00 Extra.
TERMS: 1/3 D. Cash. Bal. 30 D.

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cigarette
merchandisers'
association

The main topic of conversation amongst cigarette merchandisers for the past week definitely has been the good time everyone had at the CMA of New York banquet held Saturday, March 11 at the Hotel Pennsylvania. The excellent manner in which the affair was conducted was in itself proof of the time and work Martin Berger, chairman of the general committee, and his helpers put in to make sure everything would be just right. Certainly the success of the Third Annual Banquet augurs well for the success of next year's event as well as any other affairs which the association may conduct in the months to come.

Added banquet notes: Here are a few more observations the writer of this column found noted on his cuffs prior to slipping the boiled shirt off to the laundry: Matthew Forbes, manager of the CMA of New York, was easily the busiest man at the affair. We never saw him sit down once. Not only did he extend the hand of welcome to everyone who attended, but he still found time to trip a light fantastic or two with his charming wife. . . . Mr. and Mrs. Lester Paul and Mrs. Martin Powell, of Philly, were having a fine time at the Stewart McGuire table. . . . Julius Levy escorted a beautiful brunet. Our stork pigeons report her to be Rita Gumpert. . . . Larry Frazier, Leon Berman and Larry Berlin were caught looking for a fourth to complete a Sweet Adeline quartet. . . . Hart Hartman, co-manager of the Greater New York Vending Machine Ops' Association, and Willie Wiener made quite a night of it. . . . How does Arthur Neck manage to look so well groomed even at 3 a.m.? . . . The starch market should have taken a jump this week with all the CMA "stiff shirts" getting washed. In spite of the worst weather of the new year, 95 per cent of those attending the affair came dressed in formal attire. . . . Jackson Bloom, of Cigarette Service, held out until after the banquet before visiting a hospital to have his appendix removed. He's glad he waited, it is said, for he had a real time helping his wife celebrate her birthday. Incidentally, he came out of the operation okeh and will be as good as new in a few days. . . .

From the CMA of Massachusetts comes word that the March 20 meeting of the group was the most instructive and successful the boys have ever had. Forty ops were on hand and 20 others had sent in their reservation cards but couldn't make it because of the heavy snowstorm. Anthony J. Mason and M. J. Zimmerman, of Connecticut, were guests of honor and told the boys how the 2-cent cigarette sales tax works in their State. They answered all the questions that had been bothering the boys for some time.

A good number of non-members took in the meeting. All were so impressed with the merits of the organization and the value of being a member of the group that they all filed applications for membership. They included: John F. Connor, Hampstead, N. H.; Enterprise Cigarette Service, Rovers, Mass.; Fendol Bros., Rovers; Bennie J. Ombler, Chicopee; J. J. MacDonald, Beverly; William Spiller, Roxbury; State Vending Co. (Harry Segall) Winthrop, and Donald Swanson, Lowell.

Members of the CMA of New York will hear a full report of the banquet at their next meeting as well as discussion of plans to stamp out the slug and curtail pilfering of machines. Advance reports indicate a capacity turnout will be on hand to take part in the discussions.

Predicting that a banner year is in the offing for the CMA of New Jersey, LeRoy Stein, manager, reports as the association heads into its third year: "If the spirit which animated our last meeting is any indication of the interest which our new officers and members are taking in our organization, then we can look forward to a new high in association activity. The declarations of policy for the admini-

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Special Introductory Offer:
1 Topper
10 lb. Candy
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All for \$8.75.

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To Fit All Models of Venders
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proof of our association should be determined that the principles upon which we founded our association must be respected. Every rule and regulation must be followed for the good and welfare of all the members. Any evasion will be frowned upon not only because it is a violation but because it is a deterrent to the progress of the association. The spirit of co-operation which manifested itself in the intelligent discussions on association problems cannot and must not be discouraged by thoughtless members. Loyalty in the enforcement of the trade practices can lead only to disintegration.

"Membership in the association has become too valuable to admit defeat. What the new officers (and particularly the new president) have tried to accomplish in the minds of the members is the thought that the association has been organized to benefit all members alike. By working for and with each other by expressing confidence in each other and in the association, by co-operating to the fullest extent for the mutual advancement of the membership, each and every member will enjoy the fruits of concerted action for the stabilization of the industry and the peace and tranquillity which must follow. Let us therefore strive toward that end so that we may have profit and pleasure for ourselves and honor for our association."

Success Story Of Vending Ops

SAN FRANCISCO, March 18.—Newest success story in San Francisco is to be found in the lobby of the Embassy Theater, and the story behind its appearance bears out the jobbers' story that you can make money in vending machines. Phil Wright and John Hills have been operating candy and cigar machines around the bay district for several years and doing a pretty fine job, according to reports.

Their eyes fell upon the Embassy Theater one day as a likely location for an automat, but a conference with the manager seemed to indicate that "it was no go." On their way out they spotted a broom closet off the lobby which contained a varied assortment of brooms, buckets and rags. Back to the manager's office they padded and this time they were in luck. Said manager indicated that if they could do anything with the hole they were welcome to it.

They painted the walls, laid new carpet on the floor and installed some attractive light fixtures. Then they brought in their machines: candy vending, gum machines, cigar machines, pens and a Coca-Cola dispenser. Although Wright and Hills are pretty modest about it all, one only has to stand in the lobby a few minutes to realize that the place really has gone to town. It has been necessary to service the machines twice a day on week days and five times on Sundays and holidays. The average for the Coca-Cola machine is one case a day.

porated for \$75,000, Cohen says, and plans are being made to operate a chain of record stores in Ohio and Pennsylvania. Equipment to make records to order will be installed in the local shop, Cohen announces.

New Orleans

NEW ORLEANS, March 18.—Recovering its fourth full calendar of J. P. Seeburg phonographs since the opening of the new season, the Dixie Music Co., area distributor, reports a contra-seasonal increase in orders, thanks to remote control and other exclusive features of the 1939 Seeburgs. Sam Gentilich, manager, reports. Gentilich just returned Friday from a trip thru Southeast Louisiana and found keen interest being shown by music operators in the new Seeburgs. Chester Aycock, New Iberia operator, bought 10 new Seeburgs this week, while Milton Shott, well-known local op. took a new line in preparation for spring.

Fully recovered from recent illness that confined him to his home for several weeks, Ed Kramer, Paramount Amusement Co., returned to his duties this week.

New Orleans candy manufacturers are planning a big spring campaign on boards. Moral Kimer, head of the Elmer Candy Co., and Roy Bartlett, manager for Jacobs Candy Co., two of the largest candy makers in the South, are both ordering out thousands of new boards for Easter, Mother's Day and the opening of outdoor concessions.

Music operators are looking forward to a busy week-end with St. Joseph's night bringing a sudden rush for rentals.

Down from the State capital city this week came two familiar faces to distributors of New Orleans. Martin Tortorich and E. Price, music op partners, bought some new Bally games and Wurliizer phonographs in advance of the warm season.

Bob Bosworth, for several years connected with the New Orleans Novelty Co., has quit the operating game to open the Little Ritz Restaurant on Carrollton avenue. When Bosworth formally took over management of the Ritz last week about 20 former co-workers from the New Orleans Novelty Co. put on a big party at the place. With Jack Sheehan acting as emcee, everybody had a grand time.

Joe L. Isaacson, head mechanic for the firm, confirmed our suspicions and told why he recently bought a home in Metairie, suburb of the city. The wedding bells will ring on April 19 and a Mobile girl by name of Opal Merrifield will share the honors.

Mrs. Hank Friedburg has fully recovered from illness that kept her in a local hospital for several weeks.

Bell Distributing Co. reports a growing demand for H. C. Evans' Gallopin' Dominos. The firm also received its nineteenth shipment of red and blue O. D. Jennings' Dixie Belles this week.

The Dixie Coin Machine Co. reports brisk sales of Bally's new Spottem. Reports from operators in the city indicate that Bally has clicked again with more money being earned on locations downtown than the recent great game Reserve.

The United Music Operators' Association will soon celebrate its third anniversary and President George Brennan is planning an affair to meet the occasion. This association now boasts of a 98.9 per cent coverage among operators of this section, only one music op having hesitated in joining.

Ernie Oertle, manager of the Southern Music Sales Co., Brunswick-Vocalion-Columbia disc distributor, returned recently from a trip thru surrounding States and found continued good demand for records from phonograph ops.

Detroit

DETROIT, March 18.—Byd Taube, executive of the Canadian division of Confection Cabinet Corp., was a visitor from Toronto recently. He spent several days in the territory around Windsor, Ont., going to most of the theater locations, where this company is operating.

Cover More Spots WITH LESS MONEY

HAMILTON Person-Weighing SCALES

Most profitable of all legal vending machines are Person-Weighing Scales . . . and Hamilton is the biggest producer of such Scales in the field. Why should you buy Hamiltons?

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You just can't lick HAMILTON SCALES for year 'round service, and steady, day by day earnings. It's a common experience for Hamilton owners to collect \$4 per month from each scale . . . place 100 Hamiltons and you have \$400 coming in just like clockwork . . . with just a few hours' work a day making collections.

If your distributor can't furnish Hamilton Scales write direct to

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THE HAMILTON SCALE COMPANY
1910 VERMONT AVE.
TOLEDO, OHIO



Candy Sales Are Steady in January

WASHINGTON, March 18.—The first official record of candy sales during 1939, issued in the regular report of the U. S. Bureau of Foreign and Domestic Commerce today, disclosed that the industry sustained a very insignificant loss during January, the first month on which sales were tabulated. The loss for 206 manufacturers doing a volume of \$18,890,000 was less than a third of 1 per cent over the corresponding period of last year. In January, 1938, volume for the same group of producers amounted to \$14,949,000.

Manufacturers of chocolate products enjoyed an increase of 3.2 per cent during the month; manufacturer-retailers, a loss of 15 per cent, while all others, including wholesale manufacturers, fell behind 0.8 per cent.

Gains were recorded during the month in leading districts and States.

The Eastern group of States advanced 2.2 per cent; Central, 0.3 per cent, and the West, 1.3 per cent. New England led 1.4 per cent; Southeastern, 0.1 per cent; South, 0.8 per cent; Northwestern, 0.2 per cent, and Western, 1.4 per cent.

Illinois, the nation's leading candy State, had a gain of 1.5 per cent in January, sales rising from \$4,823,000 to \$4,994,000. New York, also in the top bracket, reported a 2.1 per cent increase, volume rising from \$1,376,000 to \$1,405,000. Pennsylvania, Maryland and New Jersey together with Quaker State led the second leading candy State—had an increase of 2.3 per cent, their combined sales advancing from \$1,874,000 to \$1,916,000.

Gains were also hung up in Texas, 2.2 per cent; Missouri, 2.3 per cent, and Colorado, Kansas, Nebraska and Oklahoma.

Self-Serv Reports Sales Increases

PALMYRA, N. J., March 18.—Henry Bussie, head of Self-Serv Mfg. Co., reports that he is enjoying substantial gain in sales for his package venders, peanut and ball-gum machines.

Bussie remarks that there is a lively interest being manifested in his penny cigar vender.

Cohen Opening Record Shop

CINCINNATI, March 18.—H. H. Cohen, president of the Ohio Specialty Co., is opening a new record store here April 8 to be known as the Ven Deo Bee Record Shop. Organization is being incor-

He was a guest of Clem Merytek, manager of the Palace Theater, at the Variety Club Saturday. Mrs. Taube accompanied her husband.

Felix P. Jencks, Detroit operator of both pin games and music machines, reports that the amusement machines, including pin tables, are showing fine returns at this time.

James E. Parmelee, who was formerly manager of the Melo-King Music Co., former operating organization, has now established his own business under his own name, specializing in automatic phonographs.

The Lemke Coin Machine Co. is opening a branch office in Grand Rapids, Mich. Henry C. Lemke announced recently. The company is following a steady policy of expansion, chiefly in the pop-corn field.

At Ionia, Mich., Albert Lemke, a nephew, has been appointed local manager for the company.

Another local branch has just been opened by Lemke at Jackson, Mich. "The field is popping in the pop-corn line," Lemke said. He has just returned from Chicago, where he bought a supply of Bally pop-corn venders, he reported, in a move for expansion in this department.

Much interest was shown by the members of the Michigan Music Operators' Association by the large attendance at the meeting held here recently. Plans for the future activities of the association were discussed. Both the Southwestern group and the Toledo group were well represented.

Max Marston has taken an indefinite leave of absence from the Michigan Mutual Distributing Co., of which he is manager, to devote his full time to association activities. He still retains his interest in the company.

At the meeting insurance problems were discussed. A plan of phonograph insurance against fire and theft was submitted and approved.

The Michigan Music Operators' Association attended in a group the Philco exhibit at the Book-Cadillac Hotel on

TODAY'S BEST BUY
HAMMERLOID
Only Available on the Industry's Style Leader
SILVER KING
At No Increase in Price
The sparkling—smooth—new finish that will not chip, scratch or peel. More practical than porcelain. Many times more beautiful.
Choice of 4 new two-tone colors. **GOLD SILVER GREEN BLUE**
SAMPLE \$6.50
Vendi Churns, Wafers, Candy, Salt Gums, Vanilla etc. once. Wash and game operators place a "Silver King" on every slot for extra profit.
Factory Distributor

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FOR SALE
2-STEWART-McGUIRE COCA-COLA MACHINES
1 AG Brand New 1 DO used two work. Cost around \$500.00 each. Will take \$250.00 apiece. Unable to obtain best soft-drink license.
KEMO NOVELTY CO.
1110 So. 16th St. Milwaukee, Wis.

CHALLENGER
Meets the Challenge for a Built-in Bookendless line, provides **POSITIVE FULL-TIME performance.** Write at once for complete details and low prices.
Distributed by **THE ATLAS SALES COMPANY**
9121 Lorain Ave., Cleveland, O.

Thursday night and were very hospitably entertained.

Mrs. B. J. Marshall, whose husband is a Book-Ola distributor here, has been in Mercy Hospital for several weeks following a serious operation.

MUSIC MERCHANDISING

New Baltimore Phono Firm Formed

BALTIMORE, March 18.—Consolidated Music Co. was incorporated recently with \$100,000 authorized capital to operate phonographs in Maryland.

The directors of the new company are men well known and experienced in the phonograph field who now own and operate nearly 2,000 phonographs in their present companies, which companies will have no connection with the Consolidated Music Co.

The directors are all of Baltimore. They are George Hoddinott, secretary and treasurer of the Music Merchants' Association of Maryland, Inc.; Charles Carner, of the De Luxe Novelty Co.; Angelo Rossetti, president of the Biddeford Novelty Co.; E. V. Ross, treasurer of the Oriole Coin Machine Corp., and William Adelson, well-known Baltimore attorney.

The company has already placed orders with manufacturers for phonographs. It has established headquarters at 122 West Mount Royal avenue.

"This company is organized primarily to centralize the music business under one management, and it is taking in all phonograph operators who wish to participate in this company. We find that it definitely benefits the small operators, who may turn in to this company their machines, thereby becoming a stockholder and receiving an equal share of profits. This will reduce overhead for many small operators. The new company plans to own and manage 1,000 phonographs by July 1, 1939," declared the directors.

Hoddinott and Carner Join Maryland Association

BALTIMORE, March 18.—George Hoddinott and Charles Carner have associated themselves with and are now members of the Music Merchants' Association of Maryland, Inc.

"A definite plan of operation will result in the stabilization of the music business in Maryland," they stated. "This work has been going on for nearly a year and with a membership of old operators should show a 100 per cent location representation in a short time."

"The association has established offices at 124 West Mount Royal avenue and welcomes the exchange of views with other phonograph associations."

Mrs. B. J. Marshall Recovering From Illness

DETROIT, March 18.—Friends of the B. J. Marshall will be glad to learn that Mrs. Marshall is now well on the way to recovery after a serious illness and major operation at St. Mary's Mercy Hospital, Gary, Ind. Mrs. Marshall declares that one reason for her rapid convalescence is that her son, Doc Marshall, internist at St. Mary's, was with her often.

She has now returned to her home in Detroit and will soon be back at work in the B. J. Marshall establishment. Marshall maintains a premium division, which is presided over by his wife. He is also distributor for Rock-Ola phonographs in Detroit.

It's "Jook Organ" Now

Newest term to be applied to the coin-operated phonograph is "jook organ," as handle by which students of the Florida State College for Women at Tallahassee, Fla., refer to machines located in beaneries near the campus.

Perhaps this term is more widely used than we think it is. It was a surprise to many in the industry a year ago to learn how widely the terms "joy box" and "piccolo" were used for automatic music machines. Harlem inhabitants know music machines by no other term than "piccolo," while some sections of the Southeast are said to go strong for the "joy box" term.

Record Buying Guide

An Analysis of Current Songs and Recordings From the Standpoint of Their Value to Phonograph Operators

By DANIEL RICHMAN

Tabulation is based upon radio performances, sheet music sales and record releases of the week. Reports from music publishers as to the relative importance of certain songs in their catalogs are also considered, as well as information received each week from prominent operators.

GOING STRONG—KEEP THEM IN

Deep Purple. This, as well as its companions in this category, is still among the most popular songs of the day in every department of performance and sheet sales. The caliber of the current Tin Pan Alley hits seems to be such that they look good to stay on top for several weeks more, with not too many new tunes coming up to challenge them. It's either Larry Clinton or Jimmy Dorsey on this one.

Penny Serenade. Another powerful hit and a grand coin-machine number. Copies are selling strongly, with no slackening off at all perceptible. Keep it in for some time yet, in either Guy Lombardo, Sammy Kaye or Horace Heidt version.

Little Sir Echo. Novelty always seem to have what it takes to catch the public fancy and this little item is no exception. Like the two foregoing tunes, it's one of the country's biggest sheet music sellers, and it will probably keep its ace spot in your phonos for quite a little while longer. Guy Lombardo again for this.

Hold Tight. Not as strong as it was a couple of weeks ago, this still should be kept around a bit longer as recorded by either the Andrews Sisters or Pat Waller.

COMING UP—BETTER STOCK THEM

I Got Along Without You Very Well. Just on the fringe of breaking into the big time as far as phono songs are concerned, this is a very big sheet seller. From the angle of radio performances and copy sales this really belongs in the above category, but it hasn't quite reached its peak of phono appeal to rate a slot-up there. Next week may do the trick. At any rate, have it around, as played by Jimmy Dorsey or Red Norvo.

The Masquerade Is Over. Almost the same thing applies here. Get the number into the machines if you haven't done so already, because in a short while you may be in dire need of it. Jimmy Dorsey and Larry Clinton offer the best discs for phono purposes.

Heaven Can Wait. Another potential ballad, authored by the writers of *Deep in a Dream* and *So Help Me*, that looks good to repeat the success of those two hits. Glen Gray and the Casa Loma Band have a fine recording; ditto Kay Kyser.

Undecided. Chick Webb and Ella Fitzgerald may do for this one on their waning what they did for *A-Tisket A-Tasket*, which should be enough of a hint to do something about getting it under the needles pretty soon. It's a swell rhythm song and one they're bound to go for.

Gotta Get Some Shut-eye. A good fast melody and a bright lyric combine to make this a good bet for the machines. It's already a leading radio tune and a pretty fair sheet music seller, with the wave of public favor pretty apt to extend to the boxes next. On the reverse of Kay Kyser's disc is *Chickoo in the Clock*, another likely-looking number. Better be prepared on both.

OPERATORS' SPECIALS

Listing covers those songs which in themselves cannot be classified as popular nation-wide hits, but which are, or give every indication of becoming, successful phonograph numbers.

Sweet Adeline. The Mills Brothers get together on one of the best known songs ever written to make an item that is liable to be memorable for operators.

I Cried for You. Still a front-runner, due to the superb Glen Gray recording and the excellent help from Bing Crosby on his platter.

Tain't What You Do. This is one of those perfect machine numbers, as done either by Jimmy Lunceford or Webb and Fitzgerald, and the nickel-droppers have reacted to it in the right way. You're missing out on something if you haven't made a slot for it.

The Girl From Joe's. One of the most listenable bits of swing to come out of the wax factories recently is this Charlie Barnet recording of one of Duke Ellington's better tunes. On the reverse is a new ballad that you may be needing soon, *A New Moon and an Old Serenade*. Its publishers are going to work on it shortly, and big things are expected.

To Hu We Hu We (Hawaiian War Chant). The Merry Macs come up with three minutes of their great harmonizing on behalf of an interesting number. It's backed up by Chopsticks, which shows off the Macs in all their glory.

Foreign Records: German, Beer-Barrel Polka, Mein Blonder Matrosen, Jellyroll Polka, Die Dormstuck, In Stuen Kleiner Cafe, Liebding Mit Dem Blonder Haar. Polish, Pfany Joseph Do Kasi, Helena Polka, Clarinet Polka, Emilia Polka, Mexican, Cuatro Vidas, To Meusenastica Todo. Scandinavian, Tumme. Bohemian, Scatkovae Alec. Finnish, Titt-Tittus. Greek, Stou Papalambrou Tin Adh. Italian, Oh! Terra Roman. Lithuanian, Vilnius Polka. Russian, Sublitchki. Croatian, Cujes Mala Svira Pjeca. Swedish, Nor Ljsten Tandae Darhemme. Ukrainian, Csaban.

Hillbilly Records: Makes No Difference Now, by Cliff Bruner's Texas Wanderers, also by Jimmy Davis; Nobody's Darling But Mine, Jimmy Davis; You Can't Put That Monkey on My Back, Shelton Brothers.

(Double-meaning records are purposely omitted from this column)

Trippe Opens New Rock-Ola Showroom

ST. LOUIS, March 18.—"The new Rock-Ola showroom at Carl Trippe Ideal Novelty Co. offices has the appearance of a busy convention ever since it was formally opened a few weeks ago," declare Ideal employees. Carl Trippe, president of Ideal Novelty Co., is Rock-Ola distributor for Southern Illinois and Missouri. The new showroom is beautifully decorated to set off the 1939 Rock-Ola phonographs. Attractively and comfortably modern tubular furniture is placed around the room facing the stage upon which the phonographs are displayed.

Said Carl Trippe: "Our big problem has been to get deliveries fast enough from the factory. In spite of the fact that 10 or 15 phonographs have been arriving here every other day, we run far behind on deliveries. Frankly, I have never seen such a sensational demand for any coin machine since I have been in business."

Virginia Phono Operator Report Good Biz

ROANOKE, Va., March 18.—Among the many operators who now have Luxury Light-Up Rock-Ola phonographs on location is the Oriole Novelty Co., owned by B. A. Gorla and managed by Alfredo Gorla. This concern has been in business since 1932. Its offices are located in this city, where the company is very well known.

"Never saw anything like it," said Alfredo Gorla while talking to one of the men in the Moseley Vending Machine offices in Richmond. "My customers have really started to take an interest in the music business. They like the new Luxury Light-Up so well because of its beauty and superb tone. In fact, Alfredo Gorla reports that three of his locations advised him that their business has increased more than 25 per cent since they had the new Rock-Ola in operation."

Six Firms Join Maryland P. O. A.

BALTIMORE, March 18.—Phonograph Operators' Association of Maryland, Inc. reports that at a recent meeting six new members were admitted. They were American Vending Co., Phoenix Novelty Co., Linden Novelty Co., Monte Carlo Coin Machine Co., Fallway Music Co. and A. M. I.

"Our association is composed now of approximately 30 firms," declared president S. Cooper. "Our association hopes to have all operators of music machines in this State in our association before the end of the month. We meet every Wednesday night at the Arundel Hotel in Baltimore. Everyone is welcome."

Current Views of Economic Authorities

• POOR'S •

"Business news is considerably favorable, and there is ample reason to believe that a period of rising industrial activity will shortly develop."

See Page 63

MUSIC MERCHANTS OF NEW YORK CITY AND VICINITY

You are cordially invited
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OPEN HOUSE and RECEPTION
at the New and Larger Showrooms of the
MODERN VENDING COMPANY
656 Broadway, New York City
Week of MARCH 20th to MARCH 25th, 1939
Refreshments

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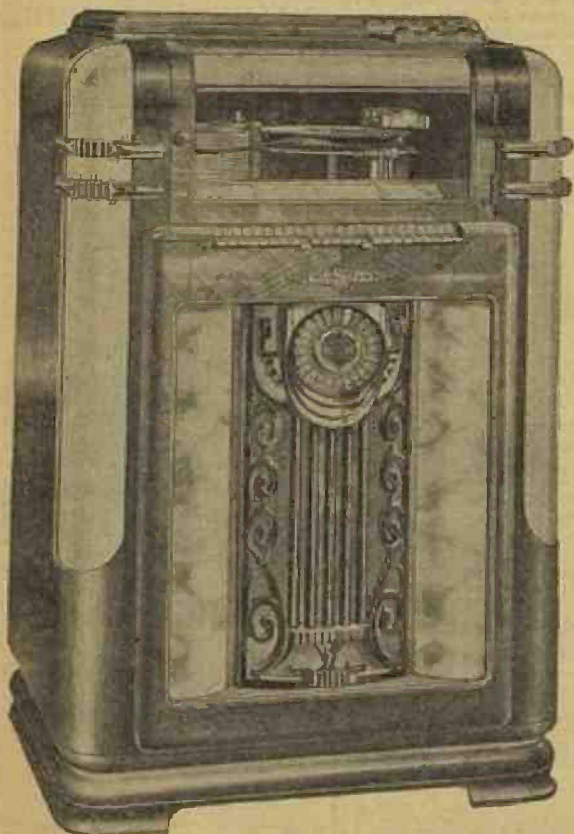
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House Warming! Always make "Modern" your
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ing for you.

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Special Showing OF THE WURLITZER MODEL 600 WITH KEYBOARD SELECTOR



For the first time WURLITZER offers the piano keyboard selector on this very popular model. Come in and inspect it. No change in cabinet styling of the Model 600 and it is also available with rotary selector. See it first at Modern!



HAVE YOU APPLIED FOR PASSAGE TO THE WURLITZER BERMUDA CRUISE?

It's absolutely FREE
GET FULL DETAILS
FROM US ON HOW
EASY IT IS TO QUALIFY

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vites You to a vacation won-
derland ... a delightful
holiday as guest of the
Rudolph Wurlitzer Company.

MODERN VENDING COMPANY 656 BROADWAY, NEW YORK CITY WORLD'S LARGEST MUSIC SALES AGENTS

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.**

Chicago

March 18, 1939.

To the Editor:

I have been watching your Record Buying Guide with some interest recently, and altho the information therein is a fairly accurate survey of the popular money-getters for the operators in the higher class American location, I

think its value would be increased another 100 per cent if you were to carry the Guide further by incorporating some sort of a classification for the different types of locations we have to serve.

Now I am not trying to tear down what you are doing, because I am for it 100 per cent, and I am sure other operators feel the need of a record measuring stick as I do myself, but I would just like to see you make the Guide as inclusive of all our problems as it is possible. I know, for instance, that the toughest problem confronting operators in large centers of population is of finding the right foreign tunes for the various nationalities served. If each week you were to treat one of these, say Polish, then follow with Bohemian, Italian, etc., it would be an invaluable service to us operators.

Another thing that would be of interest, altho less of a problem, would be occasional listing of good hill-billy and race discs. The current American popular stuff is never the guess-a-guess-can proposition that these other records are because the record companies are always up on what is new and good, and we ourselves hear enough of the radio to have a fair idea.

As for what the records are doing for me at present, I can say that I rely

very heavily on what I call "all purpose" records. Current ones being those like *Springtime Polka*; *You're the Only Star*, by Dick Robertson's Orchestra; *Thanks for Everything*, and *Arabella*, by Lawrence Welk's Orchestra. Another one which started out bad but is now definitely in this classification is *Ferdinand the Bull*. By "all purpose" records I mean those that can be put on almost any phonograph regardless of the kind of location. These records, however, are always a small number of the quantity we use; so, altho it does ease up our record problems a little, there still is a big handicap to overcome in this line. The *Billboard* has made a start in the right direction, and I only hope you will see fit to carry it farther.

MORT SILFEN,
The Service Co., Chicago.

Corpus Christi, Tex.

March 18, 1939.

To the Editor:

This is our first report to your "What the Records Are Doing for Me" department, but we do wish to say that we appreciate the section and always read it and gain valuable information from same.

Our territory is located away down south in Texas, down on the Gulf of Mexico and where the sunshine is in evidence every day almost. Our music operating business covers considerable territory.

Being down here so near to Old Mexico, naturally we have a large Mexican business and we do have considerable trouble getting late record hits, particularly the Mexican records. We would really appreciate a better service on Mexican platters for our phonographs. We use a large amount of Mexican records and right now the hits in Mexican are *Los Morenos*, *Rehols Diaz al Piano* and *To Me Suscinate a todo*. These cuttings are really bringing in the money in Mexican spots.

Like most of the other music ops, I'll have to report that Bing Crosby leads the crooners by a large margin. Bing's platters will always make plenty money down this way. His *Mexicool* Rose certainly did a real job and it is a pity to see it going to the "moth ball," but it is headed that way. However, Bing has other songs to take its place. *They Say* is another platter that is thru.

In our territory Artie Shaw, Chick Webb and Guy Lombardo whip out the tunes our customers like best. Other bands get some play, but these three lead by a full length.

Hillbilly discs do fairly well, with Bob Wills and Cliff Brunner getting the big play. W. Lee O'Daniel and his Hillbilly Band were going good before O'Daniel was elected governor, but since his election his platters are dropping and not doing as good as they were before.

Right now our biggest money-making record is *You're a Sweet Little Head-note*. We expect this disc to break several money-making record hits. It stands a good chance to be the best for 1939.

The newest record we are now spinning on our phones and one which looks promising is *Deep Purple*.

Best wishes and keep up the good work.
W. F. DANIEL,
Corpus Christi, Tex.

OFF THE RECORDS

(Continued from page 15)

Columbia Classics

WELL worth acquiring, if it's the good music that makes your five-foot shelf are the tried and true classics on the Columbia listings. And if you're

MR. PHONO OPERATOR SEZ:



SINCE I MADE THE PIN AND FOUNTAIN PEN TEST I ONLY USE 'CALCUTTONE' NEEDLES! IT!

Sample... 35c
10 Lots... 31c
25 Lots... 28c
100 Lots... 25c
Cash with Order

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DECCA

Hot Tips for Operators

THESE ARE THE CURRENT DECCA NICKEL-GETTERS!

- 2201 I HAVE EYES (The Sun) OLD MILLS (Each from Paramount Picture, "Paris Nightclub") BING CROSBY with John Scott Trotter and His Orchestra.
- 2214 HOLD TIGHT—HOLD TIGHT BILLY BOY ANDREWS' SISTERS with Jimmy Dorsey and His Orchestra.
- 2295 DEEP PURPLE (It Was Fate When I First Met You) FATE (It Was Fate When I First Met You) JIMMY DORSEY and His Orchestra.
- 2201 PENNY SERenade (The Answer) THE MARQUETTE 18 (The Answer) JIMMY DORSEY and His Orchestra.
- 2201 I PROMISE YOU (Gotta Get Some) SHUT EYE (Gotta Get Some) GLEN GRAY and The Casa Loma Orchestra.
- 2288 IF I DIDN'T CARE (Each from Paramount Picture, "The Sign of the Cross") KNOCK KNEED SAL (On the Mountain) IRVING SPOTIS (Each from Paramount Picture, "The Sign of the Cross")
- 2230 AS LONG AS YOU LIVE YOU'LL BE DEAD IF YOU DIE (The Answer) WHEN THE SAINTS GO MARCHING IN LOUIS ARMSTRONG and His Orleans Band.
- 2310 TAIN'T WHAT YOU DO (It's the Way That One Do It) I CAN'T STOP LOVING YOU (The Answer) CHICK WEBB and His Orchestra.
- 2304 YOU CAN'T PUT THAT MONKEY ON MY BACK (Each from Paramount Picture, "The Sign of the Cross") CLIFF BRUNNER's Texas Wanderers.

Decca Records Inc.

NEW YORK

POLISHED ALUMINUM PEDESTAL FOR WURLITZER 61



The ideal stand which will enable you to operate Wurlitzer 61's in locations where there is not space available for a Console type Phonograph.

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TELL THE ADVERTISER IN THE BILLBOARD WHERE YOU GOT HIS ADDRESS.

AMERICA'S MOST BEAUTIFUL CONSOLE STAND FOR COUNTER MODEL 61

The Hub Console Stand that has been acclaimed by all phonograph operators "America's Most Beautiful Console Stand" IS NOW READY FOR IMMEDIATE DELIVERY IN QUANTITY! Constructed of genuine, heavy gauge, sturdy automobile steel; fascinatingly colored in a Red and Black duo-tone Duco finish combination; trimmed with attractive chromium strips featuring a heavy gauge chrome band all around the top graph being pushed off the Hub Console Stand more than lives up to its reputation of the "finest quality, most beautiful stand in America." It's the one stand that will make your counter models doubly attractive! RUSH YOUR ORDER NOW!



ONLY \$12.75 F. O. B. BOSTON

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LOWEST PRICES EVER OFFERED!

ON ALL RECONDITIONED PHONOGRAPHS WURLITZER—ROCK-OLA—MILLS EVERY MODEL. LARGE SELECTION OF THE FINEST RECONDITIONED CIGARETTE MACHINES. WIRE OR WRITE BABE KAUFMAN MUSIC (CIRCLE CORP. 6-1642) 250 W. 54th St., N. Y. C.

HOLD TIGHT! PRICES SLASHED! CLEARANCE SALE USED PHONOGRAPHS

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| WURLITZERS | REBURGERS | TOM MIX RADIO RIFLES |
| P-10 \$22.50 | Model A \$34.50 | Reconditioned |
| P-12 32.50 | K-20 (20 Records) 309.50 | \$75.00 |
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| P-14 52.50 | Regal 19.50 | Cabel, 18 Records, '37, \$59.50 |
| P-15 62.50 | Regal 209.50 | |
| With Wurlitzer Illuminated Grill 89.50 | ROCK-OLA | |
| W-18 109.50 | Night Club \$34.50 | |
| W-19 124.50 | Regular No. 2 36.50 | |
| | Rhythm King 42.50 | |
| | Menarch 1836 (20 Records) 129.50 | |
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UNIVERSAL VENDORS

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just starting collecting. Wagner's Tannhauser Overture makes an appropriate first. Sir Thomas Beechman, conducting the London Philharmonic, makes the impressive reading. Takes three 12-inch sides, the set completed with the well-known Polozist March from Prince Igor by Borodin, arranged by Rimsky-Korsakov. The first and fourth of Grieg's tremendously popular four Norwegian dances by the Grande Orchestre Symphonique, conducted by F. Ruhlman,

make for another desirable double. On two 12-inch sides, concert pianist Kilenyi and the Orchestre Symphonique de Paris with Selmar Meyrowitz conducting, offers a brilliant recording in Liszt's Todtentanz (Dance of Death). Ear refreshment of a lighter texture but just as desirable is found in the varied musical moods offered by Decca in descriptive and colorful album packages of 10 sides to each. The sensuous Polynesian musical style, wherein diaphragmatic vocal rhythmic effects simulate percussive instruments, is played by Augie Couplil and his Royal Tahitians for a set of Tahitian Rhythms. Sides include ancient chants and the more modern vocal syncopations, all very beautifully executed.

Frank Luther, assisted by the Lyn Murray Quartet, sings a medley set of Irish Melodies and Ballads, running the gamut from Kathleen Mavourneen to Killarney. And Ruby Newman, selecting 10 tantalizing musical comedy tunes from yesterday hit scores, adds 'em all up to a smart-for-dancing Cafe Society set.

Eve Ginsburg Now Mrs. Finger

CHICAGO, March 18.—United in marriage March 12 at the Covenant Club, Chicago, were Eve Ginsburg and George Finger. The former Miss Ginsburg is a member of a family well known in coin machine circles. She herself has a host of friends in the industry.

Over 200 guests crowded the hall to witness the ceremony and attend the reception. All were unanimous in declaring it one of the most beautiful ceremonies they had ever witnessed.

The bride was resplendent in a gown which belittled the occasion and drew the admiration of the assembled guests. Attending the bride and groom in the nuptials were Eddie Ginsburg, the bride's brother and member of the firm of the Atlas Novelty Co., Chicago. Other attendants included members of the Ginsburg and Finger families.

A dinner followed the ceremony, which successfully justified the efforts made by the bride's mother, Mrs. Anna Ginsburg. The dinner was concluded by an inspiring speech by Dr. Lason, who officiated at the wedding services.

The happy couple are spending their honeymoon in Florida and plan to return to Chicago in three weeks.

\$49.50



A CHALLENGE

to look over these prices and save money. 5¢ & 6¢. All machines recommended and in A-1 shape. . . . Liberal trade-in allowance.

CONSOLES	
Track Times, Grey Head	\$25.00
Track Times, Red Head	49.50
1933 6118	34.50
Timex	34.50
Derby Day, Flat Top	35.00
Derby Day, Start Top	35.00
Pages Race, Black	35.00
Pages Race, Grey	35.00
Grandstands	57.50
Seaboard, Thelma	30.50
Seaboard, Op	30.50
Seaboard, Board	24.50
Artistic	10.50
Caron	7.50
Compass	7.50
Beat 'Em	10.00
At-Sea-Top	30.00
Derby Day	12.50
Classic	7.50
Challenger	6.50
Challenger	12.50
Pico Finish	6.50
Hi Card	12.50
Golden Wheel	6.50
Palmyra	30.00
Flintlock	29.50
NOVELTY	
Gecco's Proct-ball	\$15.00
Request	42.50
Mad Cap	6.50
Music	6.50
Long Game	14.50
Hoodlum	6.50
Speed King	7.50
Stinky	6.50
Scoreboard	5.50
Mercury	11.50
Bumper	4.50
Booster	6.50
Movie Straps	7.50
Star	22.50
Forward March	17.50
Half Reserve	14.50
Blanch	26.00
Running Wild	30.00
St. Joe	5.00
Home Run	7.50
Triple Play	47.50
Stormy	9.25
MISCELLANEOUS	
Rock-Ola World Series	\$ 45.00
Jewelry Cigarettes, Late Series	125.00
Rotaries	47.50
Five Banquets, New	10.50
Shoppers, Imperial	60.00
Wurlitzer Dams Top	21.00
Wurlitzer 412	50.50
Wurlitzer 610, Light-Up Girls	115.00
Rock-Ola, 12 Record	44.50
Rock-Ola, 16 Record	58.00
Light-Up Girls	67.00
One, Derby	9.50
Little Dams	9.50

Games Men Run Ad in Newspapers

NEWARK, N. J., March 18.—In a large newspaper advertisement appearing Wednesday, March 15 in *The Newark Evening News* the Amusement Board of Trade of New Jersey advertised the fact that "bagatelle games are an economical and relaxing diversion." The ad was prepared by Byrde, Richard & Pound, of New York, ad agency well known in the coin machine field.

The advertisement read in part: "Enjoy life—every minute of it. Go places and do things. Take advantage of a great variety of entertainment being offered you by the ingenuity of America's amusement industries. Have fun while you can. Enjoy yourself today! And by enjoying yourself you spread good cheer everywhere. Good cheer that helps make good times. That brings happy laughter and good humor to you and your neighbors. Enjoy yourself today! You'll live a happier, better, fuller life. Enjoy the movies! Enjoy good music! Enjoy the theater! Enjoy bagatelle games—an economical and relaxing diversion."

The ad was the first of a series planned to secure public good will and enlightenment in regard to coin-operated games.

Punch-Ball Draws A Wide Response

CHICAGO, March 18.—As reactions from various parts of the country come in on the Punch-Ball counter machine made by Norwood Mfg. Co. here, officials of the firm say that operators are especially impressed by the visible window which gives the players a view of the balls in the storage space of the machine. Playing also agitates these balls in view, which increases the suspense of the player, they state.

The makers also say that the absence of any advertising on the machine is a point that is winning great favor with operators. This feature makes it possible to comply with territorial requirements in many places where advertising would be a disadvantage. Thus the operator can be his own judge as to what reading matter or advertising he wants to use. The absence of any reading notices seems to be most popular, the makers state.

Longchamp Now in Free Play Model

CHICAGO, March 18.—A hit at the coin machine show and still going strong, in fact just becoming to come into the full measure of its popularity, is Longchamp, Exhibit Supply's small console. Add to that the fact that we are now producing it in a free play model and you have a very fine picture, declared a spokesman for the Exhibit Supply Co.

"The free play model opens the field for tremendous opportunity in all territories. On the free play model the payout cup is eliminated and winners are projected thru the top glass. The same successful free-play method as used on Exhibit's famous free play pinball games. When free plays are set up, coin chute operates without coin.

"A beautiful mirror top with 26 brilliant colors creates plenty of eye appeal. Spinning dial and flickering selection group creates a flashing effect that draws and holds the attention of players. Longchamp has been declared to be the best console game by coin machine men everywhere. Regardless of their price, Longchamp outearns them all."

Fort Worth

FORT WORTH, TEX., March 18.—Fort Worth operators were made sad by the report of the death of Sadie Kolber, sister of two well-known Texas operators, Abe and Sol Kolber. Miss Kolber passed away March 1.

Ops along the row are wondering about the new counter game the Arthur Flake Distributing Co. will soon announce. Arthur Flake, head of the firm located in Dallas, says that he is going to give the ops a real counter game at a right price. Announcement on the new game is expected some time during March.

Parking meters are being overtaxed, due to the heavy traffic caused by the unusual warm spring weather, city officials report. Operators are enjoying the usual increase in business caused by the heavy crowds downtown.

Operators report that the Gottlieb Grippers continue to hold up as nice earners "hook in and week out." "The strong boys just love to test and show up their strength," says one Fort Worth op.

MAKE YOUR OUT-OF-DATE COUNTER MACHINES LOOK LIKE A \$125.00 CONSOLE FOR \$49.50.

"HOW?" Ship to us your old Rol-A-Top Counter Machine and we will rebuild it into our famous Console Cabinet as shown above for \$49.50 each.

Do it now and get lined up for the spring and summer grinds with new equipment.

Made Only by

WATLING MANUFACTURING CO.

4610-4660 W. Fulton St., Chicago, Ill.
Est. 1889. Tel. Columbus 2770.
Cable address, "Watlingite," Chicago

IT'S EASY TO PICK UP A HOT \$5 BASEBALL BALLY CARDS Any Size—Any Kind From the largest and most complete stock.

— SERIES —

Daily and Weekly large tickets, machine folded and sewed with your own label imprint.

Write for Samples and Prices.

Wheeling Novelty Co.

Incorporated
57 14th St., Wheeling, W. Va.

O. K. USED PHONOGRAPHS

Wurlitzer 24	\$175.00
Wurlitzer 610-A	115.00
Wurlitzer 610	99.50
Wurlitzer 412	64.50
Wurlitzer P-12	44.50
1937 20-Record, Oppe	90.50
Mills Swing King	39.50
D-20 National Cigarette	88.50

Thoroughly checked and cleaned inside, professionally refinished outside (\$15.00 worth), minus the neck, more and dirt that make many used instruments worth nothing.

Brilliant Light Grill and Illuminated Top Slightly Extra. Write for Information.

175 Depot, Balance G. O. D.

DAVIS SALES COMPANY

1001 East Yagala Street, Syracuse, N. Y.

BEAT THESE PRICES

NOVELTY GAMES:	AIRWAY	\$12.50	PADDOCK	\$ 9.95
AUTO DERBY	OHIO BASEBALL	12.50	HEAVY DUTY	5.00
HOME STRETCH	DUX	12.50	COUNTER GAMES	5.00
CARNIVAL	DAILY KENNY	12.50	TRACK REELS	8.00
MERIDBY	REVIEW (Rehr)	12.50	YALLY (Dams)	10.00
HOLD 'EM	AUTOMATIC		BELL SPOT	5.00
STONER'S RACES	TANFORAN (Tel.)	\$22.50	DAVAL RACES	5.00
	TERMS: 1/3 Deposit, Balance G. O. D.		BALL SLIDE	5.00

ST. LOUIS NOVELTY CO.

2138 Olive Street, ST. LOUIS, MO.
Blackstone Coin Packer Co., 208 King St., Madison, Wis.

THE NEW BLACKSTONE COIN PACKER

Count and wrap \$12.00 in nickels per minute—new double speed, two barrel coin packer, penny, nickel and dime sizes. Price \$19.95.

Blackstone Coin Packer Co., 208 King St., Madison, Wis.

OPERATORS

We have the most complete stock of coin operated equipment in the Northwest Over 300 Multiple Games with or without reservoir features. Thoroughly Reconditioned in some they

BALLS THISTLE DOWN *Like New* All \$109.50
 BALLS SCABISCUIT *Some Used less than 10 days* Reservoir \$109.50
 BALLS GRANDSTAND *Very Clean* \$109.50
 WESTERNS DERBY KING *An Exceptional Value Each*

ONE ANIMAL CHARACTERS, BALLY PAYOUT UNIT } \$79.50
 TWO NEW IMPROVED MECHANISM Used One Week Each }
 THREE A FEW WITH REVERSED REELS-BALLY PAYOUT UNIT Each \$32.50

SPORT PAGE THOROUGHLY RECONDITIONED \$79.50 WINNING TICKET *Like New* \$89.50

KLONDIKE 4 COIN \$49.50 DERBY TIME MULTIPLE \$59.50 KEENEY 7 COIN \$49.50
 DERBY CHAMP \$49.50

SEEBURGS RAY-O-LITE GUN EXCELLENT CONDITION \$89.50

FOUR HORSEMEN NEW UNIT \$149.50 WESTERNS 7 COIN CONSOLE \$179.50
 RACE MEET *New in Crates*

FLASHING VERY \$89.50 MILLS FLOOR \$99.50 EXHIBITS \$89.50
 IVORIES CLEAN \$89.50 HI BOY SAMPLE \$99.50 LONGCHAMP \$89.50

MILLS RIOS THESE MACHINES HAVE BEEN THOROUGHLY RECONDITIONED AND ARE JUST LIKE NEW \$29.50

JENNINGS 7 COIN CONSOLE \$69.50 WESTERNS 7 COIN UPRIGHT CONSOLE \$69.50
 PARLAY RACES

HOT POPCORN VENDORS BUILT TO WORK EFFICIENTLY NEW IN ORIGINAL CRATES \$49.50

PACES RACES KINGPIN \$119.50 PACES RACES BLACK \$149.50
 PACES RACES Serials 5000 \$119.50 RAYS TRACK *Like New* \$59.50

PACES RACES *New in ORIGINAL CRATES* CHECK OR CASH MODELS \$199.50

KELLYS 7 COLUMBIAN \$39.50 BALL GUM ASSORTED COLORS 100 PIECES TO BOX CASE OF 30 BOXES \$5.45

CIGARETTE MACHINE *Like New* \$39.50 WURLITZERS Model 616A ORIGINALS \$109.50

White for Prices on SKEE BALLS • ROCKO BALLS • TRUE SHOT AUTOMATIC PAYOUT GUN AND HUNDREDS OF OTHERS TOO NUMEROUS TO MENTION - SEND FOR OUR COMPLETE PRICE LIST

Buy With Confidence! We Not a Sale Unless You Are Satisfied
Acme Novelty Co.
 1124 HENNEPIN AVE. MINNEAPOLIS, MINN.
 1/2 CASH OR CERTIFIED CHECK MUST ACCOMPANY ALL ORDERS

Philly Ops Stage Banquet

300 attend gala affair—association execs get gifts for organization work

PHILADELPHIA: March 18.—A minimum of speech-making and a plentiful of pleasure and entertainment marked the 10th annual banquet of the Philadelphia Coin Machine Operators' Association, held at Benny the Bunny night club Sunday evening, March 12. With more than 300 operators, distributors and manufacturers' representatives crowding the club, the affair was unanimously acclaimed as a most successful banquet.

Harry Wexelblatt, attorney for the State Coin Machine Operators' Association, acted as master of ceremonies and introduced the speakers. In a brief address he praised the association as "being the strongest operator group in the country" and declared that he spoke with a definite knowledge of all such organizations in the nation.

Surprise awards were made by Frank Engel, vice-president of the Philadelphia association, who asserted that he presented Martin Mitnick, president, with a personal gift because "of the splendid co-operation which he has always extended in behalf of the association membership." Engel presented his surprised and happy partner, Mike Spector, with another personal gift in "appreciation of the time which he has allowed me to take from our business and devote to work in behalf of this association."

Martin Mitnick thanked the assembly for their attendance and the distributors and manufacturers for their co-operation in making the affair a success. Bernard R. Cohn, association counsel, advised the members to continue "their fine work in unifying and cleaning the coin machine industry in Philadelphia."

Special presentations were made to the executives and board of directors of the association, with Nathan Gloderker, chairman of the entertainment committee, making the awards. Those presented with gifts were Martin Mitnick, president; Jack Brandt, secretary; Morris Stein, treasurer; Ben Hankin, financial secretary, and Cy Glickman with William (Bill) Rodatino, members of the board of directors, all of whom received motion picture cameras and projectors. Frank Engel, vice-president; Sam Pinkowitz and Lew Sussman, board of directors, received wrist watches.

Following the meal and the awarding of prizes and gifts a floor show, featuring the stars of the regular night-club show, was presented. Patricia Ellis, gorgeous movie star, and Abbott and Costello were also presented. Chas Chase, who amused the visitors to the Chicago coin machine show, was also here, as was Roy Gedley.

Fortunate holders of the tickets for door prizes were Mrs. Joe Medvaco, who won a Mixmaster, and J. J. Gillespie, whose ticket was worth an Emerson radio.

In addition to the members of the Philadelphia association there were many executives of distributing and manufacturing companies and other operator groups in attendance. Among those seen were A. S. Douglas, Daval Mfg. Co.; E. M. Koltman, Du Groutier, Inc.; Samuel Kresberg, J. P. Beeburg Corp.; Joseph Ash and George Panser, George A. Panser Co., Inc.; Joseph Darwin, Rudolph Wurlitzer Co.; Bert Lane, Seaboard Sales Co.; M. Genaburg, Genco, Inc.; Archie Berber, Bally Mfg. Co.; Samuel Stern and Jack Sheppard, United Sales Co.; William Gross, Leigh Specialty Co.; A. J. Casoff and Jack Kauffman, K. & C. Novelty Co.; I. H. Rothstein, Banner Specialty Co.; David Margolin, Penn Coin-omatic Corp; Philip Greenspan and Sam Mickelberg, Exhibit Sales Co.; Harry Scherford and Frank Hammond, Phonograph Operators' Association of Eastern Pennsylvania and New Jersey.

FULL CASH BOXES



ON EVERY TEST LOCATION PROVED THESE BRAND NEW GAMES THE GREATEST EVER BUILT.

Chicoin MAJORS
Daval's TRIO
 Exhibits CONTACT, 1939 and SPEEDY
 Keeney POT SHOT and SPINNER-WINNER

GEORGE PANSER ORGANIZATION

33 WEST 60th ST., NEW YORK CITY
 11-15 East Runyon St., NEWARK, N. J.
 1435 Bedford Ave., BROOKLYN, N. Y.
 900 North Franklin, PHILADELPHIA, PA.

FLIP FLOP FLUZZE

Watch the Pennies



Not a make-shift or a fool game. Player drops spins or shoots coin. Accurate record of payouts. 6-tumbler lock. Triple cigarette sales. LEGAL-CLEVER AMUSING! Sample \$2.95 50¢ by Dept. Bul. C. O. D. Personal Checks in Quotations

STAR MFG. & SALES CO.

3901-05 WAYNE KANSAS CITY, MO.

EARN \$75 TO \$100 WEEKLY PROFIT WITH ONLY 25

BINGO and CRISS-CROSS

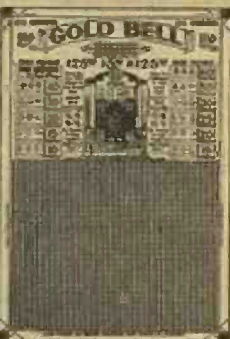
LEGAL EVERYWHERE! SAMPLE GAME \$17.50. Quantify Prices on Request

DROBBINS & CO.

1141-B DEKALB AVE. BROOKLYN, N.Y.

SYMBOL OF PERFECTION

Pioneer of the slot symbol market. First successful board ever made with symbol tickets, and has grown in popularity with the passing months. As nearly perfect as it is possible to make anything. Tickets in brilliant colors, absolutely fraud-proof. Consoles played back into board cut 2400-



hole size down by 1056 punches. Jackpot dumps 13 times, player winning from \$1 to \$12 or advance to Gold Award Rows with chance at two \$25 winners. We sell operators only. Weekly commitments invited. Write for full details.

SUPERIOR PRODUCTS

14 N. Peoria, St. Chicago, Illinois

BUY FROM THE LEADER

BIG TER. Free Play \$40.00	GLOBE TROTTER 5 7.50	PALM SPRINGS \$22.00
BOBS 0.00	GAY TIME 12.50	PEACH 22.50
BULLS EYE 0.50	GRAND SLAM 10.50	RAG TIME 22.50
BALLY VIEW 19.00	HANDICAP 22.50	REVIEW 22.50
CARGO 11.50	HI LO 19.50	RITZ 17.50
CARNIVAL 0.50	JUNO 19.50	REQUIRE 27.50
CADET 17.50	KLICK, Free Play 25.50	REGATTA 30.50
EASY STEPS 19.50	LIGHTNING 17.50	SWING 19.50
EXPOSITION 10.00	MARSH 7.50	SNAPS 19.50
SUREKA 23.50	MARVEL 10.50	ST. MORITZ 22.50
PIRETA 10.50	NACS 19.50	TRIPLE PLAY 24.50
FLEET 17.50	ODD BALL 38.50	TROPHY 34.50
	REPPY 24.50	WORLD'S FAIR 14.50

1/3 Deposit With Order. We Ship Inside C. O. D. P. O. S. BROOKLYN, N. J.

ACE DISTRIBUTORS, 1125 Broad St., Newark, N. J.

CONSOLES	PAYOUTS	COUNTER GAMES
1938 Skill Time \$69.50	Bealcraft \$95.00	Lucky Pack \$18.50
Track Odds 87.50	Grandstand 95.00	Smiley Road 18.50
Kentucky Glo 84.50	Sport Page 99.50	Tally 14.50
Reelhead Track Time 84.50	Western Derby Time 99.50	Cent-A-Game 12.50
Longchamps 40.50	Keeney Derby Champ. 47.50	Reel Wheel 5.00
Dark Horse 27.50	Mills 1-2-3 29.50	Engelhorn 21 6.00
Tartan 24.50	Across the Board 29.50	Swift Fun 4.50
Derby Day 24.50	Full Ground 29.50	Punchette 3.50
Palms & Diamonds 22.50	Absorban 27.50	
	Prizesman 12.50	

All in Excellent Condition. 1/3 Cash With Order, Balance C. O. D.
THE MARKEPP CO. 3323 Carnegie Ave., Cleveland, Ohio

Skill-Jump Now Widely Operated

CHICAGO, March 18.—Operators in 46 of the 48 States now have the Skill-Jump game on locations and running

without any interference, say officials of the Crocstchen Tool Co. here. This is testimony to the complete legality of the game and also that the trade has quickly taken to the machine, since its recent introduction, they state.

"Skill-Jump is really the game for the country at this time," declared Richard Crocstchen, head of the firm. "It is made as a counter machine, and then a de-luxe stand can be had which really makes it a console machine. It has enough player appeal to run without award cards at all, which makes it comply with any local conditions. It requires enough skill of steady nerves, correct timing and a sure hand to be adjudged a strictly skill game anywhere."

Crocstchen also states that the Mercury counter stimulator and the Skill-Jump are the two machines that are meeting the greatest demand. The Crocstchen counter machines are still a steady number that continues to sell month in and month out, he said.

He also stated that a new high-grade machine is in development which will offer a completely skill game that ought to prove very successful in all territories.

When Writing to Advertisers Mention The Billboard

Multi-Chute Tax Removed

Arkansas' new law replaces old one of tax on each chute

LITTLE ROCK, Ark., March 18.—An act to permit the operation of coin-operated amusement games, with the exception of slot machines, was signed by Governor Bailey here March 10.

Heretofore the State has collected \$5 for each chute on music machines, which has chagrined the operators, necessitating the closing of 10 and 25-cent chutes. Under the new act an annual tax of \$3 will be placed on coin-operated machines for each chute over three. Since music machines have only three chutes, there would naturally be only a \$3 tax on the machine.

The act stipulates that any slot machine, Roscoe, jackpot or others equipped with automatic money pay-off mechanism will not be legalized. Tax on various machines follows: Penny weighing scale, \$1; gum vender, \$1; U. S. stamp vender, \$2.50; cigar and cigaret vender, \$2.50; peanut vender, \$1; all other vendors for less than 5 cents, \$1; all others for 5 cents or over, \$2.50; devices less than 5 cents, \$1, and devices for 5 cents or over, \$2.50.

"Smoker the Best," Says Worker Liska

CHICAGO, March 18.—"I decided to go out into the factory and ask the best known coin machine family in the world about Smoker Bells," stated Grant Shay, Mills Novelty Co. "I was particularly interested in Smoker's mechanical make-up and knew the Liskas would surely supply the real lowdown."

"This family is famous all over the world for their uncanny knack of building coin machines. There are Joe, the father, and his two sons, Ed and Leo. Papa Liska was the first to speak, and here are a few of the gems of wisdom he dropped: 'I've worked at Mills for over 33 years and have built over 1,000,000 coin machines, and I say right here and now that Smoker Bell is the finest operating machine I ever put together. You can tell four operators Joe Liska says so.'"

Exhibit Releases Hit, 1939 Contacts

CHICAGO, March 18.—"Exhibit accepts the industry with 1939 Contacts—and we mean scooped," declared Leo Kelly, of Exhibits Supply Co. "You've never seen anything like the action of our new game. It's new and exciting."

"The balls fall into holes and automatically add the value of the hole and show the total on the beautiful back-

board. Then out pops the ball, so continue in play, falling into other holes to add further big values to the score. Of the ball may hit bumpers or roll over switches, piling up a big score all the way down the board. Really it has features that no game has ever before had.

"While all the play-compelling action on the board takes place, the backboard is also full of action. An airplane takes off the airplane carrier and with each hundred bump sails higher into the air, finally making a complete turn and landing back on the carrier ship.

"1939 Contacts has been built for long-profit life—because it will have an extremely long life with plenty of profit for the operator. It is available in the regular novelty model or in free-game model."

Philadelphia

PHILADELPHIA, March 18.—United Sales Co., headed by Jack Sheppard, with partners Sam Stern and William Hopkins, has recently started to distribute slotboards. They handle several different lines, including Walsh, Acme and Gardner boards. They also handle premiums and novelties.

Cy Glickman is working upon a new machine which he expects to reveal to operators shortly. Distributors and operators count on him to concoct some new dough-pulling machine.

Jack Sheppard is back in circulation after being laid up for several weeks with a severe attack of grippe.

Joe Liska, manager of the local Pioneer branch, reports that business on Majors is quite good. He expects Trio, Daval's newest game, to be just as successful as its Odd-Ball.

Congratulations are in order for Sam Lerner, who is hair-expecting.

Dave Rosen, well known to local operators, is now on the road for United Sales.

The Clair Post of the American Legion honored operator Max Bushwick with a special evening devoted to his praise. Max Bushwick might say most of the operators in attendance at the Legion meeting for the honor of their buddy.

The banquet Sunday marked the first time that a souvenir book was printed for an association affair, and it was quite successful, we hear. It was written by Ben Witt.

A local columnist wrote that Bing Crosby records took seven spots in all-popularity contest for the 25 most popular records of all time. Quite a good showing for Bing.

Coin machine operator Morris Sherman is banking a jiffy convention and dance to be held at convention hall on West Monday, April 10. He's getting the orchestra of Jimmy Lunceford and Erskine Hawkins for the dance and hopes to get plenty of attention and aid from his operator-friends.

THERE IS NO OTHER GAME LIKE PUNCH BALL

Never successfully imitated—because these eight features have never been copied. That's what puts PUNCH BALL in a class by itself! Operators who want the original—who want the most successful counter game of the day—are ordering PUNCH BALL!



- 1 **OVERSIZE STEEL BALLS**
Though more expensive, the larger size steel ball is more easily seen and assures smooth, quiet, positive operation of PUNCH BALL.
- 2 **SIX DISTINCTIVE COLORS**
The large number of colors makes possible a greater number of small winners which excites the player and makes for faster play.
- 3 **FULL VIEW OF UNPLAYED BALLS**
The player may see the unplayed balls. With a substantial award for last ball played, complete play of the game is assured.
- 4 **POSITIVE AGITATION OF UNPLAYED BALLS**
With each play a shuffling of the unplayed balls VISIBLE to the player takes place and each play brings to his view new balls including winning ones, which encourages play and gives action necessary to a successful game.
- 5 **POSITIVE TWO-WAY LOCK**
PUNCH BALL may not only be locked to prevent game play, but may be locked in a playing position so that while the game is being played, the attendant may take care of other customers.
- 6 **POSITIVELY CHEAT PROOF**
Anti-filing device positively prevents any manual shuffling of unplayed balls to obtain winning ones.
- 7 **NO GLASS SLIDES OR SIGNS TO CHANGE**
PUNCH BALL may be modified a multitude of ways and for any amount without making any change whatever in the game itself.
- 8 **NO ADVERTISING**
PUNCH BALL bears no evidence in the way of price tag play or the awards to be given, to indicate either the machine or the location where it is. This is particularly desirable in closed territories where any game advertising either its price or the awards to be given are forbidden. This is the reason PUNCH BALL operates in many territories where no other form of counter game is allowed.

\$19.95
1/3 cash
WITH ORDER
BALANCE C.O.D.

NORWOOD MANUFACTURING CO.
1725 West North Ave., Chicago, Illinois



SALESBOARD OPERATORS!

GET ACQUAINTED WITH ACME!

25 YEARS EXPERIENCE

MANUFACTURING BOARDS

OUR SLOT SYMBOLS

GET ALL THE PLAY

ILLUSTRATED IS 2400-HOLE LIBERTY BELL

Takes \$120.00. Av. Profit \$44.32.

Write for 4-Color Circular of New Boards

ACME F. & M. CO., 1324 W. MONROE ST., CHICAGO, ILL.



KITTY KELLY AND KAY O'BRIEN admire the Southern accent of Sam's Gentleman, Dixie Coin Machine Co., New Orleans, as he looks over NUB's new Smoker Bell.



OVER 100 STYLES

TO SELECT FROM.

THE ORIGINAL RED-WHITE & BLUE

THE LEADER OF ALL JAR DEALS.

50 WINNERS. Each \$1.00
1500 Tickets. (In Doz. Lot) \$1.00

Takes In . . . \$92.50
Pays Out . . . 72.00

Profit . . . \$20.50
Write Us for Full Particulars on Our Complete Line of Jar Deals. ALSO SEND FOR CATALOG.

WIS. DE LUXE CORP.

1300-12 North 3rd Street, Milwaukee, Wis.

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS

TODAY'S
GREATEST
5-BALL NOVELTY
OR FREE-PLAY
GAME

1939 CONTACT

POSITIVELY
SENSATIONAL

EXHIBIT SUPPLY CO., 4222 W. LAKE ST.
CHICAGO, ILLINOIS

EARNS \$10 to \$20
A DAY!

Genco's

PUNCH-A-BALL

WORTH \$18.50
TWICE

F. O. B. Factory

Immediate Delivery!

THE VENDING MACHINE CO.

205-15 Franklin St.
Fayetteville, N. C.



Just A Few More Left — Rush Your Orders Today.

- LUCKY PACKS (USED 2 WEEKS)..... \$11.00
- SMOKE REELS (USED 2 WEEKS)..... 11.00
- DAVAL TALLY (WITH RESERVE)..... 10.00
- BALLY RESERVE (\$24.75 MODEL)..... 12.50

1/3 Deposit in Cash, Money-Order or Cashier's Check Must Accompany Orders.
State Method of Shipment Preferred.

MORRIS NOVELTY COMPANY, INC., (Phone: Franklin 0757)
4505 MANCHESTER AVE.,
ST. LOUIS, MO.

Exceptional Values for Quick Clearance

- | | | |
|---------------------------------|-------------------------|-------------------------|
| Keeney's Free Game..... \$38.00 | Review..... \$20.00 | RIE..... \$20.00 |
| Ston & Co. (Free Play) 48.00 | Palm Springs..... 20.00 | Wurlitzer Phonograph |
| Resonite..... 37.00 | Splash..... 20.00 | Model 410..... \$100.00 |
| Cole's Ball Reserve..... 37.00 | Fleet..... 17.00 | Model 412..... 85.00 |
| Seaplane..... 28.00 | | Model P-12..... 40.00 |

EXPORT.
We Specialize in Export.
Prices include C.R.T.

ALSO ALL NEW GAMES FOR IMMEDIATE DELIVERY.
1/3 Deposit, Balance C. O. D.

LEON TAKSEN, 2134 Amsterdam Ave., N. Y. C. Cable Address "LATANE"

EASTERN FLASHES

Last-Minute Flashes

Sylvia Schulman, of George Ponsler's New York office, is sporting a new sparkling rock. It's the engagement gift of Barney Diddkoff. Wedding bells will be ringing soon, we hear. . . . Giorgio Goldstein, arcade impresario of Rockaway and Long Beach, made the rounds of coin machine jobbers seeking equipment for the coming season. He expects World's Fair crowds to boost play considerably at his spots. . . . Irv Sommer (Modern Miami office) letters that he will be back in town in time for the opening of the New York World's Fair. Bet he'll be glad to see the bright lights of Broadway again. . . . Newark opel association, headed by Dick Steinberg, surprised the trade with a swell advertising idea which broke in the Newark papers this past week.

Fitz Busy With Spottem

Demand for Bally's new Spottem is reported to be keeping Jack Fitzgibbons on the jump these days. He reports that ops are going for this machine so strong that he is being hard pressed to supply the demand. "It's one game that really has what it takes to click," Fitz maintains.

Robbins' Latest

Dave Robbins is reported to have caused quite a stir amongst merchandise and service machine ops with a new scale and vender combo. Beautifully executed and based on a sound merchandising principle, looks like Dave really has something, it is said. . . . Incidentally, Robbins already has sold Groetchen's Skill Jump game to the seven sportlands of Schork & Schaffer, as well as the 14th Street Crystal Palace Arcade.

Modern Tosses Party

A big party to introduce the Model 600 Wurlitzer with the piano keyboard was to be tossed Monday, Tuesday and Wednesday (March 20, 21 and 22) at the Modern Vending Co. offices. Dates were originally set for March 22, 23 and 24 but had to be moved up due to unforeseen circumstances. Nat Cohn reported that he expected a 100 per cent turnout of all the ops in this territory and that he was all set to give them a party they'll never forget. In addition to prominent local coinmen, Cohn expected to entertain many of the executives from the Wurlitzer company. "The beautiful job done on the Model 600 should

be a big help to many ops in enjoying the Bermuda cruise." Nat stated.

Calcutt's Unique Test

Joe Calcutt, of Vending Machine Co., Fayetteville, N. C., reports some unusual results from the test he recommended to phone ops interested in his new Calcutt's phone needle. A common pen and a fountain pen are the only requirements for the test. It certainly puts new light on needle points. Further info can be had from Joe.

Around the Town

There's a big party in the offing for Ida (Pearly) Pearlman. Budin's staff is throwing it as a send-off for Pearl before she takes the fatal step March 25. . . . Bill Alberg, of Brooklyn Amuse, is reported to be feeling better these days now that the milk diet he's been on has begun to take effect. . . . They're still talking about the beauty of Joe Fishman's 15-year-old daughter, Ethel, who was the center of so many eyes at the Diamond Horseshoe affair. . . . Harry Kram, one of the largest bulk vender ops in the East (Sunflower Vending Machine Corp.), is dressing up his headquarters and will soon be ready with some real news for all vender ops.

Ponsler's Array

George Ponsler reports that never in the history of his firm has he known it to have so many topnotch games to offer their customers as they have had this past month. "With Daval, Chicago Coin, Exhibit all turning games out of topnotch quality, we're really going to town," Ponsler stated. He also reported that deliveries of games are being rushed from Chi factories in carload lots.

Coinmen Return

Dave Stern, Tom Burke, Harry and Sam Wichansky (National Vending Co., Elizabeth, N. J.) spent a week in Havana after leaving Miami, Fla., and arrived last Saturday eve just in time to greet the snow and sleet storm. . . . Leo Fox, of Hub Automatic Sales Co., Boston, spent a few days in town buswrecking a new console stand for the Model 51 Wurlitzer that is one of the prettiest jobs seen here, it is said. Number is made of automobile steel, trimmed in red, black and chrome, Duco finished and priced low. . . . We understand preparations for some elaborate brochures are under way by leading manufacturers to help ops get new locations.

Natural a Hit, Says Lane

"Simple and sweet" is the way Bert Lane, Seaboard Sales head, describes the latest Genco game, Natural. "Natural is one of those once-in-a-lifetime ideas," Lane says. "Ops are buying them in quantities because the game has proved



A DINNER WAS TENDERED NEW YORK'S prominent dignitaries and jobbers by George Ponsler upon arrival of Al S. Douglas, Daval Mfg. Co. president, with firm's new game, Trio. Left to right: William Alberg, Bill Gersh, Harry Fabricant, Murray Winer, Al Liberman, Milt Sofer, Ben Becker, Irv North, Al S. Douglas, George Ponsler, Joe Ash, Jack Mintek, Walter Harrison, Dave Robbins, Irving Mitchell, Irv Orenstein and Fred Law. On the inside of the table are, left to right, Otterley Aronson, Henry Cooper, Louis Goldberg, Jack Kay, Harry Pearl, Bert Lane and Hymie Rosenberg. Not in the picture but present were Leon Taksen, Mike Munnex, Max Munnex, Hymie Budin, Dave Stern and Bill Ehrenberg.

200 MILLS VEST POCKET BELLS
 Latest Improved Model Ready for Delivery
 AT \$49.50 EACH

We will make liberal allowance for any used counter game delivered to us in good condition in trade for Vest Pockets, Dazing machine or machine.

50 Nickel-Play Mills Future Pay 25¢ with 10¢ Coins, 2¢ Jackpot, at \$74.50 each. Write or wire for prices in lot of 10 or more. These are the new

AUTOMATIC PAYOVS		CONSOLES	
1 GOTTILIE DAILY RAGE	\$10.00	1 MILLS FLASHERS, Fruit Symbols	\$7.50
1 MILLS 1-2-3, Original Model	24.50	4 MILLS FLASHERS, Horse Symbols	37.50
1 MILLS 1-2-3, Late Model	75.00	1 JENNINGS LIBERTY BELL, Flat	30.00
1 PINK BEAK	7.50	1 JENNINGS LIBERTY BELL, Slant	37.50
2 TURF CHAMPS	15.00	5 GALLOPING DOMINOS, Black Cab.	49.50
1 QUINELLA, 3 Coin Head	64.50	3 KEENEY TRACK TIMES, 1938	125.00
1 ROCK-OLA 3 UP P. S.	30.50	1 EVANS ROLLETT, 3 Slots	55.00
1 JENNINGS FLOCKER	17.50	1 PAGES RACES, Light Cab., Cash	125.00
1 STONER'S CHAMPS	50.00	1 PAGES RACES, Black Cab., Check	75.00
1 BALLY THISTLEDOWN	50.00	2 PAGES RACES, Black Cab., Cash	100.00
1 BALLY JUMBOS	5.50	1 CHUCK-A-LETTE, Single Slot	20.00
1 BIG RICHARD	7.50	1 EVANS BANG TAIL, Cash	49.50
NOVELTY GAMES		1 PAGES RACES, Bc, Check Sec.	148.00
1 STONER ZETA	\$20.00	1 PAGES RACES, Cash Pay	100.00
1 BOTTLED REGISTER	17.50	1 AFRICAN ORLEANS, P. S.	99.50
1 EXHIBIT REQUESTS P. S.	35.00	1 CHUCK-A-LETTE, Single Slot	20.00
3 PALM SPRINGS	23.00	1 EVANS BANG TAIL, Cash	49.50
3 TROPHYE	35.00	2 PAGES RACES, Bc, Check Sec.	148.00
1 BALLY BULL-EYE	15.00	1 PAGES RACES, Cash Pay	100.00
1 PARAMOUNT Model	25.00	1 AFRICAN ORLEANS, P. S.	99.50
1 BALLY AIRWAY	17.50	1 CHUCK-A-LETTE, Single Slot	20.00
1 BALLY BEVERLY	22.50	1 EVANS BANG TAIL, Cash	49.50
1 EXHIBIT BASKET BALL	10.00	1 PAGES RACES, Bc, Check Sec.	148.00
1 BALLY BOOSTER	8.00	1 PAGES RACES, Cash Pay	100.00
1 STONER RACES	10.00	1 AFRICAN ORLEANS, P. S.	99.50
1 BALLY EUREKA	35.50	1 CHUCK-A-LETTE, Single Slot	20.00
1 WESTERN BASEBALL, with No. 10	75.00	1 EVANS BANG TAIL, Cash	49.50
2 MILLS FLIP SKILLS	22.50	1 PAGES RACES, Bc, Check Sec.	148.00
1 WURLITZER SOWLING ALLEY	25.00	1 PAGES RACES, Cash Pay	100.00
1 U-POP-IT, Pop-Corn Mach., used	50.00	1 AFRICAN ORLEANS, P. S.	99.50
1 EXHIBIT WAGON	50.00	1 CHUCK-A-LETTE, Single Slot	20.00
1 HOLLYWOOD HIFLE GAME	30.00	1 EVANS BANG TAIL, Cash	49.50
COUNTER GAMES		1 PAGES RACES, Bc, Check Sec.	148.00
5 MILLS VEST POCKETS 2-U.	\$42.50	1 PAGES RACES, Cash Pay	100.00
15 YALLY	12.50	1 AFRICAN ORLEANS, P. S.	99.50
125 U. T. TARGETS, Model P.	15.00	1 CHUCK-A-LETTE, Single Slot	20.00
1 JENNINGS GRAND STAND	18.00	1 EVANS BANG TAIL, Cash	49.50
1 GOTTILIE SINGLE GRIP	5.50	1 PAGES RACES, Bc, Check Sec.	148.00
1 TESTER	12.50	1 PAGES RACES, Cash Pay	100.00
1 LUCKY PACK	12.50	1 AFRICAN ORLEANS, P. S.	99.50
1 EVANS VEST POCKET GALLOP-	18.50	1 CHUCK-A-LETTE, Single Slot	20.00
1 ROCK-OLA Card Machine	15.00	1 EVANS BANG TAIL, Cash	49.50
1 WESTERN Cigarette Disp. Machine	5.50	1 PAGES RACES, Bc, Check Sec.	148.00
1 MILLS TICKETTE	5.50	1 PAGES RACES, Cash Pay	100.00

The above machines are offered subject to prior sale. All orders must be accompanied by 1/3 deposit in the form of P. O. Express or Telegraph money order. These prices are effective March 25, 1939. Write and ask us to put you on our mailing list.

Special! We can furnish you with Evans Dominos, Keene's Track Times, SAND Time, Pastime, etc. 1-2-3 with remote control and other leading manufacturers' games that are now available. Write us for particulars and prices.

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to be a sure-fire hit with players who are kicked about the increasing complexity of pin games. It is the simplicity and direct appeal of Natural that is bringing in the money on location and boosting sales of this sensational game very high."

Coinshots
 Milton Berle, who emceed the show at New York State the past week, made one remark in his routine to the effect, "What do I care about future vaudeville engagements—I've got a pinball game out." All of which proves how little Milton knows about pinball games.

Among the city's leading mechanical minds chink up Irv Mitchell, of D. Robbins & Co. Another leading light in the mechanical division here is Marty Rosen, of George Panser, NYC. Rosen's work has been the subject of much comment.

Teddy Sidel (former boxer turned op) was visiting with his daughter, Gail, "who," Ted claims, "is the swell result of the coinbit." Sam Wohlman has just become the proud daddy of a girl. He was around passing out cigars to the boys.

Multicope Execs Busy
 Two of the town's busiest execs are Earl Winters and Al Blendon, of International Multicope Real, who are hard at work on the firm's many plans for the World's Fair. With the opening day drawing nearer, the boys are ginning around in circles.

Bill Rabkin, Multicope proxy, will soon surprise the trade with some beautiful card cards, which will appear in the B. M. T. subway trains, telling the public to patronize the Photomatix at the World's Fair. This is one of the few instances where a manufacturer will go direct to the public to encourage action on their equipment.

Big Party Ahead
 There will be a big party at the Hotel New Yorker, with Al S. Douglas, of Doral City, Co., guest of honor. All distributors and jobbers will be present. Al will bring along a new game which advances information terms "the most sensational" the industry has ever had."

The Planning Board of Newark (Charley Pol-

gear, Harry Pearl, Irv Ornstein and Jack Kay) are eagerly awaiting the warm weather to get out in their boat to try their luck. . . . Those counter-model phones are still the hottest sales item in the phono industry as far as this territory is concerned.

Munves Features Askar
 Mike Munves is featuring the Astro-scope fortune telling machine and has many of the boys in town enthused about its possibilities. The counter-model Askar is coming in for plenty of attention. Many claim that this may be "just the thing for the fair crowds."

Asbury Park Notes
 Richard B. Brown, veteran amusement man in the Jersey shore area, has been named sales manager of the novelties department of Paramount Amusement Co. James Conover is proxy. . . . Spots



PRESIDENT CARL TRIPPE of the Ideal Novelty Co., St. Louis, opens his new Rock-Ola display room for operators in Southern Illinois and Missouri. Left to right, George Ogilvy, National Amusement Co., St. Louis; Carl F. Trippel, Dick Westbrook, Westbrook Novelty, Duke Steiner, manager of Ideal, Selma Clithero, Ideal Sales Co., E. F. Webb, Rock-Ola vice-president, and Vesta Wray, stenographer at Ideal.

along the boardwalk are getting ready for the summer. A. B. Wright, manager of the J. & A. Amusement Co., recently made a swing thru the territory. . . . Bus White, with the King Amusement Co., will be back on the job soon. He suffered a slight injury recently. . . . Wesley Amusement Co., of which Ray Bromley is director, will soon get plans for summer under way. . . . Louis Costa and misau recently returned from week-end in New York.

Hart's New One Clicks
 Frank Hart (Eastern, Newark) is doing a great big with leading out-of-town merchandise machine ops. Frank introduced the New Deal Trade Stimulator last week and received many calls for this coinless counter game, he reports.

Music Notes
 Over at Major Amusement Co., Newark, Archie Kass conducts a "Killich of Musical Knowledge" every Friday and Saturday morning when the new record releases arrive. . . . Many ops from New York City and Newark were expected to be present at the Philly ops gathering at Benny the Bum's cabaret this past Sunday eve. . . . Newark's music ops plan a real affair in May or early June at either the Berkeley Cartaret in Asbury Park or the famed Colony Surf Club, which will give the boys the ocean breeze.

Backs Praised
 Earl C. Backs (National Novelty, Merrick, L. I.) has won much praise for his well reconditioned games. One of the reasons is the way cabinets are repainted and refinished by an experienced cabinet maker in his employ. . . . Dave Buckman, of Auto Machines, London, writes in to state that conditions have somewhat slowed up due to the general war scare predominant abroad.

New Taxes Bite Into Public Dollar

CHICAGO, March 18.—New taxes and licenses now being considered by 43 State Legislatures threaten to nibble a bigger share of the consumers' dollars, according to a recent survey.

Legislatures in session since the beginning of the year already have before them 403 new tax and license proposals and 79 tax increases, the National Consumers' Tax Commission reported. The proposals range from a tax of 1/2-cent a cigaret in Washington to a levy on bachelors in Georgia.

"This total will be increased greatly in March, traditionally the heaviest month for introduction of tax legislation," said Mrs. Kenneth O. Frazer, president of the NCTC, a women's tax education organization, of which 3,700 local units have sprung up since last September. "All indications," she said, "now point to this year as reaching a new high in tax proposals that penalize the consumer."

SKILL JUMP
 absolutely legal



Skill Jump is the Game of the Hour
 Wherever you are—open or closed territory—Skill Jump is the most brilliant Novelty Game which you can operate.

You have no work in installing playing action for yourself to appreciate why customers stand in line to play it, yet these very features make Skill Jump so completely legal that you can submit it to a court test anywhere.

Skill Jump has a number of inclined surfaces down which balls must roll before they can land in scoring pockets. Player has complete control over the movement of the ball by increasing or decreasing the amount of "tilt" of these surfaces.

Full protection against "sharpshooters." Penny or Nickel play, Console or Counter Model.

Skill Jump is your best bet to open your territory. It combines great playing power with legality.

See Skill Jump at your nearest dealer or rush your order to

GROETCHEN TOOL COMPANY
 130 NORTH UNION STREET
 CHICAGO, U. S. A.

WATCH YOUR PROFITS "ROLL" IN

As long as men play cards and bet horses these record smashing games will hold their player appeal!

BETTER THAN 20% GOING TO THE "HOUSE"

on each of these Bill Frey "Profit Rollers"

PROFITS LIMITED ONLY BY LIMIT GIVEN PLAYER

Here are five proven money makers. Test machines have been on location for 5 years and are still going strong. We now offer them in modern, flashy designs—colorful . . . stream-lined, with free wheeling sealed mechanism . . . quality built . . . trimmed in chromium . . . rich in appearance . . . the last word in player appeal. Be the first in your territory to get the best locations!

Ideal For Closed Territory — Not Coin Operated

TWIN-ROLL \$37.50

AVAILABLE IN THREE LAYOUT COMBINATIONS
 COLOR-ROLL COLOR-ROLL
 JITTER-ROLL CHUCK-A-ROLL
 JITTER-ROLL CHUCK-A-ROLL 12" x 24"



TWIN-ROLL features two separate mechanisms



NUMBER-ROLL
 12" x 18" \$27.50
 AVAILABLE IN THIS SIZE ONLY

JITTER-ROLL



COLOR-ROLL



CHUCK-A-ROLL



12" x 12" each \$17.50
 12" x 18" each \$27.50
 ALL GAMES 2" HIGH

SELLS ON SIGHT - EASY TO OPERATE
JOBBER, DISTRIBUTORS -- WRITE -- WIRE -- PHONE

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Makes the

DIMES ROLL IN

Sensational Horoscope Reading Machine with Fighting Front makes EVERY LOCATION a COLD MINE for LEGAL PROFITS. 7 ft. tall, yet base is only 1' x 2'. Operates on AC or DC. 10c per reading and each reading different. OPERATORS EVERYWHERE say this Machine is BEST EVER BUILT for BIG, CONSISTENT Year in and Year out STEADY PROFITS. Locations go for it. Be first in your locality. Order your "ASTRO-SCOPE" today. SEE THE DIMES ROLL IN. Write or wire for details.



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4311 No. Lincoln Ave. CHICAGO

1 Jeannette	534.00
1 Jeannette (with Payout)	60.00
1 1937 Truck Tires	79.00 Ea.
1 1937 Truck Tires (1939)	79.00 Ea.
2 Fleetwood	37.00 Ea.
2 Smith's Flashers (Mills' Separators)	37.50 Ea.
2 Mills 1-2-3's	34.00 Ea.
2 Prada's	15.00 Ea.
2 Arlington	21.00 Ea.
3 Fairgrounds	30.00 Ea.
4 All Star	59.50
1 612 Wurlitzer Phonograph	99.00 Ea.
1 612 Wurlitzer Phonograph	44.50 Ea.
1 P-12 Wurlitzer Phonograph	24.50
1 Model "A" Security Phonograph	42.50
1 Model "B" Security Phonograph	42.50
1 Columbia Coquette (G. A.)	42.00 Ea.
1 Model Blue Front, Gc	24.00 Ea.
1 Para Opera Blue Front, Gc	31.00 Ea.
1 Model Blue Front, Gc	21.00
1 Mills G. T. Gc	37.00

All Machines First-Class Condition.
 Terms: 4/3 Certified Deposit, Bal. C. O. D.
MACK F. PHILLIPS
 Garret, Ohio.

Seattle

SEATTLE, March 18.—Seeking new State revenues, the Washington Legislature proposed a new licensing tax on pinball games and similar devices. Of \$11,000,000 in new money for the tax bodies, \$1,000,000 is to come from the take of such machines through the State.

H. L. Weatherwax has a number of new machines in Ben Paris' recreation parlors, amusement place on Westlake avenue. Weatherwax has recently placed therein such devices as Bounty, Mutiny, Regatta, Klick, Bally Supreme and other games for the host of players.

Pinball Horoscopes are becoming more and more the source of revenue for the State of Washington, at Olympia, Wash., for instance, in Thurston County, the county auditor reported 1937 receipts from this source of \$1,000, while in 1938 pinball licenses yielded to the county \$2,000.

"A parked car never killed anyone" is the slogan adopted by City Councilman William L. Norton, of Seattle, in leading a new fight for adopting of parking meters to park cars and curb casualties while regulating traffic at the curb.

Many clubs, as well as business men and associations, of Seattle are urging adoption of the parking-meter plan in Seattle, which looks enviously upon its neighbor, Portland, which added parking meters and took in \$135,578.25 from March, 1938, to last January.

Barbers have as much right to have pinball games in Seattle as do restaurateurs, it was decided by King County authorities in this city when dispute arose. It was contended by a restaurant operator that a barber at the air field had put in pinball devices and had crowds of patrons in the barber shop spending money on the games "when properly this item of business should belong to him." The restaurateur requested the county commissioners to oust the pinball games from the barber

shop. The airport manager could find nothing in the lease of the restaurant man to prohibit any other concessioner at the airport from having pinball machines similar to that of the restaurateur.

A record record business is being rung up in Seattle, where hits of the day are in new demand, and record dealers are experiencing a brisk demand for discs.

Natchez, Miss.

NATCHEZ, Miss., March 18.—Continued influx of visitors for the eighth annual Pilgrimage Garden Club's pilgrimage, together with new industries here, is adding matches operators, 1000 spots at present are Pilgrimage headquarters. Eula and Natchez hotels, where Seraphine Novelty Co. has machines. Other new locations include Kit Kat Cafe and Golden Anchor night club, where new Rock-Old De Luxe phonographs have been installed.

John W. Bertucci, prominent gulf coast operator and distributor of machines visited several days with local operators Sam McCabe and Sam Serio.

Mrs. Rose Teakel, proprietress of Tops Grill, one of Natchez' leading restaurants, reports that several records of *It Makes No Difference Now* have been worn out due to the excessive play given this number. Other operators' specialties include *When the Saints Come Marching In*, by Louis Armstrong, *I Promise You*, by Kay Kyser, *Penny Serenade*, by Guy Lombardo, *Deep Purple*, *Hold Tight*, *My Heart Belongs to Daddy*, *This Night, The Masquerade Is Over*, *I Got Along Very Well*, *Little Sir Echo*, *I Cried for You*, *There's a Hole in the Ole Oaken Bucket* and *Begin! the Beguine*.

John E. Long, manager of Burton's Hot Shop, reports that his best paying record is Louis Armstrong's *When the Saints Come Marching In*. *The Umbrella Man* is second.

Mills Smoker

1c to 5c
 play
 \$57.50



Keystone Novelty & Mfg. Co.
 25th & Washington Sts., Philadelphia, Pa.

Jackpot Bell!

KNIFE BOARD

A Knife With Every Punch
 There Are No Losers

Complete 12-Hole Knife Card and 12 Jack Knives. Punches cost from 1c to 30c. Brings operator \$4.00. Wt. 2 Lbs. Postage extra.
 Deal... \$2.00
 5 Deal, \$ 2.25
 10 Deal, \$7.50



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MILLS BLUE FRONT — CHERRY BELL
 Serials 335,000 and 340,000
 ALL SINGLE JACKPOTS
PALMANTIER-KING SALES CO.
 1107 W. Taylor St., Canton, Ohio

ATLAS VALUE PARADE PHONOGRAPH CLEARANCE SALE

THIS WEEK'S SPECIAL !!
ROCK-OLA WINDSOR \$149.50
1938 Model—20 Records

Wurlitzer 24 (1938 Model—24 Records)	\$149.50	Seeburg Model M	\$97.50
Wurlitzer 312	107.50	Rock-Ola Regular No. 2	47.50
Wurlitzer P12	47.50	Rock-Ola Imperial 20	99.50
Wurlitzer 312	69.50	Watts Dance Master	27.50
Seeburg Model A	47.50	Watts De Luxe Dance Master	29.50
Seeburg Model B	52.50	Watts Swing King	24.50
Seeburg Model C	52.50	Watts De Re Bell	44.50

TERMS: 1/3 Deposit, Balance C. O. D.
Our New Prize Bulletin, Listing Complete Line New and Reconditioned Paraphernalia—Stovey Games—Counter Games—Slots and Phonographs Just Off the Press—Write for Your Copy.

ATLAS NOVELTY CO.
2200 N. Western Ave., CHICAGO, ILL. (Main Office)

1801 5th Ave., PITTSBURGH.
Associate Office: Atlas Amusement Music Co., 3151 Grand River Ave., Detroit, Mich.

AMERICA'S LARGEST DISTRIBUTORS

Op Tells Views On Newspaper's Pin Game Policy

It has been difficult for the small operator to speak his piece or to get a hearing. In many cases the small operator has become too "hungry for business" and has stirred up trouble for all by being too greedy. But among the small operators there are also some of the finest and most ethical members of the trade.

The following "voice of the small operator" appeared in the "Letters to the Editor" column of *The Newark (N. J.) Evening News* March 4, 1939. It is said to have caused the newspaper to reconsider its editorial attitude toward pin-ball games:

Bagatelle

"To the Editor: I read with great interest the article in *The Evening News* of February 20 with reference to bagatelle games.

"I am a small operator having 25 games, most of which are located in Essex County. I feel that your linking the bagatelle game to the slot machine is most unfair. The fact is that bagatelle games are played and have always been played for the pleasure gotten from the very playing of the game. Before prizes were ruled out they did constitute an additional inducement to play, but this was never more than secondary at best, and the big play came from those people who could not afford

expensive forms of amusement but who could spend a few hours or even a whole evening enjoying themselves with others at bagatelle and spending but a few cents for the whole evening's fun! It is not at all out of line to call bagatelle 'the poor man's golf game.'

"As far as I know and have been able to observe, there are no racketeers or former racketeers in the pin-game business. As a matter of fact, the bagatelle game, by providing a legitimate form of amusement, has helped drive out the illegal slot machine, and, in the case of New York City, the worst enemy of the pin game operator was the crowd made up of the old slot machine operators whose illegal business was hurt by the legal amusement afforded by pin games. The operators of the bagatelle games, at least in this part of the State, are all small men, every one of whom works on the job and by hard work manage to make a living. There is no big money in the business, but if a person is willing to work hard he can make a decent living out of it. I know this from my own position and from my contacts with other operators. The work is not easy and calls for not only mental effort but plenty of hard physical work in moving machines, collecting and all the other work that goes with the business. I feel that I earn every bit of the relatively small income I make and you can understand, in view of this, why I seriously object to being classed with slot machine racketeers, who made huge sums of money with little or no work.

"It may be that there are some men in the business who are not a credit to it. These are few in number, and the decent men in the business want them driven out as much as anybody else.

"HAROLD ILLION, Newark."



AL S. DOUGLIS, president of Doral Mfg. Co. (left), smiles at enthusiastic reception given firm's new novelty game, Tric, at luncheon showing at Hotel New York's banquet. Prominent New York distributors and jobbers surround the game.

The Sweetheart of Every Operator Free Play Chubbie



Free Play Chubbie has won the hearts of operators everywhere — they like the fascinating play appeal — the handsome earnings — the trouble-free operation — and to prove their affection they're ordering and re-ordering Free Play Chubbie — Certainly proof of a successful game. Better see Free Play Chubbie at your distributor today.

Free Play Chubbie
fully metered
\$8450

Regular Chubbie
fully metered
\$7450

Stoner Corp. AURORA, ILL.

BUY PERFECTLY RECONDITIONED MACHINES

GENCO TRIPLE PLAY	\$22.50	HANDICAP	\$17.50	SWING	\$30.00
ODD BALL	\$4.00	PALM SPRINGS	\$7.50	SNAPPY	9.00

1/3 Dep., Bal. C.O.D. Write for Complete List of Used and New Games at Lowest Prices.
176 E. Portland Ave. BROOKLYN, N. Y.
Tel: Wmwa 8-7025

BUDIN'S SPECIALTIES, Inc.

BUY WITH CONFIDENCE!

COMPLETELY RECONDITIONED AND READY FOR IMMEDIATE DELIVERY!

Floor	\$12.50	Hit Number (P. P.)	\$17.50	Triple Play (P. P.)	\$24.50
Handicap	15.00	Slash	13.50	Suzette	10.50
Spinner	22.50	Palm Springs	21.00	Swing	8.50
Globe Trotter	8.50	Jungle	10.00	Swampy	9.50
Poppy	22.50	Regatta	32.00	Duke Eye	7.50
Speaker	12.50	Jitterbug	21.00	Lightning	24.50
Register Deluxe	10.00	Regatta (P. P.)	27.50		

Cable Address: "HEIMEX" 1/3 Deposit, Balance C. O. D. P. O. Box 8, Newark, N. J.

HERCULES MACH. EXCH. INC., 1175 Broad St., Newark, N. J.

WESTERN'S QUALIFIED \$74.50

1 or 5 Ball Free Play.
Regular List Price, \$139.50.
Brand New—in Original Cases.

CHUBBIE, \$50.00. We have some marvelous bargains in Slot Machines. Good for prices.
CENTRAL DISTRIBUTING CO. 101-105 W. Linwood Blvd., KANSAS CITY, MO.

**OPERATORS CARDED COUPON GAMES
A DIFFERENT GAME FOR EVERY TYPE OF BUSINESS
BEST SELLERS --- SMALL SIZE --- QUICK TURNOVER
SEND FOR COMPLETE CATALOG TODAY.
MIDWEST MERCHANDISE COMPANY 10TH & BROADWAY
KANSAS CITY, MO.**

SETTING A NEW TREND



Wherever you go you will find COLUMBIA Cigarette Bell operating without interruption.

The concealed payout idea, originated by Groetchen, has helped hundreds of operators to get started again in their territory.

Here are some reasons why smart operators are buying more COLUMBIA CIGARETTE BELLS than any other make:

ONLY COLUMBIA is a full-height Bell with a full-range payout of 3-0-5-12-15-21 and Goldward Jackpot.

ONLY COLUMBIA can be operated with pennies, nickels, dimes and quarters, dispensing all three.

ONLY COLUMBIA can be changed from Cigarettes to Fruit Juices, paying out on the Mystery Combination.

YOU GET MORE FOR YOUR MONEY WHEN YOU BUY COLUMBIA. It's got the okay of operators from Coast to Coast.

GROETCHEN TOOL CO.
130 N. UNION CHICAGO

Export Managers Discuss S. America

NEW YORK, March 18.—About 850 delegates from all parts of the country attended the 19th annual meeting of the Export Managers' Club of New York, Inc., at the Hotel Pennsylvania.

Discussions related to the possibilities of trade with Latin America, and especially how to take advantage of the recent trade agreements with Brazil. Exporters must help to develop markets for Brazilian products in the United States, they said.

Speakers also emphasized the fact that more advertising is needed to boost export trade.

San Francisco

SAN FRANCISCO, March 18.—The games business fell off slightly this past week in San Francisco, with phonographs, candy and nut machines gaining the edge. Exports have been very slim.

Helms Grusenmeyer, of Advance Automatic, points out Exhibit's Speedies and Stoner's Chubbies as his best games of the week. Golden Gate Novelty secures the Speedy nomination. Wolf Sales and the Jack R. Moore office are still backing Spottum by Bally.

Helms Grusenmeyer, refreshed from a successful vacation and business trip in the Southwest, is again holding down the manager's chair at the Advance Automatic office. Owner Lou Wolcher bought a new red La Salle and slipped out of town with no waves of farewell. He plans on seeing for himself what Grusenmeyer so vividly described.

Ann Mandel is overlord on her Detroit portables for the next month, she admits. Long-distance phone calls are coming in from all parts of the State attempting to get on her waiting list. Next to her radio lamps they are proving her best salesboard number this week.

Dick Tyrrell, of Vending Machine Headquarters fame, broadened his line of wares this week by adding Vi-Ped-Ex machines, a product of General Electric and the Vi-Ped-Ex Corp. This proves to be a coin-operated foot oscillator which has been plugged by most of the country's largest department stores. You can't ask for much more than that in any machine. As factory distributor Tyrrell has met with unusual success, according to the figures he quotes on this week's sales. Operators are placing them in all the beauty parlors where the dimes show that they are hot numbers.

Eddie Fey still looks like the whirling dervish as he goes from his wholesale house on Mission street to his penny arcade at the Beach and then to his Sportland next to the Cliff House. Visitors who come to the fair have sent his takes at the last two amusement centers soaring, he says.

Wolf Rehwitz has at last caught up on orders in the manufacturing of his new cabinets. Production had to be tripled to meet the demand. Stanley Harris has been placed on the road in charge of this department.



★ Smoker Jackpot Bell—\$57.50.

A complete automatic Jackpot Bell with a side door payout, 1c or 5c play. Mills Novelty Co., 4100 Fullerton Ave., Chicago, Ill.

RECONDITIONED NOVELTY GAMES

Army	\$14.50	Bally Shooter	\$10.50
Auto Derby	6.50	Exhibit Hi-Ball	45.50
Base & Record	14.50	Speed	10.00
Bully Baseball	38.50	Miniature Pool	
Base Ball	25.00	Table (E.S.)	20.50
Base HI	16.50	Tree Hit	5.00
Exhibit Baseball	14.50	Mercury	5.00
Chicago Eggs	8.50	War Admiral	9.50
Base	14.50	Silver Flash	10.00
Spring	32.50	Miss America	18.50
7 Ball Score	5.00	Ball Fan	5.00
Spring	5.00	Daytona	8.00
Spring	17.50	Marvel	22.50
Little Soft Ball	37.50	Tourneament	7.00
Little Soft	12.50	Track Meet	10.00
Dart	7.00	Shower	10.00
Game	18.50	Game Football	10.00
Forward March	9.00	Rose Bowl	10.00
Hi Top	9.50	Lightning	33.50
Hi Rocket	20.00	Smiley	17.50
Top Queen	20.50	Zephyr	17.50
Country Island	17.50	Hot Springs	8.50
Rocket	6.50	Winard	4.50
Club Plays	17.50	Patrol Springs	24.50
Exhibit Britains	35.00	Bally Thunder	
Bully Daily		Ball	39.50
Dodon	28.50	Bally Atlantic	17.50
Crane Game	24.50	City	
Home Switch	9.50		
1/3 Deposit With Order, Balance O. O. D.			
Heavy Operators Drive In and Make Your Own Selections. Many Additional Reprints.			
DOMESTIC NOVELTY CO.			
302 G Street, N. W., Washington, D. C.			



"SWELL GAME," agree Carl Meckel and Louis Seaman, both of United Amusement Co., Kansas City, Mo., as they admire Bally's Hawthorne during recent visit to Chicago.

Argo, of the J. & J. Amusement Co., paid the jobbers a visit this week and purchased several gun and shoe-ball machines. His territory extends from Hartford to Coalinga and San Luis Obispo, and it keeps him on the jump, he says.

Morris Pollard returned to San Francisco this week "in a barrel" with the story that he had taken himself, full of youthful hops and enthusiasm, to the Santa Anita races and to Tijuana.

Mr. and Mrs. W. H. Morgan, from Forteln, followed the snow plow down the highway and managed to arrive in San Francisco without mishap. They purchased a large supply of games for their snow-bound locations.

Ross Graham, of Chowchilla, took everything he could lay his hands on, and was he popular with the jobbers. Games, candy, nut and cigaret machines all went down to his San Joaquin Valley spots.

M. C. Thornberg, of Wasco, and A. C. Bingham, of Salinas, were also visitors in town, bent on picking up new games. Charlie Anderson purchased equipment for his Shafter route. Other out-of-town visitors included W. H. White, G. W. Kinckner and P. C. Morgan. All report business gathering momentum during the last two weeks.

MILLS MAKES IT

ATLAS HAS IT

★ Atlas Novelty Company
2205 No. Warren Ave., Chicago, Ill.

WANTED

500 USED COUNTER GAMES AT ONCE

All types. Will allow liberal credit each on New Little Peter Pans. The machine that went to the top overnight. Many counter machines express freight prepaid by

ROY TORR
2047 So. 45th St., Philadelphia, Pa.

Outclasses them all!

EMPIRE
3 Reel Cigarette — 1c Play

**REEL
POKER**
5 Reel Poker Hand with Deuces
Wild, 1c, 5c, 10c, 25c Play.

\$17.50

New Styling—New Simplified Mechanism!

REMOVABLE, 100% MORE SIMPLIFIED
MECHANISM, 1 PIECE SUPER-
STREAMLINED CABINETS!

YEARS AHEAD OF ANY
COUNTER MACHINE
EVER MADE!!

ON ANY COUNTER
THEY'LL NET A PILE!

★ Both Machines Equipped With Ball Gum Vender!

WESTERN PRODUCTS INC. 825 W. NORTH AVENUE • CHICAGO, ILLINOIS

Special
Globe Bell

Board takes in 2400 at 5c or \$120.00
Profit (average) \$97.20. Your average
profit \$52.72. Given players all the same
amount of slot machine play but receive more
in pure pocket one of the most spec-
tacular, beautiful and eye-opening boards ever
produced. Exact response shown by a
national bank. Write for further details here.

GLOBE PRINTING COMPANY
1023-27 RACE STREET - PHILA., PA.
\$6.60



**Record Run Holds
On Majors Game**

CHICAGO, March 18.—Eight steady weeks of top production on Majors games is reported by Chicago Coin Machine Co. Sam Gensberg, states, "Majors is the pace setter for all time at our factory. We have made more of this game than any other game we have ever produced. From the minute the very first table rolled off our assembly line, we have been kept going at top speed. In fact, there hasn't been a time that we haven't been at least a week behind in orders. And from all indications we will be going full blast on Majors for many more weeks to come as the baseball season swings into play."

Gensberg also reported that the run is so unprecedented that he has been forced to wire his associate, Sam Wolberg, to shorten his vacation and hurry back home.

Recently the employees of the Chicago Coin factory were treated to free beer and sandwiches in a celebration of the completion of the game that topped all previous runs. Since that time every game produced brings the record count higher.

**Pot Shot
Keeps Firing**

CHICAGO, March 18.—"There has been no other 'coffee firing' in the case of Pot Shot's production ever since this payout table and free game went into production," was sales captain Becker's statement made at a Keeney conference.

"The game introduces an entirely new play principle," said Ray Becker, "and like all things new it takes a little time for the game to take hold. But like Free Races, Pot Shot's play principle is fundamentally right and the play and earnings increase the longer this game is on location."

"Keeney's Pot Shot is made in three models: a four-coin multiple-play payout model in console-type cabinet; also a three-coin, multiple-play free, game



**CARL TRIPPE
RECOMMENDS**

**NORTHWESTERN
MODEL 33.** The Profitable and Dependable Bulk Vender, with Attractive and Modern Lines. A real top job.
\$3.48 EACH.
**NORTHWESTERN
BALL GUM VENDER.** Retaining still the features of regular Model 33, plus greater strength and vastly improved appearance. A Great Buy.
\$3.40 EACH.
1/3 Deposit, Balance C. O. D.
**IDEAL
NOVELTY CO.**
1518 Market Street, St. Louis, Mo.

SMOKER JACK POT

By MILLS.
CONSOLES,
PIN TABLES,
PHONOGRAPHS,
SLOTS, et
SPECIAL
PRICES.



SAM MAY & CO.

2011 Mapleland, Harrison, Mo.
401 S. Main, San Antonio, Tex.

model in console-type cabinet, and a single-coin free game model in regular table cabinet. All models are for coin ball with only six holes on a short play field, permitting a 100 per cent all-out shot to the proper hole for that play. An accumulative award feature for accumulated winners also adds to the interest of the game."

GRAND STANDS... \$99.50 | WINNING TICKETS... \$99.50 | SPORT PAGES... \$79.50
KENTUCKY CLUBS... \$9.50 | SKILL TIMES... \$9.50 | TRACK TIMES... \$9.50

35 Brand New Penny Three Reel Cigarette Counter Games
All in Original Cartons — PRINCE, \$8.75

CONSOLE	PAYOUTS	NOVELTIES	COUNTER GAMES
Daily Day... \$22.50	Paingroups... \$39.50	Odd Ball... \$45.00	Cigarette... \$14.50
Bally Ball... 22.50	Asahben... 39.50	Reserve... 19.50	Craps... 5.00
Chickadee... 22.50	Front Row... 19.50	Zephyr... 24.50	Poco-Finish... 14.00
Jodary Club... 22.50	Poco-Finish... 19.50	Lightning... 34.50	P. Packs... 7.50
Demise... 22.50	Stables... 22.50	Kick... 39.50	O. T. 1c... 2.50

Write for Complete List of New and Old Games and Factory Directories at Bargain Prices.
TERMS: 1/3 Deposit, Balance C. O. D.
GRAND NATIONAL SALES CO. 3304-08 ARMITAGE, CHICAGO, ILL.

CASH IN ON THESE VALUES

1028 Keeney Track	Estimote Rev. 1 Cols	Podlet	\$ 80.00
Times	Head	Guinness	80.00
1038 Keeney Clubs	Bushy Track Odds	Arlington	22.50
1037 Redwood Track	Exhibit Checklists	Princess	19.50
Times	PHONOGRAPHS	Poco-Finish	14.00
1037 Graphed Track	Rock-Ola, 12 Records	Caroma	14.00
Times	Wurlitzer 412s	Bump-A-Like	14.00
Tantrum	Wurlitzer 616s	Bally Entry	25.00
Dart Hoop	6-Column Gottlieb Cig. Machines	Dart Days with Clocks	24.00
Exhibit Linchpins	Star \$100.00	ARCADE EQUIPMENT	
Liberty Bells of Derby	ONE DIALS	1038 Western Baseball (Like New)	\$80.00
Days	Daily Grandstands	Rock-Ola World Series	95.00
1037 Lincoln Plates	Bally Grandstands	Roll Chrome Galileos	80.00
1038 Lincoln Plates	Bally Beachballs	Roll Chrome Mirror Back	80.00
Toblers	Bally Sport Plates	Grandma Elm. With	95.00
Saccharin Oils	Bally Backgrounds	Play Ocala Mirror Back	
Club Home	Bally Footboards	Moist	25.00
Ray Tracks, Int. Specials	1-2-3 (Rugged Rock)	Pin Top Merchandise	25.00
Dominals	1-2-3 (Light Model)	Keeney Targets	68.00
Bally Targets	Across the Board	Collins Machine	87.00
Bally Bells	Home Classics	Desert, Balance C. O. D.	

WANTED: Late Used Novelty Tables, Half
CLEVELAND COIN MACHINE EXCHANGE, 2338-S Prospect Ave., Cleveland, Ohio.



~~\$567~~ Now **8 WEEKS**
AND WE CAN'T MAKE 'EM **8** FAST ENOUGH!

MAJORS

WE WOULDN'T BE SO SWAMPED
WITH ORDERS IF IT WASN'T
OUT-EARNING ALL OTHER NOVELTY
GAMES — Get Yours Now!

MAJORS NOVELTY \$79⁵⁰ MAJORS FREE GAME \$89⁵⁰

CHICAGO COIN MACHINE MFG. CO. 725 W DIVERSEY · CHICAGO

Salesmen Discuss Mills' Smoker Bell

CHICAGO, March 18.—Members of Mills Novelty Co.'s coin machine sales department were strong in expressions of

praise on Mills' new Smoker Bell. "The factory did a good job with this machine," they declared.

Jim Longaker stated that in his opinion "every player immediately notices and appreciates good equipment put before him for his amusement. A complete good-looking machine scientifically made for the player gives him a good impression and gets his friendly patronage. Such a machine is the Smoker Bell."

Charlie Zepfer declared: "It's a complete automatic jackpot bell in miniature size. It requires only a little more than a square foot of counter space and weighs a mere 35 pounds. It has features never found before on any bell machine. Smoker has no visible payout cup; payout compartment is located on the side of the machine. At the option of the operator or location this compartment may be locked up and the key kept by the merchant. Smoker isn't just another cigarette dispenser machine. It's a complete automatic jackpot bell with even more versatility than any bell, big or little, ever before manufactured."

Final comment comes from Cecil Crabtree, Mills' salesman, who says: "I prophesy that the Smoker Jackpot Bell will move more inactive operators back into the big dough than any machine introduced in recent years."

NATIONAL SUPER VALUES

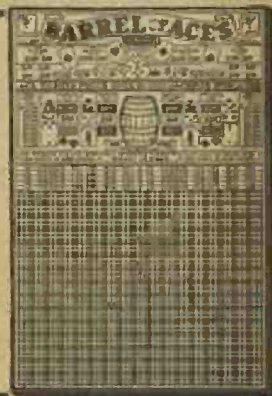
NOVELTIES	
Side Kick	\$29.00
Scop and	25.00
0-6-6-6-6	30.00
Kick	39.50
Sp. Movie	39.50
Wag Wheel	30.00
Excursion	38.50
Parliament	38.00
Reverser	37.50
Review	20.00
Outlook	27.00
Daily View	28.00
World's Fair	20.00
Thunderbolt	20.00
Zeta	20.00
COUNTER	
Groceries	17.50
So. Floor	17.50
Grp	17.50
Model	15.00
Daily Race	14.00
Grp	14.00
Gottlieb	14.00
Grp	9.50
Groceries	8.50
Grp	8.50
Daily Race	8.50
Grp	7.50
BLOT MACHINES	
Mills Blue Front, Single Jack	30.00
Serial around	400.00
Jennings Chief, Serial	100.00
Groceries Columbia-Slots	30.00
Waltling	28.00
Mills War	24.50
Page All Star	24.00
Safe Stand	24.00
1/3 Decoilt, Balance C.O.B.	24.00

National Coin Machine Exchange
1407 DIVERSEY BLVD., CHICAGO

BREAK YOUR POINT RECORDS WITH BARREL OF ACES (F-5075)

You'll Never Regret Investing In
BARREL OF ACES (F-5075)
The results are AMAZING. The barrel is overflowing with holes and the lucky ones choose the ones they want.
2295 Holes and the Top Payout is \$25.00.
Takes In \$114.75
Pays Average 59.29

Average Profit \$ 55.46
Price **\$3.71** each
IT'S A SURE WINNER — ORDER TODAY
CHAS. A. BREWER & SONS
Largest Board and Card House in the World.
6320 HARVARD AVENUE, CHICAGO, U. S. A.



earnings was amazing. It actually beat all competition by a big margin! And that's not an isolated case. We know of many others that prove what a collection wizard this new game really is. We've seen games before that had tremendous earning capacity, many that stood head and shoulders above the others. But I've yet to see an equal to Lot-o-Pun for making money and keeping it up."

Lot-o-Fun Called A Collection Wiz

CHICAGO, March 18.—"If I didn't know personally what Lot-o-Pun can do I would hesitate to believe the reports we received of its startling performance," said Dave Gottlieb, president of D. Gottlieb & Co., referring to what he called "the unprecedented earnings" of this new free-play novelty game.

"For example, Lot-o-Pun was placed in one particular location as a competitive test. Believe it or not, this novelty made a clean-up I've never seen before, and the actual truth of its total

Wilkes-Barre Photo Ops Meet

WILKES-BARRE, Pa., March 18.—The Wilkes-Barre chapter of the Photomograph Operators' Association of Pennsylvania held a meeting at the Hotel Sterling Monday, March 6, with President J. J. Martin presiding. Principal speaker of the evening was Irvin Freedman, of Harrisburg, who is secretary of the Pennsylvania Amusement Operators' Association, his subject being "The Necessity of Organizing."

Prizes were awarded to Fritz Roth for opening up new locations and to John

truly amazing VANAK

SLUG REJECTOR

Patented Coin and Check Separator also extra protection. Individual checks available for each operator. Add'l. Incentive safeguard! See your Jobber or Write

A. DRLKIN Co.
4311-13 Ravenswood Ave., Chicago.

Campbell for new members. Eddie Plinga headed the "exec" committee, or as it is commonly known, the entertainment committee. Two new members were accepted. They were Anthony Brulico, of Old Forge, Pa., and E. E. Virginia, of Towanda, Pa. An invitation was extended to all operators in the territory to join the association.

Genco's got a

NATURAL

Entirely Different IN PLAY AND PRINCIPLE FROM ALL OTHER NOVELTY GAMES

Upon the insertion of a coin one of the four numbers on the back rack lights. The player then tries to drop a ball in the corresponding two holes on the board. For instance if 4 shows up the player has to get a ball in the top 4 hole and one in the bottom 4 hole. Every hit on a bumper increases the skill awards free games. A button on the board changes the number to be matched whenever it is passed over. Fully motorized for operator's protection—important because of the nature of the game it takes in big money.

NOVELTY FREE GAME
\$74.50 \$89.50

F. O. B. Factory

Immediate Delivery

GENCO, Inc.

2621 N. Ashland Ave. — Chicago, Ill.

GENCO'S AMAZING

New Type Counter
Machine

PUNCH A BALL



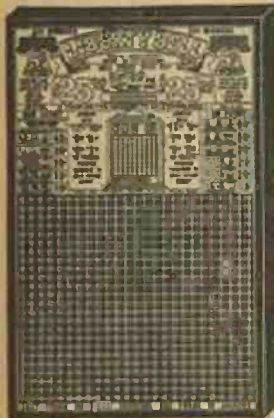
Nets Operators

\$10 to \$20 a day

\$18.50

F. O. B. Factory

Order Yours Now



LIBERTY BELL

Keeps the Old Profit Bell Ringing a Merry Tune! All Tickets Are 3-Color Reproductions of Slot Symbols.

— 241 WINNERS —

No. 2431 2400 Holes
Takes in \$120.00. Average Payout \$75.65.
Average Gross Profit \$44.95.

Also Available With Average Payout of \$67.35. Order No. 2431-A.

Send for Folder NC-18.

HARLICH MFG. CO.

1413 W. Jackson Blvd., Chicago, Ill.

Price \$8.98 Each

BIG SAVINGS

THISTLEDOWN	587.50
GRANDSTANDS	87.00
MILLS 1-23	19.00
PACES RACES—PACES MARATHON.	
Game Cabinet, Series D400, Check	95.00
Schroeder	37.50
ROVER	25.00
FLEETING	22.50
DIG RACE	18.00
ARLINGTON	22.50
GOTTLIEB 8-PLAY CONSOLE	7.50
AIR RACES, Threat	5.50
PIKE'S PEAR	5.50
WINNER	5.50
SPRINGTIME	5.50
DERBY CHAMPS	99.00
GTONER CHAMPS	32.50
KLONDIKE	32.00
WATLING ROTATORS, 5-10-25, Play	10.50
WATLING DIAMOND BELL, 5c Play	24.50
MILLS MELON BELLS, 5c Play	22.50
MILLS MELON BELLS, 10c Play	45.00
MILLS MELON BELLS, 25c Play	47.50
MILLS BLUE FRONT, 25c Play	32.50

ARUNDEL AMUSEMENT CO.

26 West St. Annapolis, Md.

Co-Operative Sales Adds Phono Service

CHICAGO, March 18.—We are offering at exceptionally low prices first-quality phonograph tubes and bulbs. In addition we carry a large stock of supplies and maintain complete facilities for repairing all makes of music machines," announces Merry Korengold, of the Co-Operative Sales Co., Chicago, who is in charge of the new tube and service department of this company. "We are able to supply all parts for all makes of machines for immediate shipments."

"The tube and phonograph service department is an outgrowth of our company's large-scale phonograph operation. We operate hundreds of phonographs in Chicago and vicinity. This phase of our business makes it necessary that we maintain exceptional service and complete facilities. The operating division of the company is in charge of Jerry Kimmel."

Every day finds a string of 'em leaving the city of flowers behind. Opa, however, know that there will be more to take their place. San Antonio enjoys a large summer tourist trade as well as winter.

Music merchants in and around town report a nice music business during the past winter months. Mexican spots have done well and receipts from machines in locations frequented by tourists have also turned in good earnings.

Several out-of-town visitors were mingling with distributors the past few days. Regular visitors to the Alamog city are Joe Williams, of the Welbox Sales Co.; Earl Reynolds, Fisher Brown and Charles Kidd, all of Dallas.

The big citrus crop that moved out of the Rio Grande Valley helped to stimulate coin machine play in this city as well as the entire section of Texas south of this city. The Valley citrus crop grows later each year and is now filtering its way to eastern markets.

POPULAR AS EVER I DE LUXE GRIP SCALE

3-WAY Strength
Tester—100% Legal
18 months in
production! Has
8 position indi-
cator Control for
competitive play
... Tenipop Ad-
justment
Best Adjustment
... Non-Clog
Slick
6 Section Grip
Base! Metal
Case! \$10.50
\$2.50. \$10.50



D. GOTTLIEB & CO.
2736-42 N. Paulina St., Chicago.

PERFECTLY RECONDITIONED

Stop & Go	337.00	Cargo	810.00
Line Up	10.00	Line Up	10.00
7 P.	40.00	Isis	25.00
Peep	25.00	Robin Hood	25.00
Snoopy	13.00	Robin Hood Re-	
Ring	17.00	Wavy	25.00
Milo	17.00	Witch	27.50
Review	17.00	Winter	25.00
Handicap	25.00	Ragtime	27.50
Plant, 2 Met.	17.00	Free Paces	35.00
Plant, 2 Met.	20.00	Multi-Pr. Races	47.00
Only Dot	10.00	St. Berets	25.00
Harvey	10.00	Alsa	40.00

1/8 With Order, Balance O. O. D.

MIKE MUNVES CORP.
593 TENTH AVE., NEW YORK
Cable Address: "MUNVACHINE."

SPECIAL OFFER

To Operators and Buyers of
JAR AND TIP TICKET DEALS
See Our New Payout Cards and
New Tip Style Ticket Deal.
FOR SPECIAL OFFER WITH
BIGGER, FASTER PROFITS
WRITE NOW

HAWKINS NOVELTY CO.
BOX 684, SIOUX CITY, IOWA

San Antonio

SAN ANTONIO, March 18.—Sam May, that well-known coinman, breezes down from Baltimore and opens up a place at 401-405 South Main avenue. May will act as manufacturers' representative. He has a large and roomy place for his offices, showrooms and shop and storage departments. Sam May Co. will continue its Eastern headquarters in Baltimore.

By the way, May has also turned cowboy, having purchased a large ranch a short distance from this city.

Several music ops are installing some of the selective music wall boxes in their larger phonograph locations. However, the number of boxes now installed are few.

Some of the winter tourists who have made business good for the ops around the Alamo city the past few months are, heading their flivvers back north.

MERCURY

TOKEN PAYOUT



PENNY or NICKEL PLAY

MERCURY is the classic counter game ever built. Each machine never graced a location before.

No side handle. Double Ball releases mechanism on the downward stroke. On winning combinations an Award Token is awarded automatically.

MERCURY Discreet Model shown above displays Award Tokens behind window; player deposits token in cash slot after award has been paid.

MERCURY will open your territory for you. Its earning power is a sensation.

GROETCHEN TOOL CO.
110 N. UNION - CHICAGO

Liquor Legislation In Thirty States

CHICAGO, March 18.—Legislation designed to either tighten or relax control of liquor occupied the time of at least 30 Legislatures now in session throughout the country this past week. At week-end a survey showed only a few bills passed, but a host of pending measures on liquor taxes, licenses, sales controls, local option, advertising, Sunday sales, etc.

Some of the bills pending were: Oklahoma, a dry State, proposed a permit system for importing liquors for medicinal, scientific or religious purposes, aimed at securing federal aid in checking illicit liquor running.

California heard a proposal for a \$2 annual drinking license and a State farm for inebriates; also zoning and closing rulings.

Arizona sought control with a new control commission and limitation of bars according to population.

South Dakota legislators would padlock locations for liquor law violations. Maine would prohibit beer licenses to gasoline stations or places within 500 feet of them.

Pennsylvania would establish a 300-foot dry zone around schools and churches. Also would permit package beer sales in groceries and delicatessens. Massachusetts would ban candy and fruit stores from dealing in liquor.

Iowa sought to stop beer sales in drug and grocery stores. Also to eliminate sit-down beer drinking by forbidding chairs, booths or tables; prohibit all music except radio; and serving of food in beer places.

South Dakota would halt sale of 3.2 beer and wine outside city limits. North Dakota would eliminate roadhouses by restricting sale of liquor to cities and villages.

Minnesota would forbid sale to women at bars.

Vermont and New Mexico sought to relax restrictions on Sunday liquor sales, but Colorado, Massachusetts, Maryland and South Dakota considered tightening such laws. Maine and Connecticut proposed to prohibit roadside billboard liquor advertising, and Idaho all liquor advertising.

Liquor tax or license increases were recommended in South Dakota, Pennsylvania, New York, Texas, North Carolina, Connecticut, Maryland, North Dakota and Oregon.

As this is written Tennessee seems about to pass a local option law over the governor's veto. It seems that Arkansas, another dry State like Tennessee and Oklahoma, has turned down a new proposal to have liquor in the State.

By the time this gets into print important changes may have taken place in these legislative proposals which would affect liquor locations.

Loss Leaders Outlawed in N. Y.

ALBANY, N. Y., March 18.—The New York Assembly took steps to protect



JOE ABRAHAM, OF YOUNGSTOWN, O., a recent visitor at Western Product's factory, ordered an unusual number of Western games, such as Horse Shoes, Baseball, Western's Empire and Wheel Poker, according to reports.

EVANS' AMAZING NEW LUCKY LUCRE 5 "BELLS" IN ONE!

MORE FOR YOUR MONEY! Bell Play in a flat top with 5-fold earnings! 5 Profits with but one overhead!

Five persons may play at one time... has individual numbered slot and corresponding numbered payout cup for each! Pays 3-1 to 18-1, or \$5.00 or more guaranteed jackpot in nickels for each player! You make only ONE investment—get get earnings equal to 5 separate machines!

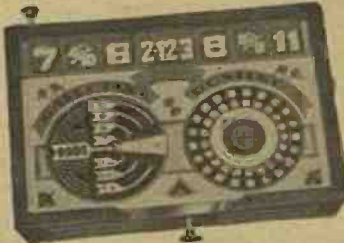
OTHER EVANS' WINNERS: LUCKY STAR — GALLOPING DOMINOS — BANG TAILS — ROLLETO SR. (Ideal for Clubs, etc.)

AT YOUR JOBBER, OR WRITE, WIRE OR PHONE HAYMARKET 7630.



Evans' COUNTER GAME HIT! POCKET EDITION GALLOPING DOMINOS Not Coin Operated!

A sure bet for Operators! No coin slot—operates in entirely new way! Played by placing color under selected numbers in Novel coin receiver and pushing spinner rod. Coin receiver remains locked until counter attendant clears it! Absolutely gyp-proof! 12" wide, 17" long, 3" high.



\$24.50

H. C. EVANS & CO. 1520-1530 W. ADAMS ST. CHICAGO

Machine Closeouts

- 42 Helen Belle (Vendor or Bell) \$49.50
- 39 Cherry Belle (Vendor or Bell) 49.50
- 25 1038 Pace On Line 44.50
- 10 Silver Chief 49.50
- 42 Jennings Chief 22.50
- 10 Chicago Metal Stand (Grand New to Original Order) 7.00
- 3 Pace Double Console 52.50
- 1 Pace Double Console 72.50
- 15 Daily Revenue (Free Name Sign) 15.00
- 89 Tally (Like New) 16.50
- 5 Tom Mix Ray Gun (New Units) 50.00
- 5 Game Kluge (Free Game Unit) 35.00
- 5 Keeley's Multi-Play Races 57.50

The above slots have the appearance of brand new machines and will be shipped open to inspection if required.

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2305 Grand River Ave., Detroit, Mich.

FREE!

One Year's complete subscription to famous Coin Machine Magazine, SPINNING WHEELS, with your first order, Operators only. Personal compliments of Chas. Casmus.

CHAS. CASMUS MINT VENDING CO., 311 N. 17th Street, Birmingham, Ala. Phone: 7-6072.

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A fascinating about new salesboard deals and personalities in the
Wholesale Merchandise Department
THIS WEEK and EVERY WEEK

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independent locations from "loss leader" competition by passing a bill for that purpose by a vote of 122 to 22.

The bill is sweeping in scope and would require a retail mark-up of at least 8 per cent and would also require jobbers to use a mark-up of 2 per cent as a minimum. Friends of the bill said that 27,000 retail merchants in the State were begging for this protection. The bill listed several exceptions such as perishables.

SPECIAL

2 Triple Entries \$145.00	3 Square Bells .. \$55.00
3 1038 Bell	2 Kluge-4th .. 39.00
Times .. 85.00	4 Spinner .. 29.50
2 Green's .. 88.00	2 Tally .. 2.00
2 Tally down .. 85.00	2 Queens .. 9.50
2 Derby King .. 75.00	2 Pleasant .. 8.50
	2 Springs .. 7.50

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By Mail Full Details Immediately.

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\$10 TO \$25 DAILY REPORTED ON Bally's SPOTTEM

Fastest money-maker in novelty class—by actual reports from operators! Not a reserve type game, but actually earning bigger profits than Bally Reserve at its best! Factory swamped with orders—so rush your order today and get back in the big money!



\$89⁵⁰

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(NOT BUILT IN REGULAR NOVELTY MODEL)

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PACEMAKER

RESERVE-TYPE MULTIPLE

Actually smashing Fairgrounds and Grandstand earning records! And no wonder! PACEMAKER has all the features you've always wanted in a pay table ... NEW ADJUSTABLE Sweepstakes (Reserve) Light ... NEW PROJECTOR TYPE Reserve Register ... NEW ILLUMINATED PLASTIC ORNAMENTS on playfield and light-box ... \$45 TOP reserve ... and other money-making features galore! See it at your jobber or write for complete details and price.

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Cigarette Reel

PENNY OR NICKEL PLAY

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1/3 Deposit with Order.

MERCURY will open your territory for you. No slot handle. On playing combination an Award Token is vended automatically. Its earning power is a sensation. ORDER TODAY.

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Wurlitzer P-30 39.50	Rock-Ola Windsor 1939 45.00
Wurlitzer 4-10A 115.00	Rock-Ola Imperial 20 95.00
Wurlitzer 4-15 95.00	Opal Changer 1937, 18 89.50
Rock-Ola 12 Reg. 45.00	

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THE BILLBOARD

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TO THE HIGHEST BIDDER

20 Chiefs 5c	3 Yellowhead 10c	8 War Eagles 10c
24 " 10c	4 " 25c	10 Chiefs 50c
31 " 25c	10 Pace Comets 10c	8 Rolatop 5c
6 Yellowhead 5c	10 " 25c	3 Blue Fronts 5c

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Automatic Bell Token.

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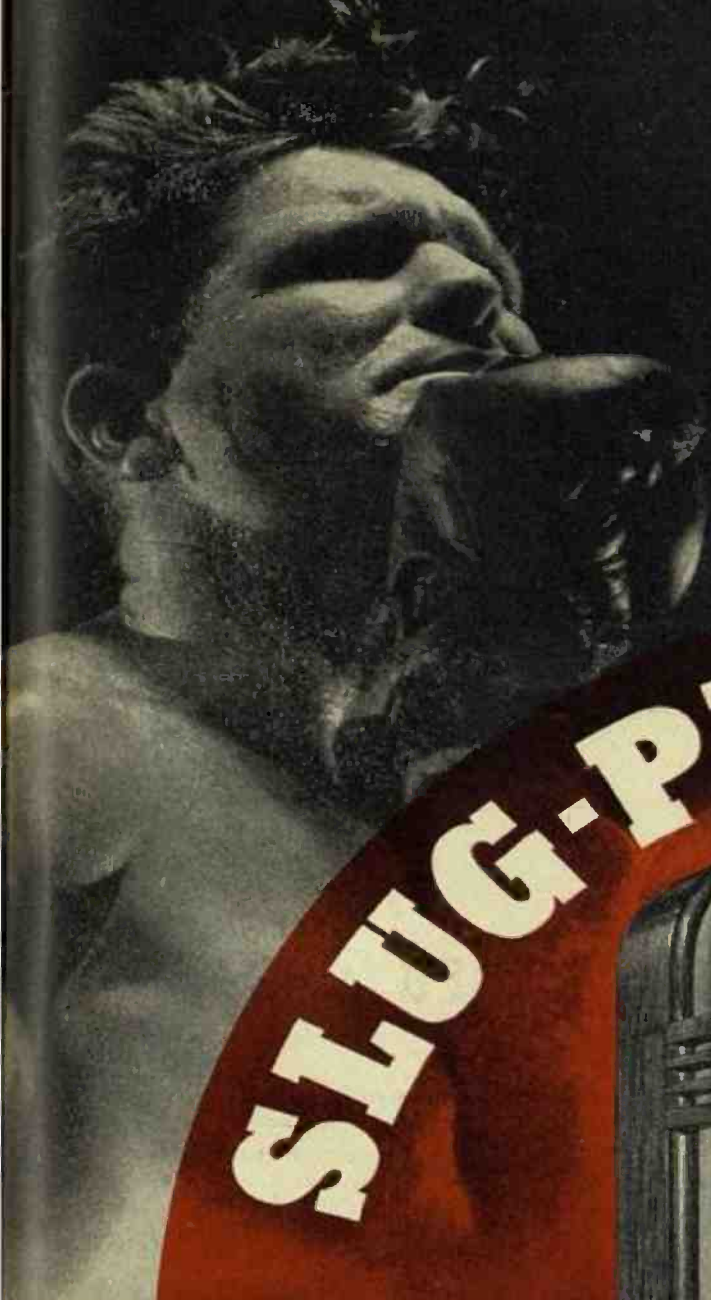
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1 Jennings 5c Chief	\$17.50
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1 10c. 5 25c. Mills S. J. P. Reserve	5.50
3 Safe Banks	3.50
30c Folding Stands	1.75

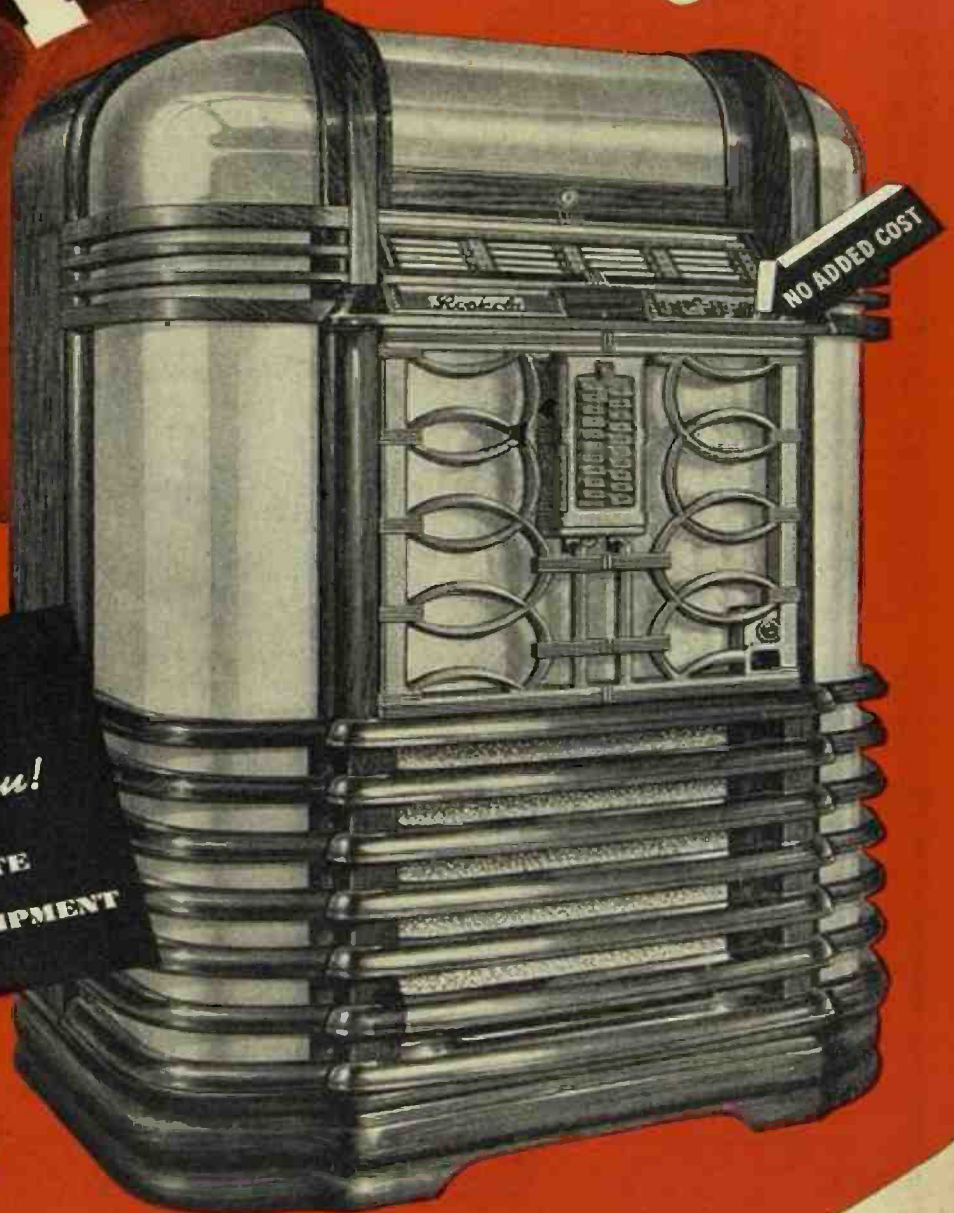
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SLUG-PROOF COIN CHUTE
EARNS A FORTUNE FOR
PHONOGRAPH OPERATORS

SLUG-PROOF!



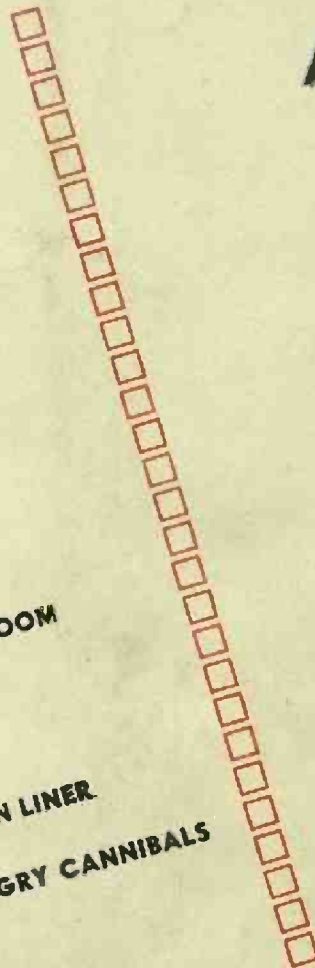
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Don't let slugs rob you!
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- 3 DEAD END BLUES
- 4 BUMPY WEATHER OVER NEWARK
- *5 MINUET IN JAZZ
- 6 THE FRECKLED FOX
- *7 SIBERIAN SLEIGHRIDE
- 8 HEAVY SMOKE IN A DANCE HALL
- 9 THE QUINTET PLAYS CARMEN
- *10 TWILIGHT IN TURKEY
- 11 PETER TAMBOURINE
- *12 WAR DANCE FOR WOODEN INDIANS
- 13 TOBACCO AUCTIONEER
- *14 POWERHOUSE
- 15 MOMENT WHIMSICAL
- *16 EGYPTIAN BARN DANCE
- *17 IN AN EIGHTEENTH CENTURY DRAWING ROOM
- 18 HOT HEADED HARPOONIST
- *19 SWING, SWING, DEAR MOTHER-IN-LAW
- 20 STEEPLECHASE
- 21 THE HAPPY FARMER
- 22 RECKLESS NIGHT ON BOARD AN OCEAN LINER
- *23 THE HYPNOTIST'S ASSISTANT
- *24 DINNER MUSIC, FOR A PACK OF HUNGRY CANNIBALS
- *25 CHRISTMAS NIGHT IN HARLEM
- 26 TIA JUANA
- 27 CELEBRATION ON THE PLANET MARS
- *28 THE TOY TRUMPET



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