

The Billboard

The World's Foremost Amusement Weekly

MARCH 16, 1940

15 Cents

Vol. 52. No. 11



DEAN
MURPHY

Exclusive Management:
Phil Tyrrell

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PLAIN FACTS about LOUIS ARMSTRONG



- ★ HELD OVER AFTER TWENTY WEEKS AT BROADWAY'S WORLD-FAMED COTTON CLUB
- ★ THE STAR OF "STARS" AT RADIO CITY'S CENTER THEATER "SWINGING THE DREAM"
- ★ AN IDOL AND FAVORITE OF MILLIONS OF THE NATION'S RADIO AUDIENCE CO-STARRED WITH BING CROSBY, DICK POWELL, MAE WEST, MARTHA RAYE IN MOTION PICTURES. THE MOST POPULAR COLORED RECORDING ARTIST IN THE WORLD.

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1940

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NBC'S SPREAD WORK PLAN

Chi AGVA Electing Again; Elections Lacked 10% Vote

CHICAGO, March 11.—American Guild of Variety Artists here will hold a closed meeting at the Sherman Hotel March 21 to elect for a second time constitutional and nominating committees. Feature of the affair will be presence of Hoyt Haddock, AGVA executive secretary, who will make his first trip to this territory since taking over the post. Recent elections were ruled unconstitutional because less than 10 per cent of paid-up members voted.

The Screen Actors' Guild ruling prohibiting members from playing theaters using non-AGVA talent has intensified the local drive to sign up theater acts.

SAN FRANCISCO, March 9.—American Guild of Variety Artists last Friday announced results of election of an executive board of 21 members.

Elected were Lou Ashe, Will Aubrey, Jack Eekman, Ramon Berta, Buddy Bowen, Sol Bright, Mary Brooks, Jane Buick, Eddie Fox, Don Francisco, Jimmie Harvey, Elaine Hyley, Nadja Laurence, Caro Miller, Katherine Miller, Buddy O'Brien, Johnny O'Brien, Frank Rollett, Max Tarac, Catherine Toomay and Cliff Work.

Delegates to the Labor Council are Vic Connors, Max West, Ivan Green, Emil Lowe, Lee Allen, Jack Kirkwood, Buddy O'Brien and Michael Lawley.

War Affects Fate Of English Houses

LONDON, March 2.—London's oldest vaude house, Collins' at Islington, is an example of how the war has changed fortunes of some theaters. After many years of varied fortune, the late Lew Lake restored vaude, his efforts meeting with fair success. With coming of war and most places engaging talent on percentage, house was able to secure names and stronger supporting bills.

Result has been that large immediate population, welcoming relief from war worries in own locality, have given support on scale not enjoyed for many a long year. Carnival nights, with distribution of prizes to patrons, are featured twice a week.

Free Parking Compulsory?

DETROIT, March 9.—Serious threat to future amusement construction in this city is provided in a new zoning ordinance now before the City Council. This provides for establishment of parking space for patrons of theaters, auditoriums and other public gathering places, but apparently does not apply to beer gardens.

Theaters and auditoriums would be required to provide 150 square feet of parking space, within 500 feet of the building, for each eight seats. The ordinance would apply to all future construction, but would not affect existing structures.

"Scandals" 7G for 1 in D.M.

DES MOINES, March 9.—George White's *Scandals*, making one-nighters in the Midwest, fared well here, hitting a high of 4,000 at the Shrine Auditorium on February 29. It was the best house at the Shrine this season, with an estimated \$7,000 gross. Tickets sold from \$1.12 to \$3.36.

Box-Office Entertainment

EVERETT, Mass., March 9.—Championing the cause of ticket sellers in motion picture houses, Eugene B. Willard has suggested that Eastern motion picture theaters install small radios in the ticket booths, as Middle West and West Coast circuits have already done. Argument in support of the recommendation is that working hours for so many of the girls are such that they never get an opportunity to listen in to the worth while programs on the air. Experiments have indicated, reports Willard, that the programs, tuned in at low pitch, do not distract cashier's attention.

More Life in Chicago Vaude; Film Names, Units Get Dates

CHICAGO, March 9.—Developments in vaudeville here this week promise more activity for local bookers, who have been complaining more than ever before since flesh has been limited to only two Loop houses.

Charles Olsen, operator of the Lyric, Indianapolis, encouraged the local boys by promising to use more house-concocted vaude shows. He recently took on Kermit Dart, Irene Vermillion's husband, as house manager to assist the production staff. Miss Vermillion will also be around the theater to produce line numbers. According to RKO's Warnie Jones, Olsen's booker here, it means that more single acts will be used, in addition to units and bands.

Jones also books the Rubin houses in Iowa, including the Orpheum, Davenport; Orpheum, Sioux City, and the Orpheum, Cedar Rapids, each three-day

"Folies" Plays Sunday in Hub Despite Blue Law---Legal Quirks

BOSTON, March 9.—The wisecracks along Beantown's main stem snickered when Clifford C. Fischer announced two Sunday shows during the run of *Folies Bergere*. Beantown's Sunday laws are strict—and the boys said practically everything in the show would have to be cut.

The shows went on, however, and there was no squawk, because Fischer took advantage of legal technicalities.

The producer took a leaf from the book of Lou Walters, manager of the Latin Quarter, who has staged Sunday night shows for months—only nitery in the city which remains open.

Sunday shows in the Hub started years ago when licenses were issued for what were known as "sacred concerts." The licenses provided for the appearance

Miami Area Clubs Successfully Use Angles, Gags To Hypo Biz

MIAMI, Fla., March 9.—Almost every club in this area has some superspecialty which is heavily plugged and in addition sells itself.

El Chico has a Tuesday "country store" night that hasn't missed a performance in a year and a half. Owner George Wells stages it, the climax coming with the presentation of a live prize to a guest. Other odd prizes are given, all done via drawing. Props are made to resemble general store, with Wells in rural outfit.

Mother Kelly has a pair of risqué song-

Chain Takes Steps To Use More Dramatic Actors, End Cliques

NEW YORK, March 9.—National Broadcasting Co., in connection with its new dramatic talent audition set-up, is taking steps to spread employment among radio's dramatic actors, and has requested its directors to use as many new performers as possible. NBC's new audition policies were outlined in the March 9 issue of *The Billboard*, chief among them being a plan to follow a selective audition policy—instead of maintaining a wide open door policy—

and also to maintain a "school" to foster development of promising talent discovered in auditions.

One of the chief complaints many radio actors have had is the tendency of staff directors to favor "stock companies"—to keep rotating the jobs they could give out among a small group of actors, using the same players over and over again. Directors claim they do this because they know the work these actors can do and, by using them, know they could get good shows.

Wilfred Roberts, recently named production chief of NBC, is responsible for (See *NBC TAKES STEPS* on page 9)

R-B Starts Canvas Tour in Baltimore

NEW YORK, March 9.—Ringling Bros. and Barnum & Bailey Combined Circus for the first time will open its canvas tour this year in Baltimore, Md. The date is Saturday, May 11. Last year the canvas season was begun with a week's engagement on a new lot in Long Island City, starting May 8. Prior to that the canvas tour had always been opened in Brooklyn, which had to be given up in 1939 because of no suitable lot being available. Baltimore last year was played for three days, starting May 18, the show going there from Washington, D. C., which was also a three-day stand.

The indoor run of the show, at Madison Square Garden, will get under way Friday night, April 5. From there the show will move to the Boston Garden for a five-day stay beginning May 6. In 1939 the Boston engagement was played a week earlier (May 1-6).

In This Issue

	Pages
Advertisers, Agencies, Stations	9
Broadway Beat, The	18
Burlesque	26
Carnivals	41-50
Circus and Corral	32-34
Classified Advertisements	51-53
Coin Machines	62-92
Endurance Shows	27
Fairs-Expositions	36-37
Final Curtain	29
General News	3-5
General Outdoor	58-61
Hartmann's Broadcast	59
Legitimate	16-17
Letter List	30-31
Magic	26
Music	10-15
Night Clubs-Vaudeville	18-25
Non-Theatrical Films	28
Notes From the Crossroads	58
Orchestra Notes	11
Out in the Open	58
Parks-Pools	38-40
Pipes	57-58
Possibilities	20
Radio	6-9
Radio Talent	8
Repertoire-Tent Shows	27
Rinks-Skaters	35
ROUTES:	
Orchestra, page 14, Acts, Units and Attractions, 21 and 60. Burlesque, 60. Dramatic and Musical, 60. Carnival, 60. Circus and Wild West, 60. Miscellaneous, 60. List of Events for Two Weeks, 58.	
Show Family Album	52
Sponsored Events	50
Theater Talk	16
Thru Sugar's Domino	4
Wholesale Merchandise-Pipes	54-58

SOME P. A.'S MAKE MONEY

Maney Tops Legit With 65 Weeks; Greneker, Fields, Perlman Next

NEW YORK, March 9.—Of the 45 press agents employed on legit productions thus far this season, Richard Maney has the greatest number of shows and the longest period of employment, 10 shows keeping him on the job 65 weeks, figuring from August 1. His assistant, John Lathom Toohey, naturally scores high also, with 54 weeks to his credit. Behind Maney in the next four positions are C. P. Greneker, p. a. for the Shuberts, with 49 weeks; William Fields, of the Playwrights' Co., with 46½ weeks; Phyllis Perlman and her assistant, Sol Jacobson, with 42½ weeks each from George Abbott Productions, and Joseph Heidt, of the Theater Guild, with 31½ weeks. Philip Stevenson, assistant to Fields, has 39 weeks.

Computation covers the period from August 1 to March 2, but does not take in the two-week minimum before a show's opening as required by the basic contract of the Theatrical Managers, Agents and Treasurers' Union. Survey is of work on Stem shows, and makes

no distinction between press agents and assistants. Shows which were held over from last year are credited only with length since August.

Breakdown of shows handled by the leaders is as follows:

Maney—*Little Foxes, Ladies and Gentlemen, Swingin' the Dream, Hamlet, Kindred, Christmas Eve, Male Animals, Juno and the Paycock and Geneva.*

Greneker—*Streets of Paris, Hellzapoppin* (last eight and a half weeks of the first edition and 12 weeks of the second edition) and *Foreigners.*

Fields—*Abe Lincoln in Illinois, No Time for Comedy, Key Largo and Two On an Island.*

Perlman—*See My Lawyer, Ring Two, Unconquered, Too Many Girls.*

Heidt—*Philadelphia Story and The Taming of the Shrew* (limited to one week return engagement).

Others, in order, are:

John Peter Toohey and his assistant, Ben Kornzweig, 31 each; Nat Dorfman, 29; Reuben Rabinovitch, 28½; Harry Davies, 22; Theron Bamberger, 20½; Leo Freedman, 20; Morton Nathanson, 16¾; Gerold Goode, 16¾; Harry Forwood, 13; Emanuel Eisenberg, 12½; Vince McNight, 10; Bernard Simon, 10; Marc Lachman, 9¾; Joe Flynn, 9½; Rowland Field, 8; Tom Weatherly, 7½; Ted Gold—(See *Some P. A.'s Make Money* on page 11)

Washington Club Sponsors Ice Show for the Capital

WASHINGTON, March 9.—The Washington Figure Skating Club will sponsor the Washington Ice Carnival of 1940 at the Riverside Stadium March 23, 24 and 25.

Altho most of the cast will be drawn from local skating clubs, the show will hire McGowan and Mack, featured performers in the Shipstad and Johnson show; Eric Wait, a Canadian comedian specializing in tumbling, and Hazel Franklin, of England. Dorothy Snell and Robin Scott, local headliners who have competed in the national championships, will appear, along with ace members of the Baltimore Ice Club.

GEORGE DOWNEY, tramp cyclist, has opened with the *All-American Ice Carnival* at the Nacional Theater, Havana, after a siege of the flu.

NEW YORK, March 9.—Return of ice shows to the Hotel New Yorker's Terrace Room has been postponed from early April to about May 9, with booking assignment being retained by General Amusement Corp.

Feagin School Seniors Do "Time and the Conways"

NEW YORK, March 9.—J. B. Priestley's *Time and the Conways* and Act I of *First Lady* were the presentations of the Feagin School of Dramatic Art on Sunday evening (3) at the Lyceum Theater. The seniors did splendid work in both shows.

In *Time and the Conways* the work of Harold Clapp was particularly interesting. He showed remarkable improvement and enacted the part of Ernest Beavers in really fine manner. Roselyn Dail also did very well, fitting into the part of Carol in dovetail fashion. Betsy Knudsen and Peggy Lewis, as Hazel and Mrs. Conway, respectively, rate a hand for fine performances, as does Jessica Rice as Kay. James Gannon did a fine job as Alan, but Britta Hilder, who has done well in the past, did not meet expectations, being a bit too emotional and overdramatic for the part of Joan Helford. Cris Alexander as Robin, Leon Smith as Gerald Thornton and Estelle Gerlich as Madge also did well.

First Lady was rendered in A-1 fashion, top honors going equally to Margaret Jamieson, Bruce Winne and Jeanette Osgury. Also good were Pauline Preller, Estelle Gerlich, Andrea Duncan, Betsy Knudsen, Gloria Guthrie, Cris Alexander, James Gannon, Rubye Radcliff and Jessica Rice. E. C.

Ice Shows on Tour

EUROPEAN ICE REVUE—March 6-10, Carlin Park Arena, Baltimore; March 13-16, Boston Garden, Boston; week of March 18 Rhode Island Auditorium, Providence (Since International Hockey League play-offs are scheduled here at the same time, the Revue will perform on whatever days are left free from hockey.); week of March 23, New Haven Arena (Time will be divided also with the IHL.).

ICE FOLLIES—March 5-9, Coliseum, Tulsa, Okla.; March 12-23 Minneapolis Arena, Minneapolis; March 25-28, end of the run, Amphitheater, Winnipeg, Manitoba, Canada.

ICE VANITIES OF 1940—March 12-16, Toledo; March 28-April 3 Philadelphia. During part of open time between Toledo and Philadelphia, show will play Johnstown, Pa.



OUR pet snore bird, Aubrey Aloysius, whispered to us the other day that somebody in the actors' union set-up is all steamed up over the bright idea of effecting within the Four A's a universal agents' licensing or franchise system. We could not quite get the name of the lad who has enough energy and drive to think up such things after putting in a full day fighting mudslingers from without and ward politicians from within, but we thought we heard Aubrey Aloysius mumble something like *Melanogrammus aeglefinus* and "tousled red hair." Latin was never our forte and we're too busy to look up dictionaries so perhaps we'll never determine the identity of the hero of this little story. Besides, there are more than a few guys in the actors' union field with tousled red hair.

We are grateful to Aubrey Aloysius for the mental stimulation provided by his chattering. Grateful because the idea of an agents' franchise system covering all Four A's unions is a good one. We appreciate that there are a number of stumbling blocks to be put out of the way before the plan can be worked out. We appreciate also that because of the widely divergent character of the acting fields included in the set-up literal universality may never be achieved. However, there would be a great saving encountered in time, money and patience on the part of all concerned if all the unions got together and worked out a procedure that would eliminate separate bureaus now operating in at least three of the affiliates and with the involvement of considerable duplication.

The way to achieve things is to set a goal and strive to attain that goal regardless of the odds piled against one. That is how we look at the universal license plan or dream. We concede at the outset that there are a tremendous number of obstacles but we add that the goal is worth fighting for if it will mean bringing about a better condition in the agenting field. As with many other projects that it has handled with rare skill and fairness since its inception, Equity has done a bang-up job with its licensing system. Its set-up can well serve as a model for the engineers to work from.

It is kind of silly to talk at great length about the centralization of agency control without predicating this on the "one big union" idea. Which means that it would be practically impossible to achieve universal agency licensing unless the Four A's unions were marching together towards the elimination of jurisdictional barriers and the abolishing of unnecessary executives, offices and everything of a nonessential nature that is now being performed; that is, nonessential in the organizational layout of "one big union."

Our snore bird tells us that pretty soon the cat will jump out of the bag and identify the elements that are actually holding up the achievement of the "one big union" ideal. When that is done the ailment will be recognized and after treatment administered by competent medics the patient will be on the way to complete recovery. The present decentralization of administrative control should not serve as a deterrent to those who are interested in bringing about universal agents' franchises. One plan can be worked out, while the other is still in the making. Anybody who's had to do with the staging of a revue knows that.

NEW YORK, March 9.—The Professional Woman's League celebrated its 47th anniversary February 28 with a program of entertainment at the league's rooms, Hotel Ansonia. Dolores Roy, lyric soprano, sang two groups of songs. Georgana Crane was accompanist. The program also included dramatic sketches by Clara Thropp, and the reading of an original poem by Stella Roebing. Mrs. Arthur H. Bridge, president, presided.

Barely Enough Talent Left for Paris Theaters

PARIS, Feb. 15.—Reopened as the Theater des Optimistes, the former Boulevard is showing a one-hour revue by Rip, *Somewhere in Paris*, in seven scenes. One of the best of these is *The Year 2000*, as seen thru a pair of binoculars at the New York Exposition. In this scene George Tabet, of the wardisorganized team of Pills and Tabet, is sock with several optimistic songs by Jean Boyer. The revue, produced by Maurice Lehmann, is a continual laugh. Comedians are Therese Dorny, Françoise Rosay, Fanelly Revoil and Dorville. Pasqual gives some excellent impersonations.

Continuing the policy of one well-known artist to carry the entire program with the aid of lesser talent, the Bobino, nabe house, is headlining the comics Charpini and Brancato.

The European, following the same policy, has folded as a vaude spot and will stage a revue. Dac and Lacoste will head the cast.

With scare headlines on every kiosk in town, the Cirque Medrano is announcing the appearance of Barbara la May, American acrobat. On the same bill will be the Three Fratellinis, for the third time in eight weeks.

March 1 is the date for the reopening of the Theater Rideau de Paris, formerly the Mathurins, with *Ecole de la Medisance* (*School for Scandal*), in a French translation by Claude Spaak.

'Hamlet' 10G, 'Mamba' 4G, As Buffalo Does Good Biz

BUFFALO, March 9.—The Erlanger, after scoring heavily with the full-length version of *Hamlet*, dropped off considerably with *Mamba's Daughters*, altho the show stayed on the black side of the ledger.

Maurice Evans' *Hamlet* not only drew a full house but brought in standees at three out of four shows. Despite its run in the early part of the week, February 19-21, the play grossed \$10,000. Top was \$3.30.

Mamba's Daughters, with Ethel Waters, came thru rather lightly with \$4,500 for four performances, February 29-March 2. With \$2.75 top, show was not a loser.

The Erlanger management expects to total more shows for the season than in many years. Business on the whole has been very satisfactory.

American Academy Students Give Anderson, Howard Plays

NEW YORK, March 9.—American Academy of Dramatic Arts presented two plays last week at the Empire Theater. The first, given on Tuesday, was Maxwell Anderson's comedy, *Saturday's Children*. The cast, however, played it for anything but comedy and provided a dull afternoon. With the exception of the work done by Margaret Spickers as Mrs. Gorlik and Jim Van Campen as Mr. Halevy, the efforts of the young (See *ACADEMY STUDENTS* on page 11)

DEAN MURPHY

(This Week's Cover Subject)

DEAN MURPHY is one of America's newest stars and is just completing his third year in show business. He was born in Platteville, Wis., and after graduation from the University of Wisconsin, where he studied law, forsook the law books for impersonations of stars of the stage, screen and radio. His fame as a satirist spread all over the country during his first year at the Bon Air Country Club, Chicago. From there he went to the Rainbow Room in Radio City, remaining nine weeks, and followed with a three-week engagement at the Radio City Music Hall. Then back to Chicago to the Drake Hotel, closing there to go on a six-week tour of theaters with Wayne King. Also went into the Chicago Theater and then into the Paramount Theater, New York, with Larry Clinton for four weeks. In New York he was engaged to replace Milton Berle as the star of the International Casino revue, "Hello, Beautiful." Then followed as support to Constance Bennett on her personal appearance tour and engagements at the Chase Hotel, St. Louis, and the Club Royale and Detroit Athletic Club, Detroit. Then to Chicago for return engagements at the Chicago Theater and Drake Hotel and a return to the Paramount Theater, New York, a repeat within five months.

Dean is a favorite of President and Mrs. Roosevelt and appeared at the Hyde Park picnic for the King and Queen of England. He is still in his early 20's and is a member of the Theta Xi national fraternity.

A ★ ★ ★ ★ Hit With Show People

Ask any trouper what's his favorite hotel in New York and dollars to doughnuts the answer will be HOTEL PICCADILLY.

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"BMI?-HUMPH," SAYS ASCAP

Society Sees Radio Music Co. Doomed To Failure of Others

NEW YORK, March 9.—"The formation, existence and activities of Broadcast Music, Inc., will not have the slightest effect on ASCAP's considerations of a new licensing formula," according to E. C. Mills, chairman of the administrative committee of the American Society of Composers, Authors and Publishers. Mills added, "We don't even discuss it, and are not concerned with it."

Feeling in ASCAP is that the BMI is

doomed to failure, that "history will repeat itself," and that it is "Too bad the venture will cost the broadcasters about \$1,500,000 to find this out."

It is pointed out that BMI will find itself faced with tough financial items such as printing, hiring of contact men and loss of composers as soon as any BMI composer attains sufficient status to merit ASCAP consideration. ASCAP belief is that a writer would be more "muddle headed" if he did not leave the BMI and come knocking at the society's doors to cash in on performing rights as soon as he had five hits. Composers, according to Mills, cannot exist from sheet music royalties and records. Those left to BMI, according to the ASCAP point of view, will be only "malcontents and amateurs," and ASCAP does not want to sell amateur compositions to the broadcasters. Regarding the "malcontents," the society claims it would be quite willing to present BMI a batch of some 20 small publishers—but it is not able to do this.

According to ASCAP spokesmen, existence of the BMI group is not regarded with hostility by ASCAP, for in addition to not constituting a threat, BMI can be regarded as proving that ASCAP does not have a monopoly of music copyrights. Efforts of motion picture and radio groups to set up tax-free

(See "BMI?-HUMPH" on page 13)

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Please communicate with: THE CANADA TRUST COMPANY, 14 King Street East, Toronto, Canada, Executor of William J. Wright Estate, or SCHATZ & CUNNINGHAM, Solicitors for said Executor, 65 Bloor St., West, Toronto, Canada.

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Philly Awaits Republican Rush

PHILADELPHIA, March 9—A golden stream of \$12,000,000 is expected to flow into Philadelphia during the June 24 week, when the Republican National Convention convenes here. According to calculations made by the Chamber of Commerce, based on the 1936 spending during the Democratic convention, theaters and night clubs are figured on getting at least \$1,908,000 of that golden egg.

Hotel rooms, meals and sundries are estimated to get \$3,960,000 with restaurants coming in for an additional \$1,200,000.

Biz boom will not be for Philadelphia alone. Convention will probably be of profit to the hotels and nighteries at the South Jersey seashore resorts, particularly Atlantic City, Ocean City, Wildwood and Cape May, all convenient enough to Philadelphia to permit daily travel to the big conclave.

Demo conclave in '36 left \$10,000,000 behind. Local Chamber figures the Republicans are bigger spenders by almost 20 per cent.

COPENHAGEN, March 2.—The Danish government has removed the ban on foreign artists which was established shortly after the outbreak of war in Europe. The ban was never very rigorously enforced, but served to protect the Danish artists from competition when the country was overrun by artists escaping from the belligerent countries. Conditions in the amusement field are nearly normal at present, and the fact that Danish acts and artists are now permitted to work in Germany makes protective measures unnecessary.

—SEND IN ROUTES—
The Route Department (appearing sent one of the most important functions in this issue on Pages 14-2-60) represents that this paper performs for the profession. Certain listings are obtainable only thru the consistent co-operation of the performers and showmen involved.
How about helping your friends in their efforts to locate you? This can be done only by keeping *The Billboard* Route Department informed of your whereabouts, and sufficiently in advance to insure publication.
ALL ROUTE LISTINGS SHOULD BE SENT TO ROUTE DEPARTMENT, BOX 1340, CINCINNATI, O.

Talent Set for White House Scribes' Dinner

NEW YORK, March 9.—Bulk of the talent to entertain at the annual White House Correspondents' Dinner, one of

Washington's outstanding social events, has been set by Columbia Artists. Line-up so far has Jane Froman, Tony Martin, Abbott and Costello and a line of Chester Hale girls. Band hasn't been set yet. Martin will fly in from the Coast for the date.

... OF MAESTROS AND MEN

Dear Al:

Well, maestro, no doubt you think I am writing just to enquire have you heard me doing the vocals on the networks but this is far from my thoughts. I will not even remind you that this Band I am now with is among the top 10 as I am never one to rub it in. Did I know when I left your crew that I was joining such a Coming Out Party? I do not even know then about the sound system the Maestro uses. He tells me it's a Lafayette and I'm telling you it's terrific!

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MOST OF US TRY TO REMEMBER OUR FRIENDS' BIRTHDAYS AND OTHER SPECIAL OCCASIONS. WESTERN UNION TELEGRAMS MAKE A LASTING IMPRESSION. COST ONLY 20c LOCALLY AND 25c TO ANY WESTERN UNION POINT IN THE U. S.

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Manufactured with your own special printing and Stock Tickets in assorted colors and designs. Ask for our prices.
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Double Coupons,
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TALENT VS. SMALL SPONSOR

Chances for Live Talent Nil In Small Cities Where Firms Demand Names on Waxed Shows

WILKES-BARRE, Pa., March 9.—What chance is there for radio talent to get a break in a small city? Judging from a survey of this city, where there are two radio stations, with a possible listening audience of 800,000, the possibilities are very slight. Stations cannot be blamed for the situation. Ken Bagogh, program director of WBAX, said, "Every town has talent which could be developed. That is only natural. However, nine of every 10 advertisers who can afford 15-minute shows for any duration want something which is widely known unless it's an amateur contest, talent search or kiddie program. Generally, an advertiser puts money in a program that has known quantities, either a prepared transcribed program or a network program designed for local sponsorship.

"Local talent is swell in a metropolitan city where there is a lot of material to equal network programs to some extent. In addition, local business in smaller towns has to depend on spot announcements."

Sam Baltimore, commercial manager of WBRE, said that in comparison to stations of its size, WBRE uses a lot of local talent.

Sponsors Shy Away

"We would be most anxious to develop more local talent," he said, "if we could find somebody who would be willing to sponsor the programs. After all, we can have just so many sustaining programs and then we have to call it quits. Not only that, but after performers are on sustaining programs they are anxious to make some real money. And there is no station in the country able to keep on paying for sustaining programs unless a few of them can be sold.

"The solution would be for the advertiser who can afford it to spend more money. We can develop the talent if we can find somebody to buy the programs. The local advertisers who can afford to sponsor local talent programs don't. The others want as much advertising as they can get for their money. Hence, they find that for what it would cost to have a 15-minute talent program once a week they can get about a dozen spot announcements spread over the week. The average small business man figures a certain percentage when he buys radio advertising. He doesn't want programs.

"But spots have their advantage also, so far as local talent programs are concerned. Because of the income from spots we can afford to give time to sustaining programs on which we are always on the lookout for talent.

"Another thing we do is build up participating programs and commercialize them with spot announcements. The best examples of that are our Italian and Polish programs.

"Why not look to the national advertising field for sponsors?" is probably the next question. Well, there are two things which don't work out there. Either we get a national advertiser on a commercial program thru our NBC Red or Blue network or they are transcribed programs. In addition, we have several national advertisers who prefer transcribed spot announcements. About the only semblance of a national advertiser sponsoring a local talent program would be thru the sponsorship of sporting events or news programs."

The following is the breakdown of an average week of broadcasting:

WBRE	
Number of Broadcasting Hours	122
Commercial Programs	28
1. Transcribed (Local)	5 hrs.
2. Live (Network)	12 hrs.
3. Live (Local)	11 hrs.
Participation (Spots, etc.)	27 1/2
Sustaining Programs	66 1/2
1. Network	48 hrs.
2. Local	18 1/2 hrs.
Hours on Network (NBC Red and Blue, Quaker)	60
Hours of Local Broadcasting	62

Hours of Religious Programs (local)	3 3/4
Hours of News Programs	12 3/4
(Local Commercial and Sust., Network Comm. and Sust.)	
Hours of Public Service Broadcasts	21
(Local and National)	
WBAX	
Number of Broadcasting Hours	127
Commercial Programs	24
1. Transcribed (Local)	2 hrs.
2. Live (Local)	19 hrs.
3. Live (Network)	3 hrs.
Participation (Spots, etc.)	15
Sustaining Programs	103
1. Network	65 hrs.
2. Local	38 hrs.
Hours on Network (Mutual, Aircaster)	68
Hours of Local Broadcasting	59
Hours of Religious Programs (Local)	1 1/2
Hours of News Programs	8 3/4
(Local Commercial and Sustaining)	
Hours of Public Service Broadcasts	2 3/4
(Local)	

Wine Biz Booms On N. Y. Locals

NEW YORK, March 9.—Local stations here are experiencing a jump in wine business, comparison of February of 1940 with February of 1939 showing a noticeable jump in sales. Two of the locals, WHN and WNEW, did not have any wine sponsors in February of 1939. In February this year WNEW had three sponsors, Eastern Wine Corp. for Chateau Martin; K. Arakelian, Inc. for Mission Bell, and Sebastiani Wineries. WHN listed Eastern Wine Co., Roma, and Bis-ciglia Brothers for Paradise California Wines.

Time on WNEW amounts to three quarter-hours of news, five 10-minute music periods and 44 spot announcements for Chateau Martin, totaling 139 minutes. K. Arakelian is on for six half hours a week in *Make Believe Ballroom*, plus 25 spot announcements a week, totaling 145 minutes, and Sebastiani Wineries totaled 70 minutes with three quarter-hours a week, beginning February 21, and five five-minute periods a week from February 1 thru 10.

WMCA, for January-February of 1939, had news and daily announcements for Roma Wine Co. for six weeks. Taking stock of its wine business during January-February, 1940, WMCA reports a 52-week contract with Monarch Wine Co. for 35 announcements weekly; 20-week contract with K. Arakelian for 35 announcements weekly; 52-week contract with Chateau Duer Vintages for 30 announcements weekly; 52-week contract with Fruit Wines Corp. of America for 60 announcements weekly, and 13-week contract with Renault wines for 30 announcements weekly.

WOR's wine business remained about

Thompson's New Mike Technique Claimed Boon for Radio Actors

HOLLYWOOD, March 9.—A new microphone technique, claimed to be different than techniques used heretofore, has been undergoing experimentation at the hands of the J. Walter Thompson advertising agency and is said to have been perfected. Most important characteristic of the new approach is that it gives radio actors and performers a much greater freedom at the microphone and does not require the direct-to-the-mike speech now in use.

With the new technique, which Cal Kuhl, Thompson producer, has been quite active in developing, radio acting becomes more akin to legit acting in that the actors will now be able to talk directly to one another, or to the actor to whom they are playing. A result of the vis-a-vis playing, it is hoped, will be better and more natural acting. Theory is that an actor can give a better

Sort of Late
NEW YORK, March 9.—WOR received in its fan mail this week a card asking that the listener be sent a copy of the "Mystic Code of Omar." Card was one of those distributed several years ago by Taystee Bread. Account—and the show—have been off WOR three years.

Three Pix Plugs For Kate Smith

NEW YORK, March 9.—Ted Collins has completed three motion picture tie-up deals for the Kate Smith show with 20th Century-Fox. First will be *Stardust*, from New York March 29. For April 19 and 26 the entire Kate Smith show will be presented from Hollywood for the pix, *Johnny Apollo*, and another not yet selected. Cast will go out on a specially scheduled Union Pacific train so that Miss Smith can do her daytime programs.

Young & Rubicam, agency which produces the Kate Smith show, is also working out a deal with 20th-Fox to take *We, the People* to the Coast and present it from the 20th-Fox lot.

Estimated that the Kate Smith jaunt to Hollywood will cost 20th-Fox about \$20,000.

Another Bingo Show Started Over WHBL

SHEBOYGAN, Wis., March 9.—Still another form of radio bingo is *Cash Ur Name*, a new program over WHBL here under sponsorship of Schultz Bros., wholesale grocery firm.

To participate listeners secure from their retail grocers a slip containing a key letter with room for the individual's name as well as that of the grocer. Letters in listener's name are used as the basis for the game, and the first person getting points of value, as called by the program announcer, after each letter in his or her name, calls the studio and is awarded \$5 in cash.

status quo, line-up as of February, 1940, being Sunday night news for Gambarelli & Davitto, with Frank Singiser; news at 11 p.m., Mondays, Wednesdays and Fridays, for Hoffman Beverage Co.'s beer, and sport news by Stan Lomax, Tuesdays, Thursdays and Saturdays at 7 p.m., for Jacob Ruppert Brewery.

In addition to radio advertising wine sponsors have become more conscious of show-business tie-ups. Eastern Wine Co., for instance, flashed a daily plug for Chateau Martin Wines on 15 motion picture theaters in the Greater New York area. Plug ties in with Bill Berns' movie program over WBNX, Bronx. Berns does three quarter-hour sessions weekly and announces current attractions at co-operating theaters, in addition to interviewing live talent appearing at the Windsor, Bronx, on Friday.

NBC, AFRA Sign WBZ, WMAL Pacts

NEW YORK, March 9.—American Federation of Radio Artists has set agreements with National Broadcasting Co. covering announcers at stations WBZ, Boston, and WMAL, Washington, and the studios in Los Angeles. Contracts for Boston and Los Angeles are already set, and that for WMAL is in the works, with inking expected shortly.

Agreements call for some increase in salary and standard AFRA conditions on all staff duties. Some 20 men at WBZ and WMAL are affected. Clause in the contract says that AFRA can shortly begin negotiations covering local commercials.

Inking of pact covering these stations leaves only a few managed and operated NBC stations for which AFRA must negotiate. These include Pittsburgh, Denver and Cleveland.

Sponsors Drop Hobby, Pearce, Welles Shows

NEW YORK, March 9.—Three major network programs were among week's non-renewal casualties, with Dave Elman's *Hobby Lobby*, the Al Pearce show and Orson Welles failing to draw renewals from their respective sponsors. Most surprising was the *Hobby* program, which in the past few months has climbed to high rating in the reports of the Co-Operative Analysis of Broadcasting, one of the more recent surveys giving this show a rating of about 12.

This is a better than good rating for a program broadcast at the time *Hobby Lobby* airs, on a Sunday afternoon. The program is sponsored by Fels Naphtha Soap thru Young & Rubicam, and the agency is pushing the show for sale to another client. Agency has several major companies who might buy the program as a summer replacement.

Pearce's program, it is said, was the victim of a strange circumstance whereby the sponsor, Dole Pineapple Juice, has its hands full meeting better-than-average orders occasioned by the scarcity of citrus fruits. N. W. Ayer is the agency.

Welles will remain sustaining on CBS at his present time spot. Campbell Soup, thru Ward Wheelock, sponsors the show.

Don Flamm Sets New Deal With Don Shaw

NEW YORK, March 9.—Donald Flamm, president of WMCA, has set a new contract, effective immediately, with Don Shaw, continuing Shaw's position with the station as executive vice-president and general manager.

Shaw went to the station about 13 months ago on a one-year contract.

Columbia Pic Tries Air

NEW YORK, March 9.—Columbia Pictures is trying a new exploitation idea next Tuesday (March 12) in a show over WMCA and the Inter-City network. Program, the idea of Martin Starr, is plugging *Too Many Husbands* and dramatizes the events preceding actual production of the picture, from the time the story is bought until cameras roll. No synopsis of the picture is given. Columbia may enlarge the use of the idea if the *Husbands'* tryout clicks.

Wants Pix
NEW YORK, March 9.—One of the editors voting in the Third Annual Radio Publicity and Exploitation Survey conducted by *The Billboard* is Jack Shafer, radio editor of *The Newark (N. J.) Ledger*, whose column is syndicated to several other dailies. Shafer, in answering the Survey questionnaire, appended an urgent note, stating he needs pictures, and is using two a day. Shafer works out of his home, 225 Eastern Way, Rutherford, N. J.

NATIONAL DAIRIES *Present*
THE SEALTEST* SHOW

with
Rudy Vallee

THURSDAY EVENINGS

9:30 Eastern Standard Time

8:30 Central Standard Time

7:30 Mountain Standard Time

6:30 Pacific Standard Time

NBC-RED NETWORK

★SEALTEST, like sterling in silver, connotes a high standard of laboratory excellence, supervision and quality of the products of National Dairies, which are milk, cheese and ice-cream.

Program Reviews

EST Unless Otherwise Indicated

Rudy Vallee

Reviewed Thursday, 9:30-10 p.m. Style—Musical comedy. Sponsor—Sealtest Laboratories. Agency—McKee-Albright. Station—WEAF (New York, NBC-Red network).

It was almost inconceivable that Rudy Vallee would remain off the air any length of time after Standard Brands ended its series with him, and it is perhaps quite fitting upon his return, under the aegis of Sealtest Laboratories, that he broadcast on a Thursday night. Vallee is only 90 minutes away from his old time spot, but his first show for Sealtest, unfortunately, was further away than that from the standpoint of punchy amusement. Under his new set-up, in which he wisely endeavors to get away from the straight variety type of program which Standard Brands, J. Walter Thompson agency and he popularized, Vallee is trying to do a musical comedy each week, with an historic subject satirized on each show.

The tough part of the new program idea—one which has not been done very much in radio in the past—is that Vallee and the new show will stand or fall on the writers. It would be silly to question Vallee's ability, at this stage of the game, as one of radio's most persuasive singers. And while there has been some question as to his acting, he is certainly enough of a thespian to handle roles these travesties will require. The first show, tho, was too much on the dull side, and the material was far from being first rate. Probably because it was the first show and because Vallee and his producers will have to experiment before they find the set-up and approach they want.

With Vallee on the first show were Andy Devine as King Ferdinand, Mary Boland as Queen Isabella, Maxie Rosenbloom as Vallee's stooge and aide-de-camp and Vallee as Christopher Columbus. None of them did any better than their lines let them, and the first thing the writers should remember is that a little Rosenbloom goes a long way. The most effective bits in the script were two running gags, one built around Rosenbloom and the other about a Hebe character. Some of the song parodies were fairly bright, too.

Show is unusual in its commercial approach, there being no formularized commercials by an announcer. Vallee did one plug and local announcers, at the end, handled the regional plugs.

Franken.

"Good News"

Reviewed Thursday, 9-9:30 p.m. Style—Variety. Sponsor—General Foods, Inc. Agency—Benton & Bowles. Station—WEAF (New York NBC Red network).

When Chase & Sanborn reduced its Sunday night program to a half hour, there wasn't much lost in the way of entertainment, since the show was always built around Charlie McCarthy. Maxwell House now reduces its *Good News* series to a half hour, but doesn't come out quite as well, judging from the first show. *News* used to feature its MGM lists of stars and routines they did from Metro pictures. Now the show is built mainly around Fannie Brice's brat kid character, Snooks, with Dick Powell as emcee. Meredith Wilson still does his effective musical support, Mary Martin was on the first show and Warren Hull is announcer and a persuasive one, at that.

Baby Snooks has had some sock routines on past *Good News* shows, but as the mainstay of a program, doesn't seem to have enough to carry things all the way thru. Miss Brice does a peach of a job with the kid and Hanley Stafford is one of the best straights, but it still isn't enough. This program had the brat feigning amnesia, probably questionable from the angle of kids listening to the show and maybe giving them some ideas.

Powell was adequate as emcee and in singing, both solo and with Miss Martin, who, incidentally, is quite improved. But the show is nowhere near as compelling as it has been in the past.

Franken.

Louis Sobol

Reviewed Wednesday, 9:15-9:30 p.m. Style—New York comment. Station—WOR (Mutual network).

Louis Sobol, one of the better newspaper columnists, rates a commercial. His stuff is interesting, voice is excellent and the quarter hour makes very good listening.

Program is designed somewhat as an *Album of Manhattan* but takes no definite form. This program, for instance, had Sobol telling of an opening night at the Empire Theater years ago, and in the telling he described old prints and photos and branched out into anecdotes of well-known first-nighters.

Program included such diverse material as a brief account of the author of the Dick Merriwell novels, who wrote under the name of Burt L. Standish, and an explanation of the meaning of phrases prevalent in today's swing music jargon.

Sobol has a wide following thru his syndicated writings and should be able to do an excellent selling job.

Ackerman.

"Luncheon at the Waldorf"

Reviewed Saturday, 1:30-2 p.m. Style—Miscellaneous feminine chatter. Sponsor—Camel Cigarettes. Agency—William Esty Co. Station—WJZ (NBC-Blue network).

This program is conducted by Ilka Chase, and is a concoction seemingly peculiarly feminine in conception and de-

signed to appeal to a feminine audience. Format has Miss Chase with a bevy of females—some 50 or so—lunching at the Waldorf as 'the guests of Camel cigarettes. Miss Chase grabs a portable mike and chats with different femmes around the table, the gab concerning what is going on in New York and the work or careers of the guests. Miss Irene Wicker, for instance, told of her radio show, and others who talked were Florence Lake and Peggy Burns. In addition, Miss Chase does a fashion talk.

Program is feminine hot air, and giggles and feminine voices are heard thru-out as background for the table interviews, etc. Should click with a certain branch of society.

While the dames cool off, there are one or two brief musical interludes, during which Paul Barron's Orchestra plays and Frank Luther sings. Both deliver.

Camel plugs based on slower burning and quality tobaccos.

Ackerman.

James J. Walker

Reviewed Monday, 9-10 p.m. Style—Amateurs. Sponsor—Princess Pat Cosmetics. Agency—Kenyon & Eckhardt. Station—WHN (New York).

Titled *Jimmy Walker's Opportunity Hour*, this 60-minute session from the stage of Loew's State marks the ex-mayor's second radio series—the other being over WMCA about a year ago. Walker is good radio material for an emcee spot. In addition to publicity value he has plenty of humor, poise and a good radio voice. First show was not so hot, chiefly because it was the first show. What's needed is a more rapid disposition of the amateurs and a generally tighter program. This will probably come after one or two more sessions. Walker's radio manner is deft and his

Radio Talent New York

By JERRY LESSER

ALAN DRAKE did another swell job with his character studies on the KATE SMITH show last week. . . . JEAN PAUL KING is doing the production on a wax series called *Lest We Forget*. . . . SPENCER BENTLEY is now narrating for Paramount News. . . . AGNEW HORINE, formerly with NBC, is now a free lance sound technician with his own equipment company. . . . If negotiations are concluded, FRANK NOVAK'S "Rootin' Tootin' Boys" will be featured in GENE AUTRY films. . . . COL. ROSCOE TURNER commutes regularly from Indianapolis to New York for his Saturday night show. . . . As soon as he can arrange his schedule, GEORGE HOGAN, announcer of NBC's *The Man I Married* will be back as commentator for Paramount Newsreels. . . . MARGE ANDERSON lost a job with the CBS serial, *Manhattan Mother*, for the same reason she has been rehired for the program. MARGE was originally cast in the role of "average listener." She was replaced because her voice resembled that of leading lady KAYE BRINKER so closely that it was confusing. Now, with KAYE hospitalized for an appendectomy, MARGE replaces the star. . . . An English educated, Irish named native of Australia who owns a French automobile, buys Moroccan leather as a hobby,

wears Scotch tweeds, eats Danish pastry and writes typically American plays! All this describes JOHN HALLORAN, newest addition to the writing staff of *Silver Theater*.

Added to the cast of "Joyce Jordan, Girl Interne" are Helen Choate and Alan Devitt. . . . Joan Tetzl has been signed for the Broadway revival of "Liliom." . . . Sinclair Oil will sponsor "World of Today," a thrice weekly series over CBS beginning April 3. . . . Del Sharbutt expects another heir. . . . Jeanne Hart joins the cast of "Big Sister." . . . Announcer Jimmy Wallington is nursing a pair of badly gashed hands, the result of a sailing accident. . . . We hear that Hollywood Playhouse is renewed effective April 3. . . . that Pepsi-Cola has revived sponsorship interest in Artie Shaw. . . . that "Blondie" will be minus Hanley Stafford in the role of Mr. Dithers if plans for Fannie Brice's legit venture for the fall go thru in New York. . . . that Rikel Kent is being sought to fill a radio directorial post soon to be vacated in a New York university. . . . that Barbara Weeks is limping this week. She tripped on a rug.

Chicago

COMMENDABLE publicity stunt is RANSOM SHERMAN'S wager that he can break 100 the first time he steps on a golf course, which will be around June 15. Until then he's taking lessons from Don Sharpless and C. C. Campbell, pros at Skolake Fairway, and while learning will write 14 articles for *The Herald American* on how easy it is to play golf. . . . JACK FULTON and FRANKLIN McCORMACK may be featured together again on a network show soon. . . . FRAN ALLISON has severed connections with NBC to freelance. . . . BOB ELSON, WGN newscaster, is back on the job after a severe cold, which had him hospitalized. . . . ANNETTE KING, songstress on *Breakfast Club* before the duties of motherhood called her away,

is back in Tin Pan Alley grubbing for the latest songs, altho she denies emphatically any intention of returning to professional lanes.

The Escorts and Betty are due for a trip east soon to fulfill an important theater engagement. . . . Ray Jones, AFRA executive secretary, is back in town after many weeks of absence while attending the arbitration conference in New York. . . . Jackie Panette, cutie from Waukesha, Wis., is a recently-added songstress on CBS programs, "Rhythm Rascals" and "Good Morning." . . . Garry Moore and Elmo Tanner, of "Beat the Band" show, expecting to be fathers soon.

treatment of the amateurs is the ultimate in kindness.

Prefaced program by a short speech to the effect that New York had not been producing much talent—what with the decline of vaude, etc., and that this show would offer some opportunity.

Program has a batch of people acting as judges, who ballot on the best of the amateurs. Judges this session included Harry Brandt, Nick Kenny, Dinty Doyle and others.

Henry Gladstone announced okeh.

Ackerman.

"Songo"

Reviewed Tuesday, 9-9:45 p.m. Style—Giveaway. Sponsor—Neveins Drug Co. Agency—Philip Klein, Inc. Station—WIP (Philadelphia).

Still another in the radio bingo cycle. Instead of calling numbers, at-home players must guess names of songs played, matching titles with their "Songo" cards. Players call the station as soon as they hit a "songo," first row of five tunes paying off \$10, the second \$50, the third \$25 and last line \$75. Big money goes only to first callers. Others filling lines rate \$1 worth of merchandise at a Neveins store.

Last-line winners are entered for bigger stakes. Completing a sentence on "I like Neveins toothbrushes because" rates the winner an additional \$100. And if the sentence entry is made on a toothbrush carton it's a \$200 jackpot.

Playing is paced in breezy style by Larry Harris (staffer Murray Arnold for the records). Announcer Fred Cummings aids and Howard Brown serves as judge. With all the tune slinging and alliterative spiels on part of Harris, stanza also manages to get in scattered merchandise plugs for the chain drug stores. In spite of all its hokum, it moves along in fast fashion. Harris out-Kysering Kay in tipping the tune titles. His midway chatter makes it interesting enough for non-players to keep tuned in. Most important, makes you want to run to the nearest Neveins store and get a "Songo" card.

Orodenker.

"Platterbrains"

Reviewed Monday, 10-10:30 p.m. Style—Musical Quiz. Station—Sustaining on WNEW (New York).

Platterbrains, musical quiz using records and a board of three experts, debuted Monday as a smart, comparatively inexpensive production that should prove readily salable. Listeners request experts to name tunes, arranger, names of soloists on different records, and so forth. Giving the answers are Leonard Feather, English swing music critic, and Milton Gabler, who has been selling records for a long time. Guest for the premiere was drummer Gene Krupa, who proved very good at experring. Of the permanent board, Feather scored best.

With records enjoying a boom currently, a program like *Platterbrains* should do well if presented smartly, and by all indications Bob Bach, who conducts the show, should be able to keep it going at an interesting pace. One of Bach's greatest assets is his ability to keep the disks working with a minimum of lost time. On this show, for instance, he apparently cleaned up about 20 questions and 20 disks—the records being played just as long as required by the brainwork of the board.

Listeners whose questions are used are given a record, and questions which stump the experts merit an album. Take-off on *Information, Please* is obvious, but *Platterbrains* is nevertheless a good show.

Ackerman.

G. Putnam's Attorney Is Misinformed, Says G. Putnam

NEW YORK, March 9.—Jack Gross, attorney for George Putnam, free-lance radio announcer, has been misinformed as to several facts concerning the employment of George F. Putnam, NBC announcer, declares the latter Putnam. Gross, thru a story published in the March 9 issue of *The Billboard*, stated that George F. Putnam had obtained a Campbell Soup commercial when agency executives saw the name on a list of announcers being auditioned. No names appeared on this list, states George F. Putnam, the audition having been conducted by numbers and the work secured accordingly.

Gross also stated that he had written a letter to the NBC Putnam, who states that he never received it. Likewise, the NBC announcer declares, Gross erred in saying that his middle initial is "A." It is actually "F."

Advertisers, Agencies, Stations

By PAUL ACKERMAN

NEW YORK:

NEW ENGLAND Drug and Health show, to run from April 30 to May 6 in Boston, is reportedly trying to get three shows, one each from NBC, CBS and Mutual, to originate from the show. George Jessel may do a shot from there. . . . Russ Morgan has released to AMP Studios the use of his name on transcriptions. Seems the phobia regarding use of real names on waxes is gradually breaking down. . . . J. Walter Thompson's Cal Swanson, Lever Brothers Canadian account rep, back from Canada this week. . . . A. K. Spencer will produce the Edgar Bergen-Charlie McCarthy show in New York. Cal Kuhl, regular producer, stays on the Coast to do *Those We Love*. . . . Ken Dyke, NBC director of national sales promotion, back from two weeks in Bermuda. . . . Fuller Brush Co. has renewed contract of Herbert Hadel, director of *Let's Go to Work*, over WOR. Contract, calling for Hadel's exclusive radio services, signed thru the Manternach Agency.

Park & Tilford, beginning Tuesday (12), begins a five-minute program, twice weekly, over WEAJ for Tintex and Cosmetics. Titled "Helpful Henry's Household Hints." . . . Wondercrop Asparagus, thru Samuel C. Croot, has bought time on WJZ's participating show, "Woman of Tomorrow." . . . MBS scored a beat on the arrival of the S. S. Queen Elizabeth. Dave Driscoll spotted the ship 40 miles out of New York in an Eastern Airline plane. NBC and CBS handled arrival with bulletins, although NBC did one stint on arrival in New York Harbor. . . . Unless renewal comes, MBS "Show of the Week" jades March 24. Jan Savitt will be on last stanza. . . . Tho NBC has been building up Dinah Shore for almost a year, her first commercial series was on the Ben Bernie program on CBS. She debuted Sunday (10), set by Frau Cooper, of General Amusement. . . . Richard Marvin, radio director of William Esty, and Joseph Plaut fly-

ing to the Coast Monday (11) for the Burns and Allen show. . . . Ed Wood, new MBS sales manager, due in New York next week. . . . Al Newman, new radio editor of "Newsweek," formerly did rewrite on the sheet. He replaced Winthrop Parkhurst. . . . Arthur Hale, newscaster, is studying piano again. Used to tinkle wories at WOR in the old days. . . . Ben Grauer starts March 19 as announcer and commentator on Molle's "Battle of the Sexes," and has been renewed on Kay Kyser show for a year, starting April 11.

CHICAGO:

WBBM will cover the *Banker's Mile* on March 23 for CBS listeners. . . . Ferris & Livingstone, p. a. firm, has acquired the Michigan Blossom Festival account. Festival plans to use radio extensively. . . . W. H. Kastor has placed a test show on WBAP, Fort Worth, Tex., for Custodian Face Powder. Featuring Gary Gray and entitled *Ship of Song*, show may go network if effective locally. . . . S. N. Strotz, NBC vice-president and general manager, Central Division, and Paul McCluer, assistant network sales manager, have been attending a business conference in New York. . . . Buckingham Gunn, J. Walter Thompson radio chief, it at home with the flu. . . . Needham, Louis & Brorby has renewed Fibber McGee and Molly for 52 weeks on NBC-Red beginning April 9. . . . Another full year renewal is Chicago Northwestern Railroad for the *Musical Clock* program on WMAQ via Caples Co. . . . Their heads still buried in a mental nimbus over the question of whether to supplant *Musico* with *Cartuneo*, National Tea Co. execs put thru a two-week extension of contract for the former show on WGN. . . . Rumors that Ed Aleshire has affiliated with Les Weinrott or has joined Benton & Bowles, New York, are baloney, fact being that he has taken his family on a pleasure trip to California. . . . W. E. Macfarlane, business manager of *The Chicago Tribune* and WGN's chief dignitary, is enjoying palms and hula skirts in the land where pineapples don't come in cans.

CBS, Stagehands, Setting Deal For a Help in Radio Theaters

NEW YORK, March 9.—Negotiations between Local 1 of the International Alliance of Theatrical Stage Employees and Columbia Broadcasting System over employment of IATSE stagehands in Columbia's radio playhouses have been going on during the past week. With CBS said to be amenable to a contract, it marks the first time this union has really been able to get into radio. Deal will cover radio and television productions in Columbia's playhouses, which are converted legit theaters, formerly the Avon, the Hammerstein and the Masque.

CBS is said to be willing to pay regular legit scales, \$82.50 a week for the three department heads, and to guarantee year-round employment for the first crew, that is, the department heads. A second guarantee is for 26 weeks' employment for a crew of assistants at \$72.50 weekly, with occasional work amounting to about 13 weeks for a third set of deckhands. Talks are expected to conclude next week.

IA has had more trouble making a deal with NBC, because NBC has only one house, the former Vanderbilt, used for the Fred Waring broadcasts, the remainder of NBC's shows coming from its own studios in the RCA Building. Question is not whether the IA will get a deal for the Vanderbilt, which seems likely in view of the CBS contract, but whether a contract can be set covering the studios.

NEW YORK, March 9.—NBC is bidding its time before going on a spree insofar as television is concerned principally because the FCC, in granting limited commercial television, set September 1 as the starting date. Questions of increased staff, larger budgets, more television talent, increased weekly hours of telecasting and others will not be immediately decided. It is also declared RCA has not set a definite date to push the sale of receivers under the lower prices.

NBC Takes Steps To Use More Dramatic Actors, End Cliques

(Continued from page 3)

both the new audition set-up and the "spread work" movement. Roberts declares that the new plan is designed to give more actors work, and that the AFRA members who now have much of the available radio work will not suffer. "Talent is still a rare thing," commented Roberts, saying that the leaders in the dramatic field will still retain their positions. "We couldn't possibly kick those actors who have been our support for a long time," he added.

Roberts explains that NBC feels it has a responsibility to the future. "Few radio actors have been developed now over a long period," he says. The failure of talent development has been one reason for trade criticism, mostly directed

towards stations and networks, for a long time.

NBC feels that its programs, sponsors and actors will all benefit from the "spread work" theory. The programs will be helped because of the new dramatic talent made available; sponsors will benefit for the same reason, and the actors will be given an incentive to do better work by the new competition. The idea of breaking up the directors' "stock companies" will not only help new performers who may be found in the NBC "school" system, but also many actors now in radio who have been unable to crash the limited clique favored by various directors. This has been one of the chief gripes of actors now in the field.

Broadcast From Hunger

SALT LAKE CITY, March 9.—KDYL's inquiring reporters, on a street interview this week, really had a show from hunger.

They interviewed a stout man and then offered him a box of cookies. He wasn't enthusiastic, and explained it was because he was a pastry cook himself and now works for a sugar refinery.

He added, "My name is Hunger."

Benny Renewal Marred by Clash Over Production

HOLLYWOOD, Calif., March 9.—Reliable information states that the principal bone of contention between Jack Benny and Young & Rubicam, agency for General Foods, which sponsors Benny on the *Jello* program, is the question of production control of the show. Benny, it is stated, demands the production be sold as a package and that control of production and hiring of talent remain solely with him. Benny's renewal had not been signed up to Friday of this week, the reason given being the production phase of the show. Both the sponsor and the agency have approved Benny's hiring of talent and paying the actors directly, the same going for vocalist and band.

The salary figure is given at \$18,000 per broadcast, an increase of about \$5,000. Benny originally wanted \$22,000 on his renewal.

Even at the new figure, it is declared Benny's cost per million listeners is one of the lowest in the business.

NEW YORK, March 9.—A spokesman for Young & Rubicam stated yesterday that he doubted the agency would cede production control of the Benny program, but added that no statement could be made because word had not been received from the Coast about the Benny situation.

WMCA Gets Rash Of New Programs

NEW YORK, March 9.—WMCA became host this week to a flock of new sustaining and commercial shows starting soon. Famous Furriers bought a kid show for Sunday afternoons, 14 new shows during the week and three weekly musical periods. Agency is Midtown.

Manhattan Pontiac Corp., thru Ravett agency, is taking Ziggy Lane and Lee Grant's Orchestra three times weekly. Show will have an exploitation tie-up whereby an automobile will drive around the streets and pick out the safest man and woman driver, drivers then to be given prizes.

Sustaining shows include a beauty talk spot by Ern Westmore, Hollywood make-up man; a kid show with Uncle Tom (Willie Willis); *Radio News Reel*, transcribed news events; *Fu Manchu and Pinocchio*; *Quizzing the War*, an information, please type of program emceed by Johannes Steel; and *Editorially Speaking*, a round-table type program.

Steel also got a year's renewal on his news talks for Modern Industrial Bank. Steel's commentaries airing seven times weekly for the account.

WMCA will also do a series reviewing what dramatic and picture film critics of the dailies say of new Broadway offerings.

WLW Checks on Impostors

CINCINNATI, March 9.—Station WLW last week sent its attorney to the Virginia Theater, McArthur, O., and the Virginia, Parkersburg, W. Va., to put the clamps on two turns, Sons of the Plains and Golden West Cowgirls, who, it is alleged, misrepresented themselves as being of the WLW staff.

According to Bill McCluskey, of the station's artists' bureau, the acts' names conflicted with regular features on WLW's Boone County Jamboree.

Bill Stewart East

NEW YORK, March 9.—William L. Stewart, who for the last year has produced *Lum 'n' Abner*, is coming east to be assistant to Bill Jenkins, manager of the Bureau of Industrial Service, Young & Rubicam subsidiary. Stewart will be out of radio entirely.

Luckies' New Spot Wrinkle

Sponsor matching time disk will be aired with rating of song on 'Hit Parade'

NEW YORK, March 9.—American Tobacco Co., maker of Lucky Strike cigarettes, is using a novel approach in a new spot transcription campaign now being lined up. Programs will run two and a half minutes in length, an unusual time period in a spot series, and will feature talent from Luckies' *Hit Parade* program, the song being played on the transcription ranking in the *Hit Parade* according to the time of broadcast. Thus, if the show is spotted at 4 p.m., the song that will be played and sung will be fourth on that week's *Hit Parade*. If the transcription is broadcast at 9 p.m. the tune will be ninth in the *Hit Parade*. Songs rating from first to 12th in the *Parade* will be recorded.

Talent used in making the recordings will be Mark Warnow and his orchestra; Barry Wood and Bea Wain, vocalists, and a choral group. Sponsor already uses an extensive CBS hook-up for the program on Saturday nights and the new wax campaign will give the performers unusual national coverage.

One of the problems now confronting Lord & Thomas, the agency on the account, is in connection with the odd length of time the transcriptions run. Stations seldom have a 2½-minute spot open at better station-break periods, hence the difficulty. Shows will be specially recorded, not taken off the air.

New Variety Show Takes WOR's "Comedy By" Spot

NEW YORK, March 9.—*Comedy By*, comedy show started by WOR a few weeks ago, folds March 22 after having been on about six weeks. Show featured mostly vaude comics on one-time shots. Last two comedians will be Freddie Lightner and Joe Laurie Jr.

Starting March 29 station will do a half-hour variety show in the same time spot, Friday nights. New program will have Ted Lloyd, newspaper columnist, and guest stars. Latter will do new specialties they have developed since they became noted.

New program is called *Command Performance*.

Sears To Chew Best Time Out Of WBBM's Musical Clock

CHICAGO, March 9.—On good authority it is reported that the *Musical Clock* program, sponsored by Sears-Roebuck & Co., will undergo a change this month. Sears-Roebuck, which officially refused to commit itself on the matter, is expected to telescope its time from the hour period between 7:30 a.m. and 8:30 a.m. to the half hour between 7:45 a.m. and 8:15 a.m. Reduction in time presumably will enable sponsor to reach about the same audience, cost less, and still maintain the prestige of the *Musical Clock* title.

WBBM, which likewise refused to make a statement, will in all probability sell the remainder of the time to other interested advertisers, since the *Musical Clock* has been one of the most popular early morning programs in Chicago for many years. Former sponsor, Marshall Field & Co., which offered the feature for seven years, denied the current rumor that it would grab up the time not taken by Sears.

Reserve SESAC Verdict

PHILADELPHIA, March 9.—Long-drawn-out suit by Society of European Stage Authors and Composers against WCAU, court relief being sought to make the station procure a SESAC music license, is still being drawn out. This week Judge Kalodner in United States District Court here reserved decision on a motion by SESAC attorneys to file an amended and supplemental bill of complaint against the station.

NEW YORK, March 9.—Beginning Wednesday (13) Albert Mitchell, *The Answer Man*, goes on 10 Mutual stations for Van Dyck Cigars between Chicago and the Pacific Coast. Mitchell previously was sponsored for two years and nine months by the Provident Loan Society on WOR.

Zucker Mulls Booking Plan

Would franchise agents in lieu of branches — six months needed to set idea

NEW YORK, March 9.—A new development in the band booking set-up, now said to be in a nebulous state, is being considered by the Stan Zucker Agency, whereby, instead of setting up branch offices in other cities, rival agents and agencies will be franchised to handle the Zucker properties on a split commission arrangement.

While the practice of working thru outside agents is not brand new, the Zucker office is said to be toying with the idea of doing it as a regular policy instead of on a pick-up basis, the practice that is in operation now. The idea would take at least six months to put into effect, if the office goes for it.

When the Zucker brothers (Stan and Ben) had a band booking office in Cleveland, about seven years ago, they pursued this method on a small scale, until the office broke up and Stan went with CRA in Chicago. Since the office has been established in New York tho, they handle about 18 band properties, with no machinery out of town on the booking set-up. They are working with other agents now, but if the franchise idea becomes effective it will be the first time the practice of exchange bookings will be done on an appointive basis.

Peoria Dansant Doing Well With Name Orks Bi-Monthly

PEORIA, Ill., March 9.—New policy of name orks once every two weeks at the Inglaterra Ballroom here has been proving successful, according to H. W. Newsam, manager of the spot. Since the fall opening, Inglaterra has hosted Dick Jurgens, Orrin Tucker, Tommy Dorsey, Freddie Martin, Art Kassel and Anson Weeks, with good returns at the box office. Hal Kemp is in for a one-nighter tomorrow (10).

Charlie Cartwright provides the dansant at the dansant on Thursday and Saturday nights, with the past three Thursdays setting new attendance marks. Over 1,000 paid admissions were chalked up each of the three evenings. Newsam also claims that Saturdays have been improving despite an increasing amount of private party dates locally.

Chester Back to Scene of Former Detroit Triumph

DETROIT, March 9.—Bob Chester, who had a record run a few seasons back at the swanky Detroit Athletic Club, returns there in April for a week's stand, playing for the silver anniversary of the club.

The Jolly Friars, cocktail four, formerly at the London Bar, open Monday at Hund's, downtown spot. Ray Gorrell returned to the Graystone Ballroom for a week's engagement, booked thru the Del-Ray offices, making one of the few bands to stage a return as fast as this at the Graystone.

Double Crossed

NEW YORK, March 9.—Even the best laid plans fail when some unknown quantity crops up, as in the case of Loew's State, George Hall, New York University and assorted press agents representing the three interests.

Hall, current at the State, is also scheduled to play the NYU prom next week. NYU, whose basketball team was undefeated (with one more game to go for the season), thought it might be a good idea for Hall to stage an NYU Victory night at the State for the team. Loew's thought it was a good idea. So did Hall.

Subsequently, arrangements were made, with banners and all kinds of publicity fodder, including gold basketballs which were supposed to have been presented to the team. Subsequently, too, NYU lost the last game—unexpectedly. Subsequently, the State held just a plain NYU night.

Of Thee I Sing

DETROIT, March 9.—George Clancy, secretary of the Detroit Federation of Musicians, dug into his scrapbook this week and came up with clippings and a photo of the concert group he toured with in 1923—and the basso-baritone of the outfit turned out to be Thomas E. Dewey, now better known as a Presidential candidate. He and Clancy were both at the University of Michigan at the time, and Clancy was violinist for the group.

The scrapbook revealed among other things a notice from *The Detroit News* claiming that Dewey had the three requisites of a musician—"a fine natural voice, understanding of music and an interest in his work."

No Joint Dancing, Drink in N. D. Spots

BISMARCK, N. D., March 9.—North Dakota Attorney-General Alvin C. Strutz ruled last week that the dance license for the Korner Bar in Mandan, near here, would not be revoked inasmuch as licensee Norma Wetzstein had made certain alterations on the premises to comply with a State law that requires complete divorcing of dancing and drinking.

Mrs. Wetzstein previously had been ordered to show cause why her State dance hall license should not be revoked. A hearing produced a drawing of the spot showing a separate entrance for the dance hall, apart from the entrance to the barroom.

The action leaves the Korner Bar as the only nitery in the two cities of Bismarck and Mandan having both dancing and drinking in close proximity.

ANGEL VELEZ and his Gauchos started an indef engagement at the New Hollywood, Bridgeport, Conn., last week, succeeding Chris Ruge, who was at the spot since its opening several years ago.

Sherman-Blackhawk Band Feud Results in Open Door Booking

CHICAGO, March 9.—The keen rivalry between the Sherman Hotel and the Blackhawk Cafe here for the "leading band spot" crown has created an open-door policy for all band bookers. Anxious to secure the best box-office attractions available, both Otto Roth, Blackhawk op, and Ernest Byfield and Frank Bering, Sherman execs, have open ears to peddlers of pop band attractions.

Originally Music Corp. of America accounts, the Sherman shifted offices after using the good stuff MCA had available, and the Blackhawk is now talking business with Consolidated Radio Artists because of falling grosses with the last couple of bands. It is no secret that a good percentage of the Blackhawk's swing trade is now passing thru the Sherman's portals, and Roth is looking high and wide for name maestri who can re-route the march of the band patron brigade back into his well-known nitery. Sherman developed quite a rep among

ASCAP Going After Pubs and Writers of Off-Color Songs

Recent trend to salacious material arouses society's ire —further publication is liable to affect points and ratings—expulsion also is hinted

NEW YORK, March 9.—Recent boom in the popularity of salacious songs, indicating what might be a strong trend along that line, causes the American Society of Composers, Authors and Publishers to crack the whip this week against publishers and writers of double-entendre tunes with veiled threats of loss of point ratings and perhaps expulsion from the society. The board of directors of ASCAP in a letter to members condemned the publication of off-color music as "an evil in the best interests of American music," and said that in the future its members would be disciplined if they were in any way responsible for publication of this type of tune.

ASCAP board, without referring specifically to any of its members, cited that the flurry of blue music was degrading to the business and was not consistent with its future interests, altho its publication might be profitable for a short time. They made it clear that they just didn't care for publication of any more "hot songs."

ASCAP pointed out that if writers or publishers continue the practice it will hurt their standing in the society to the extent where points and ratings would not only not be increased but would be lowered. If the offense is strong or often enough it is believed that expulsion might ensue as an example to other members.

The society is believed to be pointing specifically to several tunes on the market which didn't enjoy a heavy sale of sheet music but which were very heavy in the recording field. They feel that in order to scotch the practice of recording objectionable songs they have to strike at the publisher and the writer, who are the direct source.

Meyers' Portland Nitery Turning Into a Ballroom

PORTLAND, Ore., March 9.—Hoping to pick up where Vic Meyers, lieutenant-governor of the State of Washington, left off as a night spot operator here, Don Merkle of this city has applied for a license to launch the spot as a ballroom.

Meyers, former nitery ork leader in Seattle who gave up the business for his present political post, operated the spot for one month recently. Portland council issued a license for only four weeks, but because of local objections to the place the license was not renewed.

CLUB CHANTICLEER, Madison, Wis., operated by C. J. Schuetz, observed its 11th anniversary March 1 with free dancing to the music of Keith Roberts. Spot offers nightly dancing except Mondays.

Lawson, Moorhead Good at Turnpike Casino, Pla-Mor

LINCOLN, Neb., March 9.—Bringing in more important money with each repeat date, Doc Lawson is rapidly becoming a favorite with R. H. Pauley at the latter's Turnpike Casino here. Lawson, at prices ranging from 25 cents to 55 cents per person, pulled \$710 on three days (1-3).

Paul Moorhead, at Pla-Mor Ballroom, one of the six top bands for the spot in 1939, still has a hold on the terp trade there and at two bits a head called in \$500 for a two-day week-end (2-3).

Hallett Sets New Buffalo Prom Record With 2,300

BUFFALO, March 9.—Mal Hallett, playing the University of Buffalo Junior Prom February 24 at the Hotel Statler Ballroom here, set an all-time record, outdoing Glenn Miller's draw of 2,100 patrons last year. Hallett attracted 2,300, each couple shelling out \$5 for ducats.

A really fine gross of \$5,750 was realized, making for an approximated profit of \$4,000. Not only did this stand set the high for U. of B. proms but also for all proms ever given in this neck of the woods.

Dansant \$10,000 Fire Loss

KROK, Wis., March 9.—A nitery and dance hall here owned by Anton Swagel Sr., and operated by Anton Johanek, was razed by fire February 23 with a loss estimated at \$10,000. Spot was partially covered by insurance.

New Lenox New Dancery

NEW LENOX, Ill., March 9.—A dance hall is planned by localite Gus Ziegler as an addition to the present tavern now operated here by Rube Tart. The new spot will adjoin the tavern.

Good Start

CHILLICOTHE, Mo., March 9.—Instantaneous wedding present and wedding happened in the case of Meredith Butterfield, Joe Venuti's bass player, who married Kay Starr, the band's vocalist, in his home town here at the home of his parents.

Butterfield's dad, Rev. H. E. Butterfield, performed the ceremony—free.

Gale Sets Up Music Firm in Conjunction With WB Group

NEW YORK, March 9.—Moe Gale this week joined hands with Music Publishers Holding Co., corporate name of the music firms controlled by Warner Bros., to add another subsidiary to the Warner group and to extend the personal management and booking activities of his Gale, Inc., to the song publishing field. Result of negotiations, which have been going on between Gale and Herman Starr, head of the Warner music outfits, for some time, was the actual setting in operation this week of Advance Music Corp., owned jointly by Warners and Gale, on a 50-50 basis as to both financing and profits.

In its physical aspects Advance Music is not distinctly a separate entity within the Warner group. Its headquarters are located at Harms, Inc., and that firm, as well as the other two most prominent MPH subsids, Witmark and Remick, will act as selling agents on all compos released. No professional staff will be set up for its operation, Mack Goldman, professional manager of Harms, and his

plugging staff attending to the contacting and other matters not of a policy nature.

Altho the new firm will not be a closed shop to worth-while compos, it will lean, naturally, to the numbers either written, featured or developed by Gale's roster of artists. One of Gale's principal reasons for setting up the outfit is to foster and protect the songwriting efforts of his properties, who, he claims, have pretty generally gotten the worst of it in their dealings with other publishers. Those signed with Advance already include Ella Fitzgerald, Erskine Hawkins, Edgar Sampson, Earl Hines, Andy Kirk and Sam Lowe, with a Louis Armstrong deal imminent.

Gale's entry into the music publishing field follows by only a couple of months another extension of his personal management activities. At that time Gale, Inc., instituted a booking department in order to work as closely along those lines with its properties as possible.

Orchestra Notes

By DANIEL RICHMAN

Broadway Bandstand

ONE of the surest ways of attracting a gala crowd of music men and orchestra leaders to a band opening is to hold it on a Monday night, as has been proved by the success of the Bob Crosby debut at the Hotel New Yorker some weeks ago and by the Ben Bernie first night at the Taft this week . . . discounting the fact that the latter opening was an invitation affair, with everything on the house—which always figures to draw well—this starting a band off on a Monday night may turn into a custom because of the practical certainty of a better than usual turnout . . . the fact that most other orks are off the stand that evening, due to Local 802's six-day ruling, not only insures a goodly representation of maestri but also guarantees a house full of publishers and contact men whose plugging scope is limited that night for the same 802 reason . . . a seeming paradox finds the RHYTHMIC STRINGS, an all-string crew, installed this week at the blazingly titled Torch Club . . . actually it's not such a paradox, inasmuch as the ork is a newly formed organization of some outstanding string swingers, among them HARRY VOLPE, guitarist; MIKE WIDMER and VINCE RAGUSA, git men; PETE CASTEE, string bass, and PETER BRAGLIA, fiddle, complete the roster . . . also in the spotlight at the Torch are swing singer SCAT POWELL and ivory-pounder CHARLIE BOURNE . . . BILL FREDERICK, head of the local office of Frederick Brothers Music Corp., knocks off for a week to enjoy a well-earned vacation which will take him and the missus thru the South . . . he'll combine a little business with pleasing by looking in on a few of the FBMC orks plying their trade below the Mason-Dixon line . . . the Pepper Pot in Greenwich Village had its first band change in three years this week when DOROTHY HARTING, a fugitive from the concert and light opera stage, brought in her GENTLEMEN OF RHYTHM, a six-piece unit . . . LAWRENCE GOLDEN has taken over the management of LUCKY MILLINDER'S Band . . . ZEKE MANNERS opens the 13th at Meyer Horowitz's Village Barn for the relief rhythms, with LARRY FUNK coming back to the spot as the follow-upper to Sherry McGee for the principal music-making . . . JOSE MORAND is contributing to the Latin tempos at La Conga.

Eastern Echoes

JOHNNY MCGEE starts a six-weeker at the Syracuse Hotel in that upper New York State town May 4, following Dick Stable's run, which begins the 23d of this month . . . in the same city Child's Restaurant is offering the musical strollings of CHRISTEEN STREET'S SOPHISTICATES . . . currently at Newman's Lake House in Saratoga, N. Y., is BERNIE COLLINS, airing over NBC via Station WGY . . . KEMP READ is in the 24th week of what was originally a four-month run at the Stone Bridge Inn, Tiverton, R. I. . . a revised contract keeps the band there until January 4, 1941, one year after it opened . . . JOHNNY LONG gets an additional four weeks at Buffalo's Chez Ami . . . JON SEGRO gets the Green Shay band-stand call at Lancaster, Pa. . . Hunt's Park near Trenton, N. J., opens for the Saturday dancing with JACK FOLEY on tap . . . BOB CARPENTER is the music-maker at Gables Inn near Atlantic City, N. J. . . 100 Club, Chester, Pa., brings in EDDIE GRUEN . . . LAS VEGAS in for the week-end dancing at La Casa Ballroom, Philadelphia . . . AL ZAHLER, offering music from A to Z, is at Log Cabin Inn, Trenton, N. J. . . MARCHETTI'S RUMBA KINGS preem the new El Patio Room in the Colonial Inn, Bridgeport, Pa. . . PAT SHEVLIN draws a holdover at Evergreen Casino, Philadelphia . . . JOHNNY CARLIN continues at Arcadia Restaurant, Philadelphia . . . MICKEY FAMILANT lo-

Ain't It the Truth?

NEW YORK, March 9.—Confucius didn't say it, but it still adds up to one of the funniest cracks made anent the business of attorneys playing so prominent a part in the band scheme of things.
Quote. Have you heard about the young law student who failed to pass his bar exams because he didn't know who Cy Shribman was? Unquote.

cates at Weber's Silver Lake Inn, Clanton, N. J.

Chi and Points West

AL TRACE landed a fourth holdover which keeps him at Ivanhoe Gardens thru July 1 . . . BOB STRONG, Windy City radio outfit, is breaking into the hotel field by playing Sunday afternoon and Monday night sessions at the Edgewater Beach Hotel . . . after cutting the first eight sides under his new Victor disk contract in Chicago this week DUKE ELLINGTON departed for a Denver theater date and then a two-week location at the Show Box in Seattle . . . the Duke is pointing for a stand in California in April, with perhaps a bit of picture work while in the vicinity of the studios . . . ART KASSEL makes it his 11th annual engagement at the Bismarck Hotel, Chicago, April 2 . . . BEN POLLACK comes back to the Loop band picture with his new outfit April 12, following Larry Clinton at the Hotel Sherman . . . GLENN MILLER is definitely penciled in for this spot starting July 5, with ARTIE SHAW less definitely expected to precede him . . . Chi office of Consolidated Radio Artists signed RICHARD W. MANNING, who claims to have the only swing brass band in creation . . . DICK JURGENS, more than satisfied with his fem warbler Gloria Gilbert, has been hoping no one would remember that once upon a time he was unalterably opposed to gal singers . . . before he goes to the Chase Hotel, St. Louis, Jurgens expects to get himself another guitar-strumming vocalist to replace Eddie Howard . . . after he winds up at the Chase he departs for a Catalina Island stand . . . the KORN KOBBLERS, who pulled away from Freddie (Schnickelfritz) Fisher a few months back, follow the Milt Herth trio into Paul Penny's Old Vienna, Cincinnati, late this month . . . THE CAPTIVATORS, string threesome, started this week in the Cocktail Terrace of the Netherland Plaza Hotel in Cincy, replacing accordionist Dorothy Wilkins, who put in 20 weeks there . . . JOE BOVA and his five-man crew are entering their sixth month at Charley Yee's Shanghai Inn, Cincinnati . . . MEL CROCKER winds up a 10-weeker at the Yacht Club, Steubenville, O., and moves over to the Hi-Hat Club in the same town.

Of Maestri and Men

DEFINITE dates on BOBBY BYRNE'S Glen Island Casino, New Rochelle, N. Y., run are a May 14 opening and a September 7 wind-up . . . JOHNNY STRANGE opened this week in the Continental Room of the Hotel Tutwiler in Birmingham, Ala., featuring FRANK GILLILLAND on the vocals . . . while BOB SYLVESTER returned to the Mirror Ballroom of the swanky Club Rex in that Alabama town . . . JACK BEEKMAN is at the Brown Hotel, Louisville . . . Lee Soble unveiled what he terms his triple-threat sepiia swing contender, ARTIE WELLS, at the National Ballroom, Wilmington, Del., to very favorable comment . . . batoneer MURRAY GREENE becomes associated with the National Radio and Theatrical Bureau, Inc., New York, in the double capacity of ork leader and sales representative . . . up in Quebec, Can., the closing of the Beaufort Hotel and the Victoria dance halls leaves only the Chateau Frontenac and the Cambrai Theater to hold down the fort for dance music. LOU GRAVEL makes the music at the last-named spot, with GILBERT DARISSE turning out the tempos at the Frontenac . . . ROGER AUGER and WILL BRODRIGUE had been at the Beaufort and the Victoria, respectively . . . BILL McMANN, sideman, rushed out to St. Louis to join the BOB ZURKE Band at the Tune Town Ballroom . . . wholesale reorganization has taken place in the JOHNNY (SCAT) DAVIS Band, which is rehearsing now in Milwaukee . . . ALLAN KANE'S cocktail unit, handled by Frederick Brothers, went into the Brown Palace, Denver, March 8 for an indefinite engagement . . . HANK LISHON is all set to go with AL BORDE'S musical unit in a tour of theaters the week after Easter. Unit is monikered *Uncle Tom in Swing*.

MIAMI AREA CLUBS

(Continued from page 3)

charges and the SRO sign. Every name in the area has appeared at either or both places this season.
Five o'clock has a drink "on the house" at 5, now in a flourishing sixth year. The room is jammed seven days a week between 4:30 and 6 p.m.

Could Be

SCHENECTADY, N. Y., March 9.—The band selected to play the St. Patrick's eve affair at the armory here March 16 is Johnny Green.
It couldn't be, could it, that a big factor in booking his band was his name?

Roadside Rest has two dance floors, outdoors and in. The music is highly danceable and is controlled by Tony Lopez, who makes his five men sound like eight.

Nut Club specializes in a madcap show. The gags and the perpetrators are very un-Dwight Fisky. Owner Lew Mercur believes a customer shouldn't have to strain himself on a line. Features the Five Screwballs.

Versailles, in Hollywood, has a grand comic in Sammy Walsh, a chap who has been given more column space in the dailies than any other act down here. Walsh specializes in non-smut. His delivery is sly and cute.

Russian Bear has a clever press agent in Peggy Beeman, who is selling food and sympathy—sympathy for the name "Russian Bear." Miss Beeman runs gag ads which have drawn excellent response. A Finnish benefit (probably the first in the country in a nitery) at the beginning of the season didn't hurt, either. Royal Palm club has the most expensive floor show in the area.

Club Continentale has Joe Lewis; that's plenty.

SOME P.A.'S MAKE MONEY

(Continued from page 4)

smith, 7; Robert Reud, 6½; Willard Keefe, 6; Charles Washburn, 4½; James Proctor, 4½; Frank Goodman, 4½; Peggy Phillips, 4½; Karl Bernstein, 4; Henry Senber, 3½; Fred Spooner, 3½; Lewis Harmon, 3½; Charles Bochart, 3; Oliver Saylor, 2½; Howard Newman, 2; Marian Byram, 1½; Thomas Barrows, 1½; Ned Armstrong, 1½; Larry Anhalt, 1½; Dorothy Ross, 1; Marjorie Barkentin, ½.
Those handling shows still to come up, will, of course, add to their totals—in some cases a considerable amount—before the season ends.

MORE LIFE IN CHI VAUDE

(Continued from page 3)

while, the Martha Raye unit which was set for the Oriental has been booked for the State-Lake, opening Friday (15).
The RKO Palace will not consider a combo policy again before the end of the *Pinocchio* run, which starts March 21. Rumors of Jones, Linick & Schaefer leasing the Palace are waning, for there are not enough road show pictures to feed their Oriental. Palace, meanwhile, has been taking advantage of film star personal appearances in conjunction with the opening of new pictures. The stars are usually at disadvantage, as they are forced to come on in front of the screen for their "glad to be here" speech. They are boosting the opening grosses a little, however.

Last week Bela Lugosi and Vincent Price appeared during opening of the *Black Friday* and *House of Seven Gables*. This week it was Maureen O'Hara, star of *A Bill of Divorcement*.

ACADEMY STUDENTS

(Continued from page 4)

people did little to lift the play. Herbert Greene deserves credit for doing all he was able to do with the part of Rims, which is not at all up his alley, and Elsie Baker, as Florrie, for trying to disguise her accent. Others in the cast were Rockwell Stone, Lynn Erling, Kitty McCready and Richard DeMott.
There was a curtain-raiser, the second act of *Ice Bound*, by Owen Davis. The cast included Gale Woodworth, Marjorie Warwick, Dorothea Wills, Phyllis Avery, Vivian Kobak, Patricia Harvey, Beatrice Barclay, Robert McKey, Milton Selzer and Mary Rouss.

On Friday the play was *The Late Christopher Bean*, by Sidney Howard. Renee Vargo gave a nice quiet performance as Abby, but would have helped the play more if she had managed to give some indication of the age of the character as written. Douglas Morris did a grand job for two acts as Dr. Haggart, but he and the rest of the cast went so haywire in the third that they gave the impression that Bedlam had opened its doors. Marilou Reinhard did little with the part of Mrs. Haggart except to give another exhibition of excellent timing; and Christopher Brooks started badly as Warren, but managed to pull himself up. Milton Selzer played

Tallant with affectation and little ability; Helen Jones was sweet as Susie, Janice Lembke was an almost too stormy Ada, Jarl Victor darkened his hair and made an effective Rosen, and P. J. O'Connor was an adequate Davenport.

The curtain-raiser was the first act of the Mark Reed comedy, *Yes, My Darling Daughter*, and the cast included Padget Shaw, John Donahue, Marjorie Peggs, Barbara Hayes, Mary Rogan, Robert Lieb and Rand Gardner.

M. A. B.

PLAYS SUNDAY IN HUB

(Continued from page 3)

placed under the supervision of the Department of Public Safety, with local officials in each town and city in the State having the say as to whether entertainment would be permitted in their municipalities. If it was, it would come under the jurisdiction of the department—albeit that entertainment has to do with public safety is not quite clear.

In listing the acts that were banned, officials stated that acrobats, jugglers, dancers, etc., could not work. Animal acts and bike acts were not mentioned. In the early '30s, a conference between theater managers and the department officials resulted in a removal of the ban on acrobatic acts and jugglers—providing they wore regular clothes or gym costumes. Taps or clog dances were still out.

It was from this situation that enterprising showmen gradually found the way to present Sunday entertainment despite the bans. A production number becomes a parade or a walk. The gals in the line do walk a few steps, but for the most part their routine is the same as that done daily. It's called a parade in order to appease John Law. Dancers do a few flips, wear gym costumes and become an acrobatic act. There being no limit to what could be done, it can probably be assumed that a tap dancer who had a dog on a leash could come under the head of an animal act and therefore could qualify to work on Sunday.

The present law does, however, invoke a hardship upon the tap dancer who is unwilling to go in for any novelty effect of this sort. He is barred from working while others work, simply because of a quirk in a law.

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Mills' AAM Absorbs Exclusive; Arrangers Share in Copy Sales

NEW YORK, March 9.—Irving Mills' Exclusive Music, after a number of years as a leading publishing house, was dissolved last week to become part of Mills' new publishing firm, American Academy of Music, Inc., which he organized a couple of weeks ago, ostensibly to specialize in the works of new writers and arrangers. After the machinery was set in order, however, the corporate set-up was changed to American Academy, with Mills as its president.

Mills claimed that he has been mulling the idea for several years, with a view towards merging all of his music interests into one big machine and developing a library service of every existing type of music. One of the first steps Mills instituted—believed virtually to be revolutionary in the music business—is the cutting in of arrangers on royalties of sheet music to as large an extent as lyricists and composers. Mills stated this would not be a general policy, but just on "important works."

Mills reiterated that, as in the past, he will not sign up with Songwriters' Protective Association and obligate himself to a "particular policy" but will pay royalties on the merit of material published. Mills stated that he doesn't need the SPA because "we're going after the writers of tomorrow."

The entire Exclusive catalog was merged with the American Academy after the new corporation was put in order and registered with ASCAP. Mills said the idea now is to go after embryo writers and arrangers and establish a library that will include every type of music. He stated that he is negotiating for the purchase of several small libraries to augment his own catalog of Latin and classical tunes.

Mills said, however, that the libraries purchased would be small ones just to round out that of the Academy, and that it will be built up mainly with the new talent he expects to corral. In the new company Mills is placing the emphasis on arrangers, feeling that they have done most in the past few years to develop Tin Pan Alley. That is his idea in nurturing arrangers with specialty royalty contracts.

Those whom he has under contract at present include Al Siegel, Walter Gross, Phil Lang, Dave Rose, Vincente Gomez, Norman Ellis, Don Redman,

Elliot Lawrence and Paul Barron. On straight tunes Mills will not pay any additional royalties to arrangers, unless they have had a hand in composing the tune. He also expects to sign up band soloists in the hope of getting new tunes from them.

Cost of changing the new set-up, according to Mills, has been \$25,000 thus far, for changing plates and revising the system of printing sheet music.

Bill Evans Returning to Music Biz After Absence

PHILADELPHIA, March 9.—Bill Evans is returning to the music publishing business after having been absent from it for several years. His publishing activities date back to 1915.

First two numbers from Evans in his comeback to the biz are *When Dollars Buy Life's Way* and *Down Home*.

MARSHALL VAN POOL took over the band stand at the Fairhope, Ala., American Legion Nitery February 23 for an indef engagement. Ork features Martha Ann Cooper, Billy Dunn, Rudy James and Jack Walton on the vocal end.

No Place for Pluggers

HOLLYWOOD, March 9.—Artie Shaw went off the deep end in avoiding pop tunes for his first recording session with his new 31-piece aggregation. Sides cut at the Victor studios here this week included the controversial number of several years ago, *Gloomy Sunday*; an original, *Don't Fall Asleep*; a novelty, *Deserted Farm: Adios Marcheta Linda, My Fantasy and Frenesi*.

New Shaw outfit, which has full string and woodwind sections in addition to conventional dance band instrumentation, is waxing for the Victor label. Artie was formerly on Bluebird with his old ork.

Songs With Most Radio Plugs

"May" Makes Way To Top; "Starlit" Holds 2d Position

Songs listed are those receiving 10 or more network plugs (WJZ, WEA, WABC) between 5 p.m.-1 a.m. week days and 8 a.m.-1 a.m. Sundays, for the week ending Friday, March 8. Independent plugs are those recorded on WOR, WNEW, WMCA, and WHN. Film tunes are designated as "F," musical production numbers as "M." Based on data supplied by Accurate Reporting Service.

Position	Title	Publisher	Net	Indie
1	1. On the Isle of May	Famous	38	22
2	2. Starlit Hour (M)	Robbins	33	11
3	3. It's a Blue World (F)	ABC	29	19
4	4. I've Got My Eyes on You (F)	Crawford	25	21
5	5. When You Wish Upon a Star (F)	Berlin	24	14
6	6. Leanin' Upon the Ole Top Rail	Feist	22	14
7	7. Singing Hills	Santly, J. & S.	22	9
8	8. Darn That Dream (M)	Bregman, V. & C.	21	7
9	9. Indian Summer	Witmark	19	17
10	10. In an Old Dutch Garden	Harms	19	12
11	11. Gaucho Serenade	Remick	18	19
12	12. Do I Love You?	Chappell	18	12

THE RECORD BUYING GUIDE IN THE AMUSEMENT MACHINES (MUSIC SECTION) SHOWS WHICH RECORDED TUNES ARE BEING PLAYED IN AMERICA'S 300,000 AUTOMATIC PHONOGRAPHS.

3	10. Careless	Berlin	17	14
4	11. Wind and Rain in Your Hair	Paramount	17	8
5	12. Last Night's Gardenias	Coslow	16	10
6	13. Make Love With a Guitar	Witmark	15	15
7	14. Say Si Si	Marks	15	13
8	15. Confucius Say	Olman	14	10
9	16. One Cigaret for Two	Ager	14	10
10	17. Ma, He's Making Eyes at Me	Mills	14	5
11	18. What's the Matter With Me?	Shapiro-Bernstein	13	6
12	19. Love Song of Renaldo	Shapiro-Bernstein	13	2
13	20. Holy Smoke	Santly, J. & S.	12	5
14	21. Ooh, What You Said (M)	Mercer	11	9
15	22. You Little Heart-Breaker, You	Red Star	11	2
16	23. How High the Moon (M)	Chappell	10	13
17	24. Little Red Fox (F)	Feist	10	11
18	25. Give Me a Little Whistle (F)	Berlin	10	7
19	26. To You, Sweetheart, Aloha	Santly, J. & S.	10	4

Sheet-Music Leaders

(Week Ending March 9)
Acknowledgment is made to Maurice Richmond's Music Dealers' Service, Inc., and Ashley Music Supply Co., of New York; Lyon & Healy; Carl Fischer, Inc.; Gamble Hinged Music Co. and Western Book and Stationery Co., of Chicago.

Position	Title
1	1. Indian Summer
2	2. In an Old Dutch Garden
3	3. At the Balalaika
4	4. Careless
5	5. Do I Love You?
6	6. It's a Blue World
7	7. Darn That Dream
8	8. When You Wish Upon a Star
9	9. Confucius Say
10	10. Gaucho Serenade
11	11. Isle of May
12	12. Oh, Johnny, Oh
13	13. All the Things You Are
14	14. Faithful Forever
15	15. The Starlit Hour

Meadow Nicks Local 802 \$100 on \$1,000 "Screwball" Action

NEW YORK, March 9.—Local 802, AFM, lost a decision to Noel Meadow, dance promoter, last week when the Municipal Court here awarded Meadow a judgment for \$100 in his \$1,000 suit against the union. It is believed this is one of the few legal victories, if not the first, of a band employer against the local in recent years.

The trouble goes back to October 13, 1939, when Meadow put on a Society of Screwballs dance at Manhattan Center and contracted for a 13-piece band under Henri de Tiberge, with the Gentlemen of Rhythm trio supplying the relief music. Meadow charged that Ross J. Peppe, an 802 business agent, appeared there that night with agents of three other unions and demanded payment of salaries. Meadow claimed the contract called for payment on the day after, and that the two hours' delay before the band finally started to play forced him to make refunds to disgruntled patrons.

Music Items

Songs and Such

ELLA FITZGERALD knocked out a new song in collaboration with Taft Jordan, trumpet man with her band, and Walter Bishop. Title is *The Devil Sat Down and Cried*.

Leonard Feather has one placed with Irving Mills' new American Academy of Music, called *Square From Delaware*. Fats Waller is set to make the first waxing of it.

Glady's Shelley did the lyrics and Fred Astaire the music for *Just Like Taking Candy From a Baby*, with Mills Music publishing. Miss Shelley also collaborated with maestro Russ Morgan on another Mills release, *I Surrendered to a Thrill*.

Reggie Childs comes up with a swing tune, *4 A.M.*, in contrast to the sweeter rhythms purveyed by his band. His arranger, Fred Roberts, worked on the number with him, with Mercer-Morris doing the releasing.

Chiquita Le Berman penned a rumba number, *Rhythm of the Bongo*. Betty Burt did both lyrics and music for *Music to My Ears*, pubbed by Will Rossiter, Chicago firm.

Deed I Do comes from the pens and piano of Walter Hirsch and Fred Rose, via Lincoln Music. Hoagy Carmichael's new tune, *I Walk With Music*, goes into a featured spot in his score for the musical *Three After Three*.

Latest musical comedy score to get a preview on "Tune-Up Time," CBS commercial conducted by Andre Kostelanetz, is the Richard Rodgers-Lorenz Hart set of tunes from the new production, "Higher and Higher," due in New York shortly. Included among the numbers which will be introduced on the air for the first time March 11 are "Life," "Liberty," "Nothing But You," "Every Sunday Afternoon" and "From Another World." "Tune-Up Time" introduced the scores of "Very Warm for May" and "DuBarry Was a Lady" earlier this year.

Publishers and People

TONY PASTOR has been signed to a writing contract by Jack Robbins. Leeds Music has high hopes for *Let's Have Another One*, Don Raye's and Hughie Prince's newest effusion.

Dynamics Music, of Chicago, is going after *We're Two of a Kind* and *Gust of Wind*. Case Kusby, brother of Eddie Kusby, trombonist in the Hal Kemp Ork, is head of the firm.

Kay and Sue Werner wind up a brief songwriting career, which covered *I Want the Waiter With the Water*, *Rock It for Me* and *My Wubba Dolly*, for matrimony on a Texas ranch.

Frank Capano, head of Tin Pan Alley Music Co., Philadelphia, continues his songwriting chores, collaborating with Jack Ziebler for *When I Dance at Your Wedding Tonight*, and with Pete Jamack on *In Napoli*. Jean Chatterton Freeman and Jack Faussett fashioned *I'm Lost Without You*.

Hern Fairbanks with Dave Rollins, sax tooter with Victor Hugo's Ork, is responsible for *Push the Pedal to Me*, *Peter*, *Sweetheart of the Blues* is the newest from the pen of maestro Billy Hays.

Jack Abrams, radio scribe, took his inspiration from the chatters and collaborated with Ed Bradley on *According to the Columns*. On his own, Bradley has a new one labeled *To Make You Mine*.

Oscar Straus last week started a legal battle to obtain royalties on his music now being collected by Germany. The composer collects directly on his work in that country and in France, but here and in other countries his royalties are being paid to the Society of German Authors, to which Straus belonged until the German annexation of Austria. First cases to have the money paid directly to him will be heard in Brussels and Zurich, with legal action to be taken in this country later.

Hollywood Harmonies

JAY GORNEY, composer of the memorable *Brother, Can You Spare a Dime?*, among other hits, and Henry Myers were pacted to Warner term contracts, with their first collaborative effort the tunes for the Ann Sheridan picturization of George Ade's *The College Widow*. . . Sam Lerner and Frank Skinner penned *Carmencita McCoy*, *Chance of a Lifetime* and *Havana for La Conga Nights* at Universal. . . Moe Jerome and Jack Scholl writing a tune around the Warner pic title, *Saturday's Children*. *Pessimistic Character* and *I Haven't Time To Be a Millionaire* by Johnny Burke and Jimmy Monaco into Bing (See MUSIC ITEMS on page 15)

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Review of Records

By M. H. ORODENKER

Columbia Clicks

THERE'S a wealth of wax from this factory that fits the fancies of the platter public, from swing to symphony. Most interesting couplet for sheer musical beauty are the sides cut by Enric Madriguera. With the high-pitched voices of the Hansonettes, gal trio, weaving their harmonies thruout the rich orchestration, there's a toe teaser in *Vereda Tropical*. Mated with *The Saddest Man in Town*, a sad torch tune made striking by the round-toned contralto voice of Patricia Gilmore.

Also of note is disk debut of Raymond Scott, making an auspicious bow with a big band for *Huckleberry Duck*, *Just a Gigolo* and *The Peanut Vendor*, *Business Men's Bouonce*. Scott's originals are obvious from the titles. There's as much surprise to the big set-up as was found when he first stepped forward with the quintet. It's a well-schooled band, carrying all the instrumental kicks of his smaller combo, with Scott's musical impressionism conforming more to the commercial standards of a dance band than ever before. The maestro and his men are best on the originals.

Kay Kyser gives dandy tongue-in-cheek treatment on two doubles, making a smash novelty with *Friendship from DuBarry Was a Lady* and like likable corn-husking for *I Want My Mama*, setting the *Vanities* song to rumba rhythm. It's smoother syncos for the flip-overs, the former mating with a hula ballad, *Palms of Paradise*, and the latter with *Angel*. Eddy Duchin turns in four dandies for their high danceability quotient, *I Concentrate On You*, *I Happen To Be in Love* and *The Gaucho Serenade*, *Ooh! What You Said*. And Horace Heidt blends his stellar syncos in the melody manner for *Oh! What a Lovely Dream* and *It's a Blue World*.

Doing Right by Rosey

FOR the faster beats on the Columbia labels, Benny Goodman gets going with four sides that leave nothing to the imagination. Dedicated to the New York musicians' union, band rides on an original Goodman riff arranged by Fletcher Henderson, with a no-reason-for-it-all title, *Opus Local 802*. But while we're matching opuses, it doesn't hit the mark of his *Opus 1/2* of an earlier writing. Beats it solid for the flip-over on *Stealin' Apples*, a Fats Waller ditty with Fletcher Henderson at the keyboards trying to capture the Waller mood for the first chorus. With Ed Sauter fashioning the scores, it's just as pleasant plattering for *Busy as a Bee*, rhythm ditty, and Ziggy Elman's concerto, *Zaggin' With Zig*.

Packing plenty of punch to the beat, Gene Krupa accents the rhythmic incentives for dancing with *I've Got My Eyes on You* and *A Lover Is Blue*. For fast pacing, Count Basie beats a hot omelet with an original, *Ham 'n Eggs*, couplet complete with *Between the Devil and the Deep Blue Sea* at an easier pace.

Classical Moods

NO MUSIC library can be complete without the *Scheherazade*, Rimsky-Korsakov's symphonic suite of Oriental splendor, making it a must to have for keeps. That need is more than adequately met in the Columbia album of that classic by the Cleveland Symphony Orchestra, Dr. Artur Rodzinski conducting. And for the collectors of Debussy disks, Brunswick brings out *La Plus Que Lent*, an impressionistic piece rich with the beauties of Debussy's unique harmonic style. It's played as a fiddle solo by Harry Bluestone, whose thoro-going musicianship makes it desirable. Mates with Fritz Kreisler's familiar arrangement of Rimsky-Korsakov's *Hymn to the Sun*, another desirable for any library folio.

Royale offers a classical record oddity for which the chamber music fanciers should carry the torch. It's Halvorsin's *Passacaglia on a Theme by Handel* for violin and viola in the style of the old masters. Record reveals the extraordinary technique and vibrant tone qualities of violinist Eddy Brown and violist Milton Katims. (See REVIEW OF RECORDS on page 73)

The Reviewing Stand

Dick Jurgens

(Reviewed at the Aragon Ballroom, Chicago)

JURGENS lost an important asset when Eddie Howard left him to commercialize on the popularity of his hit song, *Careless*, with the absence of the guitar-strumming vocalist perhaps explaining the shifting of the balance of power from the rhythm section to the reed. Predominance of an excellent reed ensemble is accentuated by the muting of the brass, but no one section takes the limelight away from the rest. Jurgens' musikers play full ensemble, which serves best the purposes of a spacious ballroom.

Instrumentation is three-fours, with a celeste featured effectively, giving what might be termed a moonlight spell to music that is distinctively romantic. Band is much nearer sweet than swing, heavy on the waltzes and always conscious that its primary purpose is to be as danceable as possible. Used to good advantage is a violin, occasionally in the hands of the third sax man.

New feature of the band is a girl vocalist, Gloria Gilbert, easy on both eyes and ears. Rest of the singing load is divided between Ronnie Kemper, pianist, and Frank Seher, drummer. Jurgens doesn't do much tooting on his trumpet, but the kids are always gathered about the podium admiring a maestro whose personality smile is only one of his showmanlike qualities. Modell.

Antone Bove

(Reviewed at Town Hall, Philadelphia)

BOVE, star harpist in the Baltimore Symphony Orchestra, now streamlines his pickings in front of a dance band, six months old now. Ork is colorful in instrumentation and arrangement, and, while built around Bove's harp harmonies, the pickings do not dominate the scene. There's just as much worth in the three brass, four saxes, two fiddles, accordion and four rhythm. Band is also strong on song selling, with Gil Delroy making lovely fem decor, and Jack Marston, good-looking lad, sharing the conductor's podium with Bove.

Apart from Bove's masterful and colorful harp work, there's instrumental gloss from accordionist Al White, fiddler Ralph Bassaro and the electrified plectrum pickings of Joe Donofrio. Sections blend well, with warmth and body, in a repertoire that includes everything from waltzes to rumbas. Pop playing is mostly in medley form, with the specials fashioned by Bove and Eddie De Luca something to occupy the attention of listeners and dancers alike. Orodenker.

Vincent Rizzo

(Reviewed at Jack Lynch's Walton Roof, Philadelphia)

AFTER a varied career of band fronting, which started as head of Paul Whiteman's Havana Casino unit more than 12 years ago, Rizzo has simmered down to a conga combo in keeping with the times.

Library leans entirely on the South American sway. With Rizzo out front fiddling, it's a foursome, with Lou Morrison at the piano, Nick Bennett masterful on the accordion and Sylvio Carosello slapping out the bass foundation. Their playing is true both in spirit and fashion. Bassist, for the congas, doubles on the gwió, Mexican rhythm instrument. Josephine Smallwood, nitery entertainer with a south-of-the-border repertory, paints the word pictures. Orodenker.

Lan Thompson

(Reviewed at the Hotel William Penn, Pittsburgh)

FEATURING a repetition of its theme periodically during a series of numbers, different in practice from most other orks because it plays the theme full volume instead of as background, Thompson's crew still could use an identifying style. Sandwiched-in strains from a celeste help, while adding a pleasingly mellow touch. Lending an effect of a big band with 12 men is doubling of most on two instruments. Tempo is always danceable.

Definite asset is Thompson, with better than average good looks, smiling personality, occasional songs and accordion and trumpet doubling. Fem decoration is Peggy Nolan, petite Irish vocalist, for

whom "cute" might have been coined. Bassist Chuck Eaton handles the romantic lyrics; drummer Gordon Thompson and violinist Pete Foster take care of hoke comedy stunts. Thompson and pianist Dick Roberts arrange. Frank.

Red Saunders

(Reviewed at the Club DeLisa, Chicago)

SAUNDERS leads a seven-piece combo of jive-wild sepiá cats. Arrangements, by three of the boys in the band, are by no means bad. The reed section works smoothly, and when it predominates the band is at its best. Special arrangements for two saxes and trumpet have a tonal beauty that sets this bunch up above the average. Rhythm section functions well, but is not outstanding.

Saunders occasionally turns to a vibraphone, and a Hawaiian electric guitar is used to good advantage. Modell.

Mal Hallett

(Reviewed at the Hotel Statler Ballroom, Buffalo)

HALLETT cuts a neat figure with his trim appearance and masterly fronting, completely arresting attention and without playing an instrument. His is an all-round entertaining band which dispenses solidly rhythmic dance music. Emphasis is definitely on the brass section, an asset for one-nighters and ballrooms.

Instrumental sections consist of five brass, four sax and three rhythm, always danceable as well as listenable. Books are well varied, but show a tendency toward swing and novelty numbers. Occasional sweet tunes are put across with muted horns, and several special arrangements for audience participation win the band favor with the young crowd.

Buddy Welcome, 350-pounder, is featured on alto sax and sings hot scat numbers with plenty of oomph. Okkie Menard excels on hot tenor and does some vocal novelties. Al Mitchell paces the lively brass section, playing standout trumpet. Joe Carbonaro (bass) injects good comedy appeal with clownish vocals.

Madeline Greye, attractive brunet, lends charm to novelties as well as ballads. Jerry Perkins, a lad with pleasing pipes, is versatile, giving out with ballads, novelties and scat songs with equally good results. Does some boy-girl duets with Miss Greye which score well. Warner.

Joe Venuti

(Reviewed at the University Coliseum, Lincoln, Neb.)

VENUTI'S current band, one which used to work under the banner of Tillie Newell, a Nebraska and Iowa territorial outfit, is sans violin except his own hot fiddle.

Three trumpets, trombone, four saxes, three rhythm and two vocalists populate the Venuti rostrum. Specialty of the outfit is rhythmic soft stuff, with a liberal portion of every number throttled so Venuti's fiddle can be heard. Lew Campbell plays nice trombone, with Emmett Frizell the sax highlight.

Kay Starr, voluptuous brunet, and Don Darcy, the singers, are okeh. Ork doesn't do much in the specialty line. Oldfield.

"BMI?—HUMPH"

(Continued from page 5)

music companies have flopped thus far, specific instances being Henry Watterston's attempt to build a catalog for pix exhibitors and NBC's attempts to create a music reservoir. NBC's Radio Music Co., in three years, is reputed to have lost \$800,000 and to have made only one song—*The Maine Stein Song*. Watterston's venture also folded, despite the fact that Watterston created a catalog of 230 tunes and had a lot of experience in music publishing.

Some 100 radio stations, it is claimed, have written ASCAP indicating displeasure with radio industry's methods—and it is pointed out that BMI is really offering a blanket license—which is exactly what the National Association of Broadcasters fought against for a long time—claiming radio should pay by a per-use or per-program method.

Crux of the matter, according to ASCAP, is that the NAB must have a "cause" to keep itself rolling, and if the ASCAP cause is dropped the "NAB has to find another."

Nothing definite is set on ASCAP's new radio contract, form of which is

Music in the Air

By SOL ZATT

All Around Remote

IT'S SORT of unusual to run into a midnight remote session that has everything in the way of musical versatility. That, however, was the experience with FRANCIS CRAIG (*Hotel Hermitage*, Nashville, Tenn., WEA), presenting his *Sunday Night Serenade* (incidentally, his only air time of the week), which had the careful planning of a commercial and was replete with enough variety and showmanship, plus musical fitness, to rate hearing more from.

The entire half hour had all the earmarks of thoughtful production—from the signature to a station break theme—from portions called "dance time" to other flavoring labeled "listening time." In addition, there's the proper spacing of tunes and selections whose arrangements fit in with the rest of the skill that's shown in this program.

Craig himself steps into the background, allowing his men to take over for the vocals and even the comedy relief, but it was apparent that he was always there because of the dominance he maintains in a mild sort of a way. In this manner he allows instrumentalists to stand out and gets something done besides. This attitude always allows for better showmanship and thus better enjoyment.

Dominant rhythms are of the sweet-swing variety, but the various sessions within the 30 minutes allow for tunes of complete swing and sweet, accompanied by variegated types of vocals on each. For the rhythms Cecil Bailey does a competent job of toning, whereas on the bounce and give a 54-pound colored mascot, answering simply to the name of Pee-wee, handles the scat stuff and also tap dances. The tapping doesn't necessarily fit, but fortunately it isn't overdone, so it just adds to the novelty. Otherwise, Pee-wee is a terrific little scat singer.

Comfortable Rhythm

SPRINKLED thru with some light goings on, resulting in a highly musical half hour, is JAN GARBER'S (*Victor Hugo Restaurant*, Beverly Hills, Calif., WABC) nocturnal dancery. Blending full-bodied rhythms to the rich voices of Lee Bennett, providing a baritone socko to Garber's arrangements, and Pam Cavanaugh, hitting the high C's with a strong lilt—trouble was she didn't sing often enough—the show left little to be desired as dance remotes go.

In the fleeting half hour Garber managed to push thru many types of songs, showing that he's a song pluggor's delight as well as a pretty good showman. At times the arrangements were lengthy without much reason, but it didn't happen often enough to become annoying. His other qualities overshadow this condition. He isn't much on the versatility side, but for the purpose he tries to serve—dishing out tip-top dance music—he delivers very ably.

Air Showmen

FOR SOLID listening and enjoyment WILL OSBORNE (*Casa Manana Cafe*, Los Angeles, WOR) and his bouncing instrumentalists, aided and abetted by the gravel throat of Dick Rogers, provide a session in music and comedy that other maestri might listen to, just to find out how it's done.

There's nothing out of the ordinary that goes on during Osborne's remote except that it's presented in such a way as to make it funny (mainly thanks to Rogers), at the same time giving dancers and listeners a chance to hear something worth while. Will's fem vocalist, Barbara Bush, can also turn a tune in a clear ringing way—a further aid in building a remote to a high level.

Osborne goes back into the books a few years for some of his tunes, blending nicely with a storm of pops and novelties which he's been concentrating on of late. The program is smartly put together, with a singing voice accompanying each tune—from the cement mixer down in Rogers' throat, one of the other boys in the band or from the Bush league.

likely to be submitted to the board at the end of this month. It is generally felt in the society, however, that small independent stations—the type using a lot of recordings—may expect a decrease. Considered likely, too, that in case of nets music cost will be levied on the originating station.

Bands on Tour

Advance Dates

BOBBY BYRNE: Flatbush Theater, Brooklyn, March 14 (week); Windsor Theater, Bronx, N. Y., 21 (week); Carlton Theater, Jamaica, N. Y., 28-31.

JACK TEAGARDEN: Roxy Theater, Atlanta, March 14-17.

CLAUDE HOPKINS: Apollo Theater, New York, March 15 (week).

FREDDIE FISHER: Riverside Theater, Milwaukee, March 15 (week); Yacht Club, Jackson Park, Ill., 30; Lakeside Ballroom, Guttenberg, Ia., April 9.

GEORGE HALL: Famous Door, New York, March 18.

RUSS MORGAN: Stambaugh Auditorium, Youngstown, O., March 23; Meyer's Lake Park, Canton, O., 24; Sunset Park, Carrolltown, Pa., 25; Coliseum, Greenburg, Pa., 26; Univ. of Pittsburgh, Pittsburgh, 29; Valley Dale, Columbus, O., 31.

GENE KRUPA: Syracuse (N. Y.) Theater, March 23 (6 days); Glen Island Casino, New Rochelle, N. Y., 30; Ritz Ballroom, Bridgeport, Conn., 31; Lake-wood Pavilion, Mahanoy City, Pa., April 4; Penn State College, State College, Pa., 5; Savoy Ballroom, New York, 7.

LITTLE JACK LITTLE: New Bowling Ballroom, Danville, Ill., March 23; Madura's Danceland, Whiting, Ind., 24; American Legion Hall, Louisville, April 23.

LUCKY MILLINDER: Savoy Ballroom, New York, March 24.

PAUL BURTON: Auditorium, Oil City, Pa., March 25; Youngstown (O.) County Club, 30.

EMIL BELASCO: Trianon Ballroom, Cleveland, March 27; Meyer's Lake Park, Canton, O., 31.

DUKE ELLINGTON: Century Ballroom, Tacoma, Wash., March 29-31; Stamford Univ., Palo Alto, Calif., April 19.

ELLA FITZGERALD: Savoy Ballroom, New York, March 31.

ANDY KIRK: Trianon Ballroom, Cleveland, March 31; Club Mirador, Homestead, Pa., April 3; Palais Royal, Norfolk, Va., 15; Sedgfield (N. C.) Skating Rink, 16; City Auditorium, Macon, Ga., 22; Armory, Philadelphia, 26.

CARL (DEACON) MOORE: Merry Gardens Ballroom, Chicago, April 6; Meyer's Lake Park, Canton, O., 7; New Elms Ballroom, Youngstown, O., 23, 25, 28.

JOHNNY MCGEE: Ritz Ballroom, Bridgeport, Conn., April 7; Raymor Ballroom, Boston, April 12, 13, 16, 17, 18; Immaculate College, Philadelphia, May 3.

GLENN MILLER: Coliseum, Baltimore, April 8; Planters' Warehouse, Wilson, N. C., April 22; 174th Armory, Buffalo, May 10; Union College, Schenectady, N. Y., 11.

BLUE BARRON: Rainbow Gardens, Fremont, O., April 14; New Elms Ballroom, Youngstown, O., 18.

HENRY BUSSE: Univ. of Texas, Austin, March 15; Shrine Ballroom, Springfield, Mo., 21.

Chi Country Clubs Fertile Fields for Local Band Lights

CHICAGO, March 9.—The country clubs around this territory will furnish a good market for the unknown and semi-name bands this summer, according to veteran club bookers. James A. Roberts, independent booker who recently invaded the personal management field, says that country clubs, as a rule, do not have large enough entertainment budgets to allow for name bands. Locally popular maestri do nicely, as well as territorial names.

Roberts is figured to have some 85 per cent of all country clubs around this territory, already listing 26 accounts. He set Pierson Thal into the South Shore Country Club here for a 12-week season and took on Gay Claridge, James Carrigan, Henry Senne and Bob Tank for other clubs around the Chicago area.

All of the band booking agencies here attempt to land the country clubs, but only those with strong social connections make any headway.

Green To Guest-Star With Philadelphia Ork in July

PHILADELPHIA, March 9.—It's set for Johnny Green to do a concert here July 1, guest-starting with the Philadelphia Orchestra at the Robin Hood Dell summer series.

Plans call for Green's dance band to share the stand with the symphony players, playing his own compos with his men and conducting the conservatory-schooled musicians in the classics.

Crosby "Singapore" Tune Starts To Move

NEW YORK, March 9.—Sweet Potato Piper, out of the score of Bing Crosby's latest flicker, *The Road to Singapore*, is the first tune from the pic to start to make an impression on the country's automatic phonos. The number, as waxed by both Crosby and Glenn Miller, is beginning to get a nice play in the machines.

For further information on this tune and others prominent in the music box picture turn to page 72 and the Record Buying Guide in this issue of *The Billboard*.

Philly Spots Sign Top Orks To Lure GOP Conclave Cash

PHILADELPHIA, March 9.—With the Republican convention coin on its way here, a bigger budget for the bringing in of name bands at various spots is in the offing. Further, lifting of union restrictions gives carte blanche to the New York bookers to peddle their higher priced products here.

First to bring in a name band is Benny the Bum's, Happy Felton, the first entry, opening Thursday (7). Harvey Lockman, operating Delmonico's supper club, is turning his nitery into a Cotton Club early in April, with bandstand names the attraction. It's a toss between Ella Fitzgerald and Count Basie for the opener.

At the hotels, Ben Franklin has Art Mooney taking over on Wednesday (13), local bow for the Midwest maestro. Buddy Crawford brought in the King's Jesters for his Hotel Philadelphian this week, and as the political convention nears both spots will undoubtedly seek the bigger MCA names. Howard Hohl will also provide a berth for a top band when he unshutters his Adelpia Hotel roof garden next month. Hohl bought from MCA last year.

In '36, when the Democrats picked their Presidential candidates here, town was a literal open house for the ork names, and this time won't be any different.

Doris Rhodes on Columbia; Werner Heads Catalog Dept.

NEW YORK, March 9.—Doris Rhodes, radio singer billed as "The Girl With the Deep Purple Voice," signed this week for Columbia Records. Her first releases will be an old George Gershwin show tune, *Lorelei*, *Melancholy Baby* and *Sweet Sue*. Joe Sullivan will supply the musical background.

BRIDGEPORT, Conn., March 9.—Ernest M. Werner takes over the post of supervisor of all Columbia Recording Corp. catalogs and supplements, appointment being made this week by Patrick Dolan, sales promotion head. Werner will also direct, catalog and supplement Brunswick semi-classical disks and Vocalion pop waxings.

Jack Robbins Planning To Open Branches in Mexico and Spain

NEW YORK, March 9.—With the establishment a couple of weeks ago of a branch office in Havana, Jack Robbins is now turning his attention to opening offshoots of his Robbins Music Corp. in Mexico and in Spain. These, together with the Robbins agencies already functioning in South America under the guidance of Wallace Downey, will give the firm pretty complete representation in all locales wherein originate the rumbas, congas, tangos and sambas becoming increasingly popular in this country.

Purpose of establishing branches in these spots is to enable the Robbins firm to uncover and develop the Latin American numbers which are finding a growing market in the United States. Abe Olman, general manager of Robbins-Feist-Miller, is flying down to Cuba next week to put the finishing touches to the machinery in the newly opened Havana office, set up during Robbins' stay down there a couple of weeks ago.

Offices to be opened in Mexico and Spain, as well as the new Cuban branch and the one managed by Downey in Buenos Aires, will select the outstanding

Selling the Band

Exploitation, Promotion and Showmanship Ideas

By M. H. ORODENKER

Using Used Cars

SEEING a picture of the Will Osborne Band with its eight cars owned by the boys lined up in front of the Palomar Ballroom in Los Angeles last summer, Kay Hansen-Ned Williams publicity plant noted that all the machines were Chryslers. The office immediately visualized an exploitation stunt that rates roses.

Hansen got in touch with the Lee Anderson Advertising Co. in Detroit, which handles the Chrysler account, and made arrangements for special displays on the Osborne Ork in Chrysler dealer windows wherever the band plays, plus parades and co-operative dealer advertising on used cars. Latter is an important point, as all new-car advertising is scheduled and inserted by the manufacturer's advertising agency, nationally, and you can't upset it for the vagaries of a band on tour. But car dealers themselves insert and pay for their own used-car ads.

Anent a previous paragraph on cultivating the collegians, Dave Aber informs that Sammy Kaye respects the institutes of learning so much that on each of his Mutual broadcasts on Saturday he salutes two schools. And tho the football season has long been over, there's still punch in playing their football and alma mater songs.

Kaye notifies the schools during the week of the tribute being paid them on Saturday, which results in much college paper and publicity board material.

Mark Warnow has also been wooing the college crowd, sending to the 100 most prominent students at each of 10 schools a personally autographed cigaret case. Colleges to which cases are being sent are Fordham, Harvard, Notre Dame, New York University, Columbia, Princeton, University of North Carolina, Pittsburgh, Yale and University of Pennsylvania.

Platter Plugs

DINAH SHORE and Gray Gordon took it upon themselves to give their Bluebird recordings that extra push. The tic toc maestro, waxing an oldie, *Ain't You Ashamed*, induced the publisher to print "Featured by Gray Gordon and his Tic Toc Rhythm on Bluebird Record No. B-10591" on the cover of the sheet music and to put out a special streamer for window display featuring those facts.

Miss Dinah sent out a postcard to a large mailing list with a postage-stamp picture of herself in the corner giving this song-title message: "I was *Watching the Clock* only *Last Night* and *I Thought About You*. Instead of being *Careless* and saying *Darn That Dream*, I decided to put my thoughts on record. From now on *I've Got My Eyes on You*." Titles are all her recent recordings, and she lists the record numbers to make sure.

Oh, Johnny

ANOTHER interesting contest is being conducted by *The Philadelphia Daily News*, giving a new slant to the newspaper limerick contests by paying off in cash prizes for an original last line of *Oh, Johnny, Oh*. Paper pays off \$200, with \$100 going to the winning line. As might be expected, Orrin Tucker and Bonnie Baker are getting terrific pictorial and story displays in the paper. It's a potent attention puller and easily duplicated by any other band leader or singer associated with a hit novelty song.

Enlisting Cupid

RCA VICTOR enlisted Cupid in an effective promotion of its recently released Red Seal album, *Three Famous Scenes From Wagner*, featuring Kirsten Flagstad, Lauritz Melchior and the symphony ork. Advance copies of the album, autographed by the singing stars, were given as wedding presents to the first couples getting married on Valentine's Day in New York City's five boroughs. The connection between Wagner's love music, Valentine's Day and marriage is a cinch to grab off attention of any city editor.

Recording bands devoted to the cheek-to-cheek dansapation would do well to make a permanent note of the Cupid tie-up for next Valentine's Day.

The Hansen-Williams idea factory in New York helps to give Col. Manny Prager a nice send-off in the ork whirl with a smartly arranged and easy-to-use advertising manual for promoters and location owners.

Most of the exploitation angles are rightly tied with Prager's famous King's 'Osses. The maestro will endorse dealer's "used" cars for newspaper ads, telling how superior they are to the royal steeds. Two beefy 'osses gotten up in fanciful array, bannered as "The King's 'Osses," make effective bally.

Tie-ups are also suggested with optometrists, since the maestro's trade-mark is the monocle he wears when singing songs of the type he was famous for with Ben Bernie.

Atlantic City Music Fees Reduced as Much as \$100

ATLANTIC CITY, March 9.—Amendment to the mercantile ordinance governing hotels, night clubs and ballrooms here maintaining bands allows for a reduction in the music license fee. Measure was approved by city commissioners last week.

New law clarifies fees regarding musical licenses, establishing fees for mechanically operated musical devices as well as for live musicians. Old ordinance set forth that establishments serving food and beverages should pay music fees as follows: For one musical instrument, whether mechanically operated or not, excepting automatic music machines, \$50; for two or three instruments, \$100, and for more than three instruments, \$150.

New amendment retains the same fees for mechanically operated instruments, but reduces them considerably where live musicians are employed, charging only \$10 for a solo musician; \$25 for a combo of two or three, and \$50 when more than three musicians adorn the band stand.

MUSIC ITEMS

(Continued from page 12)

Crosby's *If I Had My Way*. . . Next *Higgins Family* flicker at Republic includes Jack Stern's and Sol Barzman's *Sunshine for Sale*. . . Mack Gordon has *Adored One* and *Rosie, You Are My Posie* in 20th Century-Fox's *Lillian Russell*. . . Victor Young doing the musical score for *Those Were the Days* at Paramount.

Producer Ed Finney bought *In Prairie-Fairland* from Johnny Lange and Lew Porter for Tex Ritter's next Western, *Colorado Trail*. . . Gus Kahn stays at Universal on loan-out from Metro to do an additional lyric for Deanna Durbin's *Spring Parade*. . . Kahn already has turned out nine sets of words for the pic. . . Peter Tinturin's *Blow, Breeze, Blow* goes to Republic and that studio's *Young Buffalo Bill*.

February, 1940, Dives in Legit Openings; 1 of 7 Looks Okeh

NEW YORK, March 9.—February, which once represented one of the peak loads in legit openings, had fewer openings this year than last. And of the seven openings this year, only one shows real signs of box-office life. Last year, out of nine, four did well. Critical opinion missed slightly on the one prosperous production. In a class by itself was the one-week return of *Taming of the Shrew*.

Two for the Show, 75 per cent, has had the following b.-o. returns: \$7,400 for first half week, opening having been on a Thursday; \$13,000, first full week; \$15,600, second week, which included

Washington Birthday matinee; \$13,200, third week; receipts for this week are about even with last week. House capacity is \$16,000.

Reunion in New York, 69 per cent, is doing fair business which, because of the co-operative set-up of this refugee production, enables the unit to be self-sustaining. Run at this rate will be indefinite. Angels are not expecting returns on investment, financing having been thru outright contributions.

Night Music, 44 per cent, closed after 20 performances. Business averaged about one-third capacity.

Unconquered, 13 per cent, played six week performances.

Another Sun, 6 per cent, folded after 11 performances.

Leave Her to Heaven, 6 per cent, will have had 15 performances to its credit at the end of this week. It closes tonight.

Taming of the Shrew, 100 per cent, was obvious, its success guaranteed by the hullabaloo for Finnish relief, for which it was giving a full week of benefits.

S. F. Sets Sked

SAN FRANCISCO, March 9.—Local legit season gets under way Monday night with Alexander Woolcott at the Curran in *The Man Who Came to Dinner*.

Others set for the spring and summer are *Romeo and Juliet*, with Vivien Leigh and Laurence Olivier, in April; Paul Muni in *Key Largo*, Raymond Massey in *Abe Lincoln in Illinois* (tentative), John Charles Thomas in a Los Angeles Civic Opera production, Maurice Evans in *Richard II* in May, Gertrude Lawrence in *Skylark* in July and Tallulah Bankhead in *The Little Foxes* in August.

New Plays on Broadway

Reviewed by Eugene Burr

ALVIN

Beginning Wednesday Evening, March 6, 1940

THE FIFTH COLUMN

A drama adapted by Benjamin Glazer from the published play by Ernest Hemingway. Staged by Lee Strasberg. Settings designed by Howard Bay, built by Nolan Brothers and Studio Alliance, and painted by Triangle Studio. Press agent, Joseph Heidt. Stage manager, Paul Porter. Assistant stage manager, Kendall Clark. Presented by the Theater Guild, Inc.

Anita Lenore Ulric
 Philip Rawlings Franchot Tone
 Max Lee J. Cobb
 Antonio Arnold Moss
 A Soldier From New York Wendell K. Phillips
 Another Soldier Henry Levin
 Hotel Manager Emile Boreo
 Dorothy Bridges Katherine Locke
 Preston A. J. Herbert
 Petra Hilda Bruce
 A Signaler Henry Levin
 A Sentry Raoul Henry
 Another Sentry Michael Sage
 A Thin Officer John Gerard
 A Man in Civilian Clothes David Leonard
 A General From Germany William F. Schoeller
 An Orderly Philip Lewis
 Doyle Charles Jordan

Holt Don MacLaughlin
 Hotel Electrician Sid Cassel
 An Assault Guard Michael Sage
 Private Wilkinson Kendall Clark
 A Man in a Brown Leather Coat John Gerard
 Another Assault Guard Raoul Henry
 The Butterfly Man Harry Davis
 First Waiter Sid Cassel
 Second Waiter Philip Lewis
 An Artilleryman Michael Sage
 Two Assault Guards Fred Catania,
 Peter Kredo

The Action Takes Place in and Near Madrid During the Early Winter of 1938.
 Scene 1: Rooms 109 and 110 in the Hotel Florida. Scene 2: An Artillery Observation Post on the Top of the Extramadura Road. Scene 3: A Room in Seguridad Headquarters. Scene 4: Same as Scene 1. Scene 5: The Same. Next Morning. Scene 6: Seguridad Headquarters. Scene 7: A Cafe. Scene 8: Rooms 109 and 110 in the Hotel Florida.

The Fifth Column, a play by that big raw-meat purveyor of the gullible early '30s, Ernest Hemingway, has finally managed to land itself on Broadway after a prize series of options, rewrites, news releases, stallings and a publication in book form. The Theater Guild rushed in where the previous angels feared to tread, presenting the piece in an adaptation by Benjamin Glazer at the Alvin Theater Wednesday night. And now all the delay becomes understandable; after looking at the piece in Mr. Glazer's adaptation one shudders to think of what it must have been like in the original Hemingway version.

Mr. Hemingway, as you probably won't thank me for reminding you, was the big literary muscle-man of what must have been a more innocent era, a writer whose diet was popularly supposed to consist of live bulls, eaten bleeding on the hoof. It now appears, however, that the bulls were a mental rather than a physical diet. For one act he gives us a session of raw meat that seems suspiciously like a left-over hamburger, and then in his last scene he settles down to do some serious thinking; and it is then that it becomes obvious that the bull went to nourish his mind.

The Fifth Column is a play about the civil war in Spain, and about those loyalists who were fighting against Franco's so-called "fifth column"—the body of Fascist sympathizers in Madrid who were hamstringing the loyalists from within. Two of the principal lads in this counter-espionage are a German and an American; the American is thrown off balance because he has to kill an enemy general in cold blood and because he forcibly seduces an American newspaper woman and then falls in love with her. He decides to chuck the whole thing, since the quarrel is none of his in the first place, and to go off to find happiness with his gal (whom, incidentally, he has known for all of 20 hours).

The play up to this point, tho badly and very loosely written and often painfully and self-consciously "tough," does manage to hold a certain amount of effect because of the excellent production provided by the Guild and the superlative direction of Lee Strasberg—direction that establishes Mr. Strasberg more securely than ever in the very top flight of the world's directors. But not even the Guild or its actors or Mr. Strasberg can do very much from that point on.

The loyalists refuse to let the American go, and the German, his friend, feels that the lad will be deserting the cause; so he goes to the girl, like Armand's papa in *Camille*, and tries to get her to give the boy up. She won't, saying some splendidly true things about the waste and danger of Americans enlisting in Europe's age-long wars. But the German gives what Mr. Hemingway evidently thinks are caping arguments about the war against Fascism having its front lines in Europe and about Americans doing well to fight there before they are forced to fight at home. And when the capture of Madrid by Franco seems certain the American decides to stay and die for the lost cause—surely a finely intelligent decision.

Mr. Hemingway's "thinking" in that last scene is as calmly reasoned as a Rube Goldberg cartoon, as thoughtful of his country's welfare as a war profiteer, and as intelligent as a Columbus Circle agitator. He makes his case woefully silly at the outset by taking as his heroes the Spanish loyalists who were fighting Fascism for the sake of Communism, that noble political philosophy which has as its keynote freedom (particularly the freedom of Finland). But the vicious foolishness goes far deeper than that. The quality of "thought" is best known

Theater Talk

By SHERLING OLIVER

Comes Spring:

"Such a number of young people are continually infatuated with the idea of a theatrical life that hundreds of both sexes every day run away from their employments and families to enter upon the sock or the buskin and ridiculously imagine because they see the performers of the metropolis parading it about . . . that they must make a very comfortable livelihood and follow their profession with no less pleasure than emolument. . . ."

"For the last twelvemonth I attended a spouting club in the city and was so much applauded that my vanity entirely got the better of my prudence and nothing would serve me but an appearance on the stage. . . . I engaged with the manager of a company who happened to be in town, beating up for volunteers, and set off, not doubting but the reputation of my performance would soon reach the metropolis and procure me my own terms.

"The very night after our going down *Hamlet* was to be performed. . . . In the morning I called on the manager to shew me the theater. . . . He carried me to an old crazy barn, the stage part of which was utterly unthatched, and even the audience end so very thinly covered that the least shower must be immediately felt by the whole company. . . . Warmd as I was with enthusiasm for the dignity of the drama, I could not help being mortified at seeing the professors reduced to such despicable circumstances. . . ."

"The curtain was preparing to draw up when circumstances happened that greatly disconcerted us. This was nothing less than a boxing match between the Queen and the beautiful Ophelia. There was but one white handkerchief it seems in the company, and this her Majesty insisted on having, as she played the principal character; the gentle Ophelia, imagining she had an equal right to so essential an ornament of tragic dignity, d—d the Queen for a brimstone and snatched it out of her hands. Instead of arguing as a meaner personage would have done, the Queen gave the presumptuous Ophelia such a stroke with her fist under the left eye as in a moment spread a circle around that delightful orb! This Ophelia returned with so much advantage as to deprive Madam Majesty of two of her fore teeth. . . . The manager and myself, by force of numberless persuasions and the prevailing rhetoric of a tankard of two-penny, fortunately produced a cessation of hostilities.

"The play opened to a brilliant audience of almost 14 shillings. . . . I was allowed to have executed my character to a miracle and heard myself mentioned with the first performers of the Kingdom. However, my share of the profits amounted to two-pence half-penny and four pieces of candle.

"Every performance has been a continuation of such bickering and misfortune. I have now been in this situa-

tion about six weeks; have studied near 20,000 lines and have scarcely got six shillings for my labor. We are all over head and ears in debt with the townspeople, and there is not a mother's soul of us in possession of a second shirt. The magistrates even talk of committing us. What will become of me God only knows." "A Penitent Prodigal."

The above was written, in its entirety, by a young man of good family in London 175 years ago. To be exact, in July of the year 1765.

Bits and Pieces:

Old Hickory, by STANLEY YOUNG, which T. EDWARD HAMBLETON bought for October production, presents a major casting problem. A star is wanted to portray Andrew Jackson from the age of 19 to 55. . . . JACK WOODS left last week for his home in Dayton, O. His mother is ill. . . . CORNEL WILDE has signed to play Tybalt and stage the fencing in the *OLIVIER-LEIGH Juliet*. He planes to the Coast for rehearsals this week.

WILL GEER'S benefit for dust-bowl migrants at the Forrest on the 3d turned 'em away. Further coin was garnered when the hat was passed at 11:30 p.m. for the privilege of remaining for an afterpiece. . . . ARLENE FRANCIS in Sardi's in a hooded ermine cape, looking like Snow White. . . . WHITFORD KANE and SARA ALGOOD supping there also. . . . *When We Are Married* is catching on. The other night a full house called on ALISON SKIPWORTH for a curtain speech. According to LEONA POWERS, "SKIPPY" stepped down to the footlights, looked over the audience and pleasantly murmured, "My! my! And the critics said this was a punk play!" . . . The ANNE MacDONNELL who played Imogene in the Studio for the Theater production of *Trelawney* is RAYMOND MASSEY'S niece. . . . JIM BACKUS and PETER BARRY spend off nights making dough with their sketches satirizing the theater's great. Last at the Fairway Yacht Club's Sunday night party. . . . DOROTHY ELDER indulged in a buffet supper Sunday. . . . Members of *The Fifth Column* had a long agony hour Wednesday night. Neither LUCIUS BEEBE nor BIDE DUDLEY aired their reviews. . . . GEORGE KONDOLF got his *Morning Star* in rehearsal the 7th. . . . The press agents of the town opposed hat-check girls on one of those radio quiz shows the other night and JOE HEIDT was the first to go down. Altho he publicizes *The Fifth Column*, he said Francisco Franco was an orchestra leader.

DONALD DAVID in NBC's television dept. . . . NICK DENNIS added to *Love's Old Sweet Song*. . . . MARC CONNELLY hopping back and forth between the Coast and BELA BLAU's office, trying to get a play ready for Broadway. . . .

A radio actor was annoying LUIS VAN ROOTEN by bragging about his new valet named Percival Eugene West. "Hmmm," hmmm LUIS. "PEW" for short!"

Review Percentages

(Listed below are the decisions of dramatic critics on the eight general metropolitan dailies concerning the Broadway shows of the week. In figuring percentages, "no opinion" votes are counted one-half "yes" and one-half "no" rather than being thrown out altogether. This would give a show with eight "no opinion" votes 50 per cent rather than zero. At the end of each month of the season the shows and their percentages will be listed, together with a resume of how they fared at the box office, in an effort to determine how much the critical reception affects the financial returns and how closely the critics agree with the decision of their readers.)

"The Fifth Column"—50%

YES: Atkinson (*Times*), Mantle (*News*), Watts (*Herald-Tribune*), Ross (*World-Telegram*).

NO: None.

NO OPINION: Brown (*Post*), Lockridge (*Sun*), Anderson (*Journal-American*), Coleman (*Mirror*).

"The Burning Deck"—0%

YES: None.

NO: Coleman (*Mirror*), Anderson (*Journal-American*), Lockridge (*Sun*), Ross (*World-Telegram*), Waldorf (*Post*), Mantle (*News*), Atkinson (*Times*), Watts (*Herald-Tribune*).

NO OPINION: None.

"The Weak Link"—44%

YES: Ross (*World-Telegram*), Watts (*Herald-Tribune*).

NO: Brown (*Post*), Lockridge (*Sun*), Anderson (*Journal-American*).

NO OPINION: Coleman (*Mirror*), Atkinson (*Times*), Mantle (*News*).

BROADWAY RUNS

Performances to March 9, Inclusive.

Dramatic	Opened	Perf.
Fifth Column, The (Alvin)	Mar. 6	6
Junco and the Paycock (re- vival) (Mansfield)	Jan. 16	63
Leave Her to Heaven (Long- acre)	Feb. 27	15
Life With Father (Empire)	Nov. 8	142
Male Animal, The (Cort)	Jan. 9	71
Man Who Came to Dinner, The (Music Box)	Oct. 16	168
Margin for Error (Plymouth)	Nov. 3	147
My Dear Children (Belasco)	Jan. 31	40
Night Music (Broadhurst)	Feb. 22	20
Philadelphia Story, The (Shu- bert)	Mar. 28	39
See My Lawyer (Adelphi)	Sept. 27	190
Skylark (Morosco)	Oct. 11	174
Time of Your Life, The (Guild)	Oct. 25	158
Tobacco Road (Forrest)	Dec. 4	2661
Two on an Island (Hudson)	Jan. 22	56
Weak Link, The (Golden)	Mar. 4	8
When We Are Married (Lyceum)	Dec. 25	88
Musical Comedy		
DuBarry Was a Lady (46th St.)	Dec. 6	110
New Hellzapoppin' (Winter Garden)	Dec. 11	104
Pins and Needles (Windsor)	Nov. 27	984
Reunion in New York (Lit- tle)	Feb. 21	21
Too Many Girls (Imperial)	Oct. 18	156
Two for the Show (Booth)	Feb. 8	36

when Mr. Hemingway suggests that the European Fascism we must fight is a new thing that has recently swept the Continent and may also sweep America. Is it really possible that he doesn't know that Fascism, in one form or another, has been the dominant political factor in Europe for the last 2,000 years? Doesn't he know that the blood-soaked, filthy war has gone on, with only sporadic interruptions, since the dawn of recorded history, and will go on until the fantastic and improbable millennium when world powers such as Germany, Russia and England disappear? Doesn't he know that history endlessly proves and will continue to prove that victory merely changes the places of individual oppressors and individual oppressed, that Communism or Fascism or world-wide "democratic" economic empire alike preclude freedom to the masses—white, yellow or brown—who are oppressed? Doesn't he know that America was formed not to engage in the age-long, never-ending, useless war, but to provide a sanctuary from it? It is really possible he doesn't yet realize that the danger of Fascism to America comes not from militarists 3,000 miles away, but from the dynastic political power-grabbing in high places here at home which even now threatens to engulf us—that our fight must be conducted not on distant battlefields as cat's-paws of European powers, but (since Fascism always stems from within) as American citizens using their legal prerogatives at the polls of their own land.

Evidently he doesn't. But aside from the quality of his "thought," his seemingly endless argument in his last scene stops the progress of whatever was left of his play and creates a turgid, soggy, anti-climactic and often boring drama.

The actors (as distinct from the actresses) do what they can under Mr. Strasberg's marvelously effective direction. Franchot Tone, home at last from Hollywood, is forthright, sincere and able as the American; Arnold Moss is incisively excellent as a loyalist leader; Emile Boreo brings his wide knowledge of stagecraft to aid him in a straight comedy role, and many of the minor players do fine work. And best of the lot is Lee J. Cobb, faced with the tremendously difficult task of playing the anti-Fascist German. Since this column was probably the first to rave Mr. Cobb (when he played a bit part in *Crime and Punishment* years ago) it may be pardoned for taking particular pride in his ability.

JOHN GOLDEN

Beginning Monday Evening, March 4, 1940

THE WEAK LINK

A play by Allan Wood. Directed by Chester Erskin. Setting designed by Harry Horner, built by Nolan Brothers, and painted by Bergman Studios. Press agent, C. P. Greneker. Stage manager, Pat Hallaran. Presented by Chester Erskin, in association with Philip Adler.

- Matt King ... Lloyd Gough
Rossetti ... Don Costello
Mr. Franklin ... Hugh Rennie
Doc Morin ... Edmund Dorsay
Swede Larsen ... Ray Mayer
Peter Mason ... Hume Cronyn
Gale Roberts ... Peggy French
Red Connelly ... Grant Mills
State Policeman ... Sciden Bennett
Policeman ... Albert West

The Weak Link, a farce by Allan Wood, was presented Monday night at the John Golden Theater by Chester Erskin, in association with Philip Adler, under Mr. Erskin's direction. Mr. Erskin, whom it is pleasant to welcome back to Broadway, directs with his usual sureness of touch and flair for effect, and as usual he has done some excellent casting. To a much smaller degree it is also pleasant to welcome back the play, which was a lot better when it was known as Whistling in the Dark. Three Men on a Horse and a variety of other titles.

When it was Three Men on a Horse its meek soul doped out horse races; now its meek soul dopes out the weak link in problems, particularly the problems of banks trying to protect themselves against thieves. When it was Whistling in the Dark, its meek soul, an author of crime stories, was forced by the gang to dope out a method of murder; now its meek soul is forced to dope out a method of bank robbery. For the rest it follows the general pattern, except for the fact that it is nowhere near as exciting or as funny as most of its previous versions.

Peter Mason (the name of the chief character in the current version, and in no way, I hope, an aspersion on Pete Mason of the Gilbert Miller office) wan-

ders into the Bankers' Protective Association looking for a job figuring out the best way to protect banks. But the Bankers' Protective Association turns out to be a nest of crooks who force him to reverse his talent, holding him and his girlfriend as hostages until the robbery is staged. He works out a plan—not a very good one, incidentally; one of the crooks kills another of the crooks, Peter makes several abortive efforts to get away, and the cops are finally rallied round when Peter's girl-friend pins a plea for help to the back of one of the robbers who is leaving the office.

In the first place, the plotting and planning of a farce-comedy such as this must hold together at least until the audience leaves the theater. But Peter's supposedly brilliant plans, both to rob banks and to protect them, are as full of holes as a second-hand target. Far from believing in their brilliance until the curtain falls, the average spectator is forced to think them silly and obvious while Peter is in the very act of unfolding them.

In the second place, this sort of piece must keep its customers laughing or jitters so constantly that they have no chance to realize how pointless and meaningless the proceedings really are. There are few real laughs in The Weak Link and even fewer jitters, despite the pace that Mr. Erskin sets and the smooth pretending of his players. There are long moments when you find yourself wondering why anybody ever bothered to write the thing, why anybody ever thought it was worth producing, and, above all, why anybody should be expected to pay out \$3.30 to see it when, by waiting a year or so, he'll be able to see it in the neighborhood movie for a quarter.

With one exception—that of Peggy French, as the girl in the case—the cast does all that any cast could do to cover the defects. Miss French, publicized as a social registerite, has improved a bit since she played in Personal Appearance last summer; but she's still no more than a barely adequate ingenue, and one wonders why an actress wasn't hired for the part. The rest, tho, are all excellent, with Hume Cronyn, a fine performer, coming into his own as Peter and doing a beautifully effective job, getting every point in the script and creating others of his own. And lending terrific assistance is the quintet of assorted mobsters—Lloyd Gough, Edmund Dorsay, Don Costello, Ray Mayer and Grant Mills.

Despite their efforts and the pace of the direction, however, The Weak Link seems dull and pointless. Its plot has so many weak links that it seems like a chain of smoke rings.

MAXINE ELLIOTT'S

Beginning Friday Evening, March 1, 1940

THE BURNING DECK

A play by Andrew Rosenthal. Directed by Robert Milton. Setting designed by Harry Horner, built by William Kellam Co., and painted by Eugene B. Dunkel Studios. Press agent, Theron Bamberger. Stage manager, Gene Blumberg. Assistant stage manager, George Calvert. Presented by Jack Small.

- Captain Applegate ... Dennis Hoey
Nicholas ... Ivan Triesault
Don Juan ... Alfred Hesse
Jeffrey Brandt ... Russell Hardie
Baroness Maude de Rossi ... Marion Mill
Niki De Vobour ... Gregory Gaye
Rex Wolfson ... Onslow Stevens
Margaret Eaves ... Edith King
Cornelia Lauren ... Vera Allen
Roby Lauren ... George Lloyd
Nina Brandt ... Zita Johann
Raphael ... Frank Downing
Ava Andrus ... Mary Howes
A Native Boy ... George Calvert

The Action Takes Place on the Veranda of a Small Hotel on an Island in the Mediterranean. This Past Winter.

ACT I—Scene 1: Sunset. Scene 2: After Dinner. That Evening. ACT II—Scene 1: Early the Following Morning. Scene 2: Late That Afternoon. ACT III—Scene 1: The Next Afternoon. Scene 2: Sunset, the Following Evening.

Andrew Rosenthal, author of The Burning Deck, which was brought to Maxine Elliott's Theater last Friday night by Jack Small (and removed from Maxine Elliott's on Monday), took his courage in his hands when he named his brainchild. The Burning Deck is an ominous title for any play—and Mr. Rosenthal, I'm afraid, is the boy who's standing on it. Like Casabianca, however, he's there thru no real fault of his own. The Burning Deck is a first play, and, as such, it is a highly promising script. Mr. Rosenthal displays an observant and sensitive mind, an as yet obvious but still firm grasp of character, a thoughtful approach to inner problems, particularly those of the artist, and the ability to write brittle, witty and amusing dialog. Surely that's all one can expect of any first play. It's not Mr. Rosenthal's fault that

his attributes go up in smoke. The fault is, primarily, that of the casting and the direction. The former put a number of usually pleasant actors into roles for which they were almost sublimely unsuited, and the latter, which was by Robert Milton, did everything that direction could do to obscure both thought and drama. Old directorial cliches were dug out from the dusty straw of the op'ry house; fragile situations were handled with the delicacy and insight of a steam shovel, and, while the play's thought-line was carefully obscured, its movement and interpretation were made as obvious as possible.

The script itself had plenty of faults, too, but most of them could and should have been cleaned up in rehearsal. Large sections of useless talk could have come

out, short passages of stilted dialog and false emotion might easily have been changed, and some of the cluttered characters might have been lessened in importance. The story, primarily, is of a lad who wants to write, who is taken by his mother, a typical small-town woman, to a hotel on an island in the Mediterranean to be cured. The father he has never seen, a famous playwright who walked out of the small town and assumed another name soon after the lad was born, is at the hotel, and it is the mother's plan to get him to talk the lad out of writing. Instead, seeing talent in the boy, he gets the mother to leave the lad on the island for three months to try his wings.

That's about all there is to the main (See NEW PLAYS on page 28)

From Out Front

By EUGENE BURR

Continuing its intrepid explorations of the terrain that lies beyond Broadway, this corner last Monday night ventured down to the old Irving Place Theater at 15th street, a nostalgic relic of past theatrical glories that presently houses a company of new and young players. On the historic stage, where strippers not so long ago pulsed for the delectation of George Jean Nathan and other devotees of burlesque, aspiring youngsters are now giving a stock season composed of the world's great plays. When they opened they had Othello inside and pickets from the stagehands' union outside. Last week they switched to Lysistrata and no pickets, even the stagehands evidently getting it thru their heads that union scale couldn't be paid by a group that netted a \$74 profit on its first co-operative week.

The aims of the group, which incidentally calls itself "... merely players" (somewhat esoterically, I fear), are excellent; its execution is something less. Lysistrata was offered last week in an extremely dull version that made the ancient Greek smoking-car anecdote seem even less amusing than usual, by a cast that seemed like a group of characters from The Torchbearers. The first act went well enough, turning out to be a good stock presentation; but from that point onward the production went to pieces, and ended by becoming as pretty a neo-Grecian shambles as anyone could care not to see. Leading players blew up so often that you didn't know whether you were watching a play or an air raid; the scenery, necessarily slight, showed an alarming tendency to bend with every breeze; the animal noises called for in the script were done by some foolhardy member of the cast who had a startling lack of acquaintance with the language of the barnyard; and, tho the costumes were understandably and forgivably makeshift, some of them were unforgivably soiled and crumpled, displaying less of Greece than of grease.

In addition, the direction grew less and less coherent as the play progressed, and the performers, with two exceptions, failed utterly to display any taint of professionalism. Elizabeth Timberman played valiantly in the title role, tho occasionally giving overtones of the East Orange Sewing Circle; and Julie Courtney did a really excellent job as Lampito. She overplayed somewhat, but that seemed to be chiefly the fault of the direction. An attractive lass, she at least showed that she knows her way around a stage.

Agitation for a national theater, as distinct from national theatrical relief, has been rumbling underground for years, with every now and then a group springing briefly to the surface—just long enough to hold meetings or to incorporate or to get the names of a few of its members in the papers. Now, however, the agitation has crystallized simultaneously on three (and perhaps more) different fronts. Robert Porterfield, of the Barter Theater, has a plan he is presenting; Theater Arts Committee has a subcommittee going over the ground, and a group headed by George Fairchild has been holding meetings—all with the object of getting a national theater, free from the angle of relief.

It is a cause with which this corner is and has always been in enthusiastic agreement. A national theater is vitally needed for any national cultural growth; a national theater, that would present the stored treasure of the past as well as the passing tinsel of the present, would finally establish the American theater upon a permanent cultural plane; it would allow the development, once more, of an American acting tradition; it would allow forward movement and experimentation in dramatic arts, unhampered by the Broadway box office and its ridiculous run system; it would allow movement and hope to younger American playwrights, at present crushed between the Scylla of commercial management and the Charybdis of half baked and wholly blind criticisms. It would, in short, be an entirely desirable thing. The United States, after all, is the only major civilized nation without a national theater of some sort. England hasn't got one either, of course, but that doesn't affect the above statement.

A national theater would be a highly desirable thing—but only on two conditions. Some plan (Thespis alone knows what it could be) would have to guarantee that there would be no bureaucratic domination, that posts in the national theater would not become political spoils, that there would be no possible repetition of the ridiculous FTP situation, when a Vassar daisy chain was made the lifeline of a professional relief project for professional theater people. In the second place, places in a national theater would have to be given on the basis of ability rather than need. This corner's objections to the FTP were discussed here at length during the days when that rickety prop was theoretically functioning. A national theater could not be a means of aiding incompetent amateurs to break into the theater. It could not be a means of keeping professional failures in the field in which they failed. It could not be a means of perpetuating and even increasing the brutal competition that assails those competent but hard-pressed Broadway actors who are trying to keep their heads above water without asking innocent taxpayers for aid. At the same time, it would have to set up high and unquestionable standards of ability, above the reach of influence or politics or need. The needy actor must, of course, have a chance to get into a national theater—but no more than a chance. He must base his claim upon his ability, not his penury.

How to establish standards of ability is a problem to which this corner hasn't even the start of an answer—since there can be no real standards in any art, but merely evaluations according to individual taste. If anyone can solve that problem—and if anyone can tell how to guarantee that a national theater will not become a part of the governmental bureaucracy that is even now threatening to envelop us—this corner will be heartily in favor of a national theater.

It is in favor of one now—but only with those conditions. Without them, a national theater would become merely a means of disseminating party propaganda, a refuge for political henchmen or a haven for needy incompetents. And even the Broadway system is preferable to that.

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SPRING TERM BEGINS APRIL 1st

FOR CATALOG ADDRESS SECRETARY, ROOM 145, CARNEGIE HALL, NEW YORK

Royal Palm Opening Next Month Seen as Hypo for B'way Cafes

NEW YORK, March 9.—The local night club scene is looking up a bit. Most exciting item is the opening of the Royal Palm on the site of the Paradise failure. Mario Tosatti is supervising redecorating of the 800-seat spot in an attempt to achieve some intimacy. He plans to bring in all-native brown-skin show now being assembled in Los Angeles. A Hawaiian band will alternate with a Latin combo. This has been a blow to local agents, who were hoping to place a lot of talent with the new spot.

The Fox and Hounds, opening March 14, will feature Fairfax, social register magician, singer-dancer Andree Rivere and Charles Renee Band.

Lichee Village on Jericho Turnpike and about 20 miles from Times Square will open next month as a Chinese night club. Charles and Oscar Ho are the managers and Charles W. Zerweck the press agent. Plan to use Chinese acts and a small American dance band.

The Belvedere Hotel, which installed a four-piece Latin band four weeks ago, switches to a full band, Bob Norris, tonight. Band will get a Mutual network wire five times a week. Norris is a

nephew of the Senator Norris and has just come in from the Coast.

The Famous Door, which has been doing heavy business with Will Bradley's Band and Helen Morgan, is looking around for a larger place. This spot and Leon and Eddie's have been doing the heaviest business on 52d street.

Billy Rose has made a few changes at the Diamond Horseshoe. James A. Siro is now manager as well as purchasing agent of the club. Rose has also appointed Hy Gardner and Michel Mok as his press agents. Gardner will probably work on the Aquacade this summer, with Mok doing special stuff and Gloria Safier continuing on the Horseshoe.

Sherman Club on East 54th street had petitions filed against it last week for bankruptcy.

New Haven Vaude After Five Years

NEW HAVEN, Conn., March 9.—Opening bill at Loew Poli Bijou on the one-day policy today had the Little Tough Guys of the movies; the Lockwells, skating team; Larry Best, singer; Russell and Christian, comedy, and Jans Linton Trio with Joe Dean.

House will play four-a-day. Will try 30-cent admission angle. This is the first regular vaude at this house since Barney Rapp Orchestra played here five years ago.

With this vaude in New Haven, Loew Poli Circuit now has flesh in Bridgeport at Globe Mondays and Saturdays; Meriden at Loew Poli Palace Wednesdays, and at Loew's Poli, Waterbury, Fridays. Irving Barrett, of New York, is booking shows.

Ritz, Columbus, O., Opens

COLUMBUS, O., March 9.—The Ritz Club has reopened, following modernization. Kenny Hoffman's Band, recently at the Arabian Supper Club, has transferred to the new spot. There is a floor show.

Yvonne's Offspring at 9 Rates as Proficient Magi

PHILADELPHIA, March 11.—Princess Yvonne and Doc Irving, prominently identified for years with mental and magic turns, have under their "management" the wonder child of the black art.

Their client is Baby Yvonne, born to Princess Yvonne nine years ago. Several seasons back the child was used on occasional dates as a cute gesture—the stage edition of the baby showing off for company. While continuing with her schooling the youngster, under the guidance of Papa Irving, went deeper and deeper into the mental and magic technic.

This winter Princess Yvonne took sick and was forced to stay out of the running for two months. The child's proficiency, which up until that time was never taken seriously, came into good use. She worked alongside of her father as a sub for the Princess on 20 bookings. As a result, with the Princess back in the act, the child is now definitely set as a trouper. She is taking an intensive course in magic under Irving and has already perfected 20 stage tricks, from disappearing birds to producing living people from cabinets.

Some time during the spring Princess Yvonne plans to hit the road with an augmented show. Baby will be billed equally with her mother.

Silber-Smax Partnership

PHILADELPHIA, March 9.—Sam Silber, operator of the intimate downtown Embassy Club, is forming a partnership with Babe Smax for operation of Wander Inn, colored spot. Smax is former operator of the Maceo Club, sepiá spot.

Club Adds Bank Night

BAY ST. LOUIS, Miss., March 9.—Uncle Charlie's, newly reopened club on beach front, adds Bank Night. Club will maintain a free night Tuesdays, when coin phonograph will be used in place of band.

Norristown Area Niteries Spend More for Talent

NORRISTOWN, Pa., March 9.—New El Patio Room in the Colonial Inn at Bridgeport lights up this week with a revue headed by Maria Villani, emcee; Curran Blyth, Sugar La None, Jimmy Solar, Pearl Jovett, Frank Gaios, a line of gals and Marchetti's Rumba Kings.

R. and S. McLaughlin unshuttered their Top Hat Inn at Ziegler'sville with week-end floor talent, including Sammy Weston, emcee; Frances Beza, songstress; Suzann and Christine, dance duo, and Saxie Becker's Band.

Nor-Bridge Cafe, near Bridgeport, operated by Mike Garber, brother of Jan Garber, adds week-end floor talent headed by Vaughn Vallee, with Carlis Orlando on the band stand.

Castle Cole Cafe here is adding week-end shows this week, revue including Jane Alden, impersonator; Patty Laverne, dancer; Marlyn Rose, acrobatic; Mary Flemming, songstress; Carrol Hill, emcee, with Roland Lewis continuing as house band.

Saturday night shows are added at the Little Ritz Cafe on Skippack Pike, Tommy Donahue being emcee and Roll Parker the band.

Continuing with music only for the present are Al Tarlecki's Washington Ford Inn and Farrington's Rathskeller at Bridgeport; the Washington Square Inn at Washington Square; the Yellow House on Skippack Pike, and Ridge Tavern. Depot Street Hotel, Penn Square Hotel and the Blue Room at the Milner Hotel here.

Raye Unit Quits; Bob Hope in Unit; Tour for Guy Kibbee

NEW YORK, March 9.—Martha Raye will disband her unit after the close of this week's engagement at the Orpheum, Minneapolis. Miss Raye's desire for a California vacation before resuming films is said by the William Morris Office here to be the reason for abandoning her vaude tour.

With her unit are the Gracella Dancers, Wences, Jack Williams and The Lazanders.

Bob Hope, who will be in the East for three radio broadcasts, will head a unit consisting of talent from his air show. The Morris office is dickering for a Chicago theater and a Broadway appearance to keep him occupied between broadcasts. In the unit will be Dolores Reed, Jack Hope, Brenda and Cobina and Jerry Colonna.

The agency is also negotiating for a p.-a. tour for Guy Kibbee.

The Broadway Beat

By GEORGE SPELVIN

WITH the legit season hitting the lowest ebb of modern history (there were just 49 straight plays and 14 musicals seen on Broadway up to March 1, even including the holdovers from the previous season), there are signs of at least a slight awakening within the next few weeks. The last weeks of March and the first week of April should see about four productions apiece, thereby raising the average a little bit anyhow. Four-a-week is a heavy schedule these days; 10 years ago the critics would have looked on four shows as practically a vacation. . . . According to bookers, film producers and theater managers are now slanting box-office appeal more than ever toward the younger generation. Pics like the *Hardy Family* series and others like it are cases in point. . . . This, it seems, is almost going out of the way in order to be fair. The new agreement between AGVA and ARA has a clause calling for an arbitration committee consisting of three members of each group. If that committee is stymied, each side appoints an additional member. And if the enlarged committee is still stymied, the two added members appoint one other arbitrator, so that finally one side will have a majority. It seems like an awful lot of fuss to go to, when the American Arbitration Association has been deciding Equity and Dramatists' Guild cases for years with original arbitration boards consisting of three, one of them impartial.

SAM POSNER, veteran receptionist head at RKO, is celebrating his 39th year with the organization. He started on the job with the Keith chain down at the old St. James Building on lower Broadway, which was then the headquarters of the circuit. . . . Dalton Trumbo, author of *Johnny Got His Gun*, doesn't mind Hollywood gold at all, because he doesn't have to be too close in order to collect it. He lives on a ranch 85 miles away from the film colony, and drives to RKO once a week—to get his check. When Trumbo, who also authored *Washington Jitters*, told some of the boys that he was going back to the Coast by way of Washington—to see it for the first time—they asked him why. He said, "To photograph the beautiful and the ugly. I want to take pictures of the buildings and the representatives." . . . Abby Frosburg, who was the stalwart p. a. for the Hotel Taft, isn't there any more, having left to go with the George Rosette Advertising Agency.

DICK DORRANCE, of WOR, might be called the Compleat Hobbyist. He has a powerful short-wave transmitter; he saves swizzle sticks; he has three miniature cameras, and at the same time he is a such a flying enthusiast that he's buying a plane this summer. . . . The radio department of Young & Rubicam has moved from the fourth floor to the third—with the exception of publicity men Bill Thomas and Tom Lane, who are now in splendid isolation. . . . Come one of the fine spring week-ends soon, Dick Bard, of WNEW, will sail his sloop down from Massachusetts into Long Island Sound. . . . Ben Bernie's opening at the Taft Grill last week gathered a terrific array of names, the list being long enough to fill a couple of columns. But there were three highlights. One was when Abe Olman got at the piano and Jack Robbins at the mike to sing Olman's *Oh, Johnny*; another was when Bert Wheeler told his classic "Mousie" story, and the third came after Ole Olsen had led 12 couples thru a Paul Jones—one of those so-called "dances" where the women have to scramble their shoes, partners are changed every 30 seconds, the men have to take off their vests and carry their partners, etc. When it was finally over Milton Berle—who, incidentally, was terrific—christened the Hellzapopper "Arthur Murray Olsen."

Summer Outlook For Chicago's Niteries Is Dark

CHICAGO, March 9.—Local summer night club prospects are dark. Fewer spots are expected to be in the swing and, reportedly, more local spots will shutter for the warm months.

Two top talent clubs in action last summer remain in the question mark bracket. The Bon Air Country Club, managed by William Johnson, is in danger of remaining closed because of Johnson's income tax indictment. The Del Shore, which opened auspiciously last year, saw only a brief period of big time bills before being reduced to the tavern classification. No new angels are in sight to revive the spot.

Dutch's in Hammond, Ind., which did nicely last year, will be open, but will not use any talent.

Summer closings will include Harry's New Yorker (June 15), Colony Club (early in June), El Dumpo, Swingland and 5100 Club. Stevens Hotel will attempt to keep its Continental Room open all year, and is depending on the following of Griff Williams and band, returning late this month. A new collegiate stunt ushered in last night is *Search for Talent*, tying in the co-operation of Northwestern University, and will continue for seven weeks.

Rumors also have the Chez Paree closing for the summer early in June, but have not been confirmed.

Definite summer entrants are Bouche's Villa Venice and Frank Hutchins' Villa Moderne.

Ft. Worth Plans Permanent Casa Manana Building

FORT WORTH, Tex., March 9.—City officials have filed a \$21,330 WPA application for improvements to Casa Manana, in preparation for the fifth season of this open-air cafe theater. Show directors approved the plan, which marks first step in making the spot a permanent structure.

The WPA would bear \$12,509 of the cost, and the share of the local business men backing the show would be \$8,000. Directors hope to place a concrete floor in the structure, and stucco all exposed wood surfaces.

Music Corp. of America, which produced the 1938 Casa Manana revue, is reported eager for another try. William Morris Agency, producer of the 1939 revue, also has indicated it would submit proposals for the 1940 show, according to William Monnig, president of the association of business men sponsoring the revues.

New Ziegler'sville Club

NORRISTOWN, Pa., March 9.—The Top Hat Inn, run by R. and S. McLaughlin, opens as a roadhouse at Ziegler'sville. First floor show includes Sammy Weston, emcee; Frances Beza, songstress; Suzann and Christine, dance team, and Saxie Becker's Band.

La Crosse Club Change

LA CROSSE, Wis., March 9.—Silver Grill here is now under management of Charlie Gantenbein. Spot is featuring Frank Cotier, organist, formerly with Tom Gates Ork.

Cudahy Eases Curfew

CUDAHY, Wis., March 9.—The common council has liberalized the closing hour for niteries here to permit such spots to remain open until 3 a.m. Saturdays and Sundays instead of 2 a.m. Under the new ordinance music may be played in local niteries until 2 a.m. Saturday and Sunday, while the 1 a.m. closing for other days of the week continues in effect.

Bridgeport Club Shows Out

BRIDGEPORT, Pa., March 9.—Colonial Inn is discontinuing floor shows for the next five weeks, to allow for the completion of alterations.

Inn is being enlarged and will resume floor shows.

Night Club Reviews

16 Acts, 4-Girl Line, 2 Small Bands Pack Chicago's 606 Club

The 606 Club is the most unusual spot in Chicago. When all the other late-hour clubs are dying, this one, from midnight on, has trouble finding enough room to seat the patrons. They come from all over—from the sticks, from neighboring cities, from the far West—to gaze at a long parade of strippers and strong specialty acts presented in a dimly lighted atmosphere.

Located in the vicinity of most of the Loop's ace hotels, it attracts the traveling trade all night long. Billy Carr, dynamic emcee who has been here three years, has developed a tremendous following.

During the better convention months four shows are offered nightly, otherwise it's three, with the first under way close to midnight. No less than 16 acts on view and each, except the line of girls, is used in only one spot. Show lasts about 30 minutes.

Minimum, originally \$1 per person per show, has been upped to two, and they are not hard to spend, since only drinks are served. Most of the talent is booked by Sammy Clark, who is around nightly to observe proceedings. (During Clark's current vacation in Texas with the 606 Club managers, Mr. and Mrs. Lou Nathan, booker Marty Whyte subs for Clark and assistants Dave Fields, the host.)

Frances Elwood's four-girl line replaced the Margaret Faber four for a couple of weeks and is comparatively weak in the opening swing strut and the Moorish finale. It takes veterans in the dancing chorus field to stand out here.

Ross Irwin, who handles Billy Carr's job, however, is not bad at all. There is fire in his emcee chores and he packs plenty of punch in his songs, such as *Cost Ccra, Only Make Believe* and *Marie*.

The disrobers include, in succession, Beverly Lane, Olive Sharron, Connie Fanslau, Joan Dare, Marne, Jai Leta and Dagmar. Miss Fanslau, in addition, has

double-meaning talk material which is funny if you are in the mood. Miss Leta gives a strip take-off of Mae West and Dagmar interprets a "devil dance," which holds more attention than the ordinary nude parade. The others, of stock caliber, are not hard to look at.

Strong contrasting specialties include Don and Bette Lynne, "story tellers of the dance," who exhibit cute, youthful personalities and rhythmic feet. They are a tonic for any bill, particularly where light tapping in a novel and breezy way is needed. Joe and Annette are back with their thrilling apache dance. Team displays some sensational tricks in a routine that is a high spot on the bill.

Alyse Cerf, acro dancer, is another veteran who nets a big hand with her brief but sock specialty. Bernice Lynn, a new tapper from the West Coast, offers dancing impressions of radio personalities in a lively fashion, and Roberta Roberts, warbler, gives out with an impressive voice such pops as *I Cry for You* and *Are You Having Any Fun?*

Two of the more novel performers in the risqué line who have been here for months are Dolly Sterling, comedienne, and Carrie Finnell, muscle control artist. Their turns go big with the imbibing elements.

Sol Lake's four-piece music crew holds up well thru both show and dance sessions. The Tripoli Trio serenades the customers at tables during intermissions.

Sam Honigberg.

Hollywood, New York

The Hollywood Cabaret - Restaurant, which opened just before Christmas under the managementship of Harry Goodman, has increased its talent and music budget and is making a strong bid for business on Broadway.

The club is no smart spot, but the food is okeh (dinner from \$1) and the show and music are a pleasant surprise. First of all, Jerry Blaine's four-month-old 11-piece band is making its local debut here and is delivering swell dance music in addition to handling the show music competently. Blaine is fronting in his usual pleasing manner, backed by four brass, four sax and three rhythm. Using fine Mario Del Bianco arrangements, the band style is sweet, but with plenty of lift for the dancing incentive, too. The band is particularly good for listening and has tall Ariyne Chanler and Mal Emerson doing the vocals and Artie Dann the comedy numbers.

The floor show is emceed by Billy Vine, held over from the last edition. Vine is a smart emcee who knows how to introduce the acts, keep attention and then punch across his own gags and comedy bits. His take-off of three-man comedy teams, in which he uses Fleurette Gilbert and Agnes Dwyer, was particularly amusing. Miss Dwyer, incidentally, shows great comedy possibilities. Vine's style generally is just right for this type of club. When caught he was having a particularly tough time with a heckler who almost ruined his act.

Buster and Billie Burnell, cute boy-girl team, did three consecutive tap numbers, building up to a punch finish. A boy-girl flirtation, a good dance to *Make Believe* and a quickie satire on jitters combined to make a solid impression. The girl's costume was especially smart.

Band vocalist Emerson lent a pleasant baritone to one number and Miss Chanler also stepped off the band stand for two special arrangements that showed her contralto voice to good advantage. The Wally Wanger eight girls did three numbers in surprisingly smart costumes. The girls are good lookers and young, and their parade, sexy swaying and tap numbers pleased the customers. The sexy number brings on a lithe brunet, Ramona, for a fair swaying Oriental-style number. Line includes Edith Stromburg, Jerry Fitzgerald, Marguerite LeBate, Adelaide Mahalack, Bernice Horton, Honey Lee and Clare Burke.

The Siboney Rumba Orchestra does the relief music in better-than-usual Latin style.

Three shows a night. Jack Tirman is now the press agent.

A four-times-a-week MBS wire goes in Sunday (10). Paul Denis.

Lookout House, Covington, Kentucky

The most hilarious night club fare to strike the Cincinnati sector in as long as we can remember is *Grandfather's Follies*, 20-people English importation, which makes its first appearance east of the Rockies at Jimmy and Ben Brink Lookout House, after 20 some odd weeks at Tom Gerun's Bal Tabarin, San Francisco, and eight weeks at Topsy's, Los Angeles. Opening here last Friday (8), the troupe is set for four weeks with options but, judging from the profound impression made by the show upon the Messrs. Brink and the customers at the opening there isn't a chance in the world for outfit to get away without a hold-over.

Said to have been a favorite at the Grosvenor House, London, prior to its American debut, the revue is a satire of English Music Hall shows of the naughty '90s. However, it's not to be confused with *The Drunkard, Ten Nights* or *Gay '90s* creations that have both pleased and annoyed us this side in recent years. The show moves speedily, has good continuity and packs a wealth of laugh material and comedy situations new to American night life audiences. In addition, the satirical offering is backed with a solid musical background of catchy oldies and effective costuming.

Starting off with an overture, show is given over to a succession of specialties, hilarious scenes, a crackerjack blackout and "daring" chorus routines by eight lookers garbed in the long underwear of the period. Van Kirk, as emcee, served up a brand of comedy and mugging that had the customers eating from his palm from curtain to curtain. His session with Allen Sterling was particularly riotous.

One of the show's outstanding fun sessions is presented by Arthur and Emyln Equillo, singing acrobats, whose strong-arm work and burlesqued weight-lifting gem left the audience limp. During their running the chorines are shown in corny flashback "plastique poses." Other humorous interludes are furnished by Marguerite Hartwell, Flora Duane and Earl Leslie; the singing waiters, composed of C. Whitney Sheely, Billy Barron, Arthur Equillo, L. Harlan McCoy, Robert Tait and Emyln Equillo; Therese Vonne, Geneie Lowry and Gean Scott, Virginia Lee, Agnes Scott, Bette Wilcox and Naomi Sanders.

The club takes on a theater atmosphere for the new offering, the former band stand having been converted into a stage, with the house ork now located to one side. The club is featuring a special drink, a Grandfather's Folly,

with all the waiters sporting gay '90s mustaches. Stage's front curtain is embellished with ads of local business houses, the idea being good for a few extra laughs. Customers are handed typical programs and two different shows are presented nightly.

Grandfather's Follies is produced and staged by Earl Leslie, with ensembles and dances by Flora Duane. Musical arrangements are by Vincent De Lisio and Muzzy Marcellino, with costumes designed and executed by Aleck Shanks and Paul Gruber. A surprise of the opening was the excellent manner in which Jimmy Van Osdel and his local 11-piece crew handled the difficult show music.

Bill Sachs.

Bowery Cafe, Detroit

Under the enterprising management of Frank Barbaro, this club continues to draw about the best business in town. Emphasis is upon a long show, two and a half hours. High caliber of acts are booked from the East, with at least one name on each bill.

Cheryl and Philips, dance team, open with a spectacular ballroom number. Their second is a Latin American specialty, the girl whirling rapidly about her partner, climaxed with a spin done from a cord about the neck, similar to skating routines but rare in dance numbers.

Curtis and LeRoy, a pair of near dead-pan smart alecks, have some highly skillful slapstick acrobatics. They work with an offhanded ease that makes the act a good balance of comedy and skill.

Larry Bailey, a light-stepping tapster, does up-and-down stairs, platform and toe-and-heel numbers. His graceful style is enhanced by a pleasing stage appearance.

Leonard Droste, 18-year-old winner of the Bowery's Talent Discovery Contest, has a solo drum spot. His sense of rhythm and selection of his five drums and set of cymbals are okeh. He's young enough and serious enough to develop stage presence with experience. He should also stress the bass drum for his basic rhythm more.

William Hannan, drummer with Ted Lewis 10 years ago, was induced to come up from the audience for a turn in real trouper style.

Lillian Roth, the headliner, does some vocals in a strongly melodramatic style. Appealing in a white bouffant dress, she has a nice personality at the mike. Her gamut of styles is indicated by her chief selections, *Sing, Sinner, Sing; I Married an Angel*, numbers from *The Vagabond King*, and an encore of *You Leave Me Breathless*, which was especially well received.

Twelve Eve Ross Boweryettes, excep-



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tionally well-trained line, offer a show-opener in abbreviated black satin costumes, a posing number in Egyptian style and marching finale in flowing American flag capes. Johnny King, melodramatic tenor, gets the crowd to sing the *Toreador Song* with zest and has some fine melodies of his own. Cecil Berdun presents his Eight Jitterbugs in a well-trained production that is a good wind-up for the show.

Benny Resh's Orchestra works hard on the long assignment and practically all the boys help out with specialties of their own, dialog, gags and novelties.

Charlie Carlisle, perennial emcee, knows how to kibitz with his crowd and has an inexhaustible imagination for impromptu patter that keeps entertaining.

H. F. Reves.

Chez Ami, Buffalo

Phil Amigone, proprietor, and Jack Grood, manager, seem to have a natural propensity for picking good acts. Take, for instance, Fernando and Fair, a clever couple of marionette manipulators. On a platform about two feet high and six feet long, marionettes of two English gents, only 18 inches tall, went thru some unbelievable dramatics as drunkards, while the manipulators pulled strings in full view of the audience. The marionette tap dance in full detail and indulge in such unparlor-like activities as hiccupping, "tossing their cookies" and a crying jag. An encore was presented by Miss Fair, who offered a tap dance while working both marionettes alone.

Jackie Arnold does a St. Vitus dance, his leg movements being short, jerky and speedy. In the finale Arnold is joined by Margy Appel in the Jitterbug Jamboree.

Colorful displays are made by the Chez Amettes in their opening number, *Oriental Fantasy*, featuring Vivienne Loraine, an accomplished dancer who is half of the ballroom team, Corbett and Loraine. The line's wardrobe is exquisite. Impressive is their part in the finale, where half of the group is garbed as French maids and the other as gentlemen in tails. Arline Garfield, captain, is producer, and is supported by Christine Graham, Dorothy Higgins, Helen Grimes and Lucille Broden.

Not an unimportant part of the show are the smooth swirls and fast whirls of Corbett and Loraine, who are well liked here.

Johnny Long, whose band has been in Buffalo's limelight this past month, also emcees. Band vocalist Helen Young also works in the floor show. Has poise and facility. Jack Edmundson exercises his

bass vocals in a solo, and Paul Harmon, still another bandsman, does a duo with Miss Young.

Eva J. Warner.

Famous Door, New York

The last of 52d street's swing haunts went into its new policy last week, booking names with up and coming bands. Helen Morgan is co-featured with the new Will Bradley-Ray McKinley Band. Ever since this new combo opened the place has been jammed, proving that this type of booking can draw customers in small spots like the Door.

La Morgan is back to her old style of song delivery—sitting on the piano. It's perfect here, because of the intimacy. And, despite a voice that seems to be growing weaker, Morgan still socks across to show-stopping applause. Does several pop numbers, holding *My Bill* for the encore, which she delivers with her usual punch.

Will Bradley's Band (giving equal billing to drummer Ray McKinley because of a partnership arrangement) is a stomping 14-piece swing outfit with plenty of lift and solid musical stuff to put them up in the name class in a short time. Carlotta Dale, formerly with Jan Savitt, does the warbling. (Detailed review has appeared here previously.)

Morgan will leave the place next week, being replaced by Benny Fields, who, upon his return from Florida, will stay with the band for the balance of the run—at least another three weeks. Red Nichols Band and Frances Faye are set to follow.

Joel Rose still p. a. Sol Zatt.

Greenwich Village Casino, New York

Jim Riley's new floor show and band here are okeh, with the band in particular making a solid impression.

Irving Fields (piano) leads the new five-man combo, replacing George Renard's Band Thursday (7). The band has plenty of volume and the instrumentation (violin, sax, string bass and drums, along with Field's piano) is just right. The music has lift, is good for listening and certainly easy for the dancing. The boys do a bit of singing in some numbers. They do a pretty good accompaniment job, too.

Relief band is the Jules DeSalvo quartet, which has been here for some time and which fits its spot nicely. The floor show itself is thinner than usual, having three acts and the seven-girl line. The line, composed of well-rounded young damsels wearing revealing costumes, opens and closes the show in addition to providing a good middle number.

Duke McHale, who has been putting on a bit of weight, emceed straight and then clicked off some of his fancy tap dancing. Opens with one of his *Follies* numbers, followed by a lively tap-and-spin affair. Works hard, giving his taps clean-cut delivery and injecting showmanly spins, heel-and-toe variations and other tricks. Diana Del Rio, a tall handsome Latin gal in colorful costume, sang three rhythm numbers, two Spanish and one in English, embellished with typical Latin strutting and hotcha movements. Has a vivid personality.

Blond Joan Mack, formerly of the Four Queens, is on for a couple of tap routines delivered with pep and competence. She, McHale and Miss Del Rio suffered when caught due to a particularly loud and inattentive audience.

Jim Pettis is still on the job as press agent, host and show director.

Paul Denis.

Ambassador East Hotel, Pump Room, Chicago

Within the last year, managers Ernest Byfield and Frank Bering have almost doubled their entertainment budget for this room, bringing in more prominent musical combinations to please the progressive tastes of the ultra Gold Coast clientele. Spot has since been in top position in the social circles, furnishing, in a distinctive environment, excellent food and liquor and suitable entertainment. Prices are not low, the hotel doing away even with amusement page ads in order not to attract mass patronage.

Matty Malneck's vibrant eight-piece band is currently playing a month's engagement before moving on, in augmented form, to the West Coast. Odd instrumentation includes four rhythm, trumpet, accordion, violin and harp, and arrangements scale a wide variety of tempos, from pops to individual novelties in which they excel. Mrs. Jean Plummer,

wife of the pianist, warbles, but weakly.

Individually, the boys are alert, active musicians, aware of the value of showmanship and originality. While as a group they are more informal than the general atmosphere of this classy room, they are good enough to shake the stiffness out of some of the too-formal patrons and entertain them all evening long.

Fabian Andre and orchestra return here March 30.

Sam Honigberg.

Music Box, San Francisco

Vivian and Rosetta Duncan, stars of this show, are in their 17th week and doing nicely. They do their modern comedy version of *Topsy and Eva* in addition to a number of song novelties.

Sid Tomack and the Reiss Brothers have an act very much like the Ritz Brothers, and drew a nice hand. Trio recently finished an eight-month engagement at Slapsie Maxie Rosenbloom's in Hollywood. They opened here February 23 and are due for an indefinite stay.

Emcee Lou Ashe does his own usual one-man show, with songs and stories. Again the highlight of the show is the new dance craze, known as the "Horsie, Horsie." This is an audience participation number, joined in by the Duncans and the Eight Glamour Girls. Crowd gets laughs when willing patrons mount 10 wooden horses, apparently very difficult to handle because riders are more often than not sent sprawling to the floor.

Under the able management of George Riccoml, spot is enjoying best business since exodus of Sally Rand. Carlton Ackley's Band handles the show nicely, and its dance rhythms are okeh. MCA has the bookings.

Edward Murphy.

Club Belmont, Miami Beach, Florida

New show is headed by an excellent emcee personality, Oscar Davis. Davis chucks a rapid-fire barrage of gags which are funny and, better yet, new. His patter is smooth and incessant, interrupted only when he introduces an act. Davis dances well and is a crowd pleaser. His whimsical and audible "thanks" for applause and laughter is an act in itself.

The second part of his routine is broken up by the appearance of the Three Edwards, stooges. They offer imitations and heckle Davis. Edith Delaney does a series of intricate taps. Shirley Hall sings. The six-girl line is talented and attractive.

Music is by Les Rhodes and his orchestra and Eddie Paisley's Four Vocalions.

Lee Simmonds.

Sherman Hotel, Panther Room, Chicago

Things should be considerably brighter for the next month, for the good reason that Larry Clinton and his Dipsy-Doodle Band will be stationed here thru the first week in April. In a little over a year the outfit has skyrocketed into prominence with the powerhouse arrangements of originals and classics in swing composed by the maestro. The band (six brass, four sax and four rhythm in addition to Clinton's trumpet and trombone) is made to order for this jitterbug abode and has enough of a name to draw both the young and graying patrons.

Clinton is a regular guy in front of his musical family. He'll stop blowing his trumpet to explain to an inquiring customer why so-and-so in the brass department is not with him any longer and briefly sketch the career of the new guy in the rhythm section. Young fans, in particular, like this and it goes a long way via word-of-mouth advertising.

Band is equally sparkling in the shows, repeated twice nightly, but falls somewhat short when the singers are spotted individually on the floor. More at home on the band stand, they are ill at ease when alone in the spotlight. This is particularly true of Helen Southern, decorative femme swingstress, who is weak on voice. Her opening show ditties included *Stop, It's Wonderful* and *Exactly Like You*. Good enough tenoring is contributed by Terry Allen, handsome youth, and comedy character tunes are dispensed by the well-fed Leary Ford, who puts feeling in such standards as *Old Man River* and *Shadrack*.

Two outside acts and the Sherman's jitterbug group augment the bills. The Duffins (in for three days only, due to a previously booked engagement out of town) delighted with their novelty rou-

Possibilities

CLEANED BY MEMBERS OF THE BILLBOARD STAFF

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

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

For FILMS

MARY HOWES—young legit actress last seen in the short-lived *The Burning Deck* at Maxine Elliott's Theater, New York, in which she did a glowing, beautiful, solidly believable job in an extremely difficult and tricky role. It stands as one of the finest pieces of acting of the current legit season. In addition, she has a beautiful figure (one of the scenes called for a bathing suit) and, with proper lighting, should screen excellently.

For LEGIT

MUSICAL

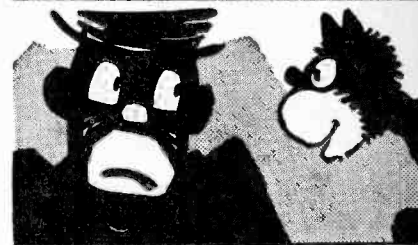
MICKEY DOWD—romantic tenor now singing with Bill Carlsen's Orchestra in the Midwest. Only 19, the lad has a definite emotional lift to his voice, and possesses enough charm to win the femme contingent. His excellent appearance, coupled with his fine voice, makes him a standout bet for legit musicals. Also recommended for radio.

BARTON MUMAW—solo dancer with Ted Shawn and his group, caught recently at Carnegie Hall, New York. Is an outstanding dancer in his own right and, in addition, does his own choreography. Would give a class lift to any legit musical production.

tines, including soft shoe, comedy knock-about and doll dance. Bud Hughes is on with another novelty contribution, aping a magician with silk tricks before producing a couple of cute canines in swell muscle control sight tricks.

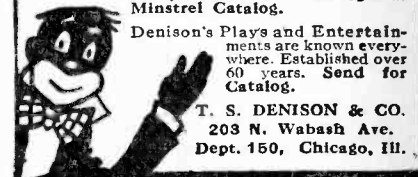
Larry Clinton's description of the eight jitterbugs who close the show is sufficient comment: "Swing in its most violent form." The kids, however, are getting to look too professional in dark make-ups which they can do without.

The management had a good idea (See *NIGHT CLUB REVIEWS* on page 23)



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AGVA, ARA Pact Hinges on Matter of Booking Office Fee

NEW YORK, March 9.—The deal between American Guild of Variety Artists and Artists Representatives' Association appeared ready for signatures late this afternoon. It was understood that Hoyt S. Haddock, AGVA executive secretary, and Henry Jaffe, AGVA attorney, had delivered an ultimatum to the ARA demanding signatures to the pact today.

Both groups met last night and agreed to continue discussions today. The groups were snagged on the elimination of 5 per cent booking office fees. A compromise was reached whereby the combo booker-agent would enter into the pact solely as agents and waive the 5 per cent booking office fee until their final status was settled. AGVA is working for the elimination of all fees over 10 per cent.

Offices such as William Morris, Music Corp. of America, Eddie Sherman, A. B. Dow and Fanchon & Marco, who represent acts and theaters, will still make an attempt to save the booking office fees.

According to AGVA, MCA has been balking on this point and, if necessary, AGVA will sign the agent pact and deal with MCA later.

Despite the fact that the 10 per cent commission for regular bookings and a 15 per cent cut for one-nighters had been tentatively agreed upon, AGVA spokesmen said that when the final pact is made the one-nighter split will be shaved to 10 per cent. The agents will still make an effort to retain the higher figure, claiming that expenses connected with the bookings of one-night stands are much higher than those of longer runs.

No mention has been made in the pact of the contracts now in effect between many performers and agents, containing clauses guaranteeing a minimum period of employment. AGVA and ARA have agreed upon a guarantee of two weeks' work within three months. Failing to provide that, the performer may cancel his contract with the agent. Altho kicks are expected to come from performers on that clause, AGVA explained that while this is still unsatisfactory, it represents a gain of two weeks, since old contracts carry no provision for a minimum.

All disputed issues are to be arbitrated by a committee of three selected from each group. Should that set-up fail to produce a settlement, each group may appoint another member to sit in. A third newcomer selected by the added arbitrators is to be added in cases of protracted arguments.

No contract between agent and performer is to go beyond a three-year period. Renewals are set for a similar stretch. If at the end of the first pact the performer wants to change agents the matter is to be submitted to arbitration.

Other clauses agreed upon include the necessity of an agent to maintain an office with someone there to accept telephone calls and that all acts signed by agents to be AGVA members.

Several agents have questioned the wisdom of signing with AGVA at this time, saying that most performers in the variety field are as yet not AGVA members. Several have said that the threat of cutting off the supply of Hollywood names by the Screen Actors' Guild unless an agreement was reached is the only reason they agreed to join the contract huddles.

According to AGVA, the SAG has passed a resolution that no SAG member could work any vaude house or night spot where there are non-AGVA performers. AGVA says that a similar resolution will be passed by AFRA early next week.

In the meantime a meeting with executives of local vaude houses has been tentatively set for Tuesday. It is possible that the theater execs may beg for more time, since they are now negotiating with IATSE.

AGVA is also negotiating with Billy Rose on his Diamond Horseshoe.

Tom Phillips, head of the Burlesque Artists' Association, is being approached to merge his organization with AGVA.

A letter has been sent by Haddock requesting a meeting to begin discussions.

Under the ARA contract all agents are to file with AGVA prior to March 15. The agreement will be in force either March 25 or April 1. The pact expires December 31, 1943.

Theater Authority Moves to Trenton; Active in Philly

TRENTON, N. J., March 9.—At the request of Bob and Jack's Cafe, largest local nitery, Theater Authority will enter this territory. Nitery owners have been burning because of the necessity of sending out floor shows for benefits.

Territory will be regulated by Richard Mayo, TA rep in Philadelphia. Addition of Trenton gives TA control of South Jersey.

Theater Authority cracked its whip for the first time in Philadelphia last week. When Mike Dutkin sent the 12-act floor revue from his Broad Street Rathskeller to Moose Hall Sunday for a benefit, Mayo ordered performers to ignore the performance since the benefit was not cleared. Only four acts showed up for the benefit and a \$50 fine was slapped on them.

Talent Agencies

HATTIE ALTHOFF, of Consolidated Radio Artists, is recuperating at the French Hospital, New York, following an operation. . . . PAUL SMALL is vacationing in Florida for three weeks. Dick Henry is handling all the night club bookings for the William Morris office in Small's absence. . . . CEIL CAMPBELL is limping around the New York GAC office with a sprained ankle. . . . HENRY J. BECKMAN, New York, is booking the Monte Carlo, New York.

HAROLD EDWARDS, singer, has joined the White Way Booking Office, New York, with Harold Wollins dropping out.

LES SPONSLER, former burly manager, has joined the Baltimore Theatrical Exchange, Baltimore, operated by John T. McCaslin.

ROBERT FELDMAN, formerly with WNEW, New York, has joined Nat Abramson at WOR, Newark, as booker. . . .

Vaude Plans for Philly, Buffalo, Atlantic City and Other Resorts

PHILADELPHIA, March 9.—Vaude in Eastern Pennsylvania is taking on a new lease on life. At York, J. William Richley, manager of the York Theater, has brought in Will Rock and his carnival of magic for three days. Future bookings will depend on the availability of units and attractions. Two-day vaude is being continued at Comerford's Capitol, Wilkes-Barre, and at Comerford's Capitol, Scranton. One-day stands also continue at the Family, Wilkes-Barre, and Irving, Scranton.

Only casualty has been at Reading, where a two-day stand at the Astor was eliminated this week. However, Lester Stallman, house manager, says this is only temporary. In addition, there are single days at the Stanley, Chester, and the Colonial, Lancaster, the latter running stage shows an entire week if the attraction is strong enough.

In Philadelphia, Fay's and Carman offer full weeks, with another full week at the Towers, Camden, N. J. There is also a single-day stand here at the Holmes Theater. Most bookings are by Eddie Sherman and Harry Biben out of local offices.

BUFFALO, March 9.—Vaudeville is becoming more popular in the surrounding small towns. Latest addition is the Shea Theater, Jamestown, N. Y., Wednesday to Friday nights. Frank Dubick, of the Empire Vaudeville Exchange, said that as a starter five acts of the variety and novelty type would be used. A 12-piece band will back the show. Robert Horning manages the house.

The Century Theater, here, managed

Meet You at the Corner Lamp-post, Dear

HARRISBURG, Pa., March 9.—Crazy hats are not the exclusive prerogative of femmes. George Cortello will bring his dog act to the Shrine Fashion Show scheduled here next week, to display the spring headgear to be worn by the well-dressed hound.

The program will give credit to Mr. Glassman, of the Northern Straw Works, Philadelphia, for his exclusive creations.

AGVA Meets N. Y. Associated Agents

NEW YORK, March 9.—American Guild of Variety Artists was yesterday admitted to the Theatrical Federation, an organization of AFL affiliates in the theatrical field. Admission to TF does not bind the unions to co-operative agreements.

In a meeting with Barnett Gillman, president of the Associated Agents of America, Hoyt S. Haddock, AGVA exec secretary, informed Gillman that AAA would have to formulate another platform if AGVA is to deal with it. Haddock objected to AAA's battling the musicians' union on the question of a 10 per cent increase in union scale when booking thru an agent.

Charles Arno, Sam Kramer and Haddock were named AGVA reps to the Associated Actors and Artists of America board. Alternates are Bob Reinhart and Phil Irving.

Fisher Adds Full Week in Syracuse

NEW YORK, March 9.—Arthur Fisher, indie vaude booker, starts booking the Empire, Syracuse, N. Y., full week, using names and name bands beginning March 23.

Policy in Syracuse will be similar to that of the Flatbush, Brooklyn, a Brandt house also booked by Fisher.

Old Stockton Club Burns

HAMILTON, O., March 9.—Fire destroyed the old Stockton Club, four miles south of here, March 1, with a loss estimated at \$6,500, covered by insurance. The club, owned by Mr. and Mrs. Harvey Langdon, was widely known as a gambling and entertainment resort before and during prohibition.

Chi Agents Leary Of Union Idea

CHICAGO, March 11.—Local bookers have been in receipt of information from the West Coast of a new agents' union, which recently secured an American Federation of Labor charter in Los Angeles. As yet, no definite action has been taken to establish a similar organization here and to try to secure an AFL charter, altho John Fitzpatrick, local AFL chief, admitted that he sees no reason why the Chicago boys can't be given equal recognition.

Delay in action, according to authoritative reports, is due to other existing unions in Chicago, which may object to an agents' union. From the present indications, it looks as tho the agents will first make sure that they are not stepping on anybody's toes before publicly announcing any decisions.

There is doubt, however, whether a national agents' union can ever be formed, according to opinion in local offices. A union must have at least 3,000 members before it can secure a national charter, a number too great for this field. However, if separate organizations are established in key cities working toward the same goal, closer co-operation among those locals will speed up the realization of such an accomplishment.

More definite action here will be taken in a couple of weeks, after meetings are to be held with the other theatrical unions.

D'Orsay, Holtz, Baker for Detroit

DETROIT, March 9.—Fifi D'Orsay is set for a return engagement, beginning Monday (11), at the Bowery Cafe here. Illness of Sheila Barrett, originally booked, resulted in spotting the comedienne. She drew well last December and was held over a week.

Subsequent engagements for the Bowery include Lou Holtz, opening 18, and Belle Baker, opening March 25.

"Hitler's Friend" Changes Her Name

NEW YORK, March 9.—Miriam Verne, dancer, who is suing Time, Inc.; *The New York Journal American* and *The Mirror* for \$1,000,000 for allegedly dubbing her "Hitler's friend" because of her performing before the Fuehrer, has changed her name to Muriel Windsor.

Miss Verne claims that the unfavorable publicity she received has made night club bookers wary of placing her.

Vaudeville Notes

LOREY STACY, after a run in the New York night clubs, departs for a tour of the Loew houses in Massachusetts.

HOLLYWOOD STAR DOUBLES unit, which has been touring nearly two years, has been signed for a technicolor Warner short. . . . ANNE BRADLEY, Midwest performer, played the Majestic, Paterson, N. J., March 5 to 7.

BERT WHEELER is set to play the Brandt Time. Frances Faye has also been booked for the Brandt two and a half weeks, beginning March 28. . . .

GENE AUSTIN began at the Capitol, Portland, Ore., March 3. He is doubling into the Clover Club. In his company are White and Faye, Sherrell Sisters, Betty Noble and Slim Williams. . . . THE RIMACS play the Palace, Cleveland, week of March 8. . . . JEAN ROSE is touring the South with an all-girl band. The acts in her unit are supplied by the Major Bowes office, New York.

NOW TOURING Western Canada is the *Paramount Starlets Revue*. Played the Strand, Regina, Sask., recently.

ORRIN TUCKER band is set for the Orpheum, Minneapolis, March 22 and Chicago, Chicago, March 29. . . . WAYNE KING goes into the Chicago, Chicago, April 5 and into Buffalo April 26. . . . TOMMY DORSEY plays Shea's Buffalo April 12.

PARAMOUNT THEATER, New York, has set Tony Paster and Mitchell Ayres bands for dates in May or June. Next band at Paramount is Tommy Dorsey, followed by Harry James, Gene Krupa and Xavier Cugat. Paramount is also dickering for the Ritz Brothers, offering them \$4,500 and the Ritzes demanding \$6,500 and permission to double into the Versailles night club.

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B'way Grosses Up; Para, 57Gs; State 25Gs; Roxy Dives

NEW YORK.—Despite bad weather on Broadway over the week-end as a result of a sleet storm, grosses at Broadway vaudefilm houses held up generally, with a couple of houses showing outstanding figures.

The Paramount, with Glenn Miller Band and the Andrews Sisters on the stage and *Seventeen* on the screen, did about \$57,000 for the week ended Tuesday (5). Figure is very good, particularly in view of the fact that Miller was sick four days, the house using guest conductors to fill in. Additionally, youthful trade attracted by Miller and the Andrews Sisters had tied up many of the seats—many of the kids remaining in the theater for more than one show. It is estimated that Para for the second week with the same bill will do about \$45,000. Gross for Para's previous bill (Dorothy Lamour and pic, *Sidewalks of London*) was \$43,000 and \$35,000 for the first and second stanzas.

Loew's State grabbed another good gross, the week ended Wednesday (6) showing \$25,000 in the till. Stage attraction was Richard Himber's Band, Estelle and LeRoy, Al Norman; Dick, Don and Dinah; John Gallus and good second-run pic, *His Girl Friday*. New bill has Anita Louise doing a personal appearance, plus George Hall Band and Mickey Rooney picture, *Judge Hardy and Son*. Opening night had a very good house. State's previous gross for week ended Wednesday (28) was \$24,000 with Ted Lewis Band on the stage and pic, *The Light That Failed*.

Strand, with *Dr. Ehrlich's Magic Bullet* on the screen and Orrin Tucker's Band on stage, did a good \$37,000 for the week ended Thursday (7). First week's take was a good \$48,000. House opened Friday to not very good business. Bill has *Three Cheers for the Irish* on the screen and Johnny McGee's Band and Morton Downey on stage.

Music Hall, with *Abe Lincoln in Illinois* on the screen for the second week ended Wednesday (6), did a good \$61,000 as against \$85,000 for the first week. Stage talent included Loper and Barratt, Earl Lippy, Paul Haakon, Hilda Eckler, Three Oxford Boys and Robert Regent. New bill, *Too Many Husbands* on the screen and Kay, Katya and Kay; Buster Shaver with Olive and George and Hilda Eckler and Nicholas Daks on the stage, opened Thursday (7) to very good business.

Roxy, for the week ended Thursday (7), grossed a very bad \$22,000. Pic was *The Bluebird*, and stage layout included Rufe Davis, Shayne and Armstrong and Fred Roper's Lilliputians. New bill went in Friday (8) and had *Vigil in the Night* on the screen and Jack Durant, Carol King and Roper's Lilliputians (held over) on the stage. Business seemed not very good.

PhillyCarman Dandy 89C; Fay's Fine 76C With Bacon, Mode 7G

PHILADELPHIA.—Faith Bacon, heading her own revue, brought home the bacon for Sid Stanley at Fay's Theater for the week ended Wednesday (6), accounting for a neat \$7,600 take. Cast included Red Donahue and Uno. Radio Ramblers; Deval, Merle and Lee; the Vanderbilts, and the house line of 16 prancers. *The Big Guy* supported on the screen.

Current bill, with two strip-teasers, Jean Mode and John Wade, sharing the billing, is good for \$7,000, based on biz for the first half of the week. Figure will be figured okeh considering that strip names are comparatively unknown here. In addition to house line are four vaude acts including Charles (Slim) Timblin and Co., Three Murtah Sisters, Benny Ross and Sandra Page, and Starnes and Avavan. *Honeymoon Deferred* on the screen.

Inaugural vaude bill at Carman Theater, with *My Girl Friday* on the screen responsible for much of the biz, turned in a sock \$8,900 for the week ended Thursday (7). Cast included the Liazeed Troupe, Charles Carrer; Mann, Dupree and Lee; Nash and Evans, the Five Herzogs and Louis Baslin's house band. Manager Frank P. Ackley is holding the bill over for a second week, and based on week-end biz, is good for \$8,000.

Vaudefilm Grosses

Bowes "Winners" 3-Day Big 3Gs

LINCOLN, Neb.—Major Bowes unit, *Prize Winners of 1939*, March 1 to 3, with *Nick Carter, Detective* on screen, ran up a nifty \$3,150.

The mark of the previous Bowes unit a year ago was bettered by 25 per cent to prove that the am shows are not waning here.

"Slums of Paris" Swell in Springfield

SPRINGFIELD, Mass.—The *Slums of Paris* unit, which closed a three-day run Saturday (2) at the Court Square Theater, did excellent business, according to house manager Don Harhydt; but it was not quite up to records set by some shows that have played here the last few months.

Wade and Wade, dancers, were easily the hit of the show, which also featured Billy McKay, comedian, and Jean Duval, straight; Levan and Boles, comedians; Vito and Perri, dancers; Russell Sisters and Ernest, acrobats; Shura Dante, dancer, and Jack Lyons, emcee. A 12-girl line was also featured.

Motion picture, *Invisible Stripes*.

Wilkes-Barre Spots Do Strong Business

WILKES-BARRE, Pa.—Aided by publicity when Min and Bill, Russian bears in Stanley Beebe's act, snapped their chains before the stage show opened, the Irving three-day-a-week vaude show did a near-capacity business (February 29 to March 2). Friday was the second best since flesh was renewed last fall.

Others on the bill, which was enthusiastically received by audience and reviewers, were the Hillman Brothers, Helen Faye, Earle LaVere and Helen Ware, and Jans and Lynton with Joey Deane.

Count Berni Vici's *Comedie Francaise* unit played at Capitol and did good business.

Lightner-Royal Duo 65C Okeh in Camden

CAMDEN, N. J.—With Fred Lightner, Roscella McQueen and the Royal Duo sharing the top billing at Towers Theater for the week ended Thursday (7), \$6,500 is considered a fair enough take for the full seven-day run. Supporting were Briant, Rains and Young; Larry Best, Bob Carter and Joe Holmes, and the Towers Theater Girls (12). *Thou Shalt Not Kill* on the screen. Edith Rogers Dahl is next in.

Post, Spokane, 2G in 3 Days

SPOKANE, Wash.—Post Street Theater celebrated six months of vaude March 1-3, with standees at the night performances and the biggest gross since Thanksgiving Day. Receipts were \$2,050, \$300 over house average. Manager William L. Evans said. Show was topped by the Six Victorias, and included Morris and Morris, Grant Gardner, Eddie Burnett and Staples and Cerny. Screen features, *A Miracle on Main Street* and *Panama Patrol*.

Los Angeles Para And Chinese Dive

LOS ANGELES.—Paramount, with Fanchon & Marco Revue and Arturo Godoy and Claude Sweeten and orchestra, grossed \$15,000 as against average of \$18,000 for the week ended February 28. Pic, *Seventeen*.

Chinese Theater, with *Dr. I. Q.* broadcast coming from the stage on Monday, did \$11,100 for week ended February 28 as against a house average of \$12,500. Pic, *The Man From Dakota* and *Congo Maiste*.

Gray Gordon Opens Well in Buffalo; Grosses Hold Up

BUFFALO.—Despite a general pre-Easter slump, vaudefilm houses managed to go well above average last week due to strong picture attractions.

The Century opening day (March 7 week) was satisfactory. Stage bill has Gray Gordon and the Tic Tocers and Four Franks, Five Elgins, Rita Ray, Cliff Grass and Luis Alberni, making for an hour's snappy entertainment. Pics are *The Wolf of New York* and *Money To Burn*. Gross is expected to reach and possibly top \$14,000.

For week ended March 6 the Century did well with double features, mostly due to drawing power of *Vigil in the Night*. Take was slightly above \$11,000, about \$3,000 above average with pictures. Other pic was *Isle of Destiny*. Manager Richard Kemper announces definite booking of Blue Barron and vaude for April. Other attractions are under consideration.

The Buffalo opened week of March 8 with the strong picture draw of *Northwest Passage*. Show did well opening day and may be good for a holdover. Stage fare has a holdover of D'Artega conducting house orchestra, Eight Ben Yost Varsity Singers (in third week), Peggy Stewart (in second week) and Gertrude Lutzi. Expected take is \$16,000.

A pleasant surprise for the management was the take for week ended March 7 when the Buffalo did far above anticipation with *Grapes of Wrath* and vaude, including D'Artega and band, Ben Yost Singers, Peggy Stewart, Gertrude Lutzi and Meyer Balsom. With \$15,200, the house increased its average by almost \$3,000.

Next name booked here is Tommy Dorsey April 5 week.

Milwaukee Gives Cab Heavy 10G

MILWAUKEE.—Cab Calloway and ork turned in a \$10,300 take at the Riverside Theater for the week ended March 7 at 30-35-40-cent admission prices. Show featured Sister Tharpe, Chu Berry, Cozy Cole, the Four Cab Jivers and the Rhythm Roustabouts. Average business at 25-30-35-cent admissions is \$7,000. Pic, *Cafe Hostess* (Col.).

40Gs in 2 Weeks for Spitalny at Boston

BOSTON.—Phil Spitalny Band, for a second week ended March 6 at the Keith Boston, drew a very good \$20,600 as against house average of \$8,500. Pic, *The Big Guy*.

Spitalny the previous week drew \$19,500, another terrific gross.

Fay's Average 5Gs

PROVIDENCE.—Fay's, for week ended February 29, hit its average of \$6,500 with stage show, including Eddie Stanley and Penny Gill, Burnham, Harris and Scott, Joey Rardan, Five Windsors, Larriemer and Hudson, plus pic, *The Earl of Chicago*.

Fay's previous week's gross was five grand.

Palomar's \$4,950

SEATTLE.—Palomar, for the week ended March 1, grossed \$4,950 with Milton Douglas and Co. and pic, *Charlie McCarthy, Detective*. Previous take was \$5,800, with Katherine Ellis on stage and *Castle on the Hudson* on screen. Average for house is \$5,000.

Fields Pulls 76C

DAYTON, O., Grosses at the Colonial Theater for Shep Fields and band for week ended March 7 were \$7,600. Average is \$9,000.

B&K Do Okeh With State-Lake; Chicago Is Off

CHICAGO.—Balaban and Katz still have the flesh market to themselves in the Loop, doing okeh with the bargain-priced State-Lake and only so-so with the Chicago, grosses in the latter house depending on the value of the attractions. So long as the Oriental (Jones, Linick & Schaefer house) will keep out vaude by holding *Gone With the Wind*, State-Lake can predominate the field among the bargain shoppers.

S-L has been topping its \$12,000 average gross by two to four grand almost every week. Last week (ended March 7), it wound up with almost \$17,000, thanks to the local popularity of Jimmy Dorsey and band, who headed the bill. *Night of Nights* on screen had little to do with it. Current bill, which opened March 8, will slip a little, due to weaker combination, but fair enough opening grosses point to a nice \$15,000. Flesh end topped by Edgar Kennedy, augmented on screen by second Loop run of Joan Bennett in *Green Hell*.

Chicago, reportedly, is holding over *Grapes of Wrath* only to bolster its chances in the neighborhoods when it reaches the B&K temples. For its first stanza, ended March 7, it has a weak \$31,000 to show, and current session will drop to \$28,000. Picture is one of the more intelligent items out of Hollywood this year, but movie audiences apparently don't want to think in theaters. Only stage newcomer is Roy Davis, replacing Gali Gali, who had to leave to fill another engagement.

NIGHT CLUB REVIEWS

(Continued from page 20)

when they redecorated the back end of the former College Inn and labeled it the Malaya Room. No minimum there and serves to keep the kids apart from the better spenders. The minimum tag Saturdays is \$2, and \$1 week-nights in the Panther environs.

Stock features remain: Carl Marx, clown; five native girls balancing baskets on their heads, who meander about the place, and the riotous hobby horse sweepstake races.

Howard Mayer does a good job publicizing the proceedings.

Sam Honigberg.

Torch Club, New York

Don and Mack's Torch Club on the site of the former Club 18, now moved next door, is getting by with pleasing entertainment presented in continuous style.

Outstanding among the entertainers is Lilyan Dell, who closed a seven-week run here March 5 to return to the Club 18. Miss Dell is an excellent ballad singer, giving the lyrics clarity and feeling. Her style is simple and effective, avoiding over-fancy arrangements and melodramatics. Scat Powell is a stock young fellow sing-shouting songs in loud attention-compelling manner. Strictly a novelty.

Brunet and tall Barbara Long, who was billed as Gypsy Farmer when she toured with Phil Spitalny's Band, does all right with lively, hotcha swing delivery of pop tunes. She has vitality and punches her songs across, demanding and getting attention.

Charlie Bourne, swing pianist, ripples away nonchalantly, revealing a swell style and also accompanying the singers. Jimmie O'Brien is the emcee and singer who also hosts and does so much to make customers feel perfectly at home. He is a veteran tenor who knows how to deliver light patter and novelty and Irish songs, often interpolating remarks directed at customers.

The band is a novelty outfit called Strings in Rhythm (three guitars, string bass and fiddle). Peter Braglia, violinist, leads, his hot fiddling setting the pace. The outfit comes thru with swell swiny stuff that lacks the blast of brass and rhythm instruments—which is wonderful, for a change. Harry Volpe does a few electric guitar solos and reveals a fine technique. A swell band on Swing Street is something—and here it is.

George McMurray is the press agent. Paul Denis.

ROY DAVIS moved into the Chicago Theater, Chicago, this week, replacing in the holdover bill Gali Gali, who left for New York to open in the Rainbow Room. Davis opens at the Palmer House, Chicago, March 21.

Loew's State, New York

(Reviewed Thursday Evening, March 7)

Flesh this week is strong on talent and name value, and coupled with Mickey Rooney's *Judge Hardy and Son*, the box office should do well. There are some weak spots on the bill due to its length.

Opener is the Kanazawa Troupe, four-man Chinese acro builders, who do most of the tricks in the book in a showmanly way. Their strongest point was barrel juggling and the misses that lead up to the catch. Working on two tables, the boys performed some neat feats of skill.

Cully Richards, emcee and comedy relief, is a very funny boy with his gravel-throat voice and pretty punchy delivery, but some of his blue material is not humorous and was discarded by the back-room boys a long time ago. Works with two stooges at various times, one looking like a goon and the other about the motliest-looking thing ever seen here. First stage bit is a double-talk routine, which wasn't projected too aptly, and the second is strictly sight and good for laughs.

Allan and Kent are strictly sock all the way. This act has been working right along with its show-stopping contrasts in dancing by an elderly and young couple.

Anita Louise, from Hollywood, is just the milk of human kindness running all over the stage. That gushing-over-audience-applause (she claims they don't get it in Hollywood, but their income tax reports justify that) became a little annoying. Departing from the regular picture actress routine of doing nothing, Miss Louise played three numbers on

the harp, which she does exceedingly well but which seemed to miss its mark here.

George Hall's Band takes over the last portion of the stage bill, socking across with a melodic session and doing a swell presentation of *Tuxedo Junction*. Hall doesn't extend himself too much and leaves the personality angles to Dolly Dawn, his red-headed vocalist, who became self-assured after a display of nervousness and then hit home hard with some pop ballads. Bob Carroll, band singer, did but one number, with no shading in voice.

Ruby King, control dancer, did her stint during the band session, working on a specially built ladder, displaying all sorts of body contortions which would have gone over much better if the routine had been shaved somewhat on bits like standing on hands and putting the thighs around the head.

House jammed opening night. Sol Zatt.

Hippodrome, Baltimore

(Reviewed Friday Evening, March 8)

Altho neither as elaborate nor pretentious as some previous shows, current fare offers 55 minutes of solid entertainment. Featuring Rufe Davis, show is augmented by RKO's *Swiss Family Robinson* and *March of Time*. Opening shot is fired by Gae Foster's 16 Roxyettes, in Geisha costumes, for a *Conjucius Say* number. Girls return later for hoop skirt and roller skating routines. Girls display excellent precision, but for some

unaccountable reason the lookers are shunted to the back rows.

Marjorie Gainsworth, blond canary, lends to the performance with a brace of semi-classical and pop tunes. She has appeared here on numerous other occasions and has gained a large following thru her golden voice. Among her selections were *Ciribiribin*, *Annie Laurie*, *Aili-Aili*, *Play, Gypsy*, *Play* and *I Didn't Know What Time It Was*.

Rufe Davis, radio and screen rube, gives out with his dependable country impersonation and sings his hillbilly numbers with all the barnyard effects. He's well rewarded with applause and laughter for his humorous efforts on his mandolin; imitation of a group of musical instruments, including airplane, motorboat and his rendition of *Mama Don't Allow*.

Surprise package is furnished in the form of the Three Arnolds, acrobats (two men and girl). Routines, accompanied by a smack of suave humor, are distinctively and refreshingly different. Manner in which they ascend and descend for triple balancing is outstanding, while the girl, no lightweight, is handled like a feather.

Emcee chores are handled in straightforward manner by Bert Walton, but at this point he lets loose with his sad-faced stooge, Michael Grimm. Pale and emancipated, Grimm is a good foil for Walton's "lie down and die" patter, evoking round after round of laughs. Grimm, in a pleasant baritone voice, sings *South of the Border* and *Starlight*, the latter with gestures by Walton.

Good pit accompaniment is furnished by Phil Lampkin's Ork. Phil Lehman.

RKO-Strand, Syracuse, N. Y.

(Reviewed Friday Afternoon, March 1)

Harry Stevens, emcee, billed as The Southern Gentleman, has a packed house all unpacked before he brings on what he terms the "Cavalcade of Entertainment," which takes in five RKO acts running an hour.

The customers are already in the right mood when The Titan Trio takes the curtain raiser. They are billed as Rhythm in Slow Motion, which means just that. It is an acro act such as this community hasn't seen in a long time.

Following, Ross and Pierre bring on their *Broadcast of 1940*, in which Ross does several good imitations and his partner does a Pifi Dorsey number. Ross closes with Popeye and Olive Oil and the audience brings them back for several calls before Chester Frederick, with Gloria Lane, jitterbug their way up and down the stage.

Stevens comes on with his banjo singing old familiar songs that the audience goes for, along with a lot of good cracks. After the first number, Harry has the crowd clapping hands and stamping feet and singing his songs. He went swell with the ticket buyers, winning a big hand for an encore.

Show is closed by The Lavernes, Apache group, three males and a female in a setting in a sidewalk cafe. Their ability was a bit above the heads of the audience, who didn't seem to realize how good the act was. As a result there were only two curtain calls.

Claude Bartle and band do a fine job on stage. Harvey Cox, theater manager, reports that the three-day vaude policy here has been a success.

Robert B. Taber.

Stratford, Chicago

(Reviewed Saturday Afternoon, March 9)

One of two neighborhood houses on the South Side offering week-end vaude. Operated by Warner Brothers and booked by Charles Hogan, it presents five standard acts Saturdays and Sundays, most of them coming out of the Loop flesh theaters. The Englewood, across the street, is an indie house using acts (many of the small-time variety) Thursdays, Fridays and Saturdays.

Comedy and novelty acts go big here, particularly afternoons when the serial-minded kids are on hand to cheer the latest exploits of their heroes. Show caught is a typical Stratford layout. It included Hammond's Pets, Al and Margie Calvin, Jerry Mann, Joe Besser and the Three Biltmorettes.

Jerry Mann, who doubled as emcee, did all right with his impressions, but his night club and Broadway gags didn't go, which is quite natural. The nabe crowd recognized his Al Jolson, Bergen and McCarthy and Ben Bernie, among

others, and received them with proper applause.

Hammond's Pets, presented on a platform, include a monkey and several birds, which mind the trainer in executing familiar tricks. The monkey jumps a hoop, catches tin plates and shoots off a toy gun, while the birds ring a fire bell, clown around and stage a battle scene. Good stuff for the youngsters.

Al and Margie Calvin kept them laughing with their comedy tap opening and a hoked-up apache that has its share of falls, falling-pants gag, etc. Joe Besser and his familiar "Aw, you crazy you" turn is a tempting dish for this house. He warmed up the audience almost immediately after his entrance and with his swell straight, Lee Royce, had them howling. Royce stayed over to warble *Donkey Serenade* and *Old Man River* with a show-stopping baritone voice.

The Three Biltmorettes, young and shapely acrobatic gals, closed strong with a fast-paced routine of group and challenge tricks.

On screen, *Green Hell*, shorts and latest chapter of *The Shadow*. Business fair at first afternoon show. Sam Honigberg.

Music Hall, New York

(Reviewed Thursday Evening, March 7)

Program is one of the best all-round shows seen here in weeks. Film, *Too Many Husbands*, got raves from the critics, while the stage show contains much popular appeal, acts being on the applause-getting side.

The house entertainers go out of their way to get laughs. The Glee Club, instead of rendering orthodox ditties in standard manner, has a specially written offering, *In a Quaint Old Quaker Town*. Dressed in Puritan costumes, starting off in usual stodgy style, they surprise by swinging the air. They exited to one of the biggest hands ever given them.

The Rockettes continue in the same vein, teeing off with a demure Quaker gait and letting loose at the breaks, even going so far as doing the bumps. In their precision work they are as usual, topnotch.

Opener departs from the production routine. Kay, Katya and Kay are perched on a music box setting, performing with stilted mechanical doll gestures. They continue in the same vein, but go into a modified adagio. Their best stunt is the gal being spun in a clock-winding manner. Excellent hand.

Buster Shaver, with Olive and George Brasno, regulation size male and a pair of midgets, perform their usual click. Shaver and Olive doing a ballroom routine is their best. The half-pints' vocalling is passable, but their dancing is a stand-out on the cute side. Shaver, when not handling the girl is at the piano in the background.

An instrumental interlude by Ducl Kerekjarto on the fiddle and Bela Zsiga on the cymballum, playing a succession of Hungarian folk tunes, paves the way for the finale. Hilda Eckler and Nicholas Daks front the Rockettes and Ballet Corps in a superior interpretation of the *Second Hungarian Rhapsody*. This number is excellent. The dance designs of Florence Rogge fill the huge stage beautifully. Costumes and choreography are likewise fortissimo.

Swell house when caught.

Joe Cohen.

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Personal Manager

CHARLES E. HOGAN

RKO-Boston, Boston

(Reviewed Friday Afternoon, March 8)

George Beatty, billed as "Half Singer-Half Wit," headlines the current show, one of the best here in some time. Woolford's Canine Comedians opened with a neat dog routine, which found the animals jumping hurdles and rolling barrels and even walking tight-rope. Act has polish and clicks with the audience, altho it runs a bit long. Chester Frederick and Gloria Lane hold the deuce spot with some neat dancing. Frederick's aping of a high school jitterbug at a dime-a-dance palace is the highlight. Miss Lane also does an appealing single.

Charles Gregory and Jules Raymon, musical maniacs, who get music from everything from a vacuum cleaner to a rubber glove, give Beatty a run for top honors. The boys also use a theramin to give a novel effect to their music.

Beatty, in the next-to-closing, gives out with 15 minutes of gagging and sings two numbers—a parody of *Isle of Capri* and an original song, *I'm Married to a Strip Tease Dancer*. His comedy is good and his singing rounds out the turn nicely. Not one gag fell flat.

Closing spot is taken by Lester Cole and his Debutantes, who present a group of songs including a Victor Herbert medley and, of course, *Oh, Johnny*.

Larry Flint's house ork provided the music. Pics are *Isle of Destiny* and *Mercy Plane*.
Mike Kaplan.

Strand, New York

(Reviewed Friday Evening, March 8)

Strand goes Erse this week, but the show is attenuated and, like Paul Sydell's pooch, spotty. Routining seemed definitely in need of more rehearsal when caught, with Johnny McGee's Band rough here and there and even the leader seeming to forget, in spots, what was coming up.

McGee plays a punchy trumpet, on the corn side, but darn good, most of his work featuring a mute. The band is of a standard pattern, with the brass hitting occasional clinkers, but the numbers selected showed lack of showmanship, except for one trumpet-vocal specialty, a sort of biographical piece about McGee's career, sung by Carol Anders. There's only one drive number, late in the show—too late. McGee fails to exert enough punch in his introducing, seemingly afraid of the mike. McGee's Band is a promising outfit, but it hasn't gone far enough to warrant a de luxe booking.

Sydell, the Four Squires, Grace and Nikko, 12 Ben Yost singers and Morton Downey complete the bill, film being *Three Cheers for the Irish*. Sydell is on early, too early for as refreshing and standard an act as his, but he clicked as usual. The Yost group, six men and six women, do two numbers, one a Gershwin medley, and while they're okeh choristers, there's enough, if not too much singing, from Miss Anders and Alan Gerard, McGee's baritone, who does one number. Miss Anders and Gerard both suffer from the same trouble affecting McGee—lack of stage experience and song-selling ability. Miss Anders is a pretty awkward lass and once failed to make the mike in time to pick up all her lyrics. This was in the McGee specialty. After the chorus finished, the girls went back to sit at the right of the band and the boys go off the stage. The empty chairs would have been better, since the girls sat there chattering among themselves.

Grace and Nikko have a standard comedy ballroom turn, and a good one. Some of their gestures are on the blue side for a theater audience, altho okeh for a nitery. They were nicely received and could have done a quick encore.

Four Squires do a swell instrumental and harmony nut act, featuring a tall and lanky deadpan bass player, as the comedy center. The guy's a natural born comic, doing a sort of Stepin Fetchit bit, but good. Their best number is the opener, a jive version of *Chicken Reel*, with the chickens' cackles done in swing. They scored strong. They can work in any field. They play a midget piano, guitar, trumpet and bass.

Downey could have stayed on all night. He does pops and the inevitable Irish ballads, his best tune being *Christopher Robin*, wherein he accompanies himself at the piano and tells the story of a youngster saying his prayers. It's a swell theater number. Downey throws himself around too much, tho, and his get-off gesture is out of place.
Business so-so. Jerry Franken.

State-Lake, Chicago

(Reviewed Friday Afternoon, March 8)

One of the best straight vaude bills Balaban & Katz has dished out in a long time. It has variety and is thoroly entertaining. The feature of the six-act layout is Edgar Kennedy, the "slow-burn" movie comic, who, in the closing spot, proves a personal appearance does not have to be a boring session. He is natural, has some good material, and with his wife, Patricia (a charming woman), brings many healthy laughs with his satire of the *Romeo and Juliet* balcony scene.

Walter Davidson and the house band decorate the stage, and Billy and Joy Severin, youthful tap and acrobatic team, start the proceedings with a set of lively rhythmic routines. High spot is Billy's acro single. His partner is a blond eye-fel.

Frank Ross and Anita LaPierre (formerly Ross, Pierre and Sweeney) stopped the show with a revamped and improved version of the old act. Ross predominates, and rightfully so, with his freak-voiced impressions of Clyde McCoy's trumpet, a hillbilly, Popeye cartoon characters, a jazzy version of *St. Louis Blues* and a Hawaiian sign-off. Miss Pierre dresses up the act with a sexy personality and French accent.

Ed Ford and Whitey proved to the audience why they are rated as one of the best dog acts in the business. The canine displays perfect muscle control, which enables the handsome trainer to pace him thru hilarious bits of business. For an encore Ford brings out a younger partner for a series of acro tricks on the palm of his hand.

The Stadlers (formerly Stadler and Rose) should before long rank as one of the best novelty dance teams in the business. They work with charm and each of their routines has enough thoughtful off-the-beaten path tricks to keep it on top of the list. Open with an engaging Cuban number, close with their sock, *Tour Around the World*, and later return with their rag doll number that is a standout in theaters.

Joe Jackson Jr., preceding Kennedy, does not disappoint the followers of his father's antics. His tramp pantomime comedy is well timed and funny and the business with the collapsible bicycle brings a sock finish.

Business fair second show opening day. On screen, second Loop run of Joan Bennett and Douglas Fairbanks Jr. in *Green Hell* (Universal). Sam Honigberg.

Roxy, New York

(Reviewed Friday Evening, March 8)

Roxy this week is holding over Fred Roper's Lilliputians, but has changed remainder of the bill, with Jack Durant heading the stage talent. Pic is *Vigil in the Night*, and business when caught was only fair.

Durant, who has been playing Broadway houses quite often the past year, did his usual turn comprising satire, comedy and acro. Does take-offs on Clark Gable, Herbert Marshall and others and then goes into his "Can Gable do this routine," illustrating with very good acro work. Scored strongly enough to encore and finished with acro dancing.

Carol King, ballerina, did a graceful toe dance in front of the Gae Foster girls. Music was the *Blue Danube Waltz*, and Miss King whirled around with grace, poise and control. She is a petite figure and made a good picture against the production background. Closed nicely.

The Lilliputians did essentially the same routine as last week, except that it was slightly shortened. Turn is emceed by Ronnie Street and includes singing, dancing and a number of circus turns such as flying ladder, pyramid and bicycle work. Act has flash and is good looking. Included, in addition to Street, are Sadie MacDonald, Mary West, Edith Rollason, Elsie May Lewis, James Wetton and a group of acrobats. Some of the Lilliputians also take part in a production number with the Gae Foster girls, the Foster line working on stilts as contrasted to the diminutive figures of the midgets. Nice sight stuff.

Foster line's routines were good.
Paul Ackerman.

Tower, Kansas City, Mo.

(Reviewed Friday Evening, March 8)

Joe Venuti's Orchestra heads the current stage show. Venuti has a well-organized revue, which he calls the *Hit Parade of the Week*, but it's inclined to drag in spots, with all of the punch coming in the last 20 minutes. Venuti crew

numbers three trumpets, one siphorn, four reeds, three rhythm and the maestro's fiddle. Jack Lane emsees.

Show opens with a so-so routine by the Glamour Girls. As they bow out and Venuti introduces Lane, who in turn bows in singer Don Dorsey. Dorsey offers *Old Man River* in a neat baritone voice. Shirley Ann Carpenter, child dancer, follows with a tap routine while skipping rope to the tunes, *Blue Danube Waltz* and *I'll See You in My Dreams*.

Eight-girl chorus returns here in a mirror number and introduces Flo Ash, billed the "Cutest Little Nudist." She does a ballet terp, labeled the Mirror Dance, to *Reflections in the Water*, and gets neat lighting effects from a huge oval mirror she carries. Venuti Band then plays *Blues in B Flat*, a torrid jam number with alto sax and trombone solos, and an ensemble vocal.

Next on is Kay Starr, former canary with Glenn Miller, who chirps a sour swing version of *My Blue Heaven*, but does okeh with *I Cried for You*. Bill Talent, juggler, goes thru an average routine with billiard balls, Indian clubs, egg and plate, and top hat and cane to *Tea for Two*. Emsee Jack Lane returns to sing *The Jokes Aren't So Funny Any More*, a parody tagged *Oh, Bonnie, Oh, Bonnie, How You Can Sing, and You're More Than a Mother to Me*, interspersed with corny jokes, which fall flat.

Venuti then offers a straight solo of *Estrellita*, which is well worth waiting for, and follows with a burlesque of Rubinoft, Lombardo Band and *March of Time* radio broadcast. Don Dorsey's imitation of Carmen Lombardo is ace-high. Skit is one of the most solid entertainment bits presented here in some time.

Show closes with the chorus coming on in military costumes, followed by Flo Ash, who does her Seven Flags dance, a parody on the seven veils dance in which she strips off seven European flags. Band ties up the program with its hottest swing

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piece, *Midnight Choo-Choo*.
First day's attendance was good, with audience reception excellent. Mary Graham Minor devised dance arrangements. Pic is *City of Chance*.
Bob Locke.

Club Talent

New York

DOLORES ANDERSON winds up at the Rainbow Room to open at the Embassy, Philadelphia, March 8. . . . DE LLOYD MCKAYE goes into her seventh month at the Hickory house.

ALBERTA WATKINS goes into the Belmont-Plaza, replacing Muriel Byrd. . . . ARTINI AND CONSUELO have been booked into the Monte Carlo. . . . PATRICIA (PAT) RYAN is slated for 1 Fifth avenue.

DONETTE DE LYS, dancing wife of Vic Hyde, was separated from her appendix at the French Hospital. . . . GIOVANNI and Dean Murphy were guests at a party at the White House last week. . . . JOHNNY JARVIS has opened at the Crown Cocktail Bar of the Buckingham Hotel.

Chicago:

SHAVO SHERMAN has left for the West Coast to join NTG's revue at the Florentine Gardens, Hollywood, opening March 12 for four weeks. Also landed a six-week contract for a Republic picture in which he will impersonate Ted Lewis and Jimmy Durante.

SUNNIE O'DEA stays over at the Chez Paree, with the new principals booked in for three weeks, beginning March 12. Both Gertrude Niesen and Eddie Garr, who top the show, have been here before. Ray Bolger, who stepped out to go to New York, lost an extra few days due to the death of his father Sunday (3).

WALTON AND O'ROURKE go into the Chicago Theater week of March 29 after an 11-week run at the Palmer House. Act has 300 puppets. . . . LILLIANE AND MARIO in from an engagement at the Chez Paree, Omaha. . . . JOE MILLER pulled the shows from his 885 Club.

Philadelphia:

EMBASSY CLUB returns the rhythm dancing of Betty and Sue Carlyle. . . . LLOYD AND WILLIS, ballroom team at Stork Club, leaving next week for Rio de Janeiro. . . . HERB SPATOLA'S Flan-ders Grill gets Jane Greer. . . . REDS AND CURLEY, septa tap team, added to Frank Palumbo's. . . . DAVE SORIN new emcee at Hotel Philadelphia. . . . DOT LANDY, songstress, new at Viking Cafe. . . . MURRAY WOOD breaking in new act at Harry Weinberg's Lexington Casino, Jeanie La Neir being his new midget partner. . . . JOSEPHINE SMALLWOOD offering conga songs at Jack Lynch's Tropical Bar at Walton

Hotel. . . . ROSE MARIE is the next headliner set for Kaliner's Rathskeller.

Atlantic City:

LA JUNE'S Chester Inn is the newest nitery, featuring Little Danny, Lynn Gruhler and Sam Trasferine. . . . SAM REITER, remembered as operator of the Midway Tavern in Vineland and the Atlantic City Casino and Gateway Casino here, returns as partner to Max Hyman, of Hyman's to ready a new Chelsea Bar and Restaurant.

Here and There:

BOB HOPKINS, emsee and impersonator, held over another four weeks at the Chez Paree, Omaha. . . . CLARENCE LEVERENZ wound up his New York vacation to play the Jai Lai Cafe, Columbus, O., last week.

TEDDY DUANO, formerly of The Duanos, has a new partner with whom he dances under name of Duano and Doreen.

HALE HAMILTON and company at Wilson's, Philadelphia. . . . JON CONLY, with Jimmy Kennedy's Orchestra, is in his 10th week as emsee at the Paris Inn, San Diego, Calif. . . . JIM (PADDY) BUCHANAN has replaced Ted Blake as emsee at Al Mercur's Nut House, Pittsburgh, Monday (26). Blake went back to Al Ritz's Club Petite, Pittsburgh, March 4.

TED MERRIMAN closed two weeks at the Tampa Terrace Hotel, Tampa, Fla., and follows at the Surf Club, Sarasota, Fla. . . . TERRY LA MONTE, female impersonator known as "the male Hedy La Marr," has finished two weeks at the Showboat Club, South Bend, Ind. With him are Bobby Allan, Roy Le Roy and Wanita Lane.

BUDDY NELSON has completed 4 1/2 years as emsee at the Dog House, New Orleans, and is now working vaude. . . . AL PARKER is emseeing at Flamingo Park, Miami, Fla., for the sixth season. Hem Olson heads the ork there and Betty Lee Taylor presides at the organ. . . . RADIO HERB LEWIS is in his ninth week at the Latin Quarter, Boston. . . .

DONN ARDEN and his Artists' Models closed at the Lookout House, Covington, Ky., March 7, but will return in a month when *Grandfather's Follies* leaves. . . . VAL SETZ, juggler, replaced Bill Baird, magician, on the Pavillon Caprice bill in Cincy's Netherland Plaza March 1. . . . PEARL MAGLEY GIRLS are being held over at the Primrose Country Club, Newport, Ky.

Burlesque Notes

(Communications to New York Office)

NEW YORK:

DIANE KING, with the closing of her Hirst show, comes to the Republic March 15. . . . WANETA BATES (Miss St. Louis) is the new feature this week at the Gaiety. . . . ANNETTE moved from an extra-attraction week at the Howard, Boston, to the Star, Brooklyn, opening March 8, when Sunny Lovett also returned from a Midwest circuit tour. Replaced Marlene and Pat Joyce. . . . EDDIE LLOYD and Russell Trent are at the Burbank, Los Angeles. . . . JOAN CARROLL, of the Carroll Sisters, who has been in retirement in Atlantic City for three years, is back on stage, this time at the Gaiety, Boston. . . . JUNE TAYLOR is featured prominently at the Eltinge, where Lilli Dawn, week of March 1, played a heavy role in a new-to-burly dramatic sketch introduced by Abe Minsky. Fred Raymond (the Great) made curtain speeches in the crazy house scene. Other strengtheners for the week were the Hamiltons, dance team; Jerry White, comic, and Charles Joy, dancer,

formerly of Charles and Kathleen Joy. . . . LETITIA, dancer, first time east from Chicago niteries, debuted at the Star, Brooklyn, March 1 thru Dave Cohn. UNO.

CHICAGO:

ARTHUR CLAMAGE, visiting Chi to pick up a few new acts, claims business is fair. . . . JACK KANE, owner of the Empress, Milwaukee, and the Grand, Youngstown, O., was another visitor here early in the week. . . . BOBBY PEGRIM will return as producer when the Gaiety, Minneapolis, reopens March 22. . . . PANCHITO VILLA, daughter of the rebel Mexican general, goes into the Avenue Theater, Detroit, March 15 partly on the strength of her publicity value. . . . RIALTO show the week beginning March 15 includes Harry Clexx, Harry Conley, Parker Gee, Marie Voe, Kitty Ellis and Patricia Cornell.

From All Around:

WALTER BUDD, straight, and Mac Barron and Smoky Burns, comics, are in their second straight year at Club Esquire, Baltimore. . . . MARGIE JONES WEBER celebrated her 24th birthday, March 3, with a party for the cast and chorines of the Gaiety, Cincinnati. Margie has been a member of the Gaiety chorus for several seasons, and her hubby is concessioner at the house. . . . ZORITA, snake dancer, who has had 26 consecutive weeks as added attraction with the Hirst Wheel, closed at Gayety, Baltimore, March 2. Opens at Palace, Buffalo, March 15. . . . PAT ADAMS, chorine with the Georgia Sothern show, married a Baltimore boy while playing that city recently. . . . DOROTHY BELL (Mrs. Gus Flaig) has been confined to bed in Baltimore with gripe. . . . BERNICE DOLAN, chorine on the Mike Sachs show, visited Philadelphia over the weekend in Baltimore in preparation for her sister's wedding. . . . BILLY FOSTER opened in Boston March 10 for Hirst. . . . MRS. BELLE GOUNER, daughter of Mike Sachs, had some excitement upon her recent return from Bermuda, when the plane in which she was a passenger was grounded in Providence due to a blizzard. She was forced to complete her journey via train. . . . JOE BROWN, candy butcher for Jacobs Bros. at Gayety, Baltimore, will shortly join the William Glick Ideal Exposition Shows. MARGIE HART is vacationing in Cuba. PAGE AND KUHEN are holdovers at the Main Theater, Baltimore.

Hirst Unit Review

Swing and Sway

(Unit 19-B)

(Reviewed at Troc Theater, Philadelphia, Thursday Evening, March 7)

This unit is by far the best to take off from here this season. And it's the sexiest. Production is credited to Natalie Cartier, who has done an admirable job in putting out a fast and funny show. Johnny Kane assists on the scenes.

Apart from the principals and acts, thing that impresses mostly is the chorus, using nine for stepping and five for show. Gals are young and lookers. And they can dance. And when a chorus can get a hand out of these crowds, one can be sure that the millennium has arrived. Gals show up to good advantage in all scenes, scenery and costumes fitting for their big-time efforts, their most striking routine being the Snake ballet.

Ballet bits serve as settings for Romaine, a revealer of Amazon proportions. Does a fan dance in G. which cuts no capers. However, for the Snake ballet, she does a snake dance that taxes the thermometer to bursting proportions.

Billy Foster, a Willie Howard look-alike, and Harry LeVine, Hebe dialectician, handle comedy to side-splitting effects. Boys are terrific on the innuendoes. Strippers Melanie LeBeau and Joan Rydell serve as foils for the comics, with the straight roles expertly handled by Danny Jacobs and to some extent by Ben Hamilton, who adds voice to the ballet songs as well.

Strippers score heavily. First on is Joan Rydell, a stately blonde, who was only tolerantly received. Struts as a tyro. At least she still has to learn how to strut in time with the music. Melanie LeBeau mops 'em up with her revealing. A saucy blonde and a looker, and she adds the bumps. Georgia Sothern is the biggie of the unit. Starts off with her *I've Got Something for You* ditty, her putting on the lights while she dishes out the candy. Returns to the boards for her torrid and fiery manner of undraping.

Two standard vaude turns also come in for a generous share of the applause. Mixed soft-shoe team, Wyn and Hurwin, are well received, the eccentric and acro hoofing of the male a show-stopper. Also turns in a nice routine for *Idle Dreams* ballet. Crying Rufus, sepia, echoes the old-time music hall varieties, house going in a big way for his monolog singing and weeping for *It's Mighty Hard To Go Thru Life Alone*.

It's a bright musical score Miss Cartier has provided for this production and Merrick Valinote, pit conductor, does full justice to it. House crowded when caught.

Crystal Ames highlights the next unit. M. H. Orodanker.

Midwest Unit Review

"French Models"

(Reviewed Saturday Evening, March 2, at the Grand Theater, Canton, O.)

Current Midwest offering is topped by Joan Lee, a show-stopper and one of the best strip teasers to come here. Vilma Jozsy is billed as an added attraction but gives Miss Lee a run for top honors. Two comics, George Lewis and Lew Fine, and a swell dance team, Marshal and Welsh, round out the headliners. It is a fast show with plenty of new gags and some neatly routined chorus specialties.

While much of the material used by Lewis and Fine is a bit off color, it is not offensive and the crowds applauded long and loud. Lewis' mannerisms get a lot of laughs while Fine proves versatile in his bass-drum bit. Milton Frome is adequate as straight man and was assisted by Welsh in several bits. Marshal and Welsh impress with their tap rumba. Crowd would have liked a couple of encores.

Joan Lee wins her audience from her first appearance on stage. Her blues number, *Swing Me a Lullaby*, is well rendered, her vocalizing being above average for pealers. She stops the show once she gets into action.

Miss Jozsy also starts her number with a song and adds some impromptu gagging. She is a smooth worker and comes thru with a hot finish that registers.

Audience also liked Cleo Canfield and Belva May, who complete the strip contingent.

Staging and production numbers rate special mention. Second act opening, *Bluebirds in the Moonlight*, is well done

Magic

By BILL SACHS

(Communications to Cincinnati Office)

JANE THURSTON, now residing in Williston Park, Long Island, N. Y., writes that there are no developments on her contemplated new show. "I can't make up my mind as yet," she type-writes. "I am waiting for a few things to break on which I have been working hard the last two years. If they are successful then I shall know definitely my plans for the future. I don't want to tempt the fates by looking too far ahead." . . . C. F. BELL, who handled the press on the Thurston show following the death of the beloved John Northern Hilliard, recently visited Dante the Magician at the latter's new home in Resida, Calif. Bell, who now is out ahead of Jimmy Scribner, tells us that Dante is enjoying his new-found vacation tremendously and that he is now No. 1 playboy in the Hollywood district.

HARRY SOPER, for many years musical director with the Thurston show, is mourning the loss of his wife, Margy, formerly an assistant to Thurston, who passed on recently in New York. Harry is making his home at 1125 Grand Concourse, New York City. . . . BIRCH THE MAGICIAN, after an extensive tour of the West Coast, has invaded the Texas country, where, according to a batch of news clippings reaching the desk, he is doing his usual thoro job of pleasing the high-school students. The Birches expect to return to their Ohio farm early in June. . . . BOB NELSON and his new bride have settled in their Columbus, O., love nest after a honeymoon trip to Florida and the Bahamas. . . . WILL ROCK last week made a three-day showing at the York Theater, York, Pa. . . . LYNN has taken his bag of tricks into Browning Lane Inn, Bellmawr, N. J., for an extended stay, doubling in Camden, N. J., for the Open House Bargain Days sponsored by local merchants.

SELWYN THE MAGICIAN (N. P. Pat-ton) reports that Virgil recently played several South Carolina spots to unusual success. "With Virgil presenting, magic is really alive," writes Selwyn. His entertainment is really a magical circus. And much credit is due Mrs. Virgil, who works harder than any other magician's assistant on the road.

HOWARD ROBINSON, after a week at Palm Gardens, Columbus, O., opened Monday (11) at Platinum Grill, Chillicothe, O., for the Pete Forrester agency. He's presenting his billiard ball and card manipulations with gloves and using 1 7/8-inch balls. . . . EDDIE DECOMA is presenting his magic and vent in Illinois and Missouri schools, after a successful swing thru Southern Indiana and Western Kentucky. He suffered two bad weeks in Tennessee recently, when cold weather and heavy snows closed many schools. His agent, J. C. Admire, is working two weeks in front.

RAJAH NIAD, mentalist, is spending the winter in Houston. . . . PRINCE SHAMI, a newcomer to the pro magic ranks, is presently working in the Albany, N. Y., area. . . . PRINCE ZOGI and Company have invaded Iowa after a Minnesota trek that netted the troupe good returns. Zogi has recently taken delivery on a new special built combination house trailer and baggage coach.

ARTHUR GARINTHER, manager of the Ford Hotel, Montreal, can be classed as an honest-to-goodness magish. He's especially adept with the pasteboards. . . . RUTH HATHAWAY, of the former magic act of Hathaway and Ruth, is confined to her Atlanta home with illness and will be there for at least six weeks. She is now Mrs. Ruth Owensby and her address is 401 Ramson street, S. W., Atlanta. Friends are urged to drop her a line. . . . JOHN MULHOLLAND, editor of *The Sphinx*, has contributed the material for the Museum of the City of New York's exhibition of magic memorabilia.

Some of the items date back 217 years. The exhibit, the first of its kind in the city's history, will premiere March 13 and run for six months.

by the eight-girl line. Wardrobe again is first-class.

Biz got off to good start Friday night but Saturday's rains put a crimp in the b. o. and continued to hold down receipts Sunday.

Cletoria, with Red Buttons, coming up next. Rez McConnell.

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P.S.: Rudy Paul, Al DeClercq, Parker Gee, Gladys Harvey, wire.

New One-Nighter Rep Ripples Debuts in Texas

LORAINE, Tex., March 9.—Appearing under new canvas and modern in every respect, a new one-night-stand tent show inaugurated its season here Monday night to a full house. Show moves on trucks, with all equipment decorated in a color scheme of red and white.

Bill presented is a semi-Westerner, with special scenery and lighting effects. Top is a 60, with two 30s. Show will play southward for three weeks and then will head west.

In the roster are Jack Turner, manager; Charley Brunk, agent; H. M. Harrell Jr., brigade agent; Kennedy Swain, producing comic; Bob Siler, ork leader and leads; Jean Siler, leads; Evelyn Turner, general business and banners; Bub Nairn, characters; Jackie Phillips, dancer; Bud Nairn Jr., stage manager; Joe Latham, boss canvasman; Andrew Jackson, mechanic; E. E. Edwards, electrician, and Harvey Henderson, privileges.

S. S. Henry, magician and sand-picture artist, is featured in the concert. Show is well billed with a special line of pictorial paper.

Russell To Launch 4 Pic-Vaude Units

CINCINNATI, March 9.—Bert Russell, tent show veteran, who last season had two under-canvas units operating with a combination motion picture-vaude policy, will this season have four such units on the road.

His No. 1 show will again be under Russell's personal direction, with Rusty Lee again looking after the No. 2 opry. Jack O'Brien will have the third company, and Johnny and Verne Bishop will head Russell's No. 4 outfit. Each unit will carry two vaude teams to augment the film program.

Russell, who is wintering at Ridge-way, S. C., giving several shows a week in a heated tent, will again play Maryland with his No. 1 show the coming season. The State permits Sunday shows and proved lucrative territory for Russell last season. The three other units will concentrate chiefly on the Southern States.

Kinseys to Canton Before Tent Trek

CANTON, O., March 9.—Madge Kinsey Players, with Bette Kinsey playing femme leads, opens a six weeks' spring engagement at the Grand Opera House Sunday, March 17. Harry Graf is business manager of the rep troupe.

All those who were in the cast when the company closed several weeks run at the Grand in December will be back, and there will be new additions. The company will remain at the Grand until early in May, when it shifts to its tent theater for the usual trek thru Ohio.

Rose City Group in L. A.

LOS ANGELES, March 9.—The Rose City Players, who invaded California January 1, are currently in this territory, where they are slated to play for several more weeks. Business and weather have been good since entering this State, according to Ray Lenhart, who pilots the outfit. Show presents a two-hour program, including a three-act drama and five vaude acts. A dance is given after each night's performance.

Fire Halts Shaddock Unit

HAMEBURG, Pa., March 9.—Ralph Shaddock Players closed here this week when fire hit the group's trailer, destroying the sets and props. Cast included Doris Gilmore, Judy Cummings, Dwight Frye, Donald Marlowe, Cliff Condon, Irene Ames and Mr. and Mrs. Ralph Shaddock. Most of the members returned east.

VIC FAUST, who for more than 40 years has entertained rep, showboat, vaude and nitery audiences with his Swiss bell ringing, recently suffered the loss of his bells, together with other props, when thieves broke into his car in Detroit. The loss of the bells leaves Vic in a predicament. He can't work without them. . . . GRIFF AND HI are appearing daily on the Merry-Go-Round program over WNOX, Knoxville, Tenn. They're in their third week there. . . . S. E. MORGAN is framing a small trick to play Central Missouri the coming season. . . . J. E. DICE has a pic and mystery layout playing schools in Northern Michigan. . . . DALLAS McLEAN, the "one-man symphony," has returned to Austin, Tex., after a sojourn in Florida, where he played the Wometco circuit of theaters and in several niteries. McLean says that many of the acts that went to Florida this season were left cold and hungry. He will soon start out again on his barnstorming tour. . . . BIG BOY BROWNE and wife, Tiny, last season with Bert Russell's No. 1 unit, breezed into Cincinnati early last week from Atlanta, where they had been operating a cafe since early fall. They will remain around Cincy for several weeks and will be back with a tent opry in the spring. . . . JOHN D. FINCH, former Billroyan, is still sojourning in Cincinnati, playing an occasional nitery date. . . . IT'S ABOUT TIME we're hearing from Billy Wehle down in Miami, Fla., as to when and where he will bow with his new tent opry. . . . BOB DEMOREST JR., now with Boyd Holloway's schoolhouse show in North Carolina, with headquarters at Monroe, will be back on a carnival mid-way the coming summer.

BILLY BLYTHE reports good business for his players now making the Eastern Shore of Virginia and Maryland. Troupe is this week in Sharptown, Md. . . . EARL FICKETT, one-time rep performer, has a one-man opry playing lodge and church dates in Aroostook County, Maine. . . . JAY WALL writes from Connellsville, Pa., that he's all set to take the advance for a prominent tent-show outfit for the coming season, but says he isn't free to announce the

name of the show just yet. He put in most of the winter writing and has several short stories awaiting the publisher's okay. . . . CAL AND BONNIE WEST, formerly for many years with Billroy's Comedians, are set for a long stretch over Station WLW, Cincinnati, with their thrice-weekly 15-minute skit. *Clem and Maggie*, judging from a mail test on the program staged by WLW last week. A single announcement on the program March 2 brought Cal and Bonnie nearly 6,000 pieces of mail, with subsequent announcements Tuesday and Thursday of last week bringing an endless stream of fan mail. . . . J. W. GRABLE, who had a short-cast *Ten Nights* show in schools and halls in Western Texas, has gone back to his regular trick of magic and vaude. . . . ALCIDE DUMAINE has a French talking picture and three-people vaude unit playing French-speaking societies in New England. . . . OUR INQUIRY in last issue regarding Charles (Slim) Vermont apparently has brought results. From H. E. Graf, manager of the Madge Kinsey Players, we learn that Vermont is currently working the country-store idea at a night club next door to the Central Hotel in Key West, Fla. Graf posts that he spoke with Vermont there just three weeks ago. . . . EDDIE MASON will again have his country store with the Madge Kinsey Players when that troupe returns to the Grand, Canton, O., for another stock run next week. . . . WORD REACHING the desk last week has it that Billy Wehle and Jimmy Heffner have become partners and that the two will take a one-nighter out of Valdosta, Ga., in a few weeks.

Thomas Readies 'Mandy Green'

NASHVILLE, Tenn., March 9.—H. A. Thomas, owner-manager of *Mandy Green From New Orleans*, all-colored musical tent show, returned to show quarters here this week from a purchasing trip which will give the show two new trucks, a light plant and a new line of paper. Workingmen are busy on building sleeping trailers to accommodate members of the troupe. Advance will comprise three men, says Thomas, with the band being augmented to 12 pieces for the new season. Show goes into rehearsals late this month, with opening set for early in April.

Endurance Shows

(Communications to BILL SACHS, Cincinnati Office)

AN IRATE FEMME FAN of Knoxville, Tenn., is of the opinion that some promoters are either too lazy to send in news on their contests or they just can't write. "Seems to me," she says, "the least they could do would be to send in the names of the winners. However, I am just a fan, one of those people whose dough is mighty welcome when a contest plays this city, so guess I'll hush."

JERRY (THE LUG) BRESNAHAN, now in Chicago, says he would like to hear from friends thru this column. Last show Jerry was with was George Pughe's at Bossier City, La., in 1938.

KENNY GRUWELL pencils from Pasadena, Calif., that he would like to read notes here on Jimmy Johnson, Mickey Martin, Edna Howell, Raye and Dick DeLong and other friends who have worked in shows with him. Kenny says he is working hard to try for another show this spring.

JOHNNY HUGHES infos that he is going to make the Jitterthon at Peoria, Ill., and wonders what's become of Billie Parker.

GEORGE G. MITCHELL, away from the endurance field for some time, pencils from St. Louis that he is ready for a natural. George, who recently left the hospital, says Kay Manning is doing okeh business with her fruit store. "Come on and get with it," says George. "I'd like to read some notes in the column from my friends and enemies."

"WHILE DELLA AND I have been out of the game for over four years, we still peruse the page weekly and enjoy reading about our old friends, such as Joe and Mary Rock, Benny and Edith Leonard, Mickey Britton, Ruthie Carroll, Mario Allesandro and many others," types Henry (Hank) Lewis from Stockton, Calif. Hank, who is emseeing at

Matteoni's there, continues: "There seems to be a lot of life in the old game yet, according to recent issues of *The Billboard*. Shows are again springing up and seem to be prospering. Will you tell me one thing, tho? Why don't they get some new ideas? I have had a plan for over three years and have been waiting for one of the (good) promoters to ask me about it, but as yet no one seems to be interested. We went to a show in Sacramento last year and, so help me, I sat there from 8 p.m. until midnight and called every bit of heat, every sleeping couple and every gag and quip by the emsees 10 minutes before they were pulled. The emsees should try working in a night club or theater once in a while and try their corny stories on the public there and they'll find out how good they are. I know! I tried when I first left the game, and did I stink! However, I've been on the present job for three years, thanks to a new outlook on life, and this spot isn't a honky tonk, as I work every night in tails. Well, guess I've blown my load of troubles, but truthfully I love the endurance game and some day soon Della and I are going to go on a vacation and try a show just for the fun, and to top it off, we'll win it."

WHAT'S THE DOPE on the Rainbo Garden show in Chicago?

INQUIRIES HAVE BEEN received recently on Bob Turner, Billie Atkins, Joe Crowder, Jack Kelley, Gene Williams, Pee Wee Collins, Bill McDaniel, Joe Palmer, Jean Mansfield, Johnny Bowman, Buster Coates, Sammy Lee, Vina Walker, Eddie McBride, Jack Classon, George Grant, Jo Jo Hitt, Jack Glenn, Mario Allesandro, Johnny Maidl, Monte Hall, Chad Alviso, Porky Jacobs, Joe Gruber, Charlie Loeb, Blackie Latessa, Mavin Ellison, Johnny Russo, Jackie Leonard and Eric Lawson. How about scribbling a line to the column, kids?

Georgia Minstrels Ready on Coast For I-Nighter Tour

BALDWIN PARK, Calif., March 9.—Arthur Hockwald, who recently purchased the equipment of the Matrelo Bros. and Ham & Egg circuses, has acquired winter quarters here, where he has a crew of 12 men converting the properties, together with his own equipment which he had stored in Arizona and Utah, to house his Famous Georgia Minstrels, which he will exhibit under canvas on one-nighters this season. He is planning for an early opening.

The advance department will be handled by a general agent and three billers, with a new line of paper, heralds and press material. The show will move on 10 trucks, one of which will tote a massive stage. A large, circus-type light plant has just been completed. Floodlights will be used to "flash" the big top, and searchlights mounted atop the light plant will stab the sky at nights. Lighting details were worked out by Whitey Versteg, for many seasons with the Al G. Barnes Circus.

Jersey Schank, boss canvasman with the big tops for a number of years, will serve in a like capacity with the Hockwald tent opry. He will also handle the duties of lot superintendent.

New scenic effects and wardrobe are also in the making.

Van Arnam Tenter Ready To Hit Road

OPA LOCKA, Fla., March 9.—Everything in readiness at the winter quarters of the Van Arnam Tent Show here, according to Roy Roberts, of the troupe. All show equipment has been repainted and a general overhauling has given the outfit that look of newness.

George G. Daniels, of Ogdensburg, N. Y., who recently acquired the show from John R. Van Arnam, has this season made a complete change in personnel, from the advance down thru the canvas department. All people have been engaged, as the result of the recent ad in *The Billboard*, the ad bringing replies from enough performers to fill three shows, according to Roberts.

The show will this season carry a street band and will feature two outside concerts daily. The show will present as a feature *Juliette of France*.

BUSSA FILM EXCHANGE

New Spring Catalog Ready for Mailing. New Prints. Serials, War Pictures, Westerns, Horror, Gangsters and other types. 35mm Talkies. New silent print on Ten Nights in a Barroom, complete with Front. 80-Watt P. A. System. We trade. Friendship, Ohio.

ATTENTION! Summer Stock and Tent Repertoire Shows—Here are two surefire hits. "The Mafia," 4 acts, one interior set, plays with 5 and 3; "The Mystery Child," 3 acts, one exterior set, plays with 5 and 3 and child. Good comedy both. I also have "The Dividing Line." "They Are My People" and many others by Edwin Weever. Write for terms. Address: EDWIN WEEVER, 729 W. 8th St., Hazleton, Pa. N.B.: Would consider engagement as director and parts as cast with week-stand rep. only.

WANT QUICK

For the Original Toby's Comedians under canvas—Actors, Musicians, Want Young Gen. Bus. Team with Specialties, doubling Orchestra. Want Ingenue doing same. Musicians doing Full-Line Parts. Show now working. Wire quick or write air mail. State all; salary, age, weight, height, etc. BILLY TOBY YOUNG, Mur., Pittsburg, Texas, March 14-15-16.

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Now 26th week in Wilby-Kinsey Theatres (South's finest circle), wants Feature Versatile Comedian, General Business Men, Character Comedian, Musicians that double preferred. Novelty Acts that can change. Money sure. Wire or write, state all you do. Address: "SEABEE" HAYWORTH, care Carolina Theatre Bldg., Goldsboro, N. C.

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Two complete Tent Show Outfits: Seats, Chairs, Stages, Orchestra Platforms, Wardrobe and Flat Trucks, Chorus Wardrobe. All above in perfect, almost new condition. Cheap for cash. Both outfits stored in North Carolina. For full details write "SEABEE" HAYWORTH ATTRACTIONS, Carolina Theatre Bldg., Goldsboro, N. C.

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 All teams knowing Moon Mullins, Lou Jarvis and Maxie Capp, contact.
 We have good Weekly Proposition, PLUS Prize Money for Good Teams.
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 Fernwood Gardens, Peoria, Ill.

15-Min. Film Programs Click In Night Clubs; Circuit Built

Tom Collings finds 16mm. operations profitable after 18 months in business—New Yorkers go for old-time movies at clubs and lawn fetes

NEW YORK, March 9.—Tom Collings, of Moviette, Inc., followed a hunch of putting on short film programs in night clubs and made money at it. For the past year and a half he has put on programs, and now has a circuit of some of the best clubs in New York. The time limit of 15 minutes was Collings' own idea. He studied the clubs in which he wanted to show before he offered his proposition to the owner. Stipulated was the fact that he would not disturb the normal furnishings of the place. His talking point was that he would not tie up the bar trade; or if he did, it would be only for 15 minutes, the length of the program. This decision was made after Collings discovered that to click a film must be interesting. If it's interesting, those at the bar merely stand and sip. The selling point to the proprietor is that movies bring in additional people.

Analyzed Films

When Collings had worked out this point he began to analyze the type of films to show, finally choosing old-time movies. In metropolitan New York, where people can see almost any movie they wish, he knew he had to give them something different. Sixteen mm. movies in bars were experimental, and he felt that in old-time films the public would be inclined to overlook such faults as bad focus, "rainstorms" and film break-

ings. He knew little about the operating game when he started, for until this time he had been a newspaperman and press agent.

Collings has put on shows at the Sherry Netherlands, St. Moritz, No. 1 Fifth Avenue, Armandois, Coq Rouge and other spots. At first he had only one club, with the showing at 9 o'clock, and set out to get another club at 10. This worked so well that now he has night club showings at 9, 10, 11 and 12, moving his equipment from one spot to another. In addition, he plays resort hotels and lawn fetes in the summer.

Old-time movies were a success from the outset. While he admits that he never gave his audiences "all they wanted," he did show *Villains Pursuit* and the early Pearl White films to establish a reputation for himself. A feature in some spots was a pianist playing old-time music to accompany the picture.

Uses Two Screens

As to equipment, Collings said he entered the business blind, discussing his plans with friends and librarians before making purchases. Today, because he shows in the better night clubs, he uses roll-up screens or tripods. He has in stock crystal-beaded screens for straight-ahead shooting and white opaque ones for angular projection. The opaque screen comes in handy, he says, at lawn fetes, where the throw must be long so that the source is somewhat of a mystery. On these assignments and in large ballrooms he uses a four-inch lens, which gives him a six-foot picture at 64 feet. He carries one, two, three, and four-inch lenses with him all the time.

Programs on the Collings circuit vary. If he is showing in a spot every night, the program is changed every other night. If he is there three times a week, the program is changed each time. One policy that is unchangeable is that he must personally see every picture before it is shown. He studies the projectability of it and often cuts it to bring it within his 15-minute maximum limit.

Asked if he thought roadshowmen in the hinterlands could build up similar circuits, Collings said that it appeared to him as a good field. Charges, he said, should run about \$5 a night for a 15-minute show, \$25 for six shows. Where operators rent their films, he suggests that the show be restricted to one reel of about 300 feet. This showing will take 10 or 12 minutes, but Collings felt that it is better to fall short of the limit rather than go over it.

During his 18 months in the operating end of the business, Collings has spent his daylight time in perfecting equipment. He now owns several patents. At the same time he continues to earn money from his night club circuit.

Beg Your Pardon

In a recent issue it was stated that Lee A. Matthews, who conducts New Artists' Service in Pittsburgh, had been named international release executive for a Hollywood combination producing Negro pictures and that these films would be available on 16mm. films. Apologies to Matthews, who informs that these films are available only as 35mms.

ANFA To Banquet On First Birthday

NEW YORK, March 9.—Members of the Allied Non-Theatrical Film Association will commemorate the organization's first year of activity at a meeting and banquet to be held here April 26. Laurence Saltzman, publicity chairman of the celebration, said today.

Several hundred film distributors, equipment manufacturers, laboratory men, visual education specialists, operators and others connected with the non-theatrical film field will attend. Current problems will be discussed and officers for the coming year elected.

Projector Perfected

CAMDEN, N. J., March 9.—Photophone engineers at RCA Mfg. Co. have designed a 16mm. sound projector for industrial and educational use. New projector not only meets demands of projection but is also so simple in construction that it may be operated by any inexperienced roadshowman, RCA officials stated. The machine was exhibited for the first time at the convention of the American Association of School Administrators in St. Louis.

New and Recent Releases

(Running times are approximate)

ROLLIN' PLAINS, released by Post Pictures Corp. A Tex Ritter musical Western. Also features Ritter's horse, White Flash, Snub Pollard and Horace Murphy. Running time, 60 minutes.

UTAH TRAIL, released by Post Pictures Corp. Another Tex Ritter film. Running time, 60 minutes.

SONJA HENIE, Queen of the Silvery Skates, released by Nu-Art Films, Inc. In this film, made at St. Moritz, Switzerland, Sonja Henie gives thrilling exhibitions of the skill and grace which brought her fame and fortune. Running time, three minutes.

NEW PLAYS

(Continued from page 17)

line, but it's surrounded by an extensive study of decayed society on the eve of the current war, with the implication being that the lad and his writing, left alone on the island after war breaks out, are a symbol of hope for the future.

Minor characters abound, including a college professor who wanted to be an artist but lacked the courage to walk out on a stifling marriage; a lass who wants to be a great composer and sits at the piano 10 hours a day trying to cram as much as possible into the few months before an incurable disease will kill her, and an old British army captain who observes the others and recites a sort of Greek chorus on the prevailing decadence.

Most of them are acutely observed and dramatically written, and contain far more than met the eye in Mr. Milton's staging.

Onslow Stevens brought to the role of the playwright merely obviously grayed hair and a lackadaisical manner. George Lloyd, as the boy, was so determinedly youthful and art-loving that he made the character seem completely phony—which, in the writing, it wasn't. Marion Mill, from Vienna, entrusted with a good number of the witty lines, read them in a way perfectly calculated to kill any effect they may have possessed, and in general acted as tho she were slightly surprised to find herself on a stage. Mutilation of the more pointed lines was also aided by Gregory Gaye and Edith King.

On the other hand, Dennis Hoey manfully resisted a temptation to over-characterize the British captain; Russell Hardie was sincere and effective as the unfortunate professor; Vera Allen did

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

The Billboard reserves the right to edit all advertising copy.



Vol. 52 MARCH 16, 1940 No. 11

beautiful work with a difficult part as the mother, bringing understanding and sympathy to the aid of an unpleasant role, and Frank Downing contributed an excellent bit as a native boy.

But the best work of all was offered by a lass named Mary Howes, playing her first big Broadway role. Cast as the girl afflicted by illness, a tricky and easily overbalanced part, she played with sureness and charm, reading beautifully, acting with tenderness, insight and fine effect, and doing a really outstanding acting job despite the obvious and painful direction. For her, I sincerely trust, *The Burning Deck* will prove merely a springboard.

OUT-OF-TOWN OPENING

"The Chiselers"

(Forbes-Streett Theater)

CAMBRIDGE, MASS.

A comedy by Max Stahl. Staged by Gorg Streelt. Cast: Nick Stanley, Roy Erickson, Anthony Alving, Robert Cromwell, Jerry Giddings, Hazelle Burgess, Jane Laurie, John MacDonald, George Spelvin, Henry Stevens, Robert Seydoux.

Weak in its lines altho possessing a fairly good plot, *The Chiselers* is a lamentably unfunny comedy. It concerns a family of small-time gamblers who suddenly learn their halfwit boarder holds the winning ticket on a sweepstakes. Thru three acts they attempt to get the ticket by various methods, only to lose it when the boarder suddenly gets smart and realizes the situation. What laughs there were came as a result of the make-up of the deadpan boarder, capably handled by John MacDonald.

Replete with characters who seem to have escaped from an asylum, the script dawdles along for almost two hours with interest constantly lessening.

Chief difficulty with the script is that Max Stahl, the author, apparently has seen life only thru the movies. Directional faults include having a radio man yank the radio from the table without removing the plug, and having a reporter carry his personal calling card in his hat brim in lieu of a press card.

Hazelle Burgess, Jane Laurie and Roy Erickson lend an air of reality to an otherwise "dull and unconvincing narrative."

Michael N. Kaplan.

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THE BIG 1940 SPRING SPECIAL
Issue of
The Billboard
Starts to Press
Wednesday, April 3

Copy requiring special position in certain departments must be in Cincinnati April 3.

THE BILLBOARD,
25 Opera Place, Cincinnati, O.

5,000 COPIES
Of all non-theatrical film advertisements in The Big Spring Special and informative editorial will be mailed to The Billboard's complete list of roadshowmen.

Don't miss this opportunity. No increase in advertising rates. Write TODAY for information.

The Final Curtain

ATHERTON—Maude B., 62, for many years a demonstrator of pie crimpers and pens and wife of Ernest D. Atherton, veteran pitchman, March 1 at City Hospital, Indianapolis. Survived by two daughters, one stepdaughter and two stepsons. Burial in Glen Haven Cemetery, Indianapolis.

ASPLUND—Alan Karl (known on the stage as Alan Karl), 40, March 5 in St. Luke's Hospital, New York, after an operation. He had been a song and dance performer in minstrels and vaudeville. He was a member of Actors' Equity Association. Buried in St. Michael's Cemetery, Long Island, N. Y.

BELANGER—Mrs. Ida M. (Marcotte), 82, singer, pianist and organist, February 25 at her home in Haverhill, Mass., after a long illness of diabetes. Buried in St. James Cemetery, Haverhill.

BENNETHUM—William K., 45, Reading, Pa., entertainer and partner in the team. Billy and Carmen, at his home in Reading February 29. Deceased had served with various dance studios and was formerly with the WPA theatrical unit in Reading. He was a member of the Moose. Survived by his widow, two sisters and two brothers. Services in Reading, March 5, with burial in St. Elias Cemetery, Newmantown, Pa.

CANTOR—Mrs. Ida, 68, mother of screen actress June Clayworth, at her home in Wilkes-Barre, Pa., March 3 of bronchial pneumonia. Survived by her husband and four children. Buried in Temple Israel Cemetery, Forty Fort, Pa.

CARLE—William B., 57, formerly with various minstrel companies, February 22 at his home in Detroit. He was a native of Cincinnati. His widow survives. Interment in Cincinnati.

DAILEY—Guy, 63, former vaudeville swimming star and once manager of Jim Jeffries, the fighter, in Pittsburgh March 6. On the stage Dailey was billed as the Human Fish and is credited with originating the stunt of eating and drinking under water. He left the stage in 1918.

DARRAGH—Mrs. Bessie Reynolds, pianist, who assisted in rehearsals of Broadway productions, of a heart ailment March 1 at South Nassau Community Hospital, Rockville Center, L. I., N. Y. Deceased underwent an appendectomy 10 days before. She had worked with Florenz Ziegfeld and in the rehearsals for *The Great Waltz*, *Roberta*, *Music in the Air* and *Very Warm for May*. Survived by her husband and a daughter.

ELEN—Gus, 77, former minstrel man and one of the greatest Cockney delineators known to British music halls, in Balham, London, February 17.

ENGLISH—Thomas, 80, old-time variety and minstrel entertainer, at his home in New Britain, Conn., March 2. Tom and Tillie English did a musical act in this country, England and Aus-

tralia in the '80s. Deceased played the bones on the end for Hi Henry's Minstrels for 10 years. His last engagement was with the Five Jolly Corks in vaudeville. His wife died some years ago. Burial in St. Mary's Cemetery, New Britain.

FLEMING—James (Red), 29, veteran concessioner, in an auto accident near Tallahassee, Fla., March 2 while he and several other concessioners were en route from Tampa, Fla., to Fort Worth, Tex. A native of Petersburg, Va., he was associated with Royal American Shows for the past four years and prior to that with Johnny J. Jones Exposition for seven years. His mother, stepfather and several brothers and sisters survive.

FOREPAUGH—Edward J., 66, who traveled with the Forepaugh Circus until the turn of the century. March 1 at the home of his son in Trevose, Pa. He was a grandnephew of Adam Forepaugh, who with his brother, Charles, founded, in 1865, the Forepaugh Circus. In later years Forepaugh became a marble worker in Philadelphia until he retired 10 years ago. Other survivors include another son, a brother and two sisters. Interment in West Laurel Hill Cemetery, Philadelphia, March 5.

GARA—Chris, 31, in Queen Victoria Hospital, Theodore, Sask., Can., February

Jane Guy. Burial in Hollywood Memorial Park, Union, N. J.

HYDE—Tommy, soft-shoe tap dancer and vaudeville performer, March 1 in New York of a paralytic stroke. His act, known as *The Honeyboys*, was a standard number in the heyday of vaudeville. He retired some time ago from stage work and devoted himself to teaching. Among his pupils have been The De Marcos, Georges and Jalna and the Cavanaugh Sisters. He leaves his wife, Adelaide Hyde.

JOLLY—Robert R., 85, fair concessioner for more than 50 years, February 15 at his home in Lake City, Ia., after a long illness. Survived by his widow and a son and two daughters by his first wife. Services February 18, with burial in Wall Lake (Ia.) Cemetery.

KAHN—Mrs. Emma Spiegel, mother of Archie Mayo, motion picture director, March 5, after a brief illness at home in New York.

KELLOGG—Robert, 65, internationally known concert manager, at his home in Hartford, Conn., February 29. He brought some of the leading musical artists to Hartford since 1922. Services in Hartford March 2, with burial in Cedar Hill Cemetery there.

KROUSE—Henry Sylvester, 80, veteran song writer, March 5 at his home in New

Orchestra in Germany, and sang bass roles in both grand and light opera in Berlin and Luebeck, Germany. He also directed a German symphony orchestra in Detroit. Burial in Buffalo.

NORRIS—Dr. Robert A., 79, former figure skater, at his home in West Caldwell, N. J., of a heart ailment. He was also a retired dentist and former vice-president of the Western Sating Association. He leaves two sons and a daughter.

OSTRER—Mrs. Mark, 37, former actress, of pneumonia in Lytham, Lancashire, England, February 16. In 1926, as Karen Peterson, she went to London from the United States to play in *Broadway*. She retired from the stage when she married Mark Ostrer, one of the banker brothers, who acquired control of Gaumont British Corp. Last year she emerged from retirement to play Mary Haines in *The Women*. Survived by her husband and two sons, Geoffrey and Edward. Cremation in Golders Green Crematorium, London, February 20.

ROBINSON—George, 70, park concessioner and theater operator, March 4 at his home in Brooklyn after an illness of three weeks. Robinson began his theatrical career at the age of 15, by driving a goat wagon in Prospect Park, New York. Later he worked at the carousel and eventually took it over. He acquired other rides and concessions there and rounded out 35 years in Prospect Park. For 20 years he was part owner and manager of the New Brighton Theater, which closed 10 years ago. He was a member of the Jewish Theatrical Guild. Survived by his sister, Carrie, and three brothers, Jules, Samuel and Mart. Buried in Washington Cemetery, Brooklyn.

ROHKAR—Eugene, 62, father of Gray Gordon, orchestra leader, February 25 in Freeport, Ill., after a brief illness. He also leaves his wife, Clara.

SCOTT—Walter F., 61, actor, March 5 in Lenox Hill Hospital, New York, after a lingering illness. Among the plays Scott appeared in were *In the Best of Families*, *As Good as New*, the 1933 revival of *Uncle Tom's Cabin* and *Hawk Island*. He staged the production of *Old-Time Minstrels* in 1930. He leaves his sister, Mrs. Annie Hollinger.

STANG—Lorenz, 84, former circus performer and owner, March 5 at his home in Burlington, Wis. As a young man, Stang worked in a juggling and balancing act with the late Al Ringling. In 1892, in partnership with his brother, Frank, he bought a show, and again in 1897, in association with his brothers, Val and Frank, he organized another circus. Survived by eight children.

STELZER—Frederick C., 75, retired circus and theater acrobat, at his home in Camden, N. J., February 29, after an illness of more than a year. Survived by his widow, Reva A.

SWICKARD—Joseph, 72, veteran stage and screen actor, in a Hollywood sanitarium March 1 after a long illness. A former husband of the late Margaret Campbell, silent screen actress, he retired in 1938 because of illness. His film work included roles in *Old San Francisco*, *The Keeper of the Bees*, *Time To Love*, *Desert Gold*, *The Four Horsemen*, *A Tale of Two Cities*, *The Crusades*, *The Lost City* and *You Can't Take It With You*.

TEBBIT—Ben W., 57, concessioner who conducted an Ohio County fair race program business, March 3 at his home in Medina, O., after a four months' illness. In 1907 he and his father started an ice cream business and for many years have had the ice cream privilege in Chippewa Lake Park, near Medina. His widow and a sister, Elizabeth, his business partner, survive. Services and burial in Medina.

TRAHAN—Mrs. Cordelia, 63, mother of Al Trahan, actor, of pneumonia in New Bedford, Mass., March 5.

WEISE—Edward F., better known as Chief Grey Eagle and well known thruout the show world, March 8 in Malinta, O. Survived by his widow, Mrs. Ethel Grey Eagle. Services in Lima, O., March 10.

Marriages

BELL-RUSH—Norman Bell, member of Blue Steele's Orchestra, and Gwen Rush, Fort Worth, Tex., singer with Bernie Marcello's Band, in Marietta, Okla., February 24.

BORIN-BALLINGER—Lyman Borin, assistant manager of the Stuart Theater, Lincoln, Neb., and Betty Ballinger, cashier at the Nebraska Theater there, in Lincoln March 4.

BUTTERFIELD-STARR—Meredith Butterfield, bass player with Joe Venuti's (See MARRIAGES on page 31)

MAXINE ELLIOTT

Maxine Elliott, 69, one of America's most noted actresses in the pre-war theater, died March 5 at her Chateau l'Horizon at Juan Les Pines on the French Riviera. She had been suffering with a heart ailment since last June.

Born in Rockland, Me., February 5, 1871, the daughter of Thomas and Adelaide Dermot, she changed her name to Maxine Elliott when she attended Notre Dame Academy at Roxbury, Mass., where she first announced her intention of studying for a theatrical career. Paradoxical with her rapid rise to greatness, she was never a great success in view of actual talent, a fact which she herself indorsed. It was her beauty rather than her performances which received the ecstatic praise of the critics and public acclaim.

Miss Elliott made her first appearance on the stage at Palmer's Theater, New York, November 10, 1890, as Felecia Umfraville in *The Middleman*, followed by a rapid succession of plays both in New York and on tour, becoming a member of Rose Coghlan's company in 1894. A year later, she was engaged by Augustin Daly, and under his auspices appeared at Daly's Theater, New York, in a number of Shakespearean and modern roles. Her debut on the London stage was also at Daly's Theater, July 2, 1895, as Sylvia in *The Two Gentlemen of Verona*, followed by *Hermia* in *A Midsummer Night's Dream*. She returned to New York the following year to appear in *A House of Cards*. The same year she divorced her first husband, George A. McDermott, a lawyer, and went on tour in Australia, accompanied by Nat Goodwin, to whom she was married in 1898. They were divorced 10 years later and she never married again.

Her first appearance as a star was as Georgiana Carley in Clyde Fitch's *Her Own Way*, produced by Charles B. Dillingham in Buffalo September 24, 1903. Her numerous other roles, both in this country and abroad, were in *A Gilded Fool*, *An American Citizen*, *Nathan Hale*, *The Cowboy and the Lady*, *When We Were Twenty-One*, *The Merchant of Venice*, *The Altar of Friendship*, *Under the Greenwood Tree*; *Myself*, *Bettina*; *The Conquest*, *Lord and Lady Algy* and *The Chaperon*. She appeared in the latter play at the opening of the Maxine Elliott Theater, New York, playhouse which was built for her in co-operation with the Shuberts.

Her last appearance on the legitimate stage was as Cordelia in *Trimmed in Scarlet* at the Maxine Elliott Theater February 2, 1920. She then went to France to supervise the building of her villa and spent the last two decades of her life in complete retirement. Altho ill health had curbed her social activities in recent years, during her many years in England and on the Continent Miss Elliott had moved in the top circles of international society. Deceased enlisted as a Red Cross nurse during the World War and was decorated by the Belgian, French and British governments for her financial and personal services.

23. He won many prizes in rodeos in Western Canada and in the Western States until injured in 1931. He then made a business of breaking horses in the Theodore district and giving riding exhibitions at the annual celebrations of the Theodore Community Club. Survived by his widow and one daughter. Burial in Theodore.

GORDON—Solomon E., 56, president of the Jefferson Amusement Co. and East Texas Theaters, theater chains in the Southwest, in a Baltimore hospital February 27 after an illness of several months. Gordon started in theater business as usher at the old Kyle Theater, Beaumont, Tex. In 1913 he was elected assistant attorney general of Texas. With J. O. Clemmon, he organized the Jefferson Amusement Co. in 1918, and eight years later the East Texas group, operating 60 houses. Survived by his widow; a son, Julius M.; a daughter and a sister, all of Beaumont. Services and burial in Beaumont March 1.

GUY—Clifford (Mitt), 59, at his home in Newark, N. J., March 1. He was connected with outdoor advertising concerns for 43 years, having been employed in various plants thruout the country. He also was with the Ringling Bros. Circus in the late Tom Daly's car. In 1926 he went to Newark to join the United Advertising Corp., remaining there until his passing. Survived by his widow, Ellen M.; three sons, William, Edward and John, and a daughter, Mary

Dorp, Staten Island, N. Y., after an illness of several months. Among his compositions are *Give Me the Right To Call You Mine*, *Here's to the Rose*, *The Arab's Love Song*, *Under the Rose*, *Loveland*, *Dearest of Girls*, *Romany, Night*, *My Love and I* and *Prosperina*. He was a member of the American Society of Composers, Authors and Publishers.

McLAUGHLIN—Donald J., 43, Columbus, O. musician, March 5 in University Hospital, that city, after being struck by an automobile. He was pianist at the Wonder Bar, Columbus, at the time of his death. His widow, a son and a daughter survive. Services and burial in Columbus.

MUCK—Dr. Karl, 80, symphony conductor and world celebrated interpreter of Wagnerian music, in Stuttgart, Germany, March 4. Born in Wuerzburg, October 22, 1859, he made his public debut when 11 and soon thereafter played first violin at symphony concerts. At the age of 20 he debuted as solo pianist in a Leipzig Gewandhaus concert. In 1886 he became first conductor at the Deutsches Landestheater in Prague, and in 1892 was called to the Berlin Royal Opera as first conductor. Muck conducted the Boston Symphony from 1906 to 1908 and from 1912 to 1918.

NOEHREN—Carl, 61, musician, and for some years director of the Concordia Singing Society, Detroit, March 3 in Buffalo, where he was director of the Frohsinn Singing Society. He made his debut as pianist with the Kiel Symphony

Philip Wood

Philip Wood, 45, actor and author, who appeared in many Broadway productions, died in Hollywood March 3 of a heart ailment during his sleep. He had recently enacted the role of choirmaster in the movie version of Thornton Wilder's *Our Town*.

Wood made his stage debut supporting William Gillette in *Secret Service*. The World War interrupted his career and he joined the American Ambulance Corps, serving with the French Army. With the signing of the armistice, he returned to this country, where he was with the Theater Guild for four years; with Walter Hampden two years and with George Abbott Productions five years. While associated with the Abbott organization he appeared in *The Primrose Path*, and was seen as Jenkins, the business agent, in *Room Service*, also playing the movie part in this play in 1938.

Wood also played in *Fly Away Home*, *Sun Kissed*, *House Unguarded*, *Sweet River*, *The First Legion*, *The Devil Takes a Bride*, *Starlight*, *Celebrity*, *Gentleman of the Press* and Hampden's production of *The Merchant of Venice*. Recent engagements on the legitimate stage included parts as the suicide in *Lilium* and d'Estivet in the original Theater Guild production of *Saint Joan*.

With Stewart Beach he co-authored the comedy, *Lend Me Your Ears*, and he wrote a number of other short stories for leading magazines, and had recently been contracted to act in a new picture, *Brother Orchid*.

Survived by his widow, Margarette, and two children, Philip Jr. and Gretchen.

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Parcel Post

- Bremson, Mrs. Hunt, Arthur E. 10c
Cathorn, Wild Mary, 3c
Crowe, Mrs. E. C. Bill, 9c
Dixon, L. 6c
Edwards, Justice, 3c
Fitzpatrick, G. T. 16c

Women

- Aaron, Mariorie Addis, Allie Mae Allen, Mrs. Maxine (Chas.)
Allen, Mrs. Theresa Anderson, Sadie Arney, Pearl Beiden Artis, Anne M. Austin, Pearl Bahnsen, Mrs. Bessie Baker, Mrs. Daisy Bales, Vada Lee Ballon, Melliss Barnes, Ruth & John Barnett, Mrs. Betty Barnes, Mrs. Alma Beatty, Mrs. H. E. Beatty, Mrs. O. J. Beckwith, Linden Beljano, Mrs. Pricella Bell, La Vern M. Bell, Lela Bernhardt, Juanita Berner, Dorothy Birkbeck, Berthe Billings, Mildred Biron, Pearl Bishop, Mrs. Wm. Bixler, Elsie Black, Lela Black, Peggy Black, Mrs. Ruth Blake, Beatrice Blake, Mrs. Fern Blake, Beatrice Bowen, Mrs. Bill Bowen, Mary E. Bowen, Mrs. Mary Bradley, Millicent Bradley, Mrs. Myrtle Brees, Mrs. F. J. Bright, Mrs. Esaw Brondley, Marcia Brown, Mrs. Ruby Brown, Mrs. W. S. Brunson, Mrs. G. J. Bryan, Clare Bryan, Delores Burke, Mrs. W. O. Burleson, Madam Hattie (Col.) Burns, Mrs. Jack Burton, Fannie L. Caldwell, Mrs. Jean Calloway, Blanche Canfield, Miss Cleo Cannon, Mrs. Sally Cantrell, Mrs. Evelyn Carroll, Miss Dee Casey, Mrs. Mary Chambers, Mrs. Alice Chaney, Fern Clade, Mrs. Eula Clements, Eleanor Coleman, Mrs. Leslie Colium, Mrs. Emma Cooke, Mrs. Wm. H. Coon, Mrs. Virginia Comyle, Madge Cox, Opal Crooks, Mrs. Anna Crosby, Mrs. Billie Cummings, Ayleene Dahl, Mrs. Edith Dakoff, Mrs. J. Davis, Mrs. Babe Davis, Helen Davis, Mrs. Ruth Day, Betty DeLaTorres, Rosalia DeLenet, Miss Gae Delmar, Jayne Delmont, Mrs. Al Didolce, Connie Dodson, Mrs. Ella Dodson, Suzanne Dott & Sparky Ducet, Peaches Ducette, Poly Duffy, Catherine Earle, Mrs. Bobbie Eaton, Bobbie Edwards, Ruth Estridge, Mrs. Velma Evans, Betty Evans, Betty Lou Ewell, Peggy Exster, Donna Farrington, Gladys Fatso Girls Carnival Fealy, Maude Fellows, Mrs. Ruth Ellinore Fields, Sally Fleming, Daisy Frances, Cleo & John Fredericks, Betty Freeman, Mrs. Ada Furlong, Nellie Gagnon, Mrs. Carolyn Hayes Gardner, Miss Avon George, Diana Gifford, Mrs. Eskell Gill, Mrs. Chas. E. Ginster, Lena Glover, Mrs. Mouna Gordon, Pauline Goulsberry, Mrs. Mildred Grabbe, Mrs. Ella C.

- Mallory, Addie Maulew, Edna Marshall, Mrs. Penny Max, Mrs. Elsie Mays, Virginia Meachum, Miss Jerry Mellville, Thelma Meyer, Mrs. Marion Meyers, Nellie Meyers, Dressie Meyers, Willie Middleton, Hellen Miller, Evelyn Miller, Lila Miller, Opal Mitchell, Mrs. Gean Mitchell, Miss Happy Mitchell, Jeanne Mitchell, Ruby Mitchell, Ruby Moon, Mrs. Geo. C. Moore, Dotty Moore, Effie Moore, Mrs. Vernon Moorehead, Mrs. C. L. Morelani, Mrs. May Morrell, Mrs. Marie Morgan, Hila Morgan, Patsy Morse, Mrs. Peggy Moss, Dottie Moutelli, Mrs. Betty Myers, Barbara Myers, Mrs. Opal Newton, Marie Nix, Mabel Norris, Mrs. John J. O'Day, Kitty Oestricker, Mrs. Eleanor Olga, Princess Oliver, Mrs. Donald Oliver, Mrs. J. B. O'Neil, Georgia Osborn, Mrs. Nora O'Shea, Sydna Palmer, Mrs. Margie V. Pamplin, Mrs. Mabel Patton, Jayne Payson, Mrs. Violet Piccaenti, Frances Piazza, Barbara Pickering, Valure Pierce, Emma Pitts, Zazu Rasputin, Mme. Maria Rawls, Margie Reynolds, Mrs. Dorothy Marie Reynolds, Jane Rhodes, Pearl Rhoads, Miss Jade Rice, Mrs. Maile E. Richards, Mrs. Frank Richards, Mrs. Pete Richards, Mrs. Wallace Richtner, Naomi Rigal, Jennie Riggs, Mrs. Lillian Rinehart, Olive & Jackie Robbins, Mrs. Virginia Roberts, Fannie Roberts, June B. Robinson, Mrs. Almá Robles, Kay Rogers, Bessie Gray Rogers, Donna Roy, Betty Sanborn, Shirley Schneider, Jean Schneider, Moin Scott, Dorothy Scott, Mrs. Mary Scott, Mrs. Nina B. Serene, Princess Sharp, Mrs. Katherine Shaw, Ruth Shelton, Jeanne Shepard, Peggy Shirley, Mrs. Arlene Siegrist, Rosalie Silvey, Jewel Simpson, Mrs. Clarabell Sikel, Mrs. Virginia Smallwood, Mrs. Ray Smith, Elaine Smith, Mrs. Marie Smith, Peggy Snodgrass, Mrs. Mona Snodgrass, Mrs. Ride Owner Sordellit, Myra Sours, Betty Jo Sparks, Miss Bobbie Spence, Marie Stafford, Cleo Stark, Mrs. Lillian Stephens, Mrs. Catherine Stepa, Viola Stevens, May & Johnnie Stewart, Leo Aloha (M) Stillman, Francine Stone, Helen Strain, Mrs. Margaret Street, Mrs. E. R. Sturchio, Mrs. Carolyn Sulle, Mrs. Judy Sutton, Anna

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.

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- Greenwald, Peter Greer-Hammer Rodeo Gregory, Jack Gregg, John Grey, Anthony Grey, C. Griffin, Johnny Griffith, Melville Griggs, Dal Grimes, J. T. Guegan, Shorty Guido, Deiro Gusted, John Guyer, Ray Hagen, Barton Hager, James R. Haggart, Carl Haggerty, Paul Haggerty, Homer Hale, Tige Halke, R. S. Hall, Bert Hall, Edw. Hall, Ellis Hallman, Clyde Hain, Eugene J. Halber, Wm. M. Halstead, Arthur Hamilton, Doc Hamilton, Lewis Hammel, Clifford G. Hanagan, Skippy Hanafin, Mr. & Mrs. Hanlon, Tommy Hannab, Cecil (Skooter) Hardin, Bill Hario & Mario (Knife Throwers) Harlowe, Ray Harms, Geo. H. Harrell, Victor Harper, Austin E. Harrell, Ralph Harris, Andy Harris, Herbert J. Harris, Pete Harrison, Edw. Harrison, Frank Hart, John B. Hartley, J. R. Geo. Hartley, L. B. Hawkins, Ralph H. Hawkins, Ray Hayes, Jack Heckle, Fred Hedelen, Wendell Hegeman, Wm. E. Heller, Jackie Helman, Morris Helvey, Neale Henderson, Fletcher Henderson, Frank Henderson, Warren Hendricks, John A. Hendrix, C. W. Henri, Pete Henri, P. Henri, Christy Hernandez, Dr. J. A. Herron, Johnny Hershey, Ray Hertz, Walter Herzog, Max Whitey Heth, Henry Heyer, W. Hewett, Jack Hewitt, Willie Higgins, Woodrow Hilborn, Ray Hilborn, R. L. Hildebrand, Roy Hildreth, Watson Hill, Floyd C. Hill, Geo. (Human Pincushion) Hill, Melvin C. Hobbs, Johnnie Hodges, Al G. Show Hoffman, Harry (Scale Man) Hoffman, Louis Hoffman, W. Hoff, Mack Holden Jr., H. Dewey Holder, Elmer Holder, Jimmie Holdorf, Karl M. Holdorf, R. M. Holdridge, W. Holmy, Angus Holman, H. S. Holt, Robt. Wm. Holder, Wm. Hopkins, Dorace Hopkins, Jim Horwitz, Vic Houston, Lee Howell, Dpc Howells Variety Show Hoxie Circus Hubel, Joe Hudson, Cecil Hudson, Harry Hudson, Jack (Whitie) Huff, Harry Rodeo Hughes, Harry (Curly) Hughes, Herman Hughes, Jack Huggins, Ed Hullinger, Dillon (Circus) Humphreys, Jimmy Hunley, Don Hunter, Charlie Hunter, Le Roy Husted, Alfus Hutton, M. C. Ingram, John S. Itskowitz, Max Iry, Doc W. L. Jackson, Frederick Magician James, Harry Jason, Fred P. Jayne, C. Jeffers, Wm. E. Jefferson, E. F. Jeffries, Carl (Bruno) Jenkins, Wm. C. Jennings, Pat Johns, Vincent C. Johnson, Arthur Johnson, Ben Johnson, Coster Johnson, Jack Johnson, J. H. (Tex) Johnson, Prof. Jesse Johnson, Toby Johnson, Tom Johnston, Brooks E. Jones, Alvin Donkey Baseball Jones, Buck Jones, Paul C. Jones, Slim Trumpet Jones, W. B. (Jonsey) Jordan, Red Joseph, Tom Joy, Billy & Juanita Joyce, James J. Judd, H. W. Julius, Harry Kachel, Jack Kamaret, Tattoo Kamik, Ernest Kammerit, Tony Kane, James (Snake Show) Kann, David Abe Kaplan, Ben Kaplan, Sam Karl, Milt Kaurit, Tony Kaufman, O. E. Kay, Don Keefe, Charles Keefe, George Keller, Henry T. Kelly, F. W. Slim Kelly, Ralph Kelly, Sonny Kelly, Ted Kemp Banner Man Kent, C. C. Kenyon, Jack Ketrung, Dan M. Kettle, John Kier, M. Kier, M. Kimmner, Max Kindt, Wm. H. King, Bill (Magician) King, Roy King, Tony or Ray Kings, Ranch (Boys) Kings, H. A. Kingsberry, James Shorty Kirk, Frank Kirkland, E. R. Kirkland, Capt. Kirkpatrick, Henry J. Kistler, L. H. Kitchen, Lonzo Kleider, Paul Kline, Moine Knapp, Vincent Knight, Richard J. Knoch, Conrad Knott, Stacy E. Knox, Jimmie Knox, Clifford Knox, Happy Koban, Kaichi Kocink, Mike Kohn, Harry Kokomo Athletic Show Kolborn, Vernon E. Korb, Frank Koschland, C. F. Koshor, Joe Kramer, John Krawatz, Sam Kyle, George I. Label, Cecil LaBar, Chas. LaBounty, Paul Lafayette, Arthur E. LaFreniere, Nelson LaMar, Tony Lamb, Capt. E. L. Lambert, H. A. LaMont, Chas. Randolph Lance, Doc J. D. Landers, Pat Landrum, L. C. Lands, Robert Lane, A. A., Mgr. Lang, Walter A. Lango, Jack Langford, Walter Lanning, Walter W. Laraway, Milo LaRue, Eddie LaRue, Flying Laughlan, Harold Lavigne, Walter & Lola LaVola, Don Lawson, Willie Lay, Walter Layman, Forrest Layne, McKinley Lee, Buddy Leonard, Harry (Crown) Lee Amuse Co. Lee, Howard Lenhart, Ray Leonard, Fred Leroy, Edward Leroy, J. P. Lester, John Lestus, Flying Lewis, Earl Curley Lewis, J. C. Lewis, Jimmie Lewis, Joe (Goerli Show) Lewis, R. E. Lewis, R. V. Lewis, Russell E. Lewis, J. F. Lies, Cliff Limbaugh, Jimmy Line, Bud Linsye, Red Little, Melvin Livingston, B. E. Llewellyn Jr., W. B. Logsdon, Billy Logan, H. F. Long, Chester H. Long, S. Raymond Lotta, Al Lovell, Tom Lovett, T. J. Love, Clifford L. Lowe, Edward Luca, Jimmy Lucas, H. A. Luck, Buddy Lundquist, Leonard Luster, E. G. Lyones, The

When Writing for Advertised Mail, Please Use Postcards. Also state how long the forwarding address is to be used.

Russell Gets Warm Send-Off

Opens at Donna, Tex., auspices Chamber of Commerce—many new acts

DONNA, Tex., March 9.—Russell Bros.' Circus had a colorful and successful opening here last Friday and Saturday under auspices of the Chamber of Commerce. The show wintered in Donna.

Citizens of this border town of 5,000 inhabitants "fell in love" with the circus and everyone connected with it, and about 200 Rio Grande Valley citizens "joined up" for the occasion and took part in the show, ranging from ringmaster to Wild West performer.

On Saturday night Claude and Pauline Russell Webb were presented with a lifetime honorary membership in the local chamber. Presentation was made by Sen. Rogers Kelley and Maurice Bell, president of the chamber. The merchants gave Mrs. Webb a bottle of imported perfume. Moulton (Ty) Cobb, Valley radio news commentator, handled the microphone and paid high tribute to the members of the show. Music was furnished by the 70-piece Donna High School Band under direction of C. C. Patrick.

The show has practically a new lineup this season, headed by the Five Fearless Flyers, flying return act; Eddie Woecener and his band. Sheeler Family and Maurice Marmolego. Jack DeShon is producing clown. Wild West concert is directed by Red Lunsford. Program is well balanced.

After playing several towns in the Valley and vicinity the show will head north and will be joined by several prominent acts about the middle of April.

The Program

1. Grand entry, led by Sheriff Bob Daniel, Senator Kelley and the high-school band.
2. Military drill, five Shetland ponies, by Junior Lunsford.
3. Elephants in two rings, featuring Inez Smith, local high-school girl.
4. Acrobats and clowns.
5. Single trapeze acts by the Sheeler Sisters.
6. Comedy juggling, Art Sheeler.
7. Liberty horses, Mr. and Mrs. Red Lunsford.
8. Aerial ladders.
9. Clowns.
10. Slack wire, Maurice Marmolego, Mexican star.
11. Sheriff Bob Daniels' Wild West Stars, first concert announcement.
12. Spanish web act, Ruby Sheeler.
13. Clowns.
14. High-school horses, Lee Hinkle.
15. Rolling globe, Sheeler Family.
16. Roman rings, Ramon Veldez.
17. Special elephant act, Elton Welch, trainer.
18. Clowns.
19. Second concert announcement.
20. Double trapeze, Sheeler Sisters.
21. Clown number, Donna business men.
22. Trick bicycle, Hy Ford.
23. Pony races with monkey riders.
24. Bob Fisher and his Five Fearless Flyers.

R. M. Harvey is general agent; George Warner, lot superintendent and boss canvasman; Vital Poirier, boss mechanic. Justus Edwards is not only handling press back on the show this season, but acting as equestrian director.

Harry Seymour has joined as legal adjuster. He had previously served the show in the same capacity. Harry Doran is also back on the staff.

B. C. McDonald, formerly with the Burdick carnival and other attractions, has charge of the No. 1 ticket wagon.

Francis Kitzman again has charge of the brigade, making his eighth season with the show. He has a crew of 12 men.

Mme. Lucy, feature European rider, brought to this country by the Hagenbeck-Wallace show, will soon be one of the headliners with the show.

Billy Waite in Hospital

NEW YORK, March 9.—Billy Waite, of the Australian Waites, whipcrackers, was taken to Bellevue Hospital Sunday and is marked "serious ailment" in Ward B-4. Waite, top whip manipulator for several generations, was on Ringling-Barnum show for eight years up to the ill-fated strike in Scranton, Pa., 1938.

FLOYD KING, who has been road-showing a sex film, *Mad Youth*, this winter, plans to take out a road picture show under canvas this spring if details can be arranged. He said he would use a hillbilly act and probably a concert flesh feature.



AFTER AN ABSENCE of three years R. M. Harvey has returned to Russell Bros.' Circus as general agent. He is perhaps the dean of general agents and after 30 years with the big railroad shows from Barnum & Bailey down, he expresses himself as just as happy with a motorized show as he ever was with a railroad show.

Gainesville Show Grand Stand Ready

GAINESVILLE, Tex., March 9.—With the season's opening only seven weeks off, Gainesville Community Circus preparations are being rushed. Superintendent Alex Murrell has completed construction and painting of the new 650-chair grand stand and has rebuilt several wagons. His crew is now painting props and building boxes for new rigging.

Mr. and Mrs. Arthur Henry, who have 25 performers under their tutelage, are routing the acts and will complete their work the latter part of March.

Advertising for the souvenir program has been sold and printing of the program is under way. The cover features a four-color picture of Verne Brewer, principal horse trainer, with Sun D, hind-foot walking horse.

Henri Stone, who was the show's first professional trainer back in 1933, was a visitor to quarters Monday. He has 12 dogs working educational shows in school auditoriums in Texas and Oklahoma.

Mr. and Mrs. Roy Stamps and Mr. and Mrs. A. Morton Smith and family attended the City Recreational Department Circus at Fort Worth last Friday night. The acts were trained by Glenn Wilcox, former professional, and Glyn-don Burns did his slack-wire turn as a feature of the program.

Mr. and Mrs. Alex Murrell, Mrs. Mabel Cunningham and Verne Brewer attended the Society Horse Show in Fort Worth last Sunday. Gene Autry, movie cowboy and native of Cooke County, was a feature attraction.

P-W Prepares, But Opening Indefinite

SOUTH FT. SMITH, Ark., March 9.—Work has been progressing on Parker & Watts Circus, in quarters here, with nearly the entire crew that came in with the Adam Floto Show engaged. However, it has been decided by the management "that in view of the uncertain conditions thruout the country the show will not open until these conditions adjust themselves, at which time it will be in position to go on the road on very short notice."

Two four-horse Liberty acts have been broken and a new routine has been added to the eight-horse Liberty acts by Hazel King. Jimmie Thomas is breaking a domestic act consisting of goats, dogs, geese and hogs to use in clown number. Elephants, horses, ponies, etc., will be used at fairs and celebrations until the show goes on the road.

MARTHA PRINAPINI writes from Pittsburgh: "My eye operation was successful and I had a second operation for another ailment February 28. Hope to be able to return to work soon. Have received cards from Doc Waddell and Mabel Buckingham."

Buffalo Shrine Sale 25% Ahead

BUFFALO, March 9.—Preparations are in full swing for the annual Shrine Circus sponsored by Temple Ismalia, for which the Hamid-Morton unit has been engaged, as in previous years. Advance ticket sale is going very well, and takes so far have been 25 per cent above last year, which was a record setter.

Bob Morton, who is handling all publicity here, aside from taking part in the circus as emcee, stated that the show will be "bigger and better." Clyde Beatty and wife will be the headliners. Lee Powell, the "Lone Ranger," also will be here.

Publicity includes a naming contest for the camel which the Shriners will give to the local zoo. Dedication will take place opening night at the Broadway Auditorium. Last season a similar contest was used in naming an elephant, also a Shrine gift. *The Buffalo Evening News* is sponsoring the camel-naming contest and is giving it, as well as the circus stand, plenty of plugs in the paper and over its two radio stations, WEBR and WBEN. Uncle Ben's Club, a radio favorite with the youngsters, is devoting its entire time to the contest publicity. Children from 5 to 15 may enter, and over 200 fine prizes are the inducement. Last season over 16,000 entries were received.

The Daddies' Club, which numbers more members now than in many years, has been contributing well so that many orphans and underprivileged children may see the circus free of charge.

Three To Tour In Great Britain

LONDON, March 2.—It is now known definitely that Bertram Mills, playing week stands with a smaller show than usual; Clara Paulo's family and William Pinder's circuses will tent this summer. Other possibilities are Lord John Sanger; Ada Mary Chapman, now running stage circus under name of *Jungle Express*, and Sir Robert Fossett.

Hit by the war, G. B. Chapman, Ltd., is leaving its bird and animal emporium in Tottenham Court Road. For many years responsible for two tent and stage circuses, giving employment all the year round, this concern ceased show activities upon outbreak of the war.

Several of the younger British circus performers are being called up for military service.

Stanley Parkin, young showman who put on the All-British Circus at Empress Hall last Christmas, is credited with planning an ambitious project in Earls Court Exposition Hall next winter. He has ideas of giving for one admission circus, aquacade and ski show.

Rogers Entertain Fans; Goebel Farm Visited

HOLLYWOOD, March 9.—Mr. and Mrs. Stan Rogers entertained the following Circus Fans at their Beverly Hills home night of March 1: Mr. and Mrs. Frank H. Hartless, Mr. and Mrs. Jess Westmoreland, Mr. and Mrs. Nick Lewis, Walter Matthee, Kenny Hull and Hugh McGill. Hartless and wife expect to remain in Hollywood three weeks.

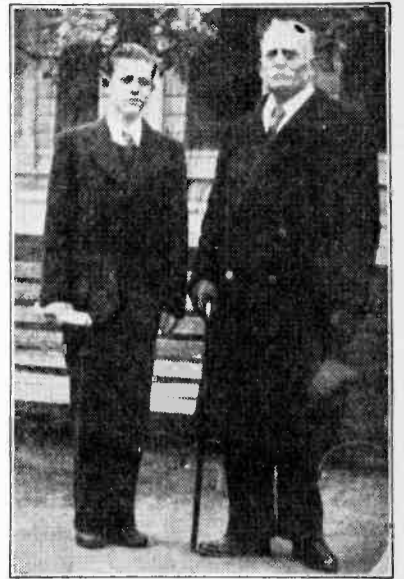
The circus was the chief topic of the evening, and Billy Pape's article, *Renovating the Circus*, published in the issue of March 2, came in for a great deal of praise.

On March 3 most of these Fans and Mr. and Mrs. McCloskey, of Maine, visited Goebel's Lion Farm. First they viewed the more than 200 lions and tigers and other wild animals and watched Cheerful Gardner exercise his 14 elephants. After this they visited with Mabel Stark, Louis Goebel, Gardner, Louis Roth and Eddie Tres.

Goebel provided special seats for them to witness the following performance: Miss Stark with her mixed group of lions and tigers; Louis Roth, intimate lion act; Miss Stark and her tigers; Roth's tight-rope-walking lion; Winston's trained seals and ponies.

Most of the Hagenbeck-Wallace baggage, cage and office wagons are now stored at Goebel's. Gardner and his men have built an elephant barn. Goebel is building a training arena for his cats, and Roth is supervising the work.

DEL AND MARGIE GRAHAM are spending the winter in Corpus Christi, Tex., where their son, Jerry, is attending school.



EDWARD SHIPP, retired showman, and his son-in-law, Edward Shipp Douglas. Shipp is now living in Santiago, Chile, South America, with his wife, Julia Lowande Shipp, and daughter, Virginia. Picture was taken on August 26, 1939, his 75th birthday anniversary. Shipp traveled with the Ringling Bros. when they had a wagon show and for many years afterward on rail as their equestrian director. He also served in the same capacity with the Forepaugh-Sells and Barnum & Bailey shows under Ringling management. In 1908 he joined Roy Feltus in the organization of the Shipp & Feltus Circus which toured Central and South America and the West India Islands. For 15 years this circus was the "big show" of those countries. Feltus resides at Bloomington, Ind., where he operates a poster advertising plant, covering 66 towns in Southeastern Indiana.

Form Ticket Union; Sarasota as Local

NEW YORK, March 9.—Charter for a Circus Treasurers and Ticket Sellers' Union of Sarasota, Fla., was handed out on Wednesday by George Browne, president International Alliance of Theatrical Stage Employees, who is also vice-president of the American Federation of Labor. Fourteen men, described as in the employ of Ringling-Barnum, are charter members, with Thomas Haynes as president and Joe Boynton as secretary-treasurer. Boynton said that the majority of charterists reside in the Florida city, which is the Big Show's quarters. Union is a local with traveling card and recognition privileges, Boynton said. Jurisdiction embraces box-office men.

When Ringling show opens in the Garden, the arena's regular crew and the show's ticket men will retain their berths, each employer paying for its staff. Apparently involved is another group, local treasurers' union, offshoot of the Theatrical Managers, Agents and Treasurers' Union. Branches of the new union are in several cities, including Cincinnati, Philadelphia and Boston.

NEW YORK, March 9.—Informed of chartering of a circus ticketmen's union and asked whether this is in conflict with jurisdiction of the Circus, Carnival, Fair and Rodeo International Union, of which he is president, Ralph Whitehead said there is a definite conflict but would not indicate what action he is taking or intends to take. When the CCFRI was given official recognition by the AFL, Whitehead said the coverage would be universal with the exception of musicians, performers and other brackets already covered such as bill-posters.

Whitehead announced that Guy Magley, an organizer for the defunct American Federation of Actors, has been added to the staff. Expected that Magley will concentrate his efforts upon the World's Fair, but he will also work the carnival-circus fields.

HARRY BENTUM directed the Alcazar Temple Shrine Circus at Montgomery, Ala., for Polack Bros. February 28-March 5.



With the Circus Fans

By THE RINGMASTER
CFA

President
WILLIAM H. JUDD
25 Murray St.
New Britain, Conn.

Secretary
W. M. BUCKINGHAM
P. O. Box 4
Gales Ferry, Conn.

(Conducted by WALTER HOHENADEL, Editor
"The White Tobs," care Hohenadel Printing
Company, Rochelle, Ill.)

ROCHELLE, Ill., March 9.—C. E. Davis, past president of the Bluch Landolf Tent No. 24 of Hartford, Conn., was the principal speaker at a meeting of the Men's Brotherhood of the First Baptist Church of New Britain, Conn., held at the church Monday evening, February 26. The room was decorated in circus motif,

balloons predominating. Following dinner, Davis was introduced by President William H. Judd, who is also president of the brotherhood. He spoke informally on elephants and then asked for questions regarding them from his listeners. CFA Bill Day, of New Britain, was among the group present to enjoy the interesting evening with Davis.

After nearly 45 years' service with the Thames Bank at Norwich, Conn., National Secretary Walter M. Buckingham has been retired on a pension. His mail address in the future will be P. O. Box No. 4, Gales Ferry, Conn.

March 14 has been set as Circus Fans' Day at the Rotary Club-sponsored Hamid-Morton Circus to be staged at Binghamton, N. Y., for one week in the State Armory. This affair will take on the proportions of a State meet and will be considered the first regional meet for 1940. Dinner for Circus Fans and members of the circus will be held in the Hotel Bingham Big Top ballroom at 6:30 p.m., followed by attendance at the circus in a body. After the show they will go to the Recreation Hippodrome (Pat Valdo Tent circus headquarters) for entertainment, eats and drinks. It is expected that many from out of town will be present. Part of the Barlow & Bailey Circus will be shown in the Weeks & Dickenson music store window during the week. There will be a display of three rings representing three of the principal acts of the show, the Riding Hannefords, Tiebor's trained seals and Dr. Anderson's elephants.

President and Mrs. Judd, of New Britain, Conn., left March 6 by motor on a trip to Florida, where they will spend several weeks. They will spend a good part of their time in Sarasota and will make frequent visits to the quarters of the Big One, where Judd will take more movie shots to add to his fine collection of circus pictures. Before returning home the Judds will make the opening of the Big One at Madison Square Garden in New York.

George H. Barlow III, Binghamton, N. Y., will leave for Florida March 18. He plans to visit Fans on the way down and back and also winter quarters at Sarasota and the Clyde Beatty Animal Farm at Fort Lauderdale, Fla.

Circus Saints AND Sinners' Club

By FRED P. PITZER
(National Secretary)

NEW YORK, March 9.—Mostly about the Dexter Fellows Tent: Sgt. Les Kramer, who maintains law and order at the luncheons, has replaced Pat Castaldi as clerk at the tent's headquarters. The genius who makes the various cutouts and outlandish gadgets that create so much laughter at the luncheons is Sam Steward, of New Jersey. Besides the side-show banners that meet the eye as one enters the main tent, timely enlarged photographs of real artists will in the future also adorn the walls. The first picture to be enlarged and adequately framed is that of Bluch Landolf. Felix Adler is the second to come along, and Hubert Castle and Mabel Stark, plaque winners, will also be set up. A postcard comes along from Bert Antell, Sarasota, Fla., showing an elephant getting a manicure at winter quarters of the Ringling-Barnum circus. Nice letter from Signe Fellows, happy over the thought that Dexter's monument is almost completed and that the dedicatory services will be held the latter part of April.

P. M. McClintock's new letterhead is quite an eye-ful. And the lurid envelope of Goebel's Wild Animal Farm isn't hard to look at either. James J. Finnegan and Daniel Mahony Jr. are two hustlers just taken into the New York tent. To celebrate their entrance into the tent they donated five kegs of beer to be used at the George McManus initiation. At this luncheon corned beef and cabbage were furnished and a growler of beer was placed on each table. For the next luncheon, at which Governor Baldwin of Connecticut will be the fall guy, 800 reservations are already in. These luncheons are becoming nationally known. G. Dorn and his committee have been working for many nights, taking their usual spring inventory of props. It is amusing to see these men, all top-notchers in their respective businesses, with coats off checking these hundreds of pieces of mechanisms and scenery.

CALL CALL CALL

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Friday Night, April 5th

All People Engaged for the Various Departments Will Report for Rehearsals in MADISON SQUARE GARDEN as Follows:

AERIAL PERFORMERS With Rigging, 10:00 A.M., Saturday, March 30.

ALL OTHER PERFORMERS, 10:00 A.M., Monday, April 1.

MUSICIANS, BIG SHOW BAND, 9:00 A.M., Monday, April 1.

FREAKS and SIDE SHOW PERFORMERS, 10:00 A.M., Wednesday, April 3.

SIDE SHOW BAND and USHERS, unless otherwise instructed, will report for opening under canvas in Baltimore, Md., Saturday, May 11.

Performers, answer this call to PAT VALDO.

Musicians, Big Show Band, to MERLE EVANS.

Side Show Freaks and Performers to CLYDE INGALLS.

All others to GEORGE W. SMITH, General Manager.

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OR
GIRL ON KNIFE
ALSO
REAL LEVITATION

WANT TO HEAR FROM FOLLOWING:
FIRST-CLASS ELECTRICIAN, one with circus experience, who can frame a cable layout and keep plants in order.
WORKING MEN (Colored preferred). Must have circus experience.

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All Reply by Letter to Me at
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All cars built by the Warren Tank Car Co. All cars formerly equipment of Hagenbeck-Wallace Circus.

Address:
S. L. CRONIN, 2619 Oak Knoll Avenue, San Marino, Calif., or J. W. KONKLIN, Bpx 31, Hamilton, Ontario, Canada.

WANT

Few more Standard CIRCUS ACTS that do two or more for Burlington, Vermont, March 21-22-23. Other dates to follow. Adele Nelson, Poodles Hanneford, wire.

BLOTNER'S FRATERNAL CIRCUS

Circus Headquarters, 8 1/2 No. Winooski Ave. Phone: 2971-2552 BURLINGTON, VERMONT

George Hanneford Family

Hamid-Morton Circuses Now. This Week March 11th to 16th, Binghamton, N. Y. Permanent Address: GLENS FALLS, N. Y.

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The Grandest Live Miniature Circus in America, NOVEL—UNIQUE and NEW. We extend a special friendly invitation to all showmen, particularly Fair Secretaries, Park Managers, Nite Club Agents interested in obtaining a Sensational Eight-Act Circus. Your visit at this, our show date—Snellenburg's—Phila.—will be well repaid. Grand Showing—March 11th to 25th, inclusive. All others write for complete details.

★ THE CAPT. MACK SMALL FRY CIRCUS ★

Want High Type Publicity Manager—Percentage—Write or Call. RD 1, Paterson, N. J.

10 GIRLS—AERIALISTS WANTED

Must be young, attractive, 100 to 120 pounds, for High Rigging Acts. I furnish Costumes, etc. Can use two good Amateurs also. Everyone state full background in show business, including photo. No fancy salaries; long, pleasant season assured. Include address. Write

CRASH DUNIGAN, 194 North St., New Britain, Conn.

CIRCUS AND THRILL ACTS WANTED

ALSO HELL DRIVERS
FOR THE COLISEUM, COLUMBUS, OHIO, MARCH 29-30-31

Send Complete Description and Photos and State Lowest Salary in First Letter.
AL RAUER NEIL HOUSE COLUMBUS, OHIO

Dr. Louis D. Clement heads the new luncheon seating committee, which will not only supervise the seating, but will inaugurate new methods of taking care of the huge crowds which attend these monthly affairs. A letter from Howard Suesz, managing editor of *The Hotel News*, writes from Oklahoma City informing that Crawford M. Noble, of the Noble Hotel, Jonesboro, Ark., wants information regarding starting a CSSCA tent in his State. This is the third request within the past month for information about starting tents. The delinquent dues committee members were the guests of Dr. Clement at the New York Athletic Club last Monday night. We learn from Jim Schonblom, press agent for the Lillian Leitzel Tent, that its next big meeting will be held the latter part of March. Ray Brennan, 4 1/2-foot wizard of the Forest Oil Co., is to be the fall guy and will be assisted by Ham Redfield, six-foot-five gent from Smethport, Pa.

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CENTRAL SHOW PRINTING CO.
MASON CITY, IOWA

Under the Marquee

By CIRCUS SOLLY

C. L. ALDERFER, old-time circus owner, is living in Keokuk, Ia.

HARRY F. WERTZ, formerly with circuses, is living in Long Beach, Calif.

A WILD WEST and circus will soon be staged in the Los Angeles Coliseum.

FAY AVALON will work several more indoor dates before the outdoor season starts.

A weak performance means a lean purse—and who wants a lean purse!

EVERETT CORIELL, of the Coriell Attractions, is doing comedy in Texas night clubs.

JESS MORRIS will play double drums with C. S. Brooks on the Bud E. Anderson Circus.

PROF. A. L. MORRELL and wife, Louise, are operating a store at Seal Beach, Calif.

THOMAS R. POPLIN cards that he closed shop at St. Petersburg, Fla., March

9 and will return to Cole Bros.' Circus as chief electrician.

JOE SHORT says he played a number of Shrine dates and is now with Romig & Rooney Circus.

BILL BAILEY, clown cop, cards from Memphis, Tenn., that he has signed with Russell Bros.' Circus.

SPUD REDRICK, bandmaster, has purchased a filling station and grocery store near Inglewood, Calif.

PINKY AND BESSIE HOLLIS will be with the Funland Shows (carnival). Bessie will present her high act.

MRS. EARL D. BACKER attended Polack Bros.' Circus at Montgomery, Ala., and reports a good performance.

WALTER L. MAIN, who has been confined to his home in Geneva, O., with neuralgia of the ear, is improving.

Have the folks talking, not holding their noses, when they leave the big top. Show some regard for others in the field and for the circus business in general.

JOE HAWORTH entered Duke Hospital in Peru, Ind., March 4 for a foot operation and expects to be out shortly.

JOSEPHINE MARTINEZ, who has been playing a night spot in Los Angeles, will be with the Ringling-Barnum show.

PAT McINERNEY, former troupier, handled the concessions at the International Hollypex Show in Hollywood.

JAMES M. BEACH will soon leave Macon, Ga., for Fort Smith, Ark., to join the Parker & Watts Circus. His sister, Mrs. Mary K. High, well acquainted with troupiers, recently died at Seneca Falls, N. Y. He went there for the funeral.

FRANK CHICARELLO and Skinny Matlock, who sold their equipment of the Matrello Bros. and Ham & Eggs Circus to Arthur Hockwald, will not be in-

active in the circus field. They have several indoor dates booked, starting the middle of March.

A littered lot brings lots of troubles for the followers-in. Let's have lots of care about lots and avoid lots of harm.

JACK KLIPPEL and clowns, who were at the Cleveland Grotto Circus, are playing the Kiwanis Club Circus in Danville, Ill., this week.

JACK JOYCE, who tried out his animal circus with Crafts 20 Big Shows, may shortly revise his show and play one-day stands.

CIRCUS AGENTS are active in Eastern Ohio industrial areas surveying that territory preparatory to laying out their spring routes.

CAPT. MACK'S Small Fry Circus was set to open at Snellenburg's store in Philadelphia March 11 and show there until March 23.

ART LARUE, clown cop, has returned to Los Angeles from a tour of Eastern indoor circus dates and is resting before returning east for the outdoor season.

AL C. BECK, formerly an executive on Russell Bros.' and Lewis Bros.' circuses, has successfully operated a bowling alley at Wayne, Mich., the past few months.

MAYBELLE (CHIPMAN) BENNETT, former aerialist and rider, now lives in Los Angeles, being manager of several apartment buildings.

HOMER CANTOR, formerly with the Al G. Barnes, Hagenbeck-Wallace and Parker & Watts circuses, is operating a restaurant at San Pedro, Calif.

CHEERFUL GARDNER is still in charge of the remainder of the Hagenbeck-Wallace elephants which are now located at Louis Goebel's Lion Farm near Hollywood.

BERT CHIPMAN recently was technical director for a circus cartoon short in Hollywood. He is now collaborating with Harry Chipman on another circus book.

THE HUSTREI TROUPE, formerly with circuses in the East, were at the Hippodrome Theater, Los Angeles, for a week. The troupe may again be with an Eastern big top.

BERNIE HEAD, former press agent of Cole Bros.' Circus and *Moulin Rouge*, is located in Hot Springs, Ark., and will be on the advance staff of the Ringling-Barnum circus.

JACK GRIMES expects to leave Los Angeles soon to join Cole Bros.' Circus and will relinquish his duties as mayor of "circus city" at the Cecil Hotel to Col. Al Onken.

FRANK B. MILLER, equestrian and horse trainer with circuses for 50 years, is still confined to the Los Angeles General Hospital, where he would like to hear from friends.

EDMUND (BUCK) MOULTON, who has been working in Westerns on the Coast after the close of Barnett Bros.' Circus, presenting his shooting act, plans to return to the circus field.

FRANK HARTLESS, Circus Fan, while in Hollywood, visited with Bert and Harry Chipman, and also went out to MGM for a chat with Stan Rogers and Frank Whitbeck, both ardent fans.

VALENTINE'S AERIAL ROMAS Troupe has been contracted to appear at the Ak-Sar-Ben Tangier Shrine Circus, Omaha, Neb., making its second straight year there for Rink Wright.

The old practice of laying out a route in a hotel doesn't work well in these times with conditions and situations changing overnight. The wise general agent checks and double-checks by personal contact before he is satisfied.

JOHNNY REEVES, until recently with Harry Lewiston's Museum, spent several days recently in Canton, O., and visited Duke Drukenbrod. Reeves said he had an amusement venture which he hoped to launch soon.

JOE WHITE'S Circus Revue opened last week at the Club Bagdad, Warwick, R. I. In the line-up are Buck Leahy, clown contortionist; Shirley LaValle, equilibrist; Bumpy Anthony, comedy (See UNDER THE MARQUEE on page 56)

The Corral

By ROWDY WADDY

HARRY (BOOG) MARVIN, well known in rodeo circles, is in Roosevelt Hospital, New York, suffering from a broken back. He likes to read letters from friends.

DIXIE WILLIAMS reports he is doing fair in Georgia and Alabama, working schools with an Indian act. He adds he will be with some rodeo or show this season.

R. L. ROUNTREE, past two seasons with one of the major rodeo companies, and C. J. O'Neill, of the Midwest Morgan horse farm, have returned to Shreveport, La., from a tour of Old Mexico and the Southwest.

MONTANA MEECHY is putting out a small Wild West show, with two trucks, three trailers and a pleasure car to tour thru Ohio, Indiana and Michigan. "After being on the radio for the last 10 years, Meechy writes, "It's a great feeling to go back to my first love, the Wild West show."

THE NATIONAL RODEO, INC., plans to carry about 50 performers and 50 head of stock, reports Edward A. Oliver, president. Signed thus far are Leonard Murray, arena director; Thornie Guest, assistant arena director; Peggy Murray and Nell Lingle, trick riders; Floyd Lingle, Paul Stokes, Fred Lonege, Will Van and his jumping horse, America, and Spike, midget clown, and his mule. Organization has been booked for numerous stands, including dates in Virginia, Maryland, Delaware, West Virginia, North and South Carolina, Georgia, Alabama and Mississippi, Oliver says.

ELIZABETH ELLIS, secretary-treasurer Oklahoma Ranch Rodeo, writes: "We attended the horse and mule sale at Woodward, Okla., on March 4 and saw Monte Reger and wife, Col. Jim Eskew; Mr. and Mrs. Jimmie Ellis, owner Oklahoma Ranch Shows; Gordon Stidham, banker rancher, Taloga, Okla., and his wife; Ace Soward, manager of Doby Springs Rodeo; ElRey and Jake Butler, of Elk City Rodeo, and managers Hal Cooper, Don Randall and Sylvester Roan and Deb Howard. Monte Reger and family report they will leave for St. Louis soon. Oklahoma Ranch Rodeo starts its season April 20 in Clinton, Okla."

WINNER of a \$250 prize for the outstanding Southwestern rodeo performer of 1939 was to be announced by Fort Worth, Tex., Southwestern Rodeo Association at the one-performance rodeo in the Will Rogers Memorial Coliseum, Ft. Worth, morning of March 11. Prize was donated by Montgomery Ward & Co., in honor of the 10,000 4-H Club members of Texas, who were to be in Ft. Worth for 4-H Club Day at the Southwestern Exposition and Fat Stock Show. Buetler Bros. furnished the livestock for the event and performers competed for \$800 in prizes. Number of contestants in the competitive events was limited to 12. Those scheduled to participate were Fritz Truan, Milt Moe, Pete Grubb, Paul Wade, Paul Carney, Vic Swartz, George Yardley, Bill Hancock, George Mills, Andy Curtis, Bill McMackin and Eddie Curtis, who also will act as arena director. Cowboys' Turtle Association gave permission for members to participate, according to Everett Bowman, president. Others taking part were Johnny Lindsey and Jimmy Nesbitt, clown team; Don Wilcox, Dick Griffith and Pauline Nesbitt, trick riders, and Verne Goodrich, trick roper. Jack Story announced. Admission was granted only to the club members receiving tickets thru the State 4-H Club agents, and to special guests of Montgomery Ward & Co., including Frank Moore, manager, Madison Square Garden Rodeo; Ralph Hemphill, manager Oklahoma State Fair; H. T. Robinson, manager Little Rock, Ark., Rodeo, and Frank W. Dewes and Reese Lockett, Houston Fat Stock Show.

WANT FOR ADVANCE
LEWIS BROS.' CIRCUS
Brigade Manager, Lithographer and Banner Man. Must be sober and reliable. Address: C. S. PRIMROSE, General Agent, 308 N. Harvey Ave., Oak Park, Ill.

HAAG BROS.' CIRCUS

WANTS FOR SEASON 1940

For Big Show: Family doing three or more acts. Coriel Family and Walter Jennier, write. Clowns that can produce. Other Performers, write. For Side Show: Minstrels, Cornet, Saxophone, Trombone; other Musicians, write. Man for inside that does Magic, also Punch and Judy or Knee Figures. Oriental Dancers, must be young and have good appearance. For Candy Stand: Capable Man to handle sweets; other Butchers, write. Lunch Stand privilege for rent. Boss Canvasman for big top. Truck Mechanic. Carpenter that can repair Bodies. Seats and Other Equipment. Other Useful People, write. Route: Prichard 12th; Theodore 13th; Bayou Labatre 14th; Grand Bay 15th, all Alabama. Pascagoula, Miss., 16th; Lucedale, Miss., 18th. ROY HAAG, Gen. Mgr., Haag Bros.' Circus.

AUCTION SALE

For the purpose of satisfying a first mortgage and other credits, Richard Bros.' Complete Three-Ring Motorized Circus will be sold to the highest and best bidder. This Show Property is to be sold at the Fair Grounds in Tallulah, La., Monday, 2 p.m., March 25. Terms: One-third cash, balance monthly payments.

Join Now and Become a Charter Member of the CIRCUS, CARNIVAL, FAIR AND RODEO INTERNATIONAL UNION

(Affiliated with the American Federation of Labor)

At Last! Our Own Union, Our Own Charter!

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SAVE INITIATION FEE OF \$3.00 BY JOINING NOW!
This offer for limited time only!

DUES—\$15.00 A YEAR

All new members must pay not less than \$3.00 before the season opens, which will be credited to year's dues starting April 1, 1940

Whether or not you were an old member of the Carnival and Circus Employees' Division of the AFA, you MUST fill out and sign an application blank in the new CCF&R International Union.

All who can pay in advance should do so at once and get a Charter Membership Card. By paying in advance you save time, expense and extra bookkeeping for your Union.

WARNING: Don't pay any money to anyone unless they show you official credentials of the Union, bearing our official seal and signed by Ralph Whitehead, International President, and George Sheridan, Secretary-Treasurer.

MAKE CHECKS AND MONEY ORDERS PAYABLE TO: CIRCUS, CARNIVAL, FAIR AND RODEO INTERNATIONAL UNION. (Not to Individuals.) National Headquarters: 1560 BROADWAY, NEW YORK, N. Y.

Tell Your Friends to Write Us for Additional Application Blanks.

Workers in All Departments Must Check in With Union Organizers Before Signing on Job.

Official Organizers: Stroud Hester and Guy Magley
Other organizers will be announced later

Rinks and Skaters

By CLAUDE R. ELLIS (Cincinnati Office)

SINCE recent installation of an 11,000-foot maple floor in Warren (O.) Roller Rink all attendance records have been broken, and it is planned to keep the rink open until late June, reports Proprietor Albert Minotti. Other new equipment includes an electric organ, with Don Thompson at the console. Rink operates seven nights weekly.

FUNNY PORTER reports more than 500 attended the opening of his 110 by 120-foot roller rink in Portsmouth, O., on February 19. Rink is equipped with Chicago and Richardson skates, maple floor and sound system and operates nightly, with Tuesdays and Thursdays reserved for private parties.

NEW roller rink in Springfield, Mass., was opened on March 1 by George G. Nichols and Charles J. Bresnahan, local councilman, who has had experience in city recreational leadership.

LEO DOYLE reports he has purchased the entire building housing his Rialto Roller Rink, Springfield, Mass., giving him 12,000 feet of floor space. He plans to reopen his summer rink at Babb's Beach, Southwick, Mass., on May 1 and operate his Springfield establishment, which is air-conditioned, thru the summer. Both rinks are equipped with electric organs. Manager Doyle plans to leave for Cleveland on March 19 to visit his father and rink men in that city. He began his career in old Luna Park, Cleveland, as an amateur speed skater and later turned pro. For 10 years he played vaude circuits with Rose

Kress and his own act. He reports he is still active as a fancy skater and holds dance classes on Wednesday nights. New England Interstate skate-dance championship was scheduled to begin in his Springfield rink on March 12 for open waltzing. On successive weeks competition will be held for the collegiate, schottische, two-step, Mineola swing, circle waltz and 14-step. Prizes will be awarded winners.

RECENT opening of new Coliseum Roller Rink, St. Paul, was an outstanding success, reports John Lane, proprietor. Rink was equipped with 1,000 sets of skates on opening night, but subsequent business made it necessary to order 500 more.

AFTER being closed two weeks to replace a floor destroyed by fire, Sharon (Pa.) Roller Rink opened recently, reports Stephen Boyer, whose father is floor manager. Rink has organized a club.

ATTENDANCE was big at the second anniversary celebration party of Deuback Arcade Roller Rink, near Dallas, on February 29, reports Mrs. Gertrude Deuback, press representative. Program featured games, refreshments and selection of a 1940 honorary hostess, who will have free access to the rink at any time, skating shoes, hostess jacket and cap.

COLISEUM, Cleveland, has been chosen as site for 1940 national championships in figure skating and skate-dancing on April 17-20 by the Roller Skating Rink Operators' Association of the United States.

TRIO VOO-DOO numbers were staged in Earl Van Horn's Mineola (L. I.) Rink on February 22 and 29, when members of winning trios were awarded sets of shoe skates.

WHIRLING ROLETTES, who closed recently at the Lookout House, Covington, Ky., are booked for dates in New York State, including several engagements in New York City theaters and night clubs, reports F. Ross.

INDIANA State roller hockey tournament on March 3 in Idyl Wyld Roller Rink, Marion, Ind., drew a large crowd, reported D. H. Trueman, proprietor. Eight teams competed in the tournament, won by Marion. Teams represented Fort Wayne, Bloomington, Evansville, Yorktown and Elkhart, Ind.

ROLLER rink in Puritas Springs Park, Cleveland, has reopened. Temporary policy is sessions Wednesday, Friday, Saturday and Sunday nights and Saturday and Sunday afternoons. Warren Steffen is at the electric organ.

ALTERATIONS costing about \$7,000 are to be made soon in Cenrose Roller Rink, Hartford, Conn., reports Syd Conn and Bill Rose, proprietors. Bigger floor and new organ are to be added and a new lounge room is to be constructed. Rink will be equipped with all new skates, including a complete line of Chicago shoe skates.

L. E. (JUMBO) REDDING reports he was re-engaged on February 1 to do bally work for Carlin Park Roller Rink, Baltimore. He uses a float on which are mounted a large shoe, skate and sound system. Float was designed and built by Rink Manager Bushby.

REOPENING of Yakima (Wash.) Roller Rink, which recently installed a new pecan wood floor at cost of \$1,000, was scheduled for March 7, reported Manager Jay LaVergne. New flooring is said to be 30 per cent harder than maple. It was laid in round-table style.

ANNOUNCEMENT that construction of a \$25,000 roller-skating rink will begin within the next two weeks in Avondale, Pa., has been made by Evan B. Sharpless, London Grove, Del.

FIRST annual banquet of Fred H. Freeman Figure Skating Club of Winter Garden Roller Rink, Bostor., was set for March 13 in the rink after the regular nightly session. Ticket sale closed on March 10, attending members being guests of Manager Freeman at the skating session and assisting in coaching beginners. Saturday Morning Junior Dance Club, made up of junior members

of the figure skating club, received their first instructions in figure skating on March 9.

PERMIT for erection of a \$2,500 roller rink in Lake Charles, La., was granted recently to C. T. McDonald.

FRANCIS J. BALDWIN, Ravenna, O., writes that Mrs. Manus, of Crystal Skating Palace, Pittsfield, Mass., reported that thieves broke into the rink recently and stole 500 sets of skates.

GEORGE W. PIERCE reports he plans construction of a roller rink in Anderson, Ind., work to be completed by about July 15. Floor space is to be 15,500 feet, with an 11,500-foot skating area. Building is to be air-conditioned and have new equipment.

Skating Music For Ice Rinks

By ARTHUR JOHNSON

Manager - Secretary - Treasurer of The Arena, St. John's, Newfoundland, Tells of Solving What Is Still a Common Problem.

(Continued from last week)

Equipment Alterations

To be able to use the full stock of good records available it is essential to have a gramophone turntable that will take a full range of speed from 70 to 120 revolutions a minute. Normal is 78. An extra governor-adjuster is simple to attach and to calibrate so that the turntable will revolve at any given speed within the above limit. This enables the playing of almost any record so as to produce the required skating beat.

In practice, however, records necessitating a speed of over 100 are seldom useable because such high speed causes distortion, particularly of vocals. All records should be permanently labeled with their speed and any other directions so that the turntable governor may be correctly set before the record is put on. We also rack our records on "leaves" of heavy wallboard panels hinged to walls. Each record is individually resting in a triangle of string loops which cradle it in position. These are all numbered, making every record immediately available. No two records are taken down together and friction-wear is eliminated as well as breakage and warping. Duplicates are kept in their paper cases behind the originals in the racks. Many of our records are very precious because they cannot be replaced. Racking has paid well in efficiency and record saving.

Because the bass beat is so essential in skating music, it is necessary to bring out all the bass that is in every record. In purchasing sound equipment therefore an amplifier with excellent bass response should be secured. If present equipment has not enough response then it should be adjusted as far as possible to bring this out. Any technician can probably make the addition at small cost. In fact, so essential is the heavy bass beat that even with an excellent outfit we, as do many others, employ a drummer with bass drum and side crash to give the skaters the beat in still more unmistakable fashion. It is kept low and unobtrusive so as to blend with the music.

The drum beat is very effective in bringing out the skating rhythm which

HIGH QUALITY ROLLER SKATING SHOES

- All Goodyear welt construction with real sole leather.
- One-piece tapered edged tongue (eliminates blisters).
- Heel built specially for skate attaching (no center nails).
- Built-in stitched Gilcord stubber soles. NO COSTLY TOE ALTERATIONS NEEDED. NO NAILS TO MAR RINK FLOOR. ALSO SPECIAL SHOES MADE TO ORDER.

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PORTABLE SKATING RINK — Fully Equipped, 115 by 45 Ft. Maple Floor, Campbell Streamline Six-Pole Khaiki Top, with Chains; 200 Pairs Chicago Roller Skates; Chicago Grinder; Public Address System, including Webster Amplifier, 18" Gensen Speaker, Automatic Record Changer. Used one season. All in good condition.

R. D. PITMAN

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it is essential to recognize so as to give union of stride to the crowd. This union enables perfect enjoyment, fast pace and also freedom from falls and resulting skate cuts or wettings when the ice is damp. Our ice attendants always ask all skaters to keep strictly in stride to the beat and thereby help themselves and everyone else to have a good time.

Acoustic Problems

High capacity in a sound system is needed for ice skating in an indoor rink. Triple the power sufficient for an outdoor rink and double that needed to fill the indoor rink without the ice or skaters is necessary. In our case it takes an amplifier with an output of 100 watts to drive without forcing our four concert horns, a pair on each side, and two cinaudograph horns, aimed one at each of the far ends of the rink. Power is needed because the sheet of ice and bodies of the skaters absorb so much sound. Added to this is the counter-noise of skates and talking, plus dissipation of sound by motion of the air caused by skaters in passing.

Acoustics present a particularly difficult problem in every indoor rink. In our case we finally conquered our satisfaction a very bad set of echoes by mounting our horns on a platform over the middle of the ice and pointing each of them exactly at the edge of the ice where it meets the margin boards. Thereby the ice and the bodies of the skaters do the sound absorption for us, and yet the sound is placed exactly where we want it heard most. Microphone announcements are also quite round and clear. In considering horn equipment attention should be paid to the life of the speaker cones. Moisture cannot be prevented, tho a lighted electric bulb inside a wallboard cover will, we believe, counteract condensation. While the cost of cone replacements is inconsiderable, it will pay in trouble saved to spend a little more in the first place and purchase outdoor moisture-resistant units.

(Continued next week)



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Only \$1 Per Set (8).
EACH WHEEL INDIVIDUALLY GROUND Fits Chl., Richardson and Roll-a-Way Skates.
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OMAHA FIBRE PRODUCTS CO.
RALSTON, NEB.

DUST BOWLS ARE DOOMED!
To meet young America's growing demand for healthy recreation, Roller Skating offers an ideal participant sport when dust is eliminated. No. 321 DUSTLESS FLOOR DRESSING cleanses the air, provides a snug grip with less cone wear and lower maintenance cost. \$4.00 per gal., \$3.75 per gal. in 5 gal. containers. 4 gal. approved compressed air sprayer, \$7.25. Terms: F. O. B. Everett, 25% with order, balance C. O. D.
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ROSE IN AT '40 GGIE

Aquacade Deal Made by Dickey

Contract same as that at New York—gross anticipated given at \$1,250,000

SAN FRANCISCO, March 9.—Billy Rose will present an Aquacade at the 1940 Golden Gate Exposition here, it has been announced by fair officials, who completed negotiations with Lincoln G. Dickey, general manager for Rose's enterprises.

These are the terms offered by Dickey and accepted:

Rose is to guarantee \$600,000 investment, \$200,000 initial building expenditure and \$20,000 a week running expense. Dickey is willing to put \$100,000 in escrow as a guarantee.

When the \$600,000 is in the till, Rose starts paying off to the fair on a percentage of the gross. Dickey said the contract would be the same as that signed with the New York World's Fair, where Rose guaranteed \$1,000,000.

The gross that Rose and Dickey expect at the fair here is about \$1,250,000. The water carnival, expo officials said, will be in International Hall, and Dickey announced that Rose intends to use local talent as much as possible for the show.

Another private-promotion enterprise reported is the Bert Levey offices' negotiations for appearance of Dave Ellman and his original Hobby Lobby radio (See ROSE IN AT GGIE on page 40)

Ft. Worth Show Has Gate Lures

FORT WORTH, Tex., March 9.—The 44th annual Southwestern Exposition and Fat Stock Show and Rodeo opened here Friday night for nine days after a two-mile-long parade in the afternoon, headed by city and show officials and rodeo contestants. For the first time out-of-town groups were on hand to participate, largest being from Waco, with R. B. Buchanan, Waco fair official and chairman of the delegation for Waco Day, March 12, and A. L. Clifton, president of Waco Chamber of Commerce, in charge.

Show officials are expecting record crowds from advance rodeo ticket sales and from special days that have been (See FORT WORTH SHOW on page 40)

Fast Course for Du Quoin

DU QUOIN, Ill., March 9.—President W. R. Hayes and Secretary H. E. Strong, Du Quoin State Fair, believe the fastest combination mile track in the nation will greet patrons of the 1940 fair here. New course, which supplants the former historic half-mile track, will be scene of Grand Circuit harness racing and long championship auto races. A concrete retaining rail and hub-high safety rail will cover the course. Contest board of CSRA has granted sanction for championship auto races. Former 3,500-capacity grand stand has been razed and will be replaced by a concrete structure seating 15,000. Exhibit space will be under the covered stands.

Halifax Annual To Continue

HALIFAX, N. S., March 9.—City council has voted to continue Halifax Fair, despite the fact that this year's would cost about \$41,000, as it did in 1939, and recommendation of Mayor W. Mitchell that it be discontinued for duration of the war so that all attention and money could be devoted to the conflict. Fair is operated by Halifax and Nova Scotia thru a commission. Also defeated was a motion that the city and province absorb carrying charges on the commission's funded debt to eliminate charges from the financial statement. Halifax's share of carrying charges this year will be about \$13,000.



C. C. HUNTER, re-elected secretary of Christian County Fair, Taylorville, Ill., has announced a large improvement program to be started before the 1940 annual. Work on the plant was decided upon after the 1939 fair had made profit of more than \$3,500. He has been active for the fair since it was organized in 1923 and has been secretary since 1928.

Iowa Shows Signed by B-C

CHICAGO, March 9.—Barnes-Carruthers Fair Booking Association has been awarded contracts covering all grandstand attractions, afternoon and night, for Tri-State Fair, Burlington, Ia., and Mississippi Valley Fair and Exposition, Davenport, it was announced by M. H. Barnes, president of the firm.

New Quebec Org Of Annuals Bows

QUEBEC, P. Q., March 9.—Quebec Association of Fairs was formed at a two-day meeting of representatives of Quebec Exposition Provinciale and regional fairs in the City Hall here under sponsorship of Quebec department of agriculture.

New body constitutes a reorganization of the old St. Lawrence Fair Circuit, founded in 1920 and disbanded in 1932. It was voted to hold the first annual meeting in Quebec next November.

Officers elected are: President, Dr. S.W. Laroche, president of Valleyfield Fair; vice-president, Louis Coderre, president of Sherbrooke Fair; secretary-treasurer, Emery Boucher, secretary of Quebec Exposition Provinciale; directors, A. R. Demers, secretary of St. Hyacinthe Fair; W. G. McGerrigle, secretary of Ormstown Fair.

Amusement taxes and licenses, passes, advertising, races, exhibit regulations, grants and other subjects were discussed. Representatives of federal and provincial (See NEW QUEBEC BODY on opp. page)

Ark. Annual Changes Name; New \$40,000 Plant Planned

EL DORADO, Ark., March 9.—Union County Fair Association became South Arkansas Fair Association and first step to move the exposition from Nash fairgrounds here to a 20-acre plot on Magnolia Highway, outside the city limits, was taken at a recent board meeting. Under the association's new name activities will be expanded to include other counties in South Arkansas.

President John E. Shattford laid plans for a \$40,000 building program. Community is to raise \$10,000 and \$30,000 will be sought from the federal government.

On the Flushing Front

By LEONARD TRAUBE

NEW YORK, March 9.—Second edition will take a bow exactly two months from Monday. Mike (*Hot Mikado*) Todd is definitely set with Campus dancery (formerly Merrie England Village) and Old New Orleans Village, formerly Old New York. Plus Music Hall. Lawrence Armour's pop-corn priv, which grossed \$180,000 last year, will probably go to Dick McIntosh, whose proposal is being mulled. McIntosh also has an interest in Giant Coaster. Bill (International Mutoscope) Rabkin will repeat on Arcade, plus two new projects. Proposals for Giants' Causeway-Winery include Bill Larkin's "Cave of Spooks," Harry Hargreave's Moorish Temple, Edward J. Reicher's Submarine Show and a war show whose sponsor is unnamed. Hargreave is a veteran exponent and past president Pacific Coast Showmen's Association. Entries for the Amazon-Extasie Building are a French item and Phil (Crystal Palace) Gelb's dramatic idea.

Walter Armitage would like either that location or another spot for a project.

Harry A. (Century Ferris Wheels, Inc.) Illions, with three wheels booked, is huddling for his Magic Carpet to replace Byrd's Penguin Island. Jack Curtis, the agent, is seeking a spot for a five-a-day magic show. Tom (Glass Blowers of the World) Wolfe is dickering to take over the property adjacent to his blowers temple for his Holy City replica. Jack Sheridan's Living Magazine Covers is practically set for a re-run. Rene Zouary's latest is an Oriental Village. If no spot is found he'd like to interest Sun Valley. Morris (Producer) Green has come thru with a prospectus for *Sensations of 1940*, production show with a 24-girl line and a large company. Plot being talked up is the Terrace Club's parking lot near Aquacade. Amphitheater, to be constructed when, as and if, would seat 6,000. Deadline for Armand Vincent, the (See On Flushing Front on opp. page)



QUEBEC EXPOSITION PROVINCIALE'S new live-stock arena shown here is one of the developments that verifies the management's declaration that it is going ahead with an enlarged 1940 fair program, regardless of the war. A large tract has been purchased to augment the grounds, and brisk sale of exhibit and concession space is reported by Secretary Emery Boucher.

Move Grows To Take Ohio State Out of Politics

COLUMBUS, O., March 9.—A special advisory council has recommended and Gov. John W. Bricker has agreed that Ohio State Fair here, which has lost money in 19 of the last 20 years, should be incorporated and put on "a business basis."

"I am in sympathy with making the fair a permanent corporation not subject to changes with every administration," he commented.

Legislature must approve incorporation of the fair, and the governor said the plan would be referred to a special session in the event one is called. The fair, now under control of the State department of agriculture, made money last year for the first time in two decades, surplus being slightly less than \$10,000.

After an extended study, the advisory council reported that the fair plant "has degenerated to an alarming degree," principally because of an "inability to develop a long-time program, especially in depression years."

B. C. Assn. Elects Heads; Four Fairs Revived in '39

NEW WESTMINSTER, B. C., March 9.—D. E. MacKenzie, New Westminster, was re-elected president of British Columbia Fairs Association at its recent 19th annual meeting. John Dunsmluir, Vancouver; H. Mearns, Victoria, and E. H. Barton, Chilliwack, were named vice-presidents, and W. J. Bonarvia, Victoria, was elected secretary-treasurer, a position he has held since 1913.

In his annual report, Secretary-Treasurer Bonarvia said four fairs were revived in 1939. They were Golden, Roberts Creek, Fruitvale and Fulford Harbor. Weather conditions and the outbreak of war adversely affected 1939 fairs, some of them being canceled. Appointment of E. S. Knowlton as chairman of a new committee on rural relations was announced. Committee will endeavor to bring about closer relationship between the association and rural districts.

Ore. License Revenue Bill Would Aid Annuals in State

PORTLAND, Ore., March 9.—Under a proposed amendment to the State constitution filed with the secretary of state to legalize and license bingo, pinball, salesboards and bank nights, the State fair, county fairs and some other events would share in part of an estimated \$2,000,000 annual revenue.

Proposal, to be presented to voters in November, would give the State Fair, Salem, \$40,000 of the annual take; Pacific International Live-Stock Exposition, Portland, \$40,000; Eastern Oregon Live-Stock Show, Union, \$7,500; Pendleton Round-Up, \$10,000; Northwest Turkey Show, Oakland, \$2,500; each county fair, \$1,000; Astoria Regatta, \$5,000; Portland Rose Festival, \$15,000.

Orlando Closes in Black; Weather Hits Gate Figures

ORLANDO, Fla., March 9.—Central Florida Exposition here on February 19-24 closed in the black despite attendance drop of 26 per cent from 1939 and cold weather on all except two days, according to Col. R. M. Shearer, president, and Manager Crawford T. Bickford. Midway receipts showed a drop of 29 per cent, it was reported.

"Everybody Pays" policy was again in effect, 63,154 passing thru turnstiles, compared with 86,000 last year. Children's Day on Monday and closing day were up to par due to warm weather. Exhibits were of good quality and large despite recent cold spells. State Agricultural Commissioner Nathan Mayo was pleased with exhibits. Ten counties and 14 communities were represented, largest number ever to participate in the fair.

Royal American Shows were on the midway and the free grand-stand program featured Great Fussner, with Harry Cook as emcee. Bush-Laube had grandstand concessions for the fourth year.

'40 Golden Gate Expo Gleanings

By WALTER K. SIBLEY

SAN FRANCISCO, March 9.—Genial General Manager William Monahan was guest of the Concessioners' Association at a recent luncheon. It was a get-acquainted affair with little business discussed. Works department has okeed the Gayway plans of Fred Sandusky and work will be started shortly. Fred Davis, brother-in-law of Robert Ripley, who has been hibernating in the East Bay section, called on Frank Zambreno on a recent visit to Treasure Island. Fred, personal representative of Ripley, will look after Bob's interest in the new Believe-It-or-Not show that Zambreno has booked for the Gayway. New combination ticket arranged by Ted Rosequist will have such an array of attractions to which the purchaser will be admitted that it should have wonderful sales appeal. Fair feature, America, Cavalcade of Nations, will top the list. Others will be the Rose water spec, Sallci's Puppets, Art Gallery and Believe-It-or-Not show. First issue will be 200,000, most of it already spoken for. Leo Singer will have a most striking front on the Midget Village. Thousands will be spent on rehabilitation of this attraction.

It is a matter of record that railroads have had up to date 60 per cent more applications for space on trains to California for the fair period than they had in 1939. Airways report their business up 35 per cent to California over this same time last year, with thousands of requests for fair information from all over America. And three months before opening date the Gayway is practically sold out, only remaining space being a few small spots. This has necessitated placing a number of big shows in strategical spots in various parts of the island off the Gayway. Consensus is that the Rose water show was the one thing necessary to make the 1940 fair an assured success. Joe Troisi, former manager of the Miss America show, is in Stanford Hospital here for a major operation. Fred H. Kressmann and Charles Ellsworth, of Barnes-Carruthers, were recent visitors at the Ad Building. Charlie Keller, of the Trabak Co., operator of the Cyclone Coaster on the island, said his company is ready to close for 1940 as soon as contract details are worked out. Katleman and Wolfe, California parking experts, who have been awarded the parking concession, did a swell job in 1939, handling hundreds of thousands of autos in an efficient manner. Parking charge will be 25 cents. Guy Boltz, former talker on the Gloria show, popped in from the South.

A flock of feathers for Fred Sandusky. 'Twas generally accepted that General Motors would not participate this year. Nothing daunted, Fred hopped a plane, soared to Detroit and not only came back with the General Motors name on the dotted line but convinced the powers that be that the fair will be so good this year that it should take more space than it had last year. Result, General Motors will use four times the space it had in 1939. J. Brassil, car manager for the Ringling-Barnum show, visited with J. Ed Brown. Dan Cross has re-booked his giant Octopus and Rollo-plane. He will completely change his front and will add much neon. Californians, Inc., claims that \$80,251,626 was spent by visitors to the GGIE in 1939, entirely apart from money spent on Treasure Island. It also avers that 1939 was California's greatest tourist year with 1,487,932 visitors. There was a general business increase of 7.1 and a retail sales increase of \$23,000,000. If these figures don't prove anything else, they certainly prove that an exposition brings in and circulates money. Ray Maxwell reports that a contract has just been signed by Walter Oswald for Treasure Island Vending Machine Co.

New One Is Sponsored in Ga.

CARTERSVILLE, Ga., March 9.—First fair in Bartow County in 20 years is to be staged here this year under American Legion Post auspices, reported Victor H. Waldrop, chairman. Sam R. Atwood and Ratia Henderson, committee members, are working with County Agent Collins on a premium list for the fair, which is to run six days. Minimum of \$500 will be offered for premiums and if interest justifies the sum will be increased.



EMERY BOUCHER was elected secretary-treasurer of the new Quebec Association of Fairs at a two-day meeting in Quebec. He has been active several years for formation of the new group, which has been reorganized from the former St. Lawrence Fair Circuit, founded in 1920 and disbanded in 1932. He also has been re-elected secretary of Quebec Exposition Provinciale, a post he has held since 1933. In 1921-'33 he was exposition accountant.

Grand-stand Shows

GUS SUN Agency will provide all grand-stand entertainment for the 1940 Dunn County Fair, Menomonie, Wis., except a high-pole act. Bill will include WCCO radio artists and 105 Ranch Rodeo.

FOR the three-day 1940 Washington County Fair, Marietta, O., reports Harold B. Apple, assistant secretary. Klein's Revue of 1940 has been booked for opening-night show, Boone County Jamboree for second night and Klein's Circus for final afternoon and night.

FRANK WIRTH booking office announced these recent grand-stand contracts in New York State: Lowville, Sandy Creek, Caledonia, Bath, Cortland, Afton, Vernon. Also Lancaster, N. H.; Morrisville, Vt.; four acts in Danbury, Conn.; Dresden, Ont.; Leamington, Ont., and Thrill Show in St. Stephen, N. B.

FRANK R. WINKLEY, unit manager for Jimmie Lynch's Death Dodgers, reports he has been signed to manage and produce the Thrill Show at Kossuth County Fair, Algona, Ia., for the fifth consecutive year. Winkley says bookings for the Death Dodgers have far exceeded pre-season estimates and that 1940 probably will be the biggest thrill-show year ever recorded. Pat Purcell, general manager for Lynch, is in the East arranging performances while Lynch has a unit on the road in the South.

Fair Grounds

NORTHAMPTON, Mass.—To put Three County Fair on a solid financial basis directors of Hampshire, Hampden and Franklin Agricultural Society voted on February 28 to sign a carnival for the midway and booked Legasse Amusement Co. Move was made to relieve directors of responsibility of booking attractions and collecting rental fees and to furnish a substantial sum to be used in preparing other features. Dates of the 1940 122d annual have been advanced a month again to combat adverse weather.

BEAVER CITY, Neb.—John J. Metzger, secretary of Furnas County Fair here, said the 1940 annual will be built around a "Nebraska Cavalcade" idea, from Colorado to now.

SEWARD, Neb.—Andy Welch, president of Seward County Fair here, named Cliff Maltby in charge of concessions, with orders to give county residents preference wherever possible.

QUEBEC, P. Q.—Regardless of the war, Quebec Exposition Provinciale management is proceeding with its 1940 program, said Secretary Emery Boucher. Exhibit and concession space is being sold satisfactorily, it is reported, attractions have been booked and a large tract has

been purchased for enlargement of grounds.

PARSONS, Kan.—Project to inclose space under the grand stand on Tri-State Fair grounds here for exhibits has been started, said President J. B. Phipps. Arrangements have been made for school participation in the 1940 fair and a \$600 bank loan has been made in order to pay 1939 premiums in full. Dave Dallas, of the Kansas Theater, has offered the association half of the theater's billboards for advertising.

BENTON, Ill.—Treasurer's report at annual meeting of Franklin County Fair Association showed the 1939 fair made a profit despite continual rain on one day. Surplus is to be used to fence the race track and replace two poultry buildings destroyed by fire. Association will celebrate its 25th anniversary this year with special features.

BUCYRUS, O.—Replacement of the grand stand destroyed by fire recently on Crawford County Fairgrounds will be voted on by county residents.

WOOSTER, O.—Wayne County Agricultural Society plans construction of a poultry building to be completed in time for the 1940 fair.

Fair Elections

UNION, Ore.—Herb Chandler was re-elected president of Eastern Oregon Live-Stock Show here, and G. I. Hess was named vice-president; Tony Smith, secretary; Lester Bramwell, treasurer.

QUEBEC, P. Q.—Quebec Exposition Provinciale elected: President, Lucien Borne, mayor of Quebec; vice-president, Adrien Morin, director of production service, department of agriculture; directors, J. A. Ste. Marie, Eloi St. Germain, Napoleon Bedard, Joseph Cauchon; secretary, Emery Boucher.

BENTON, Ill.—Franklin County Fair Association elected J. T. Odum, president; W. B. Johnson, T. J. Layman, vice-presidents; George H. Biggs, treasurer; H. W. Nolen, secretary.

POCAHONTAS, Ark.—F. P. Spinnenweber was elected chairman of Randolph County Fair Association; Oscar Prince, Jewell Brooks, vice-chairmen; Ben A. Brown, secretary-manager.

TAYLORVILLE, Ill.—Christian County Fair Association elected Dwight Hart, president; A. D. Clausen, F. H. Kinney, vice-presidents; G. E. Ritscher, treasurer; C. C. Hunter, secretary.

ESE Space Demands Are Up

SPRINGFIELD, Mass., March 9.—Increased commercial activity and consumer purchasing power is reflected in requests for industrial space reservations for the 1940 annual Eastern States Exposition here. Inquiries have been received much earlier than usual and have followed closely the planning of 1940 merchandising campaigns by national manufacturers and distributors. Almost without exception these have referred to continued reports of business steadiness in Western New England with frequent references to general pick-up noted in the Springfield trading area and gains in retail sales, verifying a survey made by the expo management. Gratifying has been the recognition of efforts to continue the exposition in face of the 1938 hurricane which stopped the big annual in midweek and generous attitude of exhibitors and public which made it possible, even at a late date, to reorganize and present in 1939 a fair with audited attendance of 284,096.

ON FLUSHING FRONT

(Continued from opposite page) Montreal promoter, on deposit money is this week-end. Vincent reps were reported out in the field trying to raise some of the ante via the sub-concession route. (What happened to that Paris publisher's money?) Project is a ski arena. Several hundred men are at work digging trenches for the new lighting system thruout the midway.

Frank (Jungleland) Buck heads reception group which will welcome celebs to midway. On his committee are Billy Rose, Mike Todd, Joe Rogers and others. Ada Dufour, wife of Lew (Dufour & Rogers) Dufour, will serve as a women's auxiliary of one. Pillings for Parachute Jump, relocated in a corner of Children's World, under way, with dismantling of

NOW BOOKING 1940 DATES

Write for complete details and illustrated circular describing this sensational grandstand attraction.

PERMANENT ADDRESS: *Selden* CARE THE BILLBOARD, CINCINNATI, OHIO

THE STRATOSPHERE MAN
World's Highest Aerial Act!

50th ANNIVERSARY

THE GUS SUN BOOKING AGENCY

Sun's Regent Theatre Bldg., SPRINGFIELD, O.

FAIRS!

RODEOS

COMPLETE REVUES

SCENERY LIGHTS

CIRCUSES

Sensational **ACTS**

SUN BOOKS

Everything UNDER THE SUN

BUY NOW! SAVE

CONLEY FREE ATTRACTIONS

FOR **PARKS—FAIRS—INDOOR CIRCUSES**

CARNIVAL CELEBRATIONS

- ★ Beautiful High School Horse Act
- ★ Comedy Circus—Ponies, Monkeys, Dogs
- ★ Trick Specialty—Dancing Horses
- ★ Make Your Event a Success. Book a Different Attraction. All Time Open.

Write for Descriptive Literature.

3807 Paxton Road, Cincinnati, Ohio.

Jump going on at midway's southern tip. Frank (Thearle Duffield Fireworks Co.) Duffield busy on his pyrotechnics plans for expo, of which he's director. Clause has been inserted in every restaurant contract "which prevents any and all restaurants from charging more than during the last month of the 1939 season." Clause may be appealed, however, "if there is a substantial raw material cost increase due to international developments." Admission definitely set is 50 cents, with two bits for kids under 14 and 10 cents on picked days. Parking fee, 25 cents. Mary Lewis, expo fashion director, announced a Fashion Parade Restaurant, moderately priced, as part of World of Fashion Exhibit.

There is still red tape abounding and smart money is being driven away. Friction seems to exist between two administrative posts at the expo. Florida pavilion will go native with a transplanted beach, gorgeous gals in slack-roops, a Cabana Club and hostesses dishing out Floridian juices. Leave it to Earl Brown, the manager, a showman if ever there was one. Peg Humphrey grabbed herself a publicity layout in *The Post*, Earl Sparling authoring. She's Girl Friday of Lincoln G. Dickey, who is B. Rose's Man F.

Schafer Center, largest of the eaterys, re-linked for '40. Rumors persist that there will be a huge open-air arena on Russian Pavilion site. Same for a patriotic opus. Put Down the Man Building as one of the more promising centers of activity. Ambitious sportsmen's show is part of set-up, plus athletic program. Todd's rah-rah Campus will probably cater to the late crowds with name bands and a two-bit fee.

NEW QUEBEC BODY

(Continued from opposite page) departments of agriculture and live-stock associations were present and progress was reported on problems of the fairs.

"The new association should have a great future and certainly will be of much benefit to all members," said Secretary-Treasurer Boucher. "I have been active for such an organization for several years, have seen my hope realized and feel that the body will have a long and healthy life."

NEW RISK DRIVE ON

NAAPPB Sees Greater Volume

Added features promise increased interest for plan after four years of study

CHICAGO, March 9.—From offices of Executive Secretary A. R. Hodge, 201 North Wells Building here, has just gone forth the first mailing in the 1940 public liability insurance campaign of the National Association of Amusement Parks, Pools and Beaches. Ever since the December convention of the NAAPPB in New York the public liability insurance committee, N. S. Alexander, chairman; Leonard B. Schloss, vice-chairman; Richard F. Lusse, H. P. Schmeck and John Logan Campbell, official insurance consultant for the association, have been working with Ralph L. Inglis, resident vice-president of the Associated Indemnity Corp. of San Francisco, in simplifying and strengthening the plan sponsored by the association for the benefit of policy holders.

"Reviewing the past and looking not only towards a new year and a new season but also a new decade, the association and the insurance company with the valued experience gained since the inception of the plan in 1936 are prepared to meet the insurance problems of the amusement park industry with promises of greater achievements for the benefit of the members participating in the plan," said Secretary Hodge.

Idea to Achievement

"It was just an idea in 1936 but with 1940 the association offers a special public liability insurance plan backed by a written record of achievement. Out of these four years of study we and the carrier have gained an understanding of problems and by intelligent and progressive work on those problems have stabilized public liability insurance and have saved thousands of dollars in cost of insurance to participants in the plan of our association, saved those dollars while the claims and inspection services of the insurance company improved to a standard never before attained.

"Success of the plan is demonstrated by the increasing participation in it by members of the association—participation which has increased twofold in the last three years. With each new participant in the plan we add to its effectiveness and to its permanency a permanency which can only be gained by group co-operation.

"Premium savings to policyholders during the four years of operation are astounding and I hope to quote these figures in the near future. In addition, the inspection and claim service has been as fine as that offered by any car- (See NAAPPB RISK DRIVE on page 40)

Agawam Riverside's Pilot Radio and Sound Engineer

SPRINGFIELD, Mass., March 9.—Ver-non A. Trigger, Agawam, Mass., has been named superintendent of Riverside Park, it was announced by Edward J. Carroll, new owner and managing director. He added that it would be his policy to engage a Connecticut Valley staff insofar as consistent with good operation. Present employment is being given a carpenter and laborers only. A number have been working for the past five months and as soon as weather permits and plans are approved additions to the construction staff will be made.

New superintendent is a native of Michigan, has been a resident of Western Massachusetts a number of years, taught at Loomis Radio College of Engineering, Washington, D. C., and conducted a special course in practical radio engineering at American International College, Springfield. In 1925 he was a wireless operator in maritime service of the Radio Marine Corp. of America and later joined the radio division of Westinghouse as engineer in charge of transmitter and studios of WBZ. In 1934 he entered the sound equipment field.



THEY ARE GETTING INTO STRIDE for the 1940 season. Paul H. Huedepohl (left), newly appointed general manager of Jantzen Beach Park, Portland, Ore., is widely known as manager of Jantzen Swimming Association and has long been affiliated with the Jantzen interests in park, pool and swim operations and promotion. Irving H. Grossman (right) is starting his second season as manager of Riverview Park, Des Moines, Ia. He managed the park ballroom several seasons and was assistant park manager in 1932.



Big Act Bills To Augment Rides at Hunt Ocean Pier

WILDWOOD, N. J., March 9.—Extensive plans are being prepared by Guy Hunt and Bill Gerst for Hunt's Amusement Enterprises to provide bigger attractions at Hunt's Ocean Pier here this coming summer. In past seasons rides dominated the pier's amusements with a Mickey Mouse movie house for kiddies added and night dancing in the Starlit Ballroom. Feeling is that there is enough patronage at the resort to institute a policy similar to that at Steel Pier and Hamid's Million-Dollar Pier, Atlantic City.

For the first time outdoor thrill and flash circus acts will be booked. Attractions will be quartered at ocean end of the pier, rather than for free display, and plan is eventually to build an outdoor arena similar to the one at Steel Pier for presentation of aquatic thrill acts as well. Dancing will be continued in the ballroom with name bands.

A departure in pier operation is planned for presentation of vaudeville shows. Instead of building an amphitheater on the pier, plans call for a tunnel underneath the Boardwalk to connect with Hunt's Nixon Theater situated opposite the pier on the Boardwalk. Nixon, dark for many years, is fully equipped for stage shows, having housed such productions a decade ago. It is doubtful whether the Nixon will be readied this summer, Hunt and Gerst being anxious to first get public reaction to acts on the pier. Increased business each summer hastened the decision to add more live attractions to the pier's single admission.

Savin Rock Building Is Started As Industry Hums in Conn. Area

SAVIN ROCK, Conn., March 9.—With Connecticut industries busier, Savin Rock Park people are optimistic as to prospects for the coming season. During the last World War, with plants humming in this State, great numbers of patrons thronged this park. With the present war, industries in Bridgeport, Stratford, Hartford and other Connecticut towns are again employing more people.

Already new building has begun to take form. On Beach street Joe Guliano is building a spot to house a new Merry-Go-Round and Penny Arcade, cost estimated, with equipment, at \$75,000 when completed. A short distance away on the same street Peter Franke is putting up a 50 by 75-foot building to house a new

Neptune Passes to Realty Development

SAN FRANCISCO, March 9.—The 125-acre Neptune Beach, noted Alameda amusement park, recently traded in a \$500,000 transaction, will be taken over by realtors and converted into property development, it is reported.

Engineers are surveying the property, which includes 30 acres of dry land and 95 acres of submerged property, which has been used as a bathing beach. Park has been involved in several trades recently.

A. C. Pageant Fund Oked

ATLANTIC CITY, March 9.—Municipal budget appropriation of \$10,000 to aid annual Atlantic City Beauty Pageant was upheld on Tuesday by Supreme Court Justice Joseph B. Perskie. Harry M. Barstow Jr., a taxpayer, argued that the appropriation made to the Showmen's Variety Jubilee which represents the pageant, was a gift of city funds to a private organization. Justice Perskie, however, ruled that the organization was non-profit and a "highly civic-minded group."

Fire Hits Waldameer Again

ERIE, Pa., March 9.—In the third fire in Waldameer Beach Park here in two years, a large storage shed, winter quarters for the park's colony of monkeys, was destroyed on March 2 with estimated damage of \$3,500. Most of the simians were rescued.

FOUR PEERLESS CAMPBELLS have been booked at Pontchartrain Beach, New Orleans, for two weeks in July and in White City Park, Worcester, Mass., for a week, reported Louis L. Campbell, manager of the act.

Venezuela Spot Is Catching On

By NILS REGNELL

CARACAS, Venezuela, March 2.—A big undertaking in amusement business has taken well here and greatly exceeded expectations of its sponsor. Encouraged by the showing made about a year ago by a small outfit, consisting of an old Merry-Go-Round, Ferris Wheel, Chair-plane and a few concessions, some Caracas showmen and business men decided to give an amusement-hungry population something streamlined in the way of amusement. A company was formed under the name of Carrasguero & Cia and one of its men, J. A. Barges Villegas, was sent to New York to select rides, amusement devices and acts and a lot of about nine acres was leased.

Senor Villegas selected an Octopus, Roll-o-Plane, Rocket and Loop-o-Plane from David Bakerman, Savin Rock, Conn., booked on percentage basis. He also bought from Bisch-Rocco Amusement Co., Chicago, a Flying Scooter and booked a number of amusement machines, concessions, Merry-Go-Round, penny arcade and other equipment to establish a medium-sized amusement park.

Take Acts From States

For his first free act Senor Villegas decided on Nils Regnell, "Hellkvist," high fire diver, whose act he viewed during Mardi Gras week at the New York World's Fair, and selected Kurtzo and Kurtz, high-pole act booked by John C. Jackel, of Times Square Amusement Enterprises, to follow. Hellkvist had spent considerable time in South American territory as an attraction.

Originally the enterprise was titled *Grandes Atracciones del Este*, but before opening time it became known as Coney Island, which seemed to have magic influence, for the park was packed the first three weeks. Admission was 50 centimos (about 20 cents) and rides charged one bolivar (about 40 cents). Rides did capacity business from opening time, 6 p.m., until late. On Sundays when the park opened at 9 a.m. there was no rest until 3 or 4 the next morning. The park restaurant, operated by natives, did equally well, as did the open-air theater with South American vaude acts. Some coin-operated machines did not work well at first because of worn Venezuelan coins, but after repairs business picked up. Funhouse and an illusion show, run by natives, did well; also soft-drink and hot-dog stands, where light wines were sold. Two main restaurants and dancing places, El Patio and La Belle Italia, had the exclusive on liquor. The park is inclosed by a 20-foot iron fence and has an attractive natural front, as it is located on one of the highways leading out of Caracas where a row of about 20 royal palms stand, which were lighted by many colored lights.

Extended Run Given

Among Americans who came are Mr. and Mrs. Dave Bakerman, ride owners. Six ride foremen were brought here to erect and operate the rides. They are Dallas Gastmeier, Flying Scooters; Carlton Robertson, Roll-o-Plane; Herman Kahler, Loop-o-Plane; Cornelius Benson, Rocket; George Chancey, Octopus, and "Buster" Brown, money machines, penny arcade and Merry-Go-Round. After closing (See SPOT IN VENEZUELA on page 40)

Cincy Boat Rides To Start

CINCINNATI, March 9.—First daylight sight-seeing excursion of spring by the Coney Island steamer Island Queen will be on Easter Sunday afternoon, March 24, said Edward L. Schott, president and general manager of Coney Island Co. Opening date for moonlite dance excursions will be March 23. Easter cruise will enable patrons to see numerous improvements on the big boat. Clyde Trask and his orchestra, re-engaged for the Island Queen's moonlite season, will provide dance music. All-day sight-seeing excursions will be inaugurated on the following Sunday with 75-mile round trips. Nightly boat rides will start on April 6.

VENTNOR, N. J.—Movement to create a planning commission at this resort with a view to charging fees for use of city-owned beaches, a plan long talked about for Atlantic City, has been launched here by Oscar Johnson, realtor, who has already won considerable support.

Here's
1940's
Best
Buy!



LUSSE BROS., INC., AUTO-SKOOTER RIDE
WAKE UP Lazy Locations by adding 1940
GLAMOUR and PEP UP your receipts with
the POPULAR and PROFITABLE AUTO-
SKOOTER RIDE.
ORDER NOW to assure Early Spring Delivery.
LUSSE BROS., INC.
2809 N. Fairhill St., Philadelphia, Pa.
LUSSE BROS., LTD., Sardinia House,
52 Lincoln's Inn Fields, London, W.C.2, Eng.
Write for Catalogue and Price Without
Obligation.

American Recreational Equipment Association

By R. S. UZZELL

John T. Benson, our natural-born showman, is making the grade. They have him sitting up. At his age to pull thru pneumonia is no small accomplishment. There are still four nurses in attendance. Everything is being done at the wild animal farm by his sister and cousin to assure John T. that all is well with his animals. His many friends have been anxious about him. The last to make inquiry was none other than William Judkins Hewitt (Red Onion), the showman-philosopher, who is trying to be a country gentleman down in Virginia.

Coney Island, N. Y., does not know where it is going but it is on the way. Another strip will be taken over by the city but its dignified development does not yet fit into the picture. A playground for the rabble is the trend which has been under way since the completion of the boardwalk and from which no turn seems likely despite the costly effort to make it a fashionable hotel resort.

The Tilyou Method

The Tilyou method, despite its early ridicule, is the only one that clicks continuously in good seasons or bad. They give an abundance of entertainment for a moderate-priced combination ticket which has won a following that continues thru the year. Again it is expected that the 1940 World's Fair will help Coney.

We all regret to hear of the Strehlows, father and son, stepping out of Alameda Beach. The father was more than 80 years young. He remained active until the last of their management and astounded younger men with his remarkable endurance. Across the bay from San Francisco, this beach was hurt by the fair. The senior Strehlow was active at the Omaha Exposition in 1898. One or the other usually attended our convention but in 1939 both were absent, to our regret.

Rex D. Billings is en route from Miami, Fla., to Montreal. He will experience all varieties of weather on this trip. He could gather some tropical fruit near his winter retreat from the skiers on reaching Montreal. They would have to eat it at home, else it would freeze at the ski run where hot dogs are the big demand. Trading strawberries for hot dogs and a difference in temperature of about 70 degrees is not so hot. But the show must go on.

This continuous downpour of rain will put to rest the threatening water shortage in New York City. Replenished water supply will assure a bath to all guests of the '40 fair. Without any more rain the present supply will suffice until after the close of the big show on Flushing Flats.

Added Storm Damage

A water shortage would be a calamity to Playland, Rye, N. Y., with its beautiful vegetation and flowers. To maintain that exquisite mall with its green mat requires an abundance of water. Now, since the big storm, adequate water supply for all of the Greater New York area is assured. But the damage to trees is far greater than in the September storm of 1938. New Jersey, New York, Connecticut and Massachusetts are hardest hit because of the ice accumulation on the trees. Two-inch coating of ice is more weight than large trees can sustain. Many of them split full length down the center. Power lines and light wires can be quickly restored, but to grow trees to replace the best ones will require at least 30 years. Add this toll of trees to the loss of the 1938 storm and the depletion can be vaguely summarized, but the loss of scenic beauty can be fully sensed only by those who know well each area that has been flattened by the storms.

Paul H. Huedepohl joins the ranks of park managers and will pilot Jantzen Beach, Portland, Ore. From his wide travels over America and Canada surely he has made notes of the best methods in amusement park conduct. Long did we wonder what he would do when he could no longer take more off ladies' bathing suits. Now he should uncover some of the most beautiful features of amusement parks.

AUCTION SALE

\$500,000.00 EQUIPMENT & BUILDINGS OF
NEPTUNE BEACH

TO BE SOLD IN PARCELS TO SUIT BUYERS, AT

ALEMEDA, CALIFORNIA
MONDAY, MARCH 25th, 1940

COMMENCING AT 10:30 A.M. SHARP

THIS IS ONE OF THE FINEST AMUSEMENT PARKS IN THE WEST—ALL EQUIPMENT IN FINE WORKING CONDITION—CONSISTING IN PART

Merry-Go-Round, 82 seats, fine carved animals, organ, complete unit; Ferris Wheel, 10 cars; Lindy Loop, 8 cars; Merry Mix-Up, 26 seats; Speedway Dip, 18 cars; Scenic Trains, 2 miles rail, electric engine, 6 cars; Skee Ball, 4 alleys; Whoopee Baby Scenic, 9 cars; Kiddie Motor Boat, 2 H.P. motor, 6 cars; Trick Mirrors; Big Whip, 10 H.P. motor, 12 cars; Swan Boats; Turn Tables, 1,000 Benches; 500 Tables; Bar Room; 6 Pianos; 5 Kingery Electric Pop Corn Poppers; 20 Sprinklers; 4 Ideal Power Lawn Mowers; 30 Asst. National Cash Registers; Cafeteria and Restaurant Equipment; 500 Chairs; 15 Root Beer Dispensers; Soda Fountains; Hot Dog Steamers; Pumps; Motors; 2 Filter Systems; Deep Well Pump; Water Tanks; Machinery; Complete Laundry; Bathing and Beach Supplies, towels, bathing suits, etc.

This is absolutely a sale worth attending. Entire contents of Park must and will be sold. Open for inspection now. Deposits necessary.

FRED NEWBURG, Auctioneer

Further Information Write, Phone or Wire

Fred Newburg, 132 Pine St., San Francisco, California.

STOP LEAKS!

Instant Record of Every
Payment

Money-Meters always collect every admission, with instantaneous audit by patron. No investment for equipment. Trial installations. Write for Bulletin AE or ask representative to call.

MONEY-METERS, INC.

WARREN ST. IMPROV. R. I.

PENNY ARCADE SPACE WANTED!

Will install complete Penny Arcade on rental or percentage basis in any progressive amusement park, beach or summer resort. All BRAND-NEW machines. Send full details and space available.

BOX 153, care The Billboard,
Cincinnati, Ohio.

WORLD'S LEADING HEADQUARTERS

PENNY ARCADES

AND COMPLETE MODERN SPORTLANDS
MIKE MUNVES CORP. 593 10th Ave.,
NEW YORK



NATIONAL SHOWMEN'S ASSOCIATION

Fastest Growing Organization in
Show Business.

BENEVOLENT PROTECTIVE—SOCIAL

(Hospitalization and Cemetery Fund)

Dues \$10 Initiation \$10

Sixth Floor, Palace Theater Bldg.,

1564 Broadway

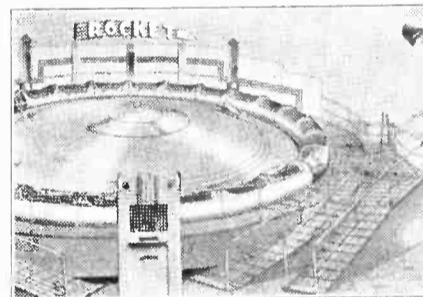
New York City

Billings Is Back From Fla.

NEW YORK, March 9.—Rex D. Billings, manager of Belmont Park, Montreal, arrived here on Monday for business huddles after four months in Florida. While in the South he completed arrangements with ride concessioners for Belmont contracts. Went to Montreal from here.

ATLANTIC CITY.—For the Easter Sunday dress rehearsal, this being its 64th year, at least 500,000 visitors are expected on the basis of hotel reservations.

SHOWMEN, PARKMEN, NOTICE



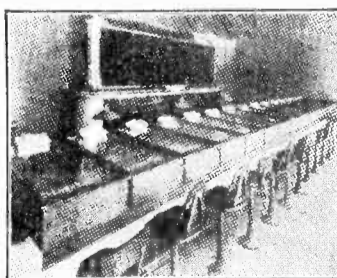
ROCKET RIDE

FOR SHOWS: The complete center of ROCKET is built into one compact unit, mounted on Goodyear-tired wheels. Tow it right onto the flats, baggage car or truck. The greatest labor and time saving idea ever conceived in the ride field. Your ride boys will enjoy handling ROCKET.

FOR PARKS: ROCKET is offered in a truly Park design to meet your particular requirements.

ALLAN HERSCHELL CO., INC., North Tonawanda, N. Y.

SKILL DERBY



Due to manufacturing activities we desire to dispose of two Skill Derbies—one Skill Derby, fifteen unit, cost \$3300.00 to build, is now located at Carlin Park, Baltimore, Maryland—complete with Stools, Neon Signs. Ready to go. The first \$1000.00 takes it. F. O. B. Columbus, Ohio. 60 to 80 races possible per hour. Manual collections with on and off buttons back of each unit. First season took in \$5000.00.—We guarantee installation—can be seen by appointment.

One Skill Derby now located at Buckeye Lake Park, Buckeye Lake, Ohio—cost \$5000.00 to build. It is elaborate in every detail—complete with Chrome and Leather Stools—over \$400 Neon Signs—a big show. Can be bought for \$1450.00. F. O. B. Columbus, Ohio. Built in sections, ready to ship any place in the United States. We guarantee installation—can be seen by appointment.

Skill Derby space required—11 feet high—20 feet deep—40 foot front. Approximate weight 4000 pounds.

THE BAROK COMPANY, 312 East Broad St., Columbus, O.

Tops For An Established Major Permanent Ride UZZELL SCOOTA BOATS

Install right on your midway where the crowds are instead of in "isolated" body of water. Our new method of tank construction more permanent than concrete at cost of ordinary wood. Write for literature. Only boats with bumping feature.

R. S. UZZELL CORPORATION 130 WEST 42ND STREET,
NEW YORK CITY

Revive your old Aeroplane or Circle Swing with our new
Streamlined ROCKET CARS

Complete Amusement Park Service. Manufacturers Since 1903 of Circle Swing and Other Rides. Largest Exporters of Amusement Rides and Equipment. Unsurpassed Facilities for Reconditioning and Rebuilding Used Rides.

The Pool Whirl

By NAT A. TOR

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

Ad Suggestion

While it might be a bit early to think of outdoor swimming, it will be only about eight weeks before open-air tanks throw open their gates. Usually at this time of year I urge outdoor pool operators to do their buying and alteration work early. But I'm going to break an annual tradition and forego that spring sermon and dive right into making first ad suggestion for outdoor aquadromes.

Pool men always seem puzzled as to the proper place in a newspaper for their advertising message: Some prefer drama and theatrical pages; just as many swear by sports sections. Both may be right. But I don't think any has ever considered possibilities of putting his pool's sales story right smack on the front page. That's not a typographical error. I mean page No. 1. To be sure, most big dailies won't accept advertising on the front page. And I know that the few sheets which do have a page 1 ad policy ask rates which are a little prohibitive for most bathing establishments. The front-page advertising to which I refer need be only an inch or even a half-inch ad with theme of copy to be something like this: "Hot?—Why not swim at so-and-so pool?" And the idea behind such copy is that it should be placed right below your local paper's weather box.

In my opinion an ad of that nature, no matter how small it might be, would be more effective than a big institutional ad on drama or sports pages. By this method you're reaching your public at a psychological time, when they're hot, when they're interested in temperature and when a little reminder of your pool might make them try a swim. Of course such advertising must be placed with a stop-order provision, having the message run only on hot days. Ad would lose its entire effect if carried during a cool spell. In most cases advertising departments would have to be sold on the idea because the majority of dailies

have no provision for such advertising. However, in many larger cities telephone companies have broken the ground and insert ads about their weather service, so there's no reason why the plan can't be worked out in a number of spots.

Should papers in your vicinity refuse to accept such advertising or should dailies carry weather reports on inside pages, another suggestion is offered. At least 20 or 30 times during a summer all newspapers publish front-page stories about weather, how hot it is thruout country, local temperatures, etc. Well, here's your opportunity. Make arrangements to have a one-inch ad placed directly below hot-weather stories. You'll undoubtedly have to pay a preferred-position rate but it will be well worth it, because same psychological effect will be achieved. I have mentioned that this type of advertising is more effective than any kind of "institutional" copy. Emphasis is on the word "institutional." Don't expect such advertising to draw 'em in for a swim meet or to attract crowds to a water show you're staging. Such events require regular big copy which you can run on drama or sports pages, whichever has proved successful.

Happy Family

A perfect example of harmonious relations between an indoor pool and a group of outdoor ones in the same territory is revealed this month with Park Central indoor plunge, New York City, carrying on free swim classes for *The New York Daily Mirror*, which were started last summer. Complete lists of swimmers, compiled by Twin Cascades tanks, Bronx and Manhattan, and Palisades (N. J.) Amusement Park natatorium were graciously turned over to Park Central management so that New Yorkers who learned how to swim in the campaign last summer could continue swimming during the winter. Mack Rose and Harry Pincus, of Cascades, and Rosenthal brothers, of Palisades, are to be congratulated for their foresight in realizing that near-by Park Central indoor pool is actually no competitor. All three tanks working together as one happy family will make for more swimmers next

summer.

As exclusively reported here last September, when dailies told about Eleanor Holm retiring from swimming, it was officially announced last week that she will swim in Billy Rose's Aquacade this summer after all.

Incidentally, Mike Mok, formerly of *The New York Post*, and Hy Gardner, Broadway columnist and more recently a Hollywood refugee, will beat Aquacade's ballyhoo drums this year.

Youthful Ira Gross, praise agent for Mort Mencher's Floridian pool, Miami, Fla., this winter, will soon invade New York territory with his mimeograph.

Long Island

By ALFRED FRIEDMAN

As public operation of beaches continues to displace private maintenance, there seems to be a growing tendency toward dolling up the shore with imposing landscaping. The scheme for putting spots on wastelands of the waterfront has caught on. Those beaches that were not giving it a thought did not seem to gain patronage thru their lack of action. The others did.

At Rockaway Beach, latest of the shore resorts to fall in line, hundreds of thousands have been expended in creating a stellar landscaping job, work of 300 men being required during summer to maintain the layout. Landscaping is carried out with care and respect to artistry.

The day is passing when a spot with a span of waterfront and a couple of sandhills can call itself a seashore resort. The public seems to care for the scenic beauty of a resort as well as the pulchritude of its bathing lassies.

With the Zoos

CANTON, O.—Police were called to kill a four-year-old buck deer in Nimisilla Park Zoo here, after it had gone on a rampage and killed a doe, reported Carl O. Weis, zoo superintendent.

COLUMBUS, O.—Directors of Columbus Municipal Zoo Commission elected officers for 1940, and the executive committee recommended that Ed Tharp, retiring president, be placed on the commission for four years. Vice-President Robert S. Pein announced a gift of \$8,000 for purchase of a pair of giraffes and a building in which to house them.

HERSHEY, Pa.—Hershey Park Zoo has received a pair of yak from Canadian National Park, Calgary, Alta. They are half grown and when they reach maturity, Ward Walker, zoo director, hopes to raise young animals just as he has accomplished raising of Indian rock pythons.

CAMDEN, N. J.—Sailing date for Warren Buck to Liberia was set for March 5 on the S. S. Otho, expecting to return by May 15. This is his 20th passage to Africa. He will seek animals for his Marlton Pike Zoo.

PHILADELPHIA.—Leap-year twins were born to the Tegenburg goat family in Philadelphia Zoological Gardens, weighing about one pound each, said Keeper Joseph McDonald. Births bring the herd to seven. Twins were also born on Lincoln's Birthday.

COLORADO SPRINGS, Colo.—Superintendent E. W. Clark, of Cheyenne Mountain Zoo here, reports he recently vacationed on the West Coast, where he visited Ed Trees and Mabel Stark in Los Angeles, and Charles Smith at San Diego (Calif.) Zoo. Preparations are being made at Cheyenne Zoo for the 1940 season. Polar bear was traded to Oklahoma City Zoo for a pair of horned yak and a female puma was bought from Calgary (Alta.) Zoo. Superintendent Clark is breaking her for his act. While in San Diego he bought two hyenas from Selig Zoo.

NAAPPB RISK DRIVE

(Continued from page 38)
rier in the country and, in fact, has far surpassed anything contemplated.

"Our relations with the officials of the Associated Indemnity Corp. have been harmonious. The fact that our committee is privileged to sit down with them once a year and pass on the experience credits for all risks assures all policyholders not only of a minimum cost for coverage but also a privilege

which they never enjoyed under any other form of coverage."

The special brokers are John Logan Campbell, Baltimore; George H. Lauerfman, Chicago; Fred S. James & Co., Chicago; Cleveland Insurance Agency, Cleveland.

SPOT IN VENEZUELA

(Continued from page 38)
ing here most of the rides and other attractions will go to Maracaibo for a short stand and then return to the United States. It is already planned to repeat the event next year, with more rides, concessions and free acts, as it is proving a gold mine.

Event was originally scheduled for a six or seven-week run, but in all probability it will last considerably longer. It was scheduled to open for Christmas, but slow construction work delayed the opening until the second week of January. Average attendance on week days the first three weeks was 5,000 and on Sundays it was 23,000. During the fourth week attendance dropped slightly on week days, but crowds were excellent on Saturdays and Sundays.

ROSE IN AT GGIE

(Continued from page 36)
show. J. Herrick-Herrick, Hollywood producer, is also said to be after a spot.

CA Opens Offices

A. L. (Red) Vollman, manager of last year's Cavalcade of the Golden West, is seeking a sponsor for a \$20,000 show he has in mind. He will produce Cavalcade of a Nation here this summer.

Mabel McCane, former wife of Joe Howard, producer for Billy Rose's Diamond Horseshoe, being mentioned as an attraction at a reproduction of the Bowery, is now in Hollywood. Don W. Nicholson is reported having \$70,000 in this new enterprise, which goes into the spot held down last year by the Scottish Village on the Gayway.

Everett Hinz will be back with his Flying Scooter, as will Dan Cross, operator of the Giant Octopus and Roller Plane. Deal is on to exhibit "Pantheon de la Guerre, war painting shown at Chicago's A Century of Progress. Concessioners' Association, which has opened offices in the Pacific Building, has meetings scheduled every Monday night.

"Folies" Will Be Back

Folies Bergere, sensational attraction of last season, will be back at its old stand, California Auditorium, for duration of the expo, Clifford C. Fischer, producer, and Emile O. Bondeson, exposition director of shows, have gotten together for the signing.

Show will use a cast of 75 recruited from three *Folies* companies now touring Australia. Last year's admission prices will prevail, starting at 25 cents.

Rose arrived here by air yesterday. He said the Aquacade would cost \$250,000 and would include 200 girls. Noted swimstress, Eleanor Holm, now Mrs. Billy Rose, may make several flying trips to guest star at the exposition.

FORT WORTH SHOW

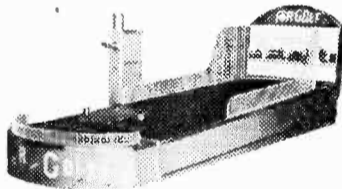
(Continued from page 36)
designated for about 20 Texas cities, and groups from these places are expected to swell attendance thru March 17. Attendance also will be aided by the convention of Texas and Southwestern Cattle Raisers' Association, which will bring about 1,500 on March 12-14 and by 10,000 4-H Club members expected on March 11. Gov. Ralph L. Carr, of Colorado, and Gov. Carl Bailey, of Arkansas, will be visitors.

More than 5,000 animals from 12 States are entered in the \$1,000,000 livestock show and 174 horses, a record, are entered in the horse show, part of each rodeo performance. All space in exhibit building was contracted for as usual.

Silver Spur, night club on the grounds, has Jack Amlung's Orchestra playing for dancing and floor show, which features Kathryn Duffy Dancers; Frank Payne, emcee; Lorraine Mills, yodeler; Mackie and Paul, comedians; Doris Mae, xylophonist, and Frank Dinkins, organist. Turf Catering Co., with Joe Wolkin in charge, has catering in the Silver Spur. Longhorn Cafe and midway stands.

Kaplan & Bloom again have all novelties and some scales. Fern and Candy Groseclose again have floss candy, ice cream stands and scales. Mr. and Mrs. Charles Golding have two modernistic neon lighted pineapple-whip trailers in Merchants Building. Bill H. Hames Shows, with all equipment freshly painted and new show fronts, are again on the midway, the shows having wintered on the grounds.

PAR-GOLF



Par-Golf with Blue Neon Sign—Registers 5,000 for highest score—in perfect condition. Cost \$500.00 to build—just the thing for parks in the coming season. Price now \$250.00—F. O. B. Columbus, O.

THE BAROK CO.

312 E. BROAD ST.

COLUMBUS, O.

ROCKET SHIPS

Most beautiful circle swing cars ever built. These modern, flashy cars of mirror polish stainless steel have increased receipts 2 to 5 times.

LAFF IN THE DARK

The funny, weird, startling dark ride. Attractive cars, fine stunts. Put that old building to profitable use.

MIDGET AUTO RACE

Heavy duty, super-powered, high speed cars on a banked race track. Grossed \$83,000.00 at N. Y. World's Fair. Thrill—Action—Speed.

STRATOSHIP

A thrilling aeroplane ride with car turning completely over. Small space, low operating cost. Moderately priced.

Write for Circulars and Prices

R. E. CHAMBERS COMPANY, INC.

BEAVER FALLS, PA.

WANT FOR PHEASANT LAND PARK

Just outside of Reading, Pa., drawing population of over 500,000 in radius of 20 miles, Featuring Name Bands, Hillbilly Bands, Radio and Screen Stars. Will buy Kiddie Ride and Flat Rides, also want Chicago Rink Skates; must be first class. Also have good location for a good ride on P. C. What have you? Write

J. F. HYNEMAN

50 S. 9th St., Reading Pa. The Industrial City.

Parade, Good Biz Mark Dee Lang's Waco, Tex., Opener

WACO, Tex., March 9.—With ideal weather, Dee Lang's Famous Shows auspiciously ushered in their 1940 season at Cotton Palace grounds here last week, under American Legion Post auspices, to good business. Opening was preceded by a parade, which formed at one end of town, and special offerings by city, county and local business men.

Streamlined thruout, organization presented a pleasing appearance with plenty of bright coloring on shows and rides. All are well illuminated. Attracting considerable attention are the five big power units, all of which were trimmed in white enamel.

Shows' staff includes Dee Lang, owner-general manager; M. D. (Bill) McClain, assistant manager; Mrs. Norma Lang, treasurer; Johnnie Pabarcus, secretary; Elmer Brown, press representative; Harry Baldwin, advance advertising; E. H. (Blackie) Adams, billposter and sound truck; Robert Obermark, chief electrician. (See DEE LANG'S OPENER on page 58)

Clark Preps for '40 Tour

LOS ANGELES, March 9.—Clark's Greater Shows, with quarters here, are about ready for their 1940 tour, owner Archie Clark said this week. Shows have been remodeled over last year and new banners and fronts have been added. Swede Wilson is in charge of the crew at quarters, with Slim Curnow as the cookhouse chef. Boss painter is Gene Hudson, with Don Seitz and Lloyd McGinty assisting. Harry Baker is electrician, with Leonard Qualls assisting. L. H. (Bill) Williams has charge of rides and Dan Gilbert and J. D. Miller are helping him. Carpenters and utility men are Andrew Lehr, Harry Horwitz, Jack Hensley and Bill Harris.

Ritchey Water Show Is Booked by Ben Williams

NEW YORK, March 9.—Billy Ritchey's Water Circus has been signed by Ben Williams Shows for the still-date season, starting at the end of April.

Troupe, under management of Ritchey, who also announces, is composed of Jerry O'Brien, featured high diver; Mack McIntosh, clown plunger; Pauline Black, high diver, and Norma Reed, trick and fancy worker. All equipment is being redecorated, said Ritchey.

Butte Rodeo to Burke

BUTTE, Mont., March 9.—J. A. Schneck, of Frank Burke Shows, this week signed the shows with Earl N. Genzberger and James W. Uncles, managers of Butte Rodeo, to present the midway in 1940.

Quinn Gets 3 Mich. Fairs

DETROIT, March 9.—World of Pleasure Shows have been awarded midway contracts for the 1940 fairs in Fowlerville, Hastings and Mason, Mich., John Quinn, co-manager of the shows, said here.

Page Adds Two More Fairs

JOHNSON CITY, Tenn., March 9.—J. J. Page Exposition Shows last week consummated arrangements to present the midway at Laurel County Fair, London, Ky., and Floyd County Fair, Rome, Ga.

Jones Books Muncie Fair

KALAMAZOO, Mich., March 9.—L. Clifton Kelley, general agent, Johnny J. Jones Exposition, said this week that his organization had been contracted by Seward B. Price, secretary-manager of Muncie (Ind.) Fair, to provide the 1940 midway.

James (Red) Fleming Killed

TAMPA, Fla., March 9.—James (Red) Fleming, vet concessioner, who was killed in an auto accident near Tallahassee, Fla., on March 2, was a native of Petersburg, Va., and for the past four years had been with Royal American Shows. He also was with Johnny J. Jones Exposition for seven years. Details in Final Curtain.

Laredo, Tex., Okeh For Greater United

LAREDO, Tex., March 9.—Excepting opening night when a windstorm hit the lot and damaged several tents and concessions, good weather and business prevailed here for J. George Loos Greater United Shows under Washington Birthday Committee's auspices. Engagement, which ended on February 28, marked shows' 15th consecutive local appearance. Some attractions which were left at local quarters when shows played Brownsville, Tex., were added and will be carried all season.

Several new kiddie autos were purchased by C. N. Hill. His new Ferris Wheel is well lighted and operated by Frank Musser. Manager Loos received many compliments from visiting folks on organization's appearance. Visitors included Mr. and Mrs. J. T. McClellan, Mr. and Mrs. Jack Ruback, Western States Shows; Mr. and Mrs. Al Baysinger, Baysinger Shows; A. B. Obadal, Texas Exposition Shows; Roy Gray, Texas Longhorn Shows, and Jap George, Rio Grande Valley Show; Mr. and Mrs. Charles A. Lenz; H. P. Hill, general agent, Texas Exposition Shows, and wife; Mr. and Mrs. Brown, Hymie Ruback, Nevelow Brothers and Frank Bulloch and party of newspaper men from *The Brownsville Herald*. Publisher Allen and Editor Hunt, *The* (See LAREDO, TEX., OKEH on page 58)

Mason Is American United G.A.; Capt. Jamison Booked

GREAT FALLS, Mont., March 9.—After an absence from the road of more than a year, Charles R. Mason has returned to carnival circles as general agent of American United Shows, he said here while on a booking tour of Montana. He planned to leave for Seattle late this week.

Mason said shows hold contracts for the 1940 Montana fairs in Kalispell, Shelby, Chinook, Lewistown and Fort Benton and Sweet Grass Hills Stampede, Ghester, and Augusta Annual Rodeo, with several more celebrations and fairs pending. Capt. Jimmie Jamison's fire dive and water carnival will be free attraction and shows are to be enlarged over last year.

Ritz Drome With Gooding

COLUMBUS, O., March 9.—R. V. Ritz, Detroit, has been contracted to furnish a motordrome with Gooding Greater Shows this season, said General Manager Floyd E. Gooding, F. E. Gooding Amusement Co., who recently announced that Gooding equipment will again be on the midway at the 1940 Ohio State Fair here, including 25 riding devices. Recent Gooding contracts made are for Northwestern Ohio Firemen's Convention, Bryan, and Michigan fairs in Saginaw, Jackson, Hillsdale, Adrian, Hartford, Centerville, Northville and Charlotte.

Rio Grande Valley Tour Good for Empire Shows

RIO GRANDE, Tex., March 9.—Joe Lucia's Empire Shows wound up a tour of Rio Grande Valley with a successful week's stand here to exceptional business. Altho the valley experienced its coldest weather in 23 years, shows ended in the black. Free acts, with a free (See RIO GRANDE TOUR on page 56)



OMER J. KENYON, who is to join the staff of the Amusement Corp. of America to do special exploitation work. He has had wide experience in outdoor showdom, having been exploitationist and manager of various amusement parks and associated with Bob Morton in the indoor circus field.

Hilderbrand No. 1 Gets Fair Results At Fullerton Date

FULLERTON, Calif., March 9.—Despite good weather and big attendance, spending was only fair at Hilderbrand's United Shows No. 1 Unit's stand here on February 26-March 2, under American Legion Post auspices, reports Walton de Pellaton. A 10-cent pay gate prevailed. Saturday night drew the largest crowd, which remained late to witness the performances of Hilderbrand's Elephants, Capt. Bill Foix's lion act and Capt. Charles Soderberg.

Ferris Wheel topped rides and Joe Lewis' Congo Show led shows. Manager O. H. Hilderbrand was ill during the week, but he has recovered. General Agent Lucille King left for Salt Lake City to attend the Utah Fair meeting. Among visitors here were Ted and Marlo LeFors, Mr. and Mrs. Ed Lahey, Claude and Leona Barie, E. W. and Betty Coe, Frank Babcock, Mr. and Mrs. Joe Metcalf, Olga Celeste, Mr. and Mrs. Monroe Eisenmann, Mr. and Mrs. Pierre Ouellette, Mr. and Mrs. Hort Campbell, Mel Rennick and Mr. and Mrs. Jack Schaller.

Jimmy LaRue left for Indio, Calif., and was replaced as marquee master by Tom (See HILDERBRAND DATE on page 58)

Kenyon Going With ACA

CHICAGO, March 9.—Omer J. Kenyon, last season manager of State Fair Park, Milwaukee, and during the winter special promotional representative of Hamid-Morton Circus, has signed with Amusement Corp. of America to do special exploitation work. He has had long and successful experience in the promotional field. He was with Bob Morton during winters for a number of years, and for two seasons managed Fairyland Park, Kansas City, Mo.

PCSA Auxiliary Honors Prexies

Gold life membership cards awarded at surprise party in club rooms

LOS ANGELES, March 9.—Ladies' Auxiliary, Pacific Coast Showmen's Association, tendered past presidents a surprise party in the clubrooms on February 26, at which President Nina Rodgers presented all with gold life membership cards in appreciation of services rendered by them to the club. Presentation followed a brief business meeting.

All were roundly applauded as they responded to presentations with brief talks, in which they thanked members and officials for bestowing the cherished awards. Receiving the cards were Nell Ziv, 1931; Martha Levine, '35; Ethel Krug, '36; Peggy Forstall, 37-'38; Clara Zeiger, '33, and Maybelle Crafts, '34, with the last named two wiring regrets at inability to attend. Their cards were forwarded by President Rodgers.

Marie Bailey, a guest, rendered several solos and many humorous and novel specialties were presented by many members and the ex-presidents in particular. (See AUXILIARY HONORS on page 58)

Conklin Going East; He And Cronin Buy H&W Cars

LOS ANGELES, March 9.—After taking in the San Bernardino Orange Show opening day, March 14, J. W. (Patty) Conklin will leave the following night for Chicago. Following a three-day stay there, he will go to St. Catharines, Ont., Can., where he will pick up his son, Jimmie, who is attending Ridley College, and take him to New York for the Easter holidays.

Since his arrival in California seven weeks ago, "Patty" has visited all the beaches and piers hereabouts and also two carnivals now in operation. He says business with the carnivals has been bad and that most of the operators on the beaches are complaining that their business is below that of previous years. He declares that plans for the Conklin Shows for the coming season are working out very satisfactorily.

Recently, "Patty" Conklin and S. L. Cronin purchased the remaining railway equipment of the Hagenbeck-Wallace Circus consisting of five steel animal cars and one steel flat.

Texas Kidd Registers At Ganado Engagement

GANADO, Tex., March 9.—Texas Kidd Shows, presenting a rodeo as free act with a 10-cent gate, concluded a week's stand here on February 24 to fair business, reported H. B. Rowe. Free attraction continued popular here and despite cold weather shows, rides and concessions reported satisfactory results. Texas Kidd Jr. is expected soon from Florida, where he has been participating in rodeos.

Jack Hoxie and troupe were popular here. Trixie Starr is expected to return soon from a personal appearance tour. Ted Custer and Texas Kidd have the organization routed thru new territory, and Mrs. Balderman, who has been with the shows all winter, leaves soon to join her husband's shows. James Hamilton again is in charge of advance after a vacation in Rio Grande Valley this winter.

Mrs. Texas Kidd and Billie Basinger are having their trailers overhauled. Ray Klotz signed for the season, as did Claude Hackler. Mr. and Mrs. Eddie Hall's cookhouse has been clicking with patrons. Flo Nuckols is handling Texas Kidd Jr.'s rides and concessions. Mrs. Tom Alvarado has her concessions here.

Hickey From ACA to RKO

CHICAGO, March 9.—Robert E. (Bob) Hickey has resigned his post with the Amusement Corp. of America to go with RKO-Radio Pictures as field representative for territory adjacent to Chicago. For the latter portion of last season he was assigned to the Beckmann & Gerety Shows as publicity director, his first experience with a carnival. For many years he had been with major circuses as a publicist.

Ballyhoo Bros.' Circulating Expo.

A Century of Profit Show

By STARR DeBELLE

Chuck Luck Bay, Fla.

Week ended March 9, 1940.

Dear Mixer:

Returning to Florida shores after a triumphant tour of Old Mexico, Ballyhoo Bros.' chartered fleet of freighters, and ocean liners steamed into Chuck Luck Bay. Upon arrival immigration and customs officers boarded the boats to give our people and equipment the once over. Going from boat to boat, from hold to hold and from stateroom to stateroom the customs officers stated that our troupe had less of every item listed than we had when we left the States. This elated the bosses, who had given orders to scuttle if it got hot. The expected thousands of show peo-

ple and natives failed to appear at the docks to give the show a warm welcome home, much to the disappointment of Pete Ballyhoo, who had borrowed the jungle-hunter wardrobe from our snake-show lecturer and was ready to pose for the expected news photogs as Head of the House of Ballyhoo. Their non-appearance put the press department in the middle, as he had given us strict orders to make the front page. We later learned that our radiogram had arrived but because the last show to play here had not paid its advertising bill the managing editor refused to send a photographer. Rushing to the newspaper office we explained that this was not (See BALLYHOO on page 56)

YOUR BEST MONEY MAKER



THE 7-CAR PORTABLE TILT-A-WHIRL

The popular idol of America's Midway Public! Consistent Winner in Ell Bridge Co. Annual July 4th Gross Receipts Contest. More Quality — More Style — More Labor-Saving Features Year after Year keep the TILT-A-WHIRL in the front rank of popularity and profit. A most efficient ride at a reasonable price to you.

Sellner Mfg. Co., Inc.
FARIBAULT, MINN.

SHOW TENTS AND CONCESSION

Fulton Bag & Cotton Mills
Manufacturers Since 1870
ATLANTA ST. LOUIS DALLAS NEW YORK
MINNEAPOLIS NEW ORLEANS KANSAS CITY, KAN.

PAINTS-ENAMELS

MIDWAY RED SYNTHETIC ENAMEL
Regular \$4.75—Now Only \$2.25
We Pay Freight Charges

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CONCESSION CARNIVAL TENTS

Our Specialty for Over 46 Years

UNITED STATES TENT & AWNING CO.
701 North Sangamon Street, Chicago, Ill.

1940 CHEVROLETS
— TRUCKS AND PASSENGER CARS —
Immediate Deliveries

Write CHAS. T. GOSS
With STANDARD CHEVROLET CO.,
East St. Louis, Ill.

TENTS-BANNERS

50x100 DRAMATIC TENT AND OUTFIT.
Complete. A Bargain.

CHARLES DRIVER—BERNIE MENDELSON
O. HENRY TENT & AWNING CO.
4611 North Clark Street, Chicago, Ill.

NEW 8-CAR WHIP



A Riot of Colors and Chromium. Beautiful Streamlined Cars. A Persistent Money-Getting Ride. Exported to All Countries.

W. F. MANGELS CO., Coney Island, New York

OPENING DUNKIRK, N.Y. MAY 11TH

CONVENTION SHOWS

First Convention Date, Wellsville, N. Y., State Moose Convention, Week of July 2, with Belmont, Depew, Allegany, Franklinville, North Tonawanda, Bath and other Celebrations and Conventions to follow. Can place Shows of merit. Have 2 100x20, 3 40x20, 1 60x40 tops and a complete Wild West Outfit with canopy, seats, arena, stable tents, etc., and a beautiful seventy-foot solid panel front. Will furnish any of this equipment to capable showmen. Want to hear from people in all lines that can produce. Can place Rides that don't conflict, particularly Octopus or Roll-o-Plane. Can place on other Flat Ride. Concessions all open except Cookhouse, Pop Corn and Pan Game. Will sell exclusive Custard, Photos, Long Range Gallery and Arcade. Outstanding Free Act to feature—will carry three. Ride Help, especially man capable of handling and keeping in repair a Scooter Ride. Electrician, Special Event Promoter. Fair Managers in Pennsylvania and Virginia, contact us. Address all communication to **CLAY MANTLEY, Manager, Fredonia, N. Y., Phone 654.**

BOOKED SOLID — Playing Exclusively Bona Fide Celebrations & Conventions

LAST CALL LAST CALL

SCOTT BROS.' SHOWS

Opens Mayfield, Ky., March 23 to 30, inclusive, downtown lot. Want Octopus and Kiddie Rides. Shows not conflicting. Legitimate Concessions, nothing over ten cents. Marie Johnson wants Dancers. Want Ball Game and Penny Pitch Agents. Ride Help, Working Men and Truck Drivers, come on. Show leaves March 21. Address: BOX 605, Jackson, Tenn.

Club Activities

Showmen's League of America



165 W. Madison St., Chicago, Ill.

NATIONAL SHOWMEN'S ASSOCIATION INC.



Palace Theater Building, New York.

CHICAGO, March 9.—Club had to carry over at old quarters for another meeting, but will be all set for the first meeting at Hotel Sherman on March 14. Past President J. C. McCaffery presided and with him at the table were Treasurer Fred H. Kressmann, Secretary Joe Streibich and Past Presidents Edward A. Hock, Sam Levy and Ernie A. Young. Applications of Herbert W. Bye, John W. Clowes and Albert J. Sweeney were presented for ballot and each was elected to membership.

Relief committee reported that Brother Sam Aldrich is showing improvement and has left for San Antonio. Bob Le Burno was released from a hospital and left for St. Louis. Others on the sick list are A. C. (Jack) Lydick, Henry Cohen, Al Carsky, Tom Rankine, James Murphy and Tom Vollmer. Phil Shapiro and A. L. Miller attended, their first meeting in some time. Fred Kressmann returned from a West Coast trip, while Past President McCaffery came in from Florida. President Frank and Jack Duffield left on a trip East.

House committee is moving and arranging for reception in new quarters on March 11. Movie reel committee is doing good work and gave members a preview of some of the pictures. Sunny Bernet and committee are working hard on the Spring Festival. It looks like a sellout. Bernie Mendelson returned from a long trip and attended the meeting. George W. Johnson left on a trip but promised to be back for the big night on March 11. Past President Ernie A. Young and Brother W. E. (Candy) Hamner arrived in time for the meeting. Judd Goldman is active in movie reel committee work.

Ladies' Auxiliary

President Ida Chase was hostess at club's social in the clubrooms in the Sherman Hotel on March 7. Beautiful prizes prevailed and attendance was big. A number of members now on the road report they plan to attend the Showmen's League of America Spring Festival. Sick list remains the same, with almost all recuperating. Don't forget the club's Benefit Bunco and Card Party on March 29 in the West Room, Sherman Hotel, with Leah M. Brumleve officiating.

Tickets can be obtained from any (See SHOWMEN'S LEAGUE on page 56)

Pacific Coast Showmen's Assn



623 1/2 South Grand Ave., at Wilshire Los Angeles

LOS ANGELES, March 9.—Monday night's meeting was called to order by President Dr. Ralph E. Smith, with these officers present: Third Vice-President Everett W. Coe, Secretary Al E. Weber. Attendance totaled 192. Minutes of last meeting were read and bills ordered paid. Communications included one from Brother James W. (Patty) Conklin with a check to cover the expense of the banner made for Representative Jack Earles on his trip to the antipodes. Other letters came from the 30th National Orange Show management, Brother Edward E. Taite. President Ralph E. Smith read the auditing committee's report and other committee reports including Brothers Leo Haggerty, house; James W. Conklin, finance; and Will Wright, public relations.

Brother Patrick Armstrong, sick and relief, said Brother Charles Guberman had returned to Cedars of Lebanon Hospital, Hollywood, where his condition is serious. Brother Harry De Garro has been confined in his home with the flu. Brother Tom C. Rogers left the hospital and is at his Long Beach home after a serious flu siege. Brother John S. Lyons, who has been ill for the past five years, says he would appreciate letters and visits from friends at his home on Linwood avenue. Brother Pat Shanley still confined to his room at the Elks Club. Brother Henry Myers commended Brother Pat Armstrong for the wonderful work he is doing on the sick and relief committee.

Brother Harry Sussman arrived the night of the meeting from Manila P. I. and told members of showfolk doings in that section. Brother Mark T. Kirkendall recited *Where Do You Go From Here?*, a poem written by the late Brother Spike Foley and which he dedicated to Brother Kirkendall in 1897. It received a round of applause. Good Will Banner Committee was instructed to present banners to Kelly's Superior Shows opening at Hawthorne, and to Charles Stephens Shows, which opened at Inglewood, Calif. Many visitors were on hand at the meeting and Brother Frank Forrest spoke briefly, as did Brothers Ed Leahy and Ben Dobbert, who returned from a trip thru the North. Some time also was given to story telling by Brothers Joe Horowitz, Joe Krug and Joe De Mouchelle.

Ladies' Auxiliary

Babe Miller, first vice-president, played hostess to members at a spaghetti dinner in the clubrooms on March 4. She also presided at the regular meeting that night and will handle the presidential chores when President Nina Rodgers leaves for the Monte Young Shows in April. Altho meetings are gradually becoming shorter, attendance has been good each week with between 45 and 65 members being present.

However within the next two weeks a large group will leave for their respective shows. A number of members donated sums to the monument to be erected in Greenwood Cemetery, a foundation which was started by Marlo LeFors. Those pledging and contributing included Babe Miller, Marie LeDoux, Betty Coe, Jewel Hobday, Edith Bullock, Cecilia Kanthe, Florence Webber, Fern Chaney, Margerett Farmer, Olga Celeste, Margie Williams, Mother Fisher, Jewel Smith, Ester Carley, Marlo LeFors, Stella Brake, Marie Klenck and Lucille King, all of whom pledged \$5, while Nell Ziv and Rose Clark donated \$25. Florence Weber returned from Kansas City, Mo., and advised of the wonderful hospitality shown her while visiting the Heart of America Showmen's Club Ladies' Auxiliary. Those reported ill are all on the way to recovery. Jess Loomis advised she will leave soon for Oakland, Calif., to rejoin the Wrightsman Shows. Lucille King leaves soon for the Northwest in the interest of Hilderbrand's United Shows.

Rosoff, Frances White, Lillian Faber, Gypsy Abbott, Lillian Brooks, Dena Vata was proposed by Sister Pearl Meyers. Sister Bess Hamid is leaving Florida. Sister Kate Benet is switching from a Miami hospital to one in New York. Members were happy to hear from Sister Martha Wagner from Ohio, after a long silence.

NEW YORK, March 9.—Reservations for the Atlantic City Spring Outing, March 16 and March 17, are coming in daily. Event bids fair to be one of the most outstanding social events of the year. Members are reminded to make reservations early for choice accommodations. A set of chessmen has been added to clubrooms and Morris Finkelstein challenges any member. In addition he will gladly instruct members in the game. A chess tournament will be started March 11 and names can be left either with Morris or at the office. Members who have promised to participate are Al Baker, George Rector, Eugene Randow, John Liddy, Leo Poorvin, Al Davis and Milton Soffer.

A handicap pocket billiard tournament will start March 18 and now that new dome lights have been installed over the table this promises to arouse keen competition among members. Names of entries may be turned in at the office or given to Mack Brooks, tournament chairman. A rummage sale by the Ladies' Auxiliary is in progress at 87 Old Broadway (132d street). Members are reminded that in the event they have any old or new clothing they can donate please send same direct to the store. Among visitors last week were Jim Morrissey, Baker-Lockwood Co., who is one of the outstanding members of the Heart of America Showmen's Club. He was a guest of Arthur Campfield. Joe Andy was the guest of Phil Cook, Manny Kline of Johnny Kline, Louis Bloch of Harry Kaplan and Charlie Goldman of Fred Phillips.

Association extended greetings to Brother Dave Endy and the new showmen's organization of Miami, Fla. Ross Manning, general agent McLaughlin Shows, ordered new tops for the girl shows, which will be under management of Ralph Decker. Joe McKee and energetic crew from Palisades Park are always doing something in behalf of the organization. Latest is a new coat of paint for the clubroom floor. A letter from President Max Linderman is in the mails urging delinquent members to pay their dues and enroll new members.

Meetings for this month: Regular meetings, March 13 and March 27; Board of Governors, March 13 and March 27, and By-Laws Committee, March 13. Steward Harry Schwartz and *The Billboard's* Len Traube played four games of pinochle with a deck of 44 cards before the discovery was made. On April 7 an entertainment and dance will be held in the clubrooms for the benefit of the organization's operating fund. Members are urged to sell as many tickets as possible to their friends in addition to coming themselves. Price is 50 cents. Don't forget the Bingo Party on March 31, operated by the Ladies' Auxiliary. Subscription of 35 cents includes 25 games for prizes in addition to door prizes. Jules Lasures is ill at home and Max Friedman and Doc Kelley are still in the hospital.

Birthday congratulations to George J. Konesny, Herman Cohen, Nathan Faber, David P. Lichtblau, C. B. Kidder, William Glickman, Sam Walker, March 15; Harry L. Horner, March 16; Max Linderman, David Pimentel, Roscoe Schwartz, March 17; Richard E. Gilsdorf, Charles R. Miller, March 18; Thomas J. Coleman, March 19; Albert Halpin, William O'Shea, Frank Feit, Samuel Grimaldi, March 20; Pat Martino, Edward L. Rockefeller, March 21.

Ladies' Auxiliary

Sorry to report so many illnesses. Sister Julia Frank is in the hospital for an eye operation. Ill at their homes are Sisters Rose Weinberg, Irene Greene, Ida



Heart of America Showmen's Club

Reid Hotel

KANSAS CITY, Mo., March 9.—Regular weekly meeting was called to order by Past President John Castle. Minutes of last meeting were approved, and after a brief session meeting was adjourned. W. J. Lindsey, Reynolds & Wells Shows, came in from quarters to purchase a new car from Harold Elliott. Brother P. N. Jones states that work is progressing rapidly at quarters of Jones Greater Shows in Wellington, Mo. Brother and Mrs. Frank Lehman are in Jones quarters supervising work on their Merry-Go-Round and Ferris Wheel.

Dwight Pepple came in from the West Coast and visited the club. Fred Webster, agent J. L. Landes Shows, stopped over en route to quarters at Chapman, Kan.

Brother Al Baysinger was here on a brief business trip. Mr. and Mrs. Keith Chapman arrived from Chapman, Kan., last week on business connected with Landes Shows. Ladies' Auxiliary will hold a pot luck dinner on March 8 in the banquet room of the Reid Hotel and will have members of the HASC as its guests.

Ladies' Auxiliary

President Mrs. C. W. Parker presided at the club's regular meeting. A new member, Hattie McFarland, sponsored by Mrs. Pearl Vaught, was taken into the club at the meeting. Correspondence from Mrs. J. C. (Ethel) Weir, Grace Goss, Pearl Vaught, Edna Pennington and Roberta Romola was read by the secretary. Sick committee reported that Catherine Boyd and Tillie Johnson were ill. Night's award went to Blanche Francis. Members of the HASC and Auxiliary were guests of the management of the Roller Derby in American Royal Building here last Sunday.

Michigan Showmen's Association

156 Temple Street, Detroit

DETROIT, March 9.—Monday night's meeting was called to order by Vice-President O. A. (Pop) Baker in the absence of President Leo Lipka, who is out of town. Other officers present were Past President Harry Stahl and Secretary Robbins. A board of directors meeting preceded the regular meeting, with Ben Morrison, Frank Wagner, Sammy Wilson and Isidor Soble and others participating. F. L. Flack reports he will move his rides from Coldwater, Mich., quarters soon.

Annual Spring Party will be held in Palm Beach Cafe here on April 15, with tickets priced at 25 cents. Past President Harry Stahl spoke at length on co-operation of members regarding the party, as did Harry Wish. Reported on

the sick list were Brothers Croy, Rosenthal and Cote. K. Lunquist arrived from Miami, Fla., and took in the meeting.

Missouri Show Women's Club

ST. LOUIS, March 9.—Club's regular meeting was held in the rooms on February 29, with Vice-President Daisy Davis presiding. Secretary Grace Goss, who has recovered from a recent illness, attended, as did Treasurer Gertrude Lang.

Sick committee reported that Mrs. Mary Francis is much better and that Lora Potter is in St. Anthony's Hospital, Effingham, Ill., for a serious operation. Virginia Laughlin also is much better. Blind award, donated by the International Association of Showmen, went to Grace Goss. It was a large bottle of wine, which she opened and shared. A buffet lunch was served by the husbands and boy friends at adjournment. Ticket committee reported a sellout for the St. Patrick's Party to be held on March 16 in the Main Ballroom of Melbourne Hotel. Music and floor show is to be provided by Art Botts.

15 Years Ago

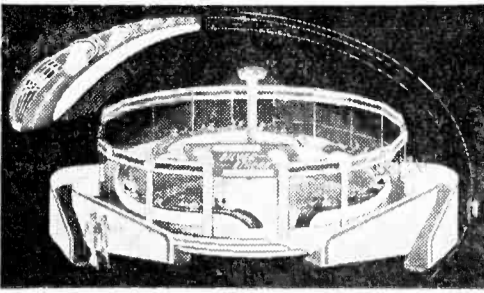
(From The Billboard Dated
March 14, 1925)

J. G. (Jimmie) Simpson signed with Manager Lellie M. Brophy to become general representative of D. D. Murphy Shows. . . . For three seasons with Rubin & Cherry Shows, Diamond Lew Walker's Monkey Speedway was successfully filling an engagement in Habana Park, Havana, Cuba, under management of Bert Miner. . . . General agent and publicist, Frederick DeCoursey, signed as general representative with Howard Herman Exposition Shows. . . . James McCosley, widely known in carnival and circus fields, was connected with Shrine Circus headquarters in Music Hall, Cincinnati. . . . Billy Edwards, concessioner, was in Miami Valley Hospital, Dayton, O., recovering from an operation.

Rod Krail signed his show with Isler Greater Shows, of Chapman, Kan. . . . Henry J. Pollie was to again become general manager of Zeidman & Pollie Shows. . . . Joe McDonald, operator of the freak animal show for Evans & Gordon on Rubin & Cherry Shows, was in West Baltimore (Md.) General Hospital, where he underwent an operation. . . . Chris C. Jernigan resigned as assistant manager of Aaron's Pharmacy, Mt. Olive, N. C., to return to L. J. Heth Shows. . . . C. I. Levin, concessioner, was conducting a candy and novelty store in Kansas City, Mo.

Formerly with Greater Alamo, John Francis and Poole & Schneck shows, the McHughes, mentalists, signed with John J. Jones Exposition for 1925. . . . Lee J. Mansky and Ray Stipp were operating a billiard parlor in Louisville. . . . Ed Lundgren and his Congo Snake Show joined Texas Kidd Shows in Hearn, Tex. . . . Verna Mae Fairly, nine-month-old daughter of Mr. and Mrs. Noble C. Fairly, owners of shows bearing their name, died at their home in Leavenworth, Kan., on March 9. . . . George Simmons signed his Working World attraction with M. J. Lapp's Greater Shows. . . . H. J. Brazier was in charge of construction at C. F. Zeiger United Shows' quarters, Fort Dodge, Ia.

"THE RIDE OF TOMORROW"



SILVER STREAK

The profit plus, fully portable ride. Can be erected and moved without special equipment. Rubber tired trains are mechanically banked, permitting sustained high speed with comfort and safety. Has the capacity you want with profits beyond your expectations. It will pay you to ask the man who owns one.

Portable Stages - Ride-O - Auto Speedway - Carouselles - Light Towers - Aerial Joy Ride - Hi-De-Ho Fun Houses - Dodgem and Skooter Bldgs.

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 Sts., Phila., Pa.

LAST CALL LAST CALL AL BAYSINGER SHOWS

SHOW OPENS APRIL 4TH AT POPLAR BLUFF, MO., GOING NORTH WITH A NICE LINE-UP OF SPRING DATES, AND CAN ASSURE ALL WHO CONTEMPLATE A GOOD SEASON AND GOOD TREATMENT, WILL BE GIVEN EVERY CONSIDERATION. ALL PEOPLE CONTRACTED, PLEASE ACKNOWLEDGE THIS CALL. WANT LIVE PONY RIDE AND OTHER NOVELTY BABY RIDES EXCEPT AUTOS. CAN ALSO USE AND WILL BOOK OR LEASE SMALL SCOOTER, OCTOPUS AND ROLLO-PLANE. GOOD PROPOSITIONS TO MOTOR DROME, CRIME, MONKEY CIRCUS OR ANY NEW NOVEL SHOW THAT CAN KEEP UP WITH PRESENT-DAY IDEAS. FROZEN CUSTARD AND PHOTOS OPEN AND ANYTHING NEW IN THE CONCESSION LINE. (Please do not inquire about Popcorn or Penny Pitch.) WANT SPECIAL AGENT. Prefer one that has a Sound Truck, and would rather have one without Concessions or not more than one. (Those who have already applied, kindly repeat, as I have misplaced your applications.) Want good Show Painter for season. Must be able to do pictorial and modernistic work. WIRE OR WRITE STATING FULL PARTICULARS TO
AL BAYSINGER, Mgr., Box 475, POPLAR BLUFF, MO.

GIRLS WANTED GIRLS

Models for Posing Show. Youth and figure essential. Performers for Dope Expose Show. Male and Female; experienced preferred. Chick Boyer, answer; also all former employees. Can offer right people steady work, top salaries. Have proven reputation of having never missed a pay day. Show opens April 1, Montgomery, Ala.

All address
KAY OR LOUIS "PICKLES" WEISS
Care West's World's Wonder Shows, Montgomery, Ala.

ART LEWIS SHOWS, INC.

"World's Finest Midway"

Can place Illusion Show, Midget Show, Monkey Circus or any other worth-while attractions and furnish wagons. Legitimate Concessions only, rates reasonable. Want to hear from Capt. McVay, Great Lester, Preacher Monroe, Jimmy Robichaud, Del Crouch wants Lady and Gent Drome Riders and first-class Talker for same. Chas. Lewis wants Ball Game Agents. Help in all departments. FOR SALE: 1939 Allan Herschell Co. Rolo Funhouse, 60' front, excellent condition. Show opens April 11, downtown Norfolk. Have 14 Fairs contracted. Everybody wire or write
ART LEWIS, Gen. Mgr., Hotel Fairfax, Norfolk, Va.

LAST CALL YELLOWSTONE SHOWS WANT

OPENING MARCH 29TH IN ALBUQUERQUE, NEW MEXICO

Can place Athletic Show. Will frame small Grind Show for competent people. Will place any Show that has transportation. Can use Ride Help on Loop-o-Plane, Mixup, Ferris Wheel, Tilt-a-Whirl and Merry-Go-Round. Also Grind Store Agents, Griddle Man and Help in Cook House. Must be sober. Can place Lead Gallery, Hoop-La, Bumper or any Legitimate Concession. Write or wire
W. S. NEAL, BOX 904, ALBUQUERQUE, N. M.

CENTRAL AMUSEMENT COMPANY

OPENING BEAUFORT, S. C., APRIL 1—WANT RIDES, SHOWS, CONCESSIONS

Will book or buy Eli Ferris Wheel with or without transportation, or any Ride not conflicting with what we have. Concessions that work for stock. No racket. Good opening for Small Cookhouse or Grab, Bingo, Penny Arcade or any Stock Concessions. Shows with own outfits. Good proposition for man with sound car. We play downtown locations. Free gate and will play proven money spots. All mail and wires to **SHERMAN HUSTED, Gen. Mgr., Sebring, Fla.**, this week; then Beaufort, S. C., winter quarters.
P. S.—**Dorothy Edwards**, contact me.

WALTER KEMP WANTS DROME HELP

Lady and Men Riders, also Young Girl with swiveling ladder experience for new act. Send pictures. Girl to assist Marjorie Kemp in riding lion act. Prefer one with experience. Vivian Wright, Iris Stewart, Dolly Sherman, answer. Man to break in on front; single preferred. No drinkings.

HAVE FOR SALE

First-class Motordrome Equipment: Motorcycles, Miniature Automobiles; two Male Lions, 3 1/2 years old. Write **WALTER B. KEMP, P. O. Box 910, Tampa, Fla.**

THE BIG 1940 SPRING SPECIAL

Issue of
The Billboard
Starts to Press
Wednesday, April 3

Copy requiring special position in certain departments must be in Cincinnati April 3.

THE BILLBOARD,
25 Opera Place, Cincinnati, O.

CARNIVAL OWNERS DOUBLE UP

On the Big Spring Special

The size of your 1940 Spring Special advertisement will create an impression upon Fair Secretaries and Committeemen.

MAKE A GOOD IMPRESSION

PLAN NOW TO DOUBLE
YOUR ADVERTISING
SPACE IN THE 1940
SPRING SPECIAL.

Midway Confab

By THE MIXER

(Communications to 25 Opera Place, Cincinnati, O.)

PLAY TIME is over in w. q.

BARRY GRAY and wife are wintering in Montrose, Calif.

PERCY EWING is vacationing in Decatur, Ill., this winter.

CAPT. DAN CHERRY'S high dive will be free attraction on J. L. Landes Shows

TOM ELLISON again is connected with the city council in Rock Island, Ill.

J. R. OGLE is operating a billiard hall in Chillicothe, O.

IN CHARGE of memberships and collections for Macon, Ga., Chamber of Commerce is J. Harry Johnson.

WELL KNOWN in carnial circles, Sir Edward Haines is living in retirement at Keokuk, Ia., reports Doc Waddell.

WHAT large railroad show disappeared over night?

MARVIN WELCH, Iowa elephant man, is with Bill Hames Shows, where he is handling the tusker recently purchased.

FORMERLY WITH Sol's Liberty Shows, George Walker will have fish bowl and peep show on Blue Ribbon Shows.

Ill. quarters of United American Shows, with which he signed as scenic artist and clown.

WHO was the general agent who afterwards became a well-known legal adjuster?

IT WAS RAY JOHNSON and not Roy Johnson, as recently reported, who booked his two concessions with Donald McGregor Shows for 1940.

MIGHTY SHEESLEY MIDWAY will start its 1940 tour with an eight-day stand in Port Arthur, Tex., beginning on March 30, reports Edgar C. May.

LAST SEASON with Bantly's All-American Shows, Daniel H. Corr has booked three concessions with Convention Shows.

HAVING signed with Lachman Amusement Co. as electrician, Charles (Willie) Garner is in shows' Washington, D. C., quarters readying equipment.

SIDE SHOW OPERATOR of note, Arthur Windecker, has returned to Los Angeles after closing a three-week stand with Crafts 20 Big Shows.

BOSS—"We'll never winter on these fair-grounds again." Fair Sec—"Check!"

MR. AND MRS. EARNIE WOODWARD report they closed with Crescent Amusement Co., in Sebring, Fla., after playing eight weeks of Florida winter fair dates to good results.

POP-CORN CONCESSIONER, Harry Kimmel, infos from Biloxi, Miss., that he is booked with Buckeye State Shows. He left for quarters in Laurel, Miss., on March 6.

THERE are generally more mildewed ideas around some shows than there is canvas similarly affected.—Colonel Patch.

BOOKING THREE concessions with Pioneer Shows for the season recently was James Perrotta, reports George Harvey. Shows have added two more firemen's celebrations to the route.

DOC JOHNSON has signed to again present his Oddities Attraction with Fidler's United Shows and will feature Kitty Kelly in the annex. Doc and Kitty booked their new Silver Streak.

TAKING DELIVERY on new trailers in Buckeye State Shows' Laurel, Miss., quarters recently were Lorraine Wallace, Billy King and Mr. and Mrs. Charles Savage, reports Date Curtis.

SAM HOUSTON, whose museum has been clicking to good results at a Fifth and Main street location in Los Angeles, has moved his equipment to the beaches to prepare for the coming season.

HOUSE trailers also have cut down the number of sap broadcasters around hotel lobbies.—Annie Fay.

DARE-DEVIL OLIVER pens from Tonawanda, N. Y., that he has signed for 22 weeks with Joe Bury's De Luxe Amusement Co. in Connecticut, Massachusetts and New York.

BOARD OF DIRECTORS of Gulfport, Miss., Chamber of Commerce recently voted unanimously to extend an invitation to United American Shows to make Gulfport permanent quarters.

BOB FOX cards from his home in Tupelo, Miss., that he is slowly recovering from a recent illness and that Walter B. Fox spent a Sunday with him while en route north.

SINCE CLOSING with Atlas Shows at Ardmore, Tenn., Robert (Chief) Lamont and wife have been visiting with his mother-in-law, Mrs. C. A. Smith, at her home in East Levington, Va.

SPENDING THE WINTER wrestling in Minneapolis is Stephen (Bull) Smith, who pencils he plans to take out an athletic show with a carnival in the Northwest this year.

WILL we have to wait for some more world's fairs before seeing any new ideas in midway attractions?—Cousin Peleg.

H. W. BURDETTE, who has booked his Whip, corn game and girl show with Captain Latlip's Shows, is in quarters in Charleston, W. V., repairing and painting all equipment.

TED C. TAYLOR cards from Funland Shows quarters in Newnan, Ga., that Miller and Heth are building five new concessions there and that J. J. (Red) Marion arrived from Florida recently.

LIZZIE FENN, who handled ticket sales for the underprivileged at the Alcazar Temple Shrine Circus, Montgomery, Ala., reports she expects to return to the road with Rubin & Cherry Exposition.

SMILING JACKIE McKNIGHT, singing cowboy, who has been doing radio work in Florida, Georgia and South Carolina, is putting together a band.



PENNY PITCH GAMES
 Size 48x48", Price \$20.00.
 Size 48x48", With 1 Jack Pot, \$30.00.
 Size 48x48", with 5 Jack Pots, \$40.00.

PARK SPECIAL WHEELS
 30" in Diameter. Beautifully Painted. We carry in stock 12-15-20-24- and 30 number Wheels. Price \$12.00

BINGO GAMES
 75-Player Complete \$5.00
 100-Player Complete 7.25

SEND FOR CATALOGUE.
 Full of New Games, Blankets, Dolls, Lamps, Aluminum Ware, Canes, etc.

SLACK MFG. CO.
 124-126 W. Lake St., Chicago, Ill.

ASTRO FORECASTS AND ANALYSES

(Complete 1940 now ready)
 Single Sheets, 8 1/2 x 14, Typewritten, Per M. \$5.00
 Analysis, 3-p., with Blue Cover, Each .03
 Analysis, 8-p., with White Cover, Each .05
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 Samples of the 4 Readings, Four for 25c.
 No. 1, 34-Page, Gold and Silver Covers, Each .30
 Wall Charts, Heavy Paper, Size 28x34, Each 1.00
 Gazing Crystals, Ouija Boards, Planchettes, Etc.

NEW DREAM BOOK

120 Pages, 2 Sets Numbers, Clearing and Policy, 1200 Dreams, Bound in Heavy Gold Paper Covers, Good Quality Paper, Sample \$0.15
HOW TO WIN AT ANY KIND OF SPECULATION. 24-Page Booklet, Beautifully Bound, Samples, 25c.
PACK OF 79 EGYPTIAN F. T. CARDS. Answers All Questions, Lucky Numbers, etc., 35c.
ZODIAC F. T. CARDS. Pack 35c
 Graphology Charts, 9x17, Sam. 5c, Per 1,000 \$6.00
MENTAL TELEPATHY. Booklet, 21 P., 25c
"WHAT IS WRITTEN IN THE STARS." Folding Booklet, 12 P., 3x5, Contains all 12 Analyses, Very Well Written, Per Doz. 50c; Sample 10c.
 Shipments Made to Your Customers Under Your Label. No checks accepted. C. O. D., 25% Deposit. Our name or ads do not appear in any merchandise.

SIMMONS & CO.
 19 West Jackson Blvd., CHICAGO
 Instant delivery. Send for Wholesale Prices.

OUIJA BOTTLE

Answers Mental or Verbal Questions Yes or No. Reads the Mind. Sex Indicator. 25c Seller—Should Go Over Hot. Circular Matter Free, Sample 25c.
 Mfd. in U. S. A. by M. M. SIMMONS & CO., 19 W. Jackson Blvd., Chicago, Ill.

BUDDHA—FUTURE PHOTOS—HOROSCOPES

1940 ASTRO DAILY, HOURLY FORECASTS. Buddha Papers, Horoscopes in 14 styles, Display Charts, Apparatus for Mindreaders, Mental Music, Spirit Effects, Mitt Camps, Graphology, Palmistry, Books, Crystals, 164-Page Illustrated Catalogue, 30c.

NELSON ENTERPRISES
 198 S. Third St., COLUMBUS, O.

\$5,000 Park Arcade \$5,000
 COMPLETE AND READY TO OPERATE
 35 Large Pieces, including Athletic, Fortune, Mutoscopes, Postal Cards, Baseball, Football, Late Novelty Pin Tables, Drop Picture Machines and thousands of cards. Sacrifice quick sale \$850.00
 Moving Target Shooting Gallery 275.00
 A. N. RICE
 Caro K. C. Novelty Statuary Company,
 315 Southwest Blvd., Kansas City, Mo.

WOLFE AMUSEMENT

LAST CALL LAST CALL

Opening March 23rd, Two Saturdays, Toccoa, Ga.

Will book Corn Game, privilege reasonable; also Photo and any Legitimate Concession. Will book or buy Kiddie Auto Ride. Must be factory job. This show has eight Fairs and 18 Still Dates already booked, all up-town locations. NO GATE. NO RACKET. All mail and wires to
BEN WOLFE, Mgr., Royston, Ga.
 P.S.: Will book good Lead Gallery.

MONTE NOVARRO Wants
PIANO PLAYER, GIRLS and PERFORMERS
 For

GIRL REVUE

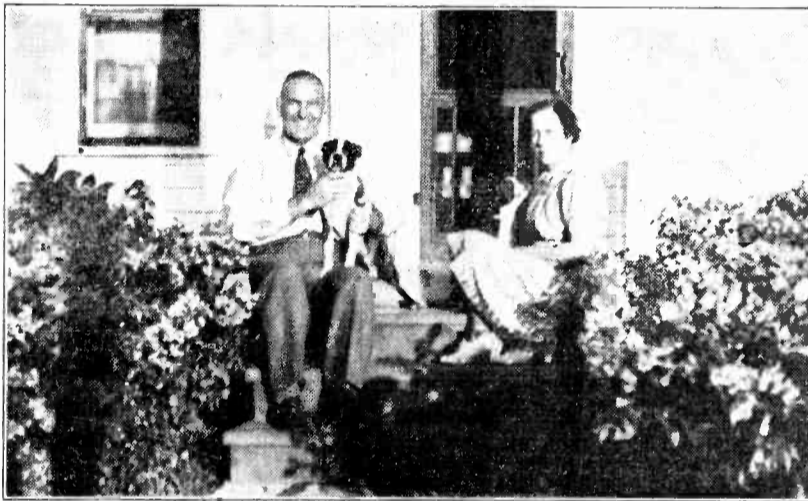
Address: **BEN WILLIAMS SHOWS, INC.,**
 5025 71st St., Woodside, N. Y.

WANT CIRCUS CALLIOPE

In good working condition. Send photographs and complete details, including price. **BOX 141,** Care The Billboard, 1564 Broadway, New York.

TILLEY SHOWS WANT

Second Agent with Sound Car, flashy Live Pony Ride, Shows with or without own outfits. Concessions—American Mitt Camp, Legitimate Grind Stores. Can place A-1 sober Truck Mechanic. Address: **LADD, ILL.**



REPORTS OF COLD WEATHER from the North don't seem to bother Mr. and Mrs. Buck Weaver, concessioners with West's World's Wonder Shows, who were photographed recently with their pet Boston terriers while taking things easy on the porch of their cozy little home in Miami, Fla., where they have been wintering. They plan to join West's organization soon. Photo furnished by Frank LaBarr.

ADOLF WATSON arrived in Mighty Sheesley Midway's Galveston, Tex., quarters to take charge of the cookhouse.

DICK MILLER and Harry Pink have their side show with Mighty Monarch Shows, their second season there.

WOODS TROUPE, free act, which recently signed with W. E. West Shows, is playing stands in Joplin, Mo.

AFTER WINTERING in Birmingham, Marie Jarvis has joined Yellowstone Shows in Albuquerque, N. M., with Mr. and Mrs. Eddie Moore.

WHAT Hamburger King afterwards became a carnival manager?

DOING PUBLIC RELATIONS WORK for a Corpus Christi, Tex., department store are R. F. (Doc) Seyfer and wife, Teresa.

WINTERING in Glens Falls, N. Y., is Mrs. Tonya Cleary, who will join Max Gruberg's World's Famous Shows in Philadelphia quarters soon.

VET LEGAL ADJUSTER AND SHOW-MAN, Basil McHenry has been ill and confined to his Akron home for the past three months.

WALTER J. PEARL, concessioner with Fairly & Little Shows, is vacationing at the Riviera Hotel, near Daytona Beach, Fla.

LEAVING Crowley's United Shows recently, Dan M. Data is in East St. Louis,

EDDIE VIERA scribes from Glendale, Calif.: "Recently booked my free act, the Four Stars, with Art Lewis Shows. The Viera Four will be with Conklin Shows."

J. W. (PATTY) CONKLIN has purchased a home in the Beverly Hills (Calif.) district where he will spend his winters hereafter.

NEOMA and her African Python have signed to again take the road with Heller's Acme Shows, scribes Peggy Ewell from Baltimore.

O. C. (JACK) LYDICK advises from Ward No. 4, U. S. Veterans' Hospital, Dayton, O., that he would like to read letters from friends.

HAVING QUIT the concession field, M. H. Gunion plans to purvey pottery, china and garden ware on principal highways this summer, reports Doc Wadell.

WHAT show always charges extra for electric current at fairs, whether or not the fair association pays the bill?

JOE AND ANNA METCALF have been signed to handle the elephants on World's Fair Shows and Coe Bros. Combined Circus for 1940, reports Harry Chipman.

MAJOR JAMES WEST, Scotch bagpiper, is in Jackson Memorial Hospital, Miami, Fla., recovering from typhoid fever. He says he'd like to read letters from friends.

ALWAYS IN DEMAND

There are never enough **BIG ELI** Wheels to fill all the spots where they are wanted. That's why more and more experienced ride-men are buying more **BIG ELI** Wheels. It's no trouble to keep a **BIG ELI** busy.



ELI BRIDGE COMPANY
 Builders of Dependable Products,
 800 Case Avenue, JACKSONVILLE, ILL.

which he has signed with Penn Premier Shows.

WHEN the band played "Home, Sweet Home" what well-known g. a. walked off the lot without saying good-bye to the powers-that-be?

JACK OLIVER, Wallace Bros.' Shows, pens from Jackson, Miss., that his organization has been awarded midway contracts for Hinds County Live Stock Show, Jackson, and 40 & 8 Agricultural Fair, West Point, Miss.

VICTOR H. WALDROP, chairman of Cartersville, Ga., American Legion Post Fair Committee, reports that Barfield's Cosmopolitan Shows have been awarded the midway at 1940 Bartow County Fair there.

RAY HARPER blasts from Augusta, Ga., that he visited James H. Drew Jr., there recently and that the latter is building some stock concessions in quarters. He adds that everything is new, including plenty of green canvas.

AFTER SPENDING the winter in Florida, Lawrence Hester went into Lawrenceburg, Tenn., quarters of J. F. Sparks Shows, where he will direct painting of equipment. He has signed his photo gallery.

HOT-STOVE General Agents' Association will soon be deliberating under canvas at grand reunions of the Cookhouse General Agents' Association.

CONCESSIONER with All-American Exposition Shows, Johnny Wuetherick, while in Kansas City, Mo., recently as guest of Chester I. Levin and Slim Johnson, Midwest Merchandise Co., said he has added two concessions to his line-up.

"JUST CONCLUDED a 2,370-mile jump here from El Paso, Tex., to take over pilot's duties on B. & V. Shows," pens W. M. (Billy) Gear from Garfield, N. J. "I'm back in my old territory for the first time in many years. Found plenty of activity upon arrival."

"VISITED J. F. SPARKS, of shows bearing his name, here on March 1," pens Reed F. Davis from Lawrenceburg, Tenn. "All workmen are busy in quarters, painting rides and readying new semi-trailers and trucks and weather has been swell."

AFTER SPENDING the winter in Pittsburgh as a salesman for Kant Novcity Co., Paul J. Dwyer left for Tonawanda, N. Y., where he joined Mr. and Mrs. Carl O. Davis, who are readying their equipment for their tour with Kaus Exposition Shows.

HE'S known as the Beau Brummell of carnivaldom, would make a good foreign diplomat and is the only carnival owner ever to take a show to the Pacific Coast—and back. Who is he?

JACK KELLEY, who signed his side show with Sol's Liberty Shows, has his crew in shows' Caruthersville, Mo., quarters. In the line-up are Sonny Kelley, talker; Madame Verona, mentalist; Dale Kelley, wardrobe, and James Allen, tickets. John



ASSOCIATED WITH concession departments on various carnivals for a number of years, Danny Ferguson will spend the summer in Casino Park, Fort Worth, Tex., operating concessions for Al Wagner, owner-manager of Great Lakes Exposition Shows. Seen with Danny is his pet, Tippy, with a copy of a recent issue of The Billboard in his mouth. Photo was snapped on porch of the Ferguson winter residence in Lubbock, Tex.

Pestka is expected soon to build illusions.

JOHN ALEXANDER POLLITT, well-known West Coast general agent, who was confined to his home in Los Angeles for a week with neuritis, has recovered and soon will join a local firm, reports Bert Chipman. Pollitt recently resigned from Crafts 20 Big Shows after completing a booking tour.

AFTER A 16-WEEK TOUR in Massachusetts, Maine and New Hampshire, Wendel Kuntz closed his Palace of Wonders Museum on March 2 in Berlin, N. H., and returned to his home in Hampton, N. H., for a brief vacation. He will take his attraction on the road with Ben Williams Shows.

M. E. WRIGHT, of Paris, Ill., has booked his cookhouse with Great Sutton Shows for the season. He pencils he's been ill for the past two weeks, but is recovering and will join the organization in time for opening. Wright also plans to add several other concessions this year.

"AFTER six weeks of successful school assembly work, my wife and I are headed north to Juneau, Alaska, to visit my brother, Don Hammond, who has been living there for the past year," letters Earl Hammond from Vancouver, B. C. "Plan to make the Ice Carnival and Dog Derby in Fairbanks and bring several animals out with my show this summer."

"HAVE BEEN playing department stores thru Western Canada to good business," pencils B. H. (Doc) Irwin from Regina, Sask. "Business was poor on the Pacific Coast, but swell on the prairies. Can't understand why more shows don't come thru this way. Of course, transportation is expensive, but the money is here."

APOLOGIES to Aesop: Once upon a time a well-known g. a. who had spent six weeks in "building up" a new show to a fair secretary down yonder received the surprise of his life when his plans were knocked haywire by a free-act salesman who had a personal peeve against the show in question. Moral: Those who live in glass houses should try a blackout.

FOR SEVERAL YEARS a member of the executive staff of Broadway Shows of America, Jack Barry has been employed as night bartender in Ironton, O., night club for the past six months. He says that a number of times each week showfolk, including Johnny (String) Brice and Doc Riley, visit the spot and all cut up jackpots.

STEVE LEE SHOWS' Rich Hill, Mo., quarters notes by Frank McGraw: All are busy painting and rebuilding equipment here. Manager Steve Lee recently returned from a successful booking tour. He also purchased a new trailer for his wife. Among recent visitors were Mr.

and Mrs. H. B. Woods, Mr. and Mrs. Ben Kost and Sam Wells and family.

WELL KNOWN IN OUTDOOR show circles, Ben Beno and Dan Meggs have been daily visitors to Pacific Coast Showmen's Association's clubrooms, Los Angeles, since close of John Ward Museum on Main street. Ralph (Elephant Skin) Kroner, also with the museum, left for the East to join a show. Owner John Ward is readying his road attractions and expects to open soon.

"THIS TOWN has had its share of showfolk visitors this winter," scribbles E. V. Moore from Atlanta. "Among those sighted recently were Jack Burns, assistant manager Great Eastern Shows, and wife, who stopped en route to quarters. Mrs. Lydia Martin, general agent Great Eastern Shows, is visiting friends here, while Bob Choate, well-known concessioner, is visiting his folks."

HAROLD AND JUDITH JOHNSON, well known in outdoor show circles, were among honored guests of Washington Infantry Veterans' Association at its Washington's Birthday Dinner in Pittsburgh. Mrs. Johnson was presented with a 13-star flag by Colonel Ruby, past national commander-in-chief of Grand Army of the Republic and captain of the Washington Infantry.

CLINT ROBERTS, co-manager, Black Diamond Exposition Shows, writes from Tampa, Fla.: "Work in quarters in Brownsville, Pa., is rapidly progressing. Mr. and Mrs. George White are here building new concessions which they have booked on the shows. Mrs. White recently was released from a local hospital and they plan to leave for quarters on April 1. The writer will leave about March 15 to open quarters."

TWO showmen were sitting in the G-meat cookhouse. One was expecting his brother to arrive at any minute, coming direct from home. "Grover," said the waiting showman, "is a smart boy. He's never been on the road, but he was a smart enough boy to clear over \$60 with a p.-c. wheel at his lodge's bazaar. Yeah, even tho he was raised in a small town, Grover is a smart boy. I'll make money by having him with me. I'll say again, Grover is a smart boy." Suddenly the showman leaped to his feet. "By golly, here's Grover now! Grover, meet Mr. So-and-So. Brother, sit down and order something to eat." Looking the griddle over carefully, Grover said, "Gimme a couple o' them there hamburgers." "Yeah," said the other showman dryly, "Grover is a smart boy."

VISITORS to Hilderbrand's United Shows No. 3 Unit's Midway at its recent stand in Los Angeles, reports Walton de Pellaton, included Ted and Marlo LeFors, Dr. Ralph Smith, Frank Babcock, Mr. and Mrs. Earl Kelly, Mr. and Mrs. D. Wilson, Mr. and Mrs. Monroe Eisenman, Al Painter, Al Moffatt, Johnnie and Billie Hicks, Al Fisher, Hort Campbell, Harry Phillips, Overland Murphy, Mr. and Mrs. G. Jacoby, Mr. and Mrs. Pierre Ouellette, H. Woody, Scotty, Clark, Whitey and Mr. and Mrs. Chris Olson, Leona and Claude Barie, Mr. and Mrs. Joe Metcalf, Olga Celeste, Candy Moore, Charles Marshall, Mr. and Mrs. Al Keenan, Manfred Stewart, Mr. and Mrs. Cleo Qualls, Delbert O. McCarty.

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 Canadian National Exhibition 1939

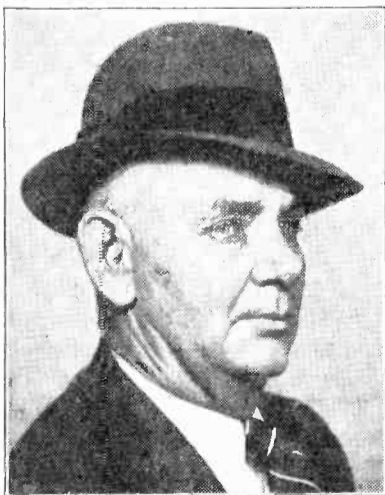
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HAVING BEEN re-engaged as lot man with Cliff Liles' Park Amusement Co., Jack Wilkerson will begin his 29th year in outdoor show business at the shows' opening this season. He entered the field in 1912 with H. (Tubby) Snyder. Jack also will operate two concessions with the shows this year.

W. G. WADE SHOWS

Opens April 15th At Richmond, Indiana

The following are the cities which we will show under strong auspices during our still date season: Richmond, Ft. Wayne and Mishawaka in Indiana; Dayton, Springfield and Lima in Ohio; Kalamazoo, Battle Creek, Lansing, Hamtramck, Pontiac, Bay City, Grand Rapids and Muskegon in Michigan. Our fair dates open July 22 at the Gratiot County Fair in Michigan, and continue until the second week in October, when we will close at the Lagrange, Ind., Street Fair. The show will carry two sensational Free Acts and give Gate Prizes.

RIDES—Can place any rides which do not conflict with the following: Merry-Go-Round, Ferris Wheels, Tilt-a-Whirl, Octopus and Kiddie Auto Ride.

WANT—LARGE SIDE SHOW, with or without equipment. We have complete equipment for this show including a 150-foot front and also large truck for transportation, or will book party furnishing his own equipment. Can also place Motor Drome, Monkey Circus, Fun House, Single Pit Shows, Penny Arcade or any other Attractions which do not conflict with those we have booked.

CONCESSIONS—Everything open except Cookhouse, Corn Game, Photos and Palmistry. Legitimate Grind Stores \$15.00 a week.

WANT—Tilt-a-Whirl Foreman and Ride Help who can Drive Semis. W. W. Potts wants Concession Agents. Hazel Crane wants Corn Game Help. Johnny Arts wants Cook and Griddle Man.

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Will also consider placing strictly legitimate Concessions of all kinds.
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OPENING MARCH 30, PORT ARTHUR, TEXAS.

TRAIN WILL LEAVE GALVESTON, TEXAS, MARCH 27.

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SHOWS THAT DO NOT CONFLICT.

Good Proposition for Motordrome. (Will Furnish Wagons.)

RIDES—Will book Silver Streak or Rocket.
Mechanic capable of handling Power Units. Good Blacksmith who understands Carnival Work.
White Train Help. Concession Agents for Wheels and Grind Stores that can work for Stock.

HAVE HEY-DEY FOR SALE IN GOOD CONDITION.

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FREAKS **WORKING ACTS**

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WANT STRONG FREAK TO FEATURE. No Half and Half. Want Working Acts of all kinds, Ticket Sellers and Grinders. Preference given those who drive trucks. Want Inside Lecturer who can sell the show. Can use Dancing Girls and Girls for Illusions. Good proposition for Talkers that can sell it. We have our own Cook House, second to none in show business. Want A-1 Cook who can produce. No boozers tolerated. Long season starting first week in April in Ohio, good treatment, pleasant working conditions. Make salary right. Write L. B. BARNEY LAMB, Vero Beach, Florida.

K. C. McGARY

With

BEN WILLIAMS SHOWS SEASON OF 1940

Wants the four outstanding Girls in the Carnival World for the most successful Posing Show on tour—Dancers acceptable if young and attractive—WILL POSITIVELY PAY TOP SALARY—if I don't know you, send recent photo with letter. All address: K. C. McGARY, Nat'l Showman's Assn., 1564 Broadway, New York City.

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Mr. and Mrs. H. A. Growe, Juanita Growe and Irene Brooks.

FLOYD (WHITEY) NEWELL, press representative of Dodson & Baillie World's Fair Shows, scribes from Birmingham: "Arrived here from Tampa, where I had renewed acquaintances with friends, including Frank Winchell, former carnival press agent. Plenty of work and building has been accomplished at quarters here. Show train has been repainted and redecked and Bill Harvey, trainmaster, and his crew are hard at it. Charlie Taylor's Colored Revue is playing local theaters until shows open. Eddie Madigan, with cookhouse, is expected here as soon as he finishes his Florida tour. Cy Holliday, Scooter foreman, will arrive soon. Lee Faulkner, electrician, is in Douglas, Wyo., at the bedside of his mother, who is seriously ill. Among those expected to join soon are Charlie Clark, bandmaster; Ray Cramer, side show manager; LeRoy, magician; Jessie Clarke, girl show; Lucille Dodson, posing show; Jo-Jo, clown; Ollie Hager, motordrome; George Lucas, Loop-o-plane, and Katherine Taylor, Monkey Show. Mr. and Mrs. Bert Brundage are readying their penny arcade. New concession tents were ordered from Fulton Bag and Cotton Mills. Motored over to Montgomery, Ala., where I visited West's World's Wonder Shows and all are awaiting the arrival of Owner Frank West. Besides the writer, those making the trip were Jack Baillie, Mike Rosen, Eddie Keenen, Bob Myers and Dick Gable.

With the Ladies

By VIRGINIA KLINE

SALEM, Ore., March 9.—When we stopped in North Little Rock, Ark., to see Mr. and Mrs. Oscar Bloom, Mr. Bloom had just driven in from Dallas with trucks on which to mount his new light plants. Mrs. Bloom and John Oscar entertained us in their new trailer, while Donna Bloom sang for us. Mrs. Bloom told me she plans to have a separate trailer for a nursery, where the children can be taken care of while she works in the motordrome. Mr. and Mrs. Tom Fuzzell have a home in the country out from North Little Rock. Mr. and Mrs. Jim Byers were there visiting, as was the 16-year-old Major Little. Mrs. Byers was crocheting the edge on a luncheon cloth and did not miss a stitch while we talked. Mr. and Mrs. Carl Byers were at Byers Shows Kennett, Mo., quarters.

We next stopped at the Poplar Bluff, Mo., Fair grounds, where Al Baysinger Shows are wintering. Mr. and Mrs. Al Baysinger, however, were still at Arkansas Pass fishing and, after seeing the mud and cold at Poplar Bluff, we could not blame them. Reaching St. Louis on a Wednesday afternoon, we were taken out to Mr. and Mrs. Noble C. Fairly's cozy little cottage in East St. Louis, where Viola prepares dinners for which she is noted. On this occasion, at Abner's request, she served sauerkraut, spareribs and dumplings. This, with her noted vegetable salad, proved a feast fit for kings and we did our best by it. After dinner we called on Grace and Charles Goss. Grace was ill with the flu, but was well taken care of by Peggy Smith and Charley. Thursday night was the regular meeting night of Missouri Show Women's Club and International Showmen's Club and so we stayed for the affair. It was George Washington's Birthday and the women had planned to serve cherry pie and coffee. The men, however, added meat and cheese sandwiches and beer. It was a social meeting for the women, so we played bingo and then had a social hour afterwards.

We called on Mrs. John Francis at Jewish Hospital and were pleased to find she is recovering. Edna Bennington, her niece, is taking care of her as Mr. Francis

is in and out of town, busy with his spring bookings. Mrs. Francis said she had received many letters and cards from the different clubs. She seemed so pleased that I felt sure they would all write oftener if they could have seen her when she spoke about it. Al Wagner, of Toledo, drove into Chicago with us, as he was going thru after a trip to his new park venture in Fort Worth, Tex. Saturday was L. S. (Larry) Hogan's birthday anniversary, and he told me he had so many calls from the Western Union to sing him "Happy Birthday" that he remained out of his room in order to get a little rest. He also received a large roll of wrapping paper with "Happy Birthday" written on the 100 feet as it was unrolled. It's a wonderful thing when one has so many friends who remember his anniversary, but then Larry is a good friend, too.

On February 25 we took in Sportsmen's Show in the Stock Show pavilion, but I saw little of the show, as there was also a trailer show and Abner, after looking all of them over, bought a new trailer. We immediately made plans to drive it back here and, as we left, Ida Cohen, Larry Hogan and Nat Green wished us a pleasant trip with many misgivings, as the weather was anything but favorable. However, along with the postmen, neither rain, snow, sleet nor ice will stop Abner when he starts a thing, especially when he wants to drive a trailer home the northern route just to see if it can be done.

At Ladd, Ill., we called on Mrs. Anna Tilley who, since the death of her husband, has been operating the Tilley Shows like the well-seasoned manager she was trained to be by her husband. She entertained us in the hotel and restaurant that is her home and revealed her many plans for 1940. At Boise, Ida., we stopped at the fairgrounds and visited Mr. and Mrs. Francis, who have their shows in quarters there. They asked us to drive the trailer in, hook up the lights and remain a while, but we wanted to get to Salem, before a real storm caught us, if possible. I had just been reading *The Billboard's* "15 Years Ago" column about the opening of the Abner K. Kline's Shows at the National Orange Show, San Bernardino, Calif., and then saw the Merry-Go-Round we had at that time. Mr. Francis has acquired it after it had changed hands several times.

This particular Merry-Go-Round is a three-abreast Parker and left Leavenworth, Kan., at least 10 years before we had it when the Abner K. Kline Shows left Lodi, Calif. It looked fine, however, and is in good shape.

We arrived here the night of March 3 after leaving Chicago on February 26. We had one puncture on the trailer, sleet and snow at Oskaloosa, Ia., and a six-inch snow at Rawlins, Wyo. Many country folk along the route seemed astonished that anyone would attempt the roads this time of year with a 22-foot trailer. The expressions on their faces reminded me of the pet saying of the late Tex Rickard, "I never seed nothing like it."

Jimmy Chanos Shows

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WANT: Grind Shows, Fun House, 10-in-1, Snake and Other Shows Not Conflicting.

CONCESSIONS: Can place Cook House, Bingo, Penny Arcade, Scales, Grind Stores, Wheels, Ball Games, Long Range Gallery, Custard, Pop Corn, Photo Gallery, Diggers, Rat Game, Palmistry and others.

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Winter-Quarters News--Gossip

As Reported by Representatives for the Shows

James E. Strates

SAVANNAH, Ga., March 9.—Everything is progressing nicely with ideal weather prevailing. Recent arrivals included William E. Hegerman and wife, Mr. and Mrs. Arthur E. Walsh, Johnny Smithley, Mike Olsen and Charles Griffith. Jack Paige, who will have the Vanities Show, advised from Chicago he is getting his troupe together. Bob Mansfield, of the French Casino, was due this week. James Thompson, who will have the Illusion and side show, is lining up his acts for the season. He's now working at Huber's Museum, New York. Eddie James, in charge of the Colored Revue, advises from Anderson, Ind., he is getting everything ready. Quarters visitors included Starr DeBelle, Bonham Stevens, George Garland and wife, Bill Gordon, John Doyle and wife, Albert G. Naunas, Billy Every and Charles and George Jackson.

DICK O'BRIEN.

J. J. Page

JOHNSON CITY, Tenn., March 9.—Several new members have joined the quarters crew and the boys are going places with the work at hand. Cold weather seriously handicapped crew, but since advent of rising temperatures the boys have done a remarkable amount of work. All rides have been overhauled and repainted, as have the shows and Roy Fann, superintendent, has started building of new fronts, ticket boxes and crates. C. F. Tidball, electrician, has overhauled all motors and rewired fronts. Cable purchased during the year will replace that lost by the shows by theft. Rolling stock will be repaired during the week and then made ready for the paint shop. Motordrome also will be overhauled, while the bikes will go to the shop as soon as they are returned from storage. A new motor was purchased for the Loop-o-Plane and a new marquee has been ordered. Tents to house the Revue, Minstrel, Side Show, Hawaiian and Monkey shows are being made. J. A. (Bert) Montgomery and family arrived from their home in Pottsville, Pa., and the various members of their crews were on hand to start work immediately. J. J. Page, on a recent business trip, purchased two bears for the animal show. Opening is scheduled for April 13.

R. E. SAVAGE.

J. F. Sparks

LAWRENCEBURG, Tenn., March 9.—Owner J. F. Sparks is keeping quarters open nightly and all are co-operating to get equipment in condition for opening on April 1. Most of the rides have been repaired and efforts now are being concentrated on painting fronts and reconditioning canvas. A new lighting system is being designed for the midway entrance. Mrs. Sparks spent last weekend in Birmingham with her son, Jesse Jr. While en route here she stopped in Cullman, Ala., to visit her daughter, Mary Elizabeth, who is attending Sacred Heart Academy there. Work on trucks and trailers is in charge of J. E. Warren and Curtis Bridges, who came in from Jackson, Miss. Joe Warren, who will have charge of the Tilt-a-Whirl, advised from Long Beach, Miss., that he will join at the opening stand. Mrs. W. E. Long visited last week and booked her three concessions. Pluto Brown is rehearsing his Cotton Blossom Revue in Monroeville, Ala., and will come here late this month. It will be Brown's third season with it. Pete Christ has opened a restaurant and market in Monroeville, Ala., and will not book his cookhouse this year. Special Agent L. D. Dollar is still away on a booking tour. Visitors included Reed R. Davis, Leslie Dooley and Walter and Lester Grammer. Owner Sparks recently purchased a new camera which the writer will use for publicity pictures and a photographic darkroom is being installed in the office trailer to facilitate speedy developing.

RAY ALLEN.

John R. Ward

BATON ROUGE, La., March 9.—Show was pulling on the lot at Highland road as this was being written, for the first of three local stands, which begin today, a week later than planned. Week's delay was caused by unprecedented cold weather here, which retarded quarters

activities. Last week was one of extra activity, personnel is ready to meet the long season. Charles Marcello completed his new long-range gallery and Clarence Vigus rebuilt the custard stand, adding neon signs. Twin Ferris Wheels again are in charge of James Miller, and Val Boris has the Tilt-a-Whirl in perfect running order. Powell Kellen, Chairplane foreman, arrived from Henderson, Ky., this week and carpenter Clarence Williams is getting the portable shop ready to complete new fronts on the road. Al Stringer will remain with the shows to operate concessions and repair and keep the organs, calliopes, sound units and other mechanical musical equipment in shape. General Agent Harry Small was here for a few days last week. Jeffie Jean Ward, daughter of Manager and Mrs. Ward, is enrolled at Louisiana State University and has been a regular weekend visitor. Charles A. Lenz visited this week. A new line of wild animal paper will go into circulation for the shows before the first of the summer celebrations.

CHRIS. M. SMITH.

Bantly's

REYNOLDSVILLE, Pa., March 9.—Rogers' Hollywood Midgets, including Ike and Mike, Freda Little, Little Lord Leo and Jimmy Armstrong, are playing local night clubs until shows' opening. Midget Show front is finished, being built by Red Rogers. New Girl Show, built by



OWNER-MANAGER of Down East Attractions and Silver's De Luxe Circus, Silver Jackson is in shows' Gastonia, N. C., quarters, where he is directing activities for an early opening. Silver plans to enlarge the shows over 1939 and carry three free attractions this season.

Dick Keller, also is finished. Main entrance and expose fronts are now under construction. General Agent Miller is in the South on a booking tour. Carlson Sisters, now working in New Orleans, advise they will arrive soon. Frank and Pearl Sheppard are expected in soon, when Frank will get new electrical equipment in shape. H. Copping (Bud) Bantly, son of the owners, will spend the Easter holidays here. Owner Bantly is expected to return from Florida on March 15. Mrs. L. C. (Ted) Miller visited for a few days and will return for opening to take charge of the girl and posing shows. Ted Miller is general agent. Mike, one of the midgets with Red Rogers, was ill for 10 days but managed to make club dates. Jimmy Mason will handle the front of the Expose Show for Red Rogers. Sue and Harry Copping are still taking great interest in the organization.

HARRY E. WILSON.

Scott Bros.

JACKSON, Tenn., March 9.—Work is going forward here in quarters and new banners have been painted by Huhey Waters. Rides have been overhauled and repainted, as were all trucks excepting transformer truck, which will be finished soon. New Minstrel Show operated this week for benefit of colored school children. New Crazy House is nearly finished and all fronts are well illuminated. Harry Harris, lot superin-

tendent, also has the Snake Show. J. P. Donahue will have the Ten-in-One and Billie Finnigan the Illusion Show. Marie Johnson has the Follies of 1940. W. D. (Bill) Bartlett booked a set of diggers and Charlie Drill is expected soon from a St. Louis hospital. He has booked his Ferris Wheel and concessions. Mrs. Scott is having a new bingo layout built. Electrician Shorty McCampbell is doing the electrical work on fronts. Bill Rogers, Rogers Greater Shows, is wintering in Humboldt, Tenn., and visited Manager Scott recently. Opening is slated for March 23 in Mayfield, Ky. New canvas has been purchased. Mrs. C. D. Scott motored to Mobile, Ala., accompanied by her granddaughter, Charleen Louise. She returned with her daughter-in-law, Kathleen Saul Scott, shows' secretary. Arthur Scott will remain in Mobile until opening. Maxine Johnson has recovered from a severe illness and Mrs. Virginia McCampbell returned after nursing her niece in Meridian, Miss.

B. M. SCOTT.

Blue Ribbon

NEW ALBANY, Ind., March 9.—Work is progressing nicely in quarters and Pidd and Billie Kessler are here readying their shows for the season. They recently purchased a new trailer. Owner and Mrs. L. E. (Eddie) Roth returned from a successful booking trip. Chief Electrician Vic Summers is readying the transformers and electrical equipment. Chief Mechanic Francis P. Madden is expected soon to get rolling stock in shape. Tommy Davenport signed to take over the Athletic Show and will be here soon to build a new show. All fronts are to be rebuilt and work starts soon. Artist Al Creighton redecorated all ticket boxes and trimmed organs chrome. New front gate ticket box is finished. W. R. (Red) Hicks returned to quarters with several new contracts. Cold weather continues here, but as soon as it breaks a full crew will be put to work. Mr. and Mrs. Art Alexander report from Columbus, Ga., that they are enjoying themselves renewing old acquaintances.

LEE NEWTON.

Smith's Greater

SUMTER, S. C., March 9.—Much activity prevails in quarters, with K. F. Smith Jr. in charge of construction, rebuilding and repair work. Joe Parsons is handling the construction crew. Don Craun is in charge of the paint department and has come thru with many modernistic designs for fronts and rides. Fred Worlien is here getting his crew in line for opening. Curly Sothern took over the mechanical department and is overhauling all engines. Mr. and Mrs. Dutch Goddard have the Side Show and are ready lining up people and putting finishing touches to their attraction. Performers are arriving daily for Buck Bain's Cotton Club Follies. General Manager Smith returned to quarters after being confined in a local hospital with pneumonia. Mrs. K. F. Smith is expected soon from Salisbury, N. C. Mrs. W. M. Breese and Bill Jr. will accompany her here. Bob Barwick, local lot owner, is a daily visitor.

MERIEA SMITH.

Franks Greater

MACON, Ga., March 9.—Shows plan to open here on March 16 for a two-week stand. Color scheme this year is orange and white. Neon work is about completed and members are arriving daily. Red and Mary Dougherty visited with Bill Franks. They plan to join Rogers Greater Shows. Edward Kaw and wife arrived from Florida. Bob Helm also visited, as did White Archer and wife, who booked their four concessions. Hubert Hall and wife, with six helpers, came in from Kansas City, Mo., and booked corn game and other concessions. Dutch Meyers and family also visited, as did Ace Turner and wife from Atlanta. Bill Williams joined with his agents after a winter in Florida. Cecil C. Rice motored in from Atlanta and brought five new tops along. N. C. Petit, ride owner, infers he is considering a business trip to China. Recent visitors were George Blossom, Mott Watts, Bert Wallace, Frank Satavo, Lee Conero, James Mortimer Beach and Red Harris.

HARRY MACK.

World of Fun

GREENVILLE, S. C., March 9.—General Manager J. E. and J. J. Steblar arrived here from their home in Stamford, Conn., last week and the former immediately left on a booking tour of the coal fields. Quarters work is progressing and a number of last year's concessioners and showfolks will be with it again this season. Mr. and Mrs. Walter Cole joined with their concessions and newly built trailer. Miss Johnston will have her penny pitch with it again, and Whitey Davis, ride superintendent, is plenty active in quarters. Among recent visitors were Clarence Sorge, Billy Marks and C. Barnett. Mrs. Bobbie Devine has been on the sick list for several weeks. Small unit will open on an uptown location with rides and concessions. Midway contract for Greenville County Colored Fair was awarded the shows. D. Cooper booked his Midget Circus.

RAY SHARPE.

H. P. Large

JACKSON, Tenn., March 9.—Under direction of Owner H. P. Large, work in quarters has progressed rapidly. Most of the attention is being centered around the three new rides, recently purchased by the management, which are being overhauled and painted. All equipment stored here has been moved to new quarters in Luxora, Ark., where finish-

3000 BINGO

Heavyweight cards, black on white. Wood markers printed two sides. No duplicate cards. Put up in the following size sets and prices: 35 cards, \$3.50; 50 cards, \$4.00; 75 cards, \$4.50; 100 cards, \$5.50; 150 cards, \$8.25; 200 cards, \$11; 250 cards, \$13.75; 300 cards, \$16.50. Remaining cards, \$5.00 per 100. No. 140—Extra Heavy Green Both Sides. Per 100, \$8.50.

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Made in 30 sets or 100 cards each. Played in 3 rows across the cards—not up and down. Lightweight card. Per set of 100 cards, tally card, calling Markers, \$3.50.

All Bingo and Lotto sets are complete with wood markers, tally and direction sheet. All cards size 5x7.

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Black on white, postal card thickness. Can be retained or discarded. 3,000, size 5x7, per 100, \$1.25. In lots of 1,000, \$1 per 100. Calling markers, extra, 50c.
Automatic Bingo Shaker. Real Class \$12.50
3,000 Jack Pot Slips (strips of 7 numbers), per 1,000 1.25
Lightweight Lapcards. 6x16. Per 100 .50
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Postage extra on these sheets.
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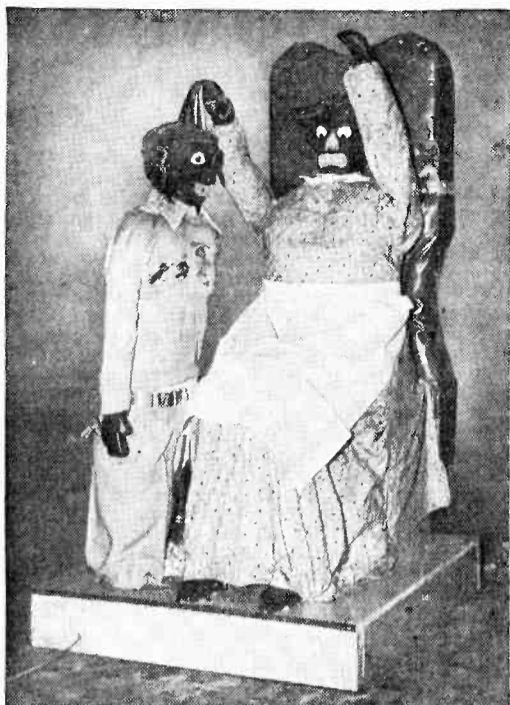
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COLUMBUS, OHIO
Sole Makers

ing touches will be made. Management expects to open with a new organization this year, with everything ready about April 1. Recent visitors include C. D. Scott and Harry Harris General Agent Sam Collins reports that shows are booked solid. The writer will handle the mail and *The Billboard* sales on the shows.
JOE COREY.

ball game; Mr. and Mrs. Harris, pitch-till-you-win; Frank Harris, ball game; Judge Bert Gillipsii, cook house and pop corn; E. C. Evans, four concessions; Bryan Eaton, Merry-Go-Round foreman; Sam Tyrus Ferris Wheel foreman. Chester Wolfe did a good job of painting Merry-Go-Round horses and crescents. The writer will handle *The Billboard* and mail.
BILLIE MILER.

Miner Model

PHILLIPSBURG, N. J., March 9.—Shows are slated to start their 27th season with a stand at Coplay, Pa., under American Legion auspices. The writer recently returned to quarters from a two-week booking tour. Among concessioners signing recently were H. Arnold, Mr. Sanderson, Mr. Nichols, Juggie Stall, Mr. Littlefield, H. H. Moyer, Donald Chester, Roy Bast, Raymond Parker and Meyer Pimentell. Shows plan to add two new tractors and trailers. Three free acts, the Flying Darros, Campoli and the Great Elvo, will be carried with a 5-cent gate prevailing. A 10-cent gate will prevail at all old home week and celebration dates.
R. H. MINER JR.

Wyse Greater

WAYLAND, Ia., March 9.—Altho inclement weather has prevailed in quarters here almost daily, work is progressing. Because of enlargement of shows, equipment will be moved to the fairgrounds in Aledo, Ill., and organization plans to open there about May 1. A new truck was purchased recently and Ward Hixson, mechanic, is putting motors and engines in shape. Ride foremen and helpers are here readying the rides for opening. Manager H. L. Wyse is away on a booking tour. Nick Van Burkum and Mike Reilly, who have had the cork gallery and pitch-till-you-win stand with the shows for the past two years, advised from Louisiana they will arrive in time for opening. Jake Ohler again booked his cookhouse and W. C. Dobson, concession manager, placed a corn game and other concessions. The writer is in charge of painting and decorating work.
BILLIE CLARK.

Rogers & Powell

YAZOO CITY, Miss., March 9.—Shows are being repaired and redecorated for opening here soon. Work is almost finished and the crew soon will rest on its laurels until time to set up. Rolloplane, Octopus and Merry-Go-Round will be added to rides this year. Show is larger than last year, with several new show fronts and new entrance arch. Plenty of neon has been used. Management also has completed the new combination office and reception room trailer. Shows also purchased a new organ for the Ferris Wheel and piano for Minstrel Show. Numerous showfolk have been arriving for opening.
R. MILLER.

Harris

FINDLAY, O., March 9.—Everything is moving fast in quarters. Owner-Manager Roxie Harris is remodeling and painting the Merry-Go-Round and arranging a new lighting system for the midway. Numerous visitors have been on hand lately. Management plans to buy a new light plant and new truck and trailer, which will be used to transport the shows. Jack Doty returned last week with several contracts. Show will play Ohio, Indiana, Illinois and Kentucky and plans to carry free acts.
BESSIS HARRIS.

J. J. Colley

HUGO, Okla., March 9.—Manager Colley made a flying trip to Texas last week. Agent Frank Deshane has the spring route booked and has returned to quarters. Jimmy Winters and wife moved from their house into their new trailer. Visitors this week included W. A. (Billy) Atterbury, Atterbury Bros.' Circus; Dutch Ward, Jimmie Montague and George Proctor Jr., Joe Newstadter, Fletcher Tetts, Lee Walters, W. R. Johnson, Marlin McCanless, Harry McNally, Johnnie Cannon, Doc Pierce, Doc Jimmie Lee, Clare Annis, J. E. Chandoin, Ralph Whitlow, Bill Maddison, Carl Krause, Bill Stenge, Hugh Long, Walter Long and C. C. Alexander. Mrs. Ripple is in charge of the cookhouse. Shorty White also joined here.
ARTIE MARSHFIELD.

Palace United

COLUMBUS, Ky., March 9.—Work will start in quarters on April 1, with shows slated to open here April 20. Owner Bill Wadsworth reports from Jacksonville, Fla., that he will bring the Ferris Wheel

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Open at Wichita, Kan., April 25th. Want Pit Show; will furnish Top, 20 by 80, with Front; small percentage. Will furnish Outfit for any small Show worth while. Want to book Cook House; will protect privilege with meal tickets. Can place the following Concessions: Snow Cones, Candy Floss, Pitch Till You Win, Hoopla, Novelties, Frozen Custard, High Striker. This show will play 14 Fairs and Celebrations in Kansas, Nebraska and Colorado. Shorty Tappin, write. Address all mail to ANDERSON-SRADER SHOWS, INC., Hamilton Hotel, Wichita, Kansas.

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WANT RIDES, SHOWS AND CONCESSIONS FOR SPRING AND SUMMER CELEBRATIONS. ALSO FAIRS, starting with Fat Stock Show at Mexia, Tex., April 16th to 20th; then Jacksonville Tomato Festival, Grand Saline Festival, Mineral Wells State Health Festival, Bridgeport 4th of July Celebration, Perry Agricultural Fair, Decatur Settlers and Soldiers' Reunion and string of Louisiana Fairs to follow. This is a Railroad Show and will furnish transportation for Octopus, Tilt-a-Whirl or Rollo-Plane. Also Ten-in-One Show, Crime Show, Optical Illusion or any high-class Show with merit that will get real money. Also can place Stock Concessions such as Pitch-to-win, Cigarette Gallery, Hoop-La, String Game, Bowling Alley, Grocery Wheel, Ham and Bacon or any well-flashed Concession that throws plenty of stock. Address communication to MIMIC WORLD SHOWS, 1708 Creswell St., Shreveport, La.

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Can place Shows—Snake, Illusion, Wax, 5-in-1 or any Show not conflicting. Concessions—Fish Pond, Lead Gallery, Cork Gallery or any Stock Concession working for 10c that will throw out stock. Positively free gates.
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J. R. Edwards

WOOSTER, O., March 9.—Shows quarters here are plenty busy and crew is doing much painting and building. Bob Bailey is on hand building a monkey show. He will have 40 monkeys and is building a trailer where he will keep them. E. Allen booked his Loop-o-Plane and You-Drive-It cars. William Bame's new trailer is expected here on May 1. Carl Klein, of Klein Attractions, is a frequent visitor. Charles Pitney, Pitney Cartage Co., stops every week. He has hauled the shows three years. Ride help will be augmented on April 1.
WILLIAM BAME.

Bortz Midway

DONIPHAN, Mo., March 9.—Activity is the watchword in quarters here. Everything is being repainted for the season and recent arrivals included Lester Long, Pat Whalen, Jessie Mead, Barney Phigley and the writer and wife. Manager Leo Bortz purchased a new car last week. A new top and sidewall have been ordered for the Merry-Go-Round. Show plans to play Illinois, Missouri and Arkansas this year.
BILL SAKLON.

Wolfe Amusement

ROYSTON, Ga., March 9.—With good weather, quarters work has progressed rapidly. Everything will be ready for opening in Toccoa, Ga., on March 23. Owner-Manager Ben Wolfe returned from a booking tour of North and South Carolina. He recently purchased a new semi for the Ferris Wheel. Six trucks have been overhauled and painted. Among showfolks booked are Mrs. Ben Wolfe, fish pond; C. A. Lindley, penny-pitch; Mr. Suttles, custard and

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Manager for Athletic, Hula, Snake and Pit Shows; have complete outfits for same. Want Penny Pitch, Photo Gallery, Pitch-Till-U-Win, String Game, other Stock Concessions. Have Bingo, Pop Corn, Lead Gallery and Diggers booked.

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SECOND-HAND SHOW PROPERTY FOR SALE. \$1.50 Pair — Leg Irons with Keys. \$30.00 — Acme Portable Moving Picture Projector, 35mm. \$20.00 — Genuine Eight-Legged Pig in alcohol. \$7.50 — Heavy Waterproof Canvas, Tarpaulins, 10x15 ft.; others. \$25.00 — Hand Organ, plays rolls, working order. Four-for-a-Dime Cameras and all kinds Show Property bought. WEIL'S CURIOSITY SHOP, 20 S. Second St., Philadelphia, Pa.

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 New machine. State experience first letter.

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SHOWS: We have Outfits if you have some-
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CONCESSIONS: Will sell X on Photos,
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with him and work is to begin in earnest when he arrives. Shows will be enlarged this year, carrying five rides, four shows and 20 concessions, and will play Illinois, Indiana and Kentucky. Bob Ballinger is expected soon to get his cookhouse ready. W. C. Burns writes he will arrive in time for opening with two concessions. Evelyn Lambert signed her two ball games, while the writer booked her dart pistols. Owner Bill Wadsworth will have the bingo and Giggles will have her dart store ready for opening. W. H. (Bill) Lambert has the spring dates lined up and will leave for quarters next week.
MARION LAMBERT.

Imperial

MOBERLY, Mo., March 9.—Plenty of activity prevails at quarters since the arrival of General Manager Edward A. Hock. Ray Davison is in Chicago to bring back some new transportation equipment and new rides. Alec Grasnick, chief electrician, arrived this week and John Gallagan advised he will come in soon. Butch Thompson will arrive soon with his crew to go over his rides. Art Davis has the side show. Lee Montague is lining up his aggregation for his hillbilly show. Joe Turner reports he will join in time to open. He has the Athletic Arena. Kenneth Brown, secretary, returned from his Southern sojourn. Whitey Davis writes he will join with some added concessions. R. F. Fear is building a new cookhouse. All fronts and rides will be overhauled. Free acts have been engaged.
JACK SNIDER.

Zimdars

ASHDOWN, Ark., March 9.—With only a few weeks until opening, crews are busy daily and Sallor Harris is in charge of quarters. All shows have been re-painted and repaired and new fronts are ready. Among recent arrivals were Sallor Bryon, advance staff; Eddie Moran, special agent, and C. S. Reed, general agent, came in for a couple of days. Manager and Mrs. Zimdars returned from a visit in Dallas. Visitors noted were Abner K. Kline, Eyerly Aircraft Corp.; Harry Freed, of the shows bearing his name, who purchased a calliope; Frank Waldron, cookhouse operator on the shows for a number of years; Bud Munn, who has an interest in the Octopus; Roy Menge, who booked his Illusion Show, and Goldie and Mac MacLangley with their concessions. Emery Bell reports he has booked his cookhouse on the Mac Show. Bell had it on the winter show. Opening is set for March 23 in Magnolia, Ark. **PEARL HARRIS.**

W. R. Patrick

SPOKANE, Wash., March 9.—With but five weeks to go before shows' opening here, things are moving rapidly in Dishman, Wash., quarters. Several men have been added to the crew of builders and decorators and work is progressing rapidly. New panel fronts for all shows

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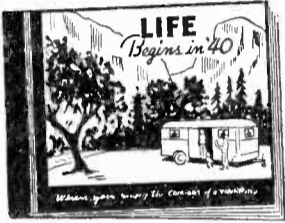
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have been built and painted and are now being wired for indirect lighting effects. Mrs. Patrick and shows' general agent spent a week on the Coast on a successful booking tour. A new line of special paper has been selected and is being printed.
W. R. PATRICK.

Dixie Belle

OWENSBORO, Ky., March 9.—Checking up at quarters here, Manager Louis T. Riley learned that little work remains to be done before opening at Mt. Vernon, Ind., on April 27. Portable booths are being constructed for the exhibit top and when they are completed all will be ready to roll. Frank Hearn, lot man and electrician and wife, who operate the ball game, have been here for a month. Mr. and Mrs. H. Berry, photo gallery operators, arrived recently. H. B. Lawrence and crew have been in quarters since shows closed. H. C. Brown, of the excec- (See WINTER-QUARTERS on page 53)

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Biz Holds Up for Kortez In Cleveland, New Orleans

NEW ORLEANS, March 7.—Despite the Lenten season, business has held up nicely at Pete Kortez' World's Fair Museum No. 2 Unit at 620 Canal street here, reports Gus Koorie. Carlson Sisters, fat girls, won some good publicity in local papers. A taxi they ordered proved too small, and one of the sisters got jammed in the door. It created quite a stir and rated a three-column picture in local papers.

Overflow crowds from the *Gone With the Wind* pic next door are flocking museum's doors. Manager Ray Cramer reports five new acts will be added. Nabor Feliz, Indian sculptor, earned some good will for the show by carving a half-size bust of Sam H. Jones, who was elected governor of Louisiana in the recent elections.

CLEVELAND, March 9.—Business, which had been off a bit the last two weeks because of inclement weather, showed a gradual increase the last few days. Week-end attendance was good, and a coupon tie-up with seven papers

and a national magazine considerably aided business. Thelma and Doris Patent, Albino twins, continue popular and were interviewed by Miss Hansen, woman news commentator. Sealo, the seal boy, is arranging details with Polish newspaper executives and heads of the Polish Relief Fund for a benefit show in the museum. Mrs. Harry Golub left on a trip to Denver. Manager Kortez is lining up his ride staff for the tour with Beckmann & Gerety Shows.

Gravito continues popular with local children. Women cashiers are doing a good job. Mary and Margaret Gibbs are expected here this week.

Philadelphia Houses

PHILADELPHIA, March 9.—Business continues good at the Eighth Street Museum. In the main hall this week were Doc King, magician; Nagama, foot juggler; Excella, physical culture exhibition; Poses Plastique, Headless Woman and Mysteria Illusions. Dancing girls were in the annex. Bobby Hason, manager this season, resigned that post to join the side show on the Ringling circus.

American Carnivals Association, Inc.

By MAX COHEN

ROCHESTER, N. Y., March 9.—At the last annual meeting of the association it was evident that members are greatly interested in discussion of interstate trade barriers and from time to time we have discussed this subject in these columns. However, the subject has recently taken on a new interest thru the fact that the United States Supreme Court handed down a pair of decisions in which the subject is discussed and in which both points of view upon it are sharply and clearly set forth.

The cases involve, first, the validity of a State gasoline tax in Arkansas, and secondly, a sales tax imposed by the city of New York on coal mined in Pennsylvania and transported and delivered in New York City. Majority opinion of the court held that the tax was good under the commerce clause of the United States constitution because it did not discriminate in favor of intrastate commerce and against interstate commerce, but imposed an equal burden on both. The majority opinion was delivered by Justice Stone.

However, there is a strong dissenting opinion by Chief Justice Hughes and Justices McReynolds and Roberts. They contend that the tax is invalid because it attempts to permit a State to lay a direct tax upon interstate commerce which, in their opinion, is violative of the federal constitution, and the mere fact that it fails to discriminate between local and interstate commerce does not save it from the prior criticism.

It is interesting that in the Arkansas case three of the newer justices of the court filed an opinion in which they held that Congress ought to make a nation-wide survey "of the constantly increasing barriers to trade among the States," and in which they imply that, based upon said survey, Congress enact legislation preventing the present rising tide of trade barriers. Both opinions are long and detailed, and we have merely attempted to summarize them so that our membership might be able to easily recognize the two points of view involved.

Los Angeles

LOS ANGELES, March 9.—Much activity prevails at Crafts Enterprises quarters on Bellaire road, where a large crew is readying Golden State Shows and World's Fair Shows and Coe Bros.' Circus Combined for opening. William Hobday, manager Golden State Shows, is on a prospecting tour in the North. Olga Celeste will present her leopard group as one of the free acts. Mabel Stark is rehearsing her animal group at the Goebel Lion Farm. Good weather brought large crowds out to the beaches.

Frank Parks Harris reports the big racer is doing well at Cyclone Racer Park. Louis Manley is doing Punch for a bally there. Al M. Miller has his concessions at Venice and Ocean parks, while Ross R. Davis has overhauled his rides and concessions at Lincoln and Griffith city parks. Harry Fink came in from San Fernando, Calif., where he has a prosperous business. Jose Sanchez is handling the celebration at Flagstaff, Ariz., for the Monterey Club. Verne Newcombe reports he's doing okeh with several promotions. Joe De Mouchelle is readying his equipment for opening of E. O. Douglass Shows. Al Fisher returned after scouting trip for Clarks Greater Shows. Jimmie Miranda in from Chicago to look over a location at one of the beaches.

Mr. and Mrs. George Morgan, special agents Hilderbrand's United Shows, are back from a trip north. Carl H. Steffens Shows are playing suburban spots, as are the Ben H. Martin Shows. Marie Le Doux will have the Side Show with Clarks Greater Shows. Frank Miller is home from a local hospital and much improved in health. Bill Deiderich has

his small animal unit working sponsored events. Winston's Riding Seals are playing special events. Harry Vance is working at the Circus Cookhouse, owned by Mark Kirkendall. Jack Beach was noted downtown.

Charley Delps is getting around on crutches and says he expects to get back to work soon. Frank Bennett is chairman of the Desert Spring Show, Palm Springs, Calif. E. A. Newton is assisting. Mr. and Mrs. Harry DeCarro and son, Harold, are operating the concessions there. Tommy Woo, Chinese concessioner, has signed with one of the major West Coast shows. Harry Merkle will be with World's Fair Shows and Coe Bros.' Circus Combined. H. S. Baker is promoting the airshow in South Los Angeles. Frank W. Babcock is promoting special events and trade shows.

Harry Wooding is working jewelry in downtown Los Angeles. Mrs. M. Jesper came in from Project City, Calif., and will have concessions on a West Coast carnival. Jack Linn will free-lance with his concessions. Fred Thumberg is here and will be with World's Fair and Coe Bros.' Circus Combined. Bill Williams has two rides with Clarks Greater Shows. Joe Domenici came in from New York and is en route to Golden Gate International Exposition. Harry Sussman came in from the Orient on special business. He said that conditions in Manila were fair. He plans to visit several large manufacturing and wholesale houses here.

I Created a Job

By FLOZARI ROCKWOOD

EDITORS' NOTE—In this essay, which won for her a scholarship to Cleveland College, the author, a former dancer, gives *The Billboard* full credit for her endeavors. The contest was conducted by *The Cleveland Plain Dealer*.

After 20 years in show business, I realized, at 35, my dancing days were over. I had been a partial press agent for carnivals, had dabbled about with verse, and had been urged by the late Jake Falstaff to take it more seriously. Casting about for a new means of livelihood, I chanced to learn there were enough active poets to make a news-magazine of poetry activities a feasible proposition, patterning my ideas somewhat on the style of *The Billboard*, wherein I had conducted a column for a number of years.

I started from scratch. A friend secured a friend to print 3,000 copies of the first issue of the wee magazet I had christened *The Notebook*. They were sent out complimentary to poets whose addresses I got from magazines and editors. The second issue found me with 40 subscribers, and I contacted 900 new poets. The third issue I had 100 subscribers, but realized I would fail

if I had to hire my printing done. So I began to pay down on a hand press.

The death of a relative left me with a few dollars and I paid off the press, bought type and other equipment; going to the public library for books on printing, as I knew nothing whatsoever about setting type, locking up a chase, nor anything relative to printing. Mingled with many tears and heartaches, the first issue of *The Notebook* from my own press came out in March, 1935.

Some time later Mr. Rockwood, who had been out of work as a theatrical hotel clerk and had been driving a taxi in the meantime, was laid off, following the taximen's strike. I taught him to operate the little press and how to set type from the knowledge I had gleaned from books and a few newspaper printers.

Now we all make our living printing poetry booklets for other poets, and publishing, not one, but three magazines that I edit and Mr. Rockwood and my daughter help to assemble.

I have become a recognized poet, selling poems here and there. Our magazines, *The Notebook*, *The Garret* and *Modern Bards*, go all over the world. While our total subscriptions are slightly less than 3,000, we are gratified, as the oldest poetry journal only boasts about 3,300 circulation in 25 years.

Our publications have received wide acclaim for their typographical and artistic formats. Printers have doubted they were done on a hand press until they have come to Pegasus Studios to see.

An educational group selected our three at the National Poetry Day Exhibit of the New York World's Fair on May 18, 1939, as the best on display. I received a \$25 cash award and the first gold medal as America's outstanding editor of poetry journals.

For two consecutive years I received the Poets' Parchment from National Poetry Center, Rockefeller Center, New York City, for doing the most for poets and poetry in Ohio.

Thus, in creating our jobs, I have kept our family off the relief rolls.

Truck and Trailer Legislation

CAPE MAY, N. J., March 9.—Under an ordinance passed this week, trailers will be barred at this South Jersey resort town. Trailers already are barred at near-by Wildwood and North Wildwood resorts. No objections were filed when the measure was presented for final reading. Showmen and concessioners, who ordinarily would object to such an ordinance, have not arrived here yet for the regular summer season. Penalties for violation of the ordinance call for \$25 fines or 10 days in jail. The law will be strictly enforced, officials say.

Sponsored Events

Veteran, Lodge and Other Organization Festivities

Conducted by CLAUDE R. ELLIS
(Communications to 25 Opera Place, Cincinnati, O.)

Shows, Acts, Concessions Planned for Mont. Carnival

BUTTE, Mont., March 9.—Shows, concessions and 10 vaude acts will be featured at 10-day Fly-Hi Carnival in Temple Ballroom here under auspices of Butte Club No. 1, National Townsend Recovery Plan, Inc., to obtain funds to aid in establishing the Townsend Old Age Pension Plan, reports Anthony Canonica, assistant manager. M. J. Kelly is general manager.

Headquarters have been opened and a campaign launched to distribute admission tickets at 50 cents. Tickets will also be good for participation in nightly door prizes and an auto giveaway on final night. There will be nightly dancing and parades and free street attractions each afternoon.

Program Set for Ga. Event

WAYCROSS, Ga., March 9.—Six-day Ware County 4-H Club Spring Festival will be held in City Auditorium here under auspices of Ware County Chamber of Commerce and directed by Mason Dixon Producing Co., reports Chairman F. Paisley Davis. There will be more than 40 booths and a diversified program of en-

tertainment. More than 1,200 club members from eight communities will participate.

Shorts

IRVING HANSEN was named general chairman of the Swift Current (Sask.) Kinetic Club Celebration. Dave Halding is secretary and Bert Leader will have charge of the rodeo.

INDIAN RIVER County Fruit Festival Association, Vero Beach, Fla., has contracted Crescent Amusement Co. for the six-day festival to be held in 1941. Reported Festival Manager Charles D. Toole.

OFFICERS named for Columbia River International Exposition to be held in Ilwaco, Wash., in commemoration of the discovery of the Columbia River by Capt. Robert Grey, are Norman A. Howerton, president; George Buri, secretary, and S. C. Lochrie, treasurer. Headquarters have been established and booster and charter membership tickets have been put on sale.

MUSICAL revue-aquacade of 16 acts, International Fireworks Co., displays,

music festival by an international chorus, queen's revue, coronation ball and parades are planned as features for six-day St. Petersburg (Fla.) Festival of States.

SECOND annual three-day Firemen's Home-Coming in Wellsville, O., will be climaxed by a parade on the final night, reports Secretary Clarence E. Bell. M. L. Clendenning has been named chairman.

PLANS call for midway attractions and free acts at one-day second annual Sebring (O.) Firemen's Home-Coming. More than 200 firemen groups have been invited to participate in a parade and drill competition.

THE ONE AND ONLY BIG EVENT OF YEAR

CENTENNIAL, HYNDMAN, PA.

BEDFORD COUNTY,

JUNE 17-18-19-20-21-22, 1940

WANT clean Carnival Company carrying six or more Rides, five or more Shows, twenty or more Concessions and two big sensational Free Acts. Fifteen minutes' ride from Cumberland, Md. All plants working full time. One hundred thousand drawing population. Write or wire LLOYD CHRISTNER, Mayor.

Want Carnival

WEEK OF JULY 22 TO 27 INCL.

FOR

CUBA OLD HOME WEEK CELEBRATION

Write H. S. RINKER, Chairman, Carnival Committee, Cuba, New York

WANT

Side Shows, Concessions, Games of Skill, Pitchmen, Demonstrators, Novelty Salesmen and others. Also experienced Ticket Sellers and Advertising Solicitors. Also a Human Fly Act. Everything is open.

FLY-HI INDOOR CARNIVAL

March 29th to April 7th, 1940. CARNIVAL HEADQUARTERS, 45 Harbour Bldg., Butte, Montana

Carnival Wanted for ITALIAN RELIGIOUS CELEBRATION

AUGUST 12-17

Everything Open.

Apply: RALPH SANTELLI, 221 French St., Hammonon, N. J.

WANT

RIDES AND CONCESSIONS FOR I.O.O.F. 5th Annual Picnic

JULY 4-5-6

Attendance last year 5,000.

Write L. E. HOOPER, Rogersville, Mo.

WANT

LARGE CARNIVAL

Week of July 4.

Write I. A. A., INC.,

26 1/2 S. Fountain Ave., Springfield, Ohio

RIDES WANTED

FOR THE 4TH OF JULY WEEK

Can set up in business section. Attendance good.

J. G. STEELE, Mayor Gibsonville, N. C.

FIREMEN'S JUBILEE

Wants Concessions, Rides, Shows or Complete Carnival, Week of May 27th, 1940.

Write PAUL G. THORNHILL, Franklin Twp. Vol. Fire Dept., Ellwood City, Pa.

CARNIVAL WANTED HOMECOMING CELEBRATION

JULY 18-19-20, 1940.

The American Legion, Ehret Post No. 447. Contact J. P. MOORE, Adjt., Plymouth, Ohio

LOOK

IN THE WHOLESALE MERCHANDISE SECTION

for the

LATEST NOVELTIES, PRIZES PREMIUMS AND SPECIALTIES

Wholesale Merchandise

PRIZES • NOVELTIES • PREMIUMS • SPECIALTIES

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

U. S. Toy Industry Booms as Europe's War Cuts Imports

CINCINNATI, March 9.—That the toy manufacturing industry in this country is being promoted by Europe's war was revealed today by William Licht, president of Licht & Wankelman Co.

Licht said that since the World War toy imports from both Japan and Germany have dwindled. Shipments from these countries were cut off by the current war, with the result that today 90 per cent of the toys now sold in the United States are made in this country.

During the past six years virtually no toy shipments have come from the Reich. This was formerly the source of mechanical toys. Japanese imports were cut sharply in the last year due to economic conditions, higher prices and shortage of materials. War conditions definitely eliminated metal goods.

Sees Basket Shortage

Licht, whose firm has been associated with the toy business for 90 years, said Japanese toys have always been of the inexpensive type. He predicts a shortage of Easter baskets because this country depends upon importation of this item. Unless peace comes to the Orient, Easter basket prices will double present-day prices in 1941, he said.

Speaking of the development of the toy industry here, Licht said that the biggest steps have been made in the mechanical and electrical fields. Christmas tree ornaments, which bring the retail trade an estimated \$4,000,000 each year, were formerly shipped from Germany. They are now being made in this country. While the industry is yet new, its future is said to be bright. Japan is reported to have made a bid for this business at one time but was unable to develop satisfactory colors.

One factor in favor of the new American industry, Licht said, was the fact that German refugees are now engaged in this work. While they are limited by the lack of molds and proper materials, they do turn out satisfactory merchandise. However, the product is reported not as ornate as that formerly imported. Only conventional shapes have been made, but more decorative pieces are in the making and will be produced as the industry grows older. A firm is now perfecting its invention for blowing fragile glass balls, and American-made products of this type will compare favorably with the imported ones in cost, beauty and durability, Licht said.

Watches Enjoy Demand Spurt

CHICAGO, March 9.—Salesboard operators as well as prize and specialty workers are reported elated over the current spurt in demand for wrist and pocket watches in both men's and women's models. Everyone has need for a watch and it seems that no other season of the year emphasizes the need for a personal timepiece more than does early spring.

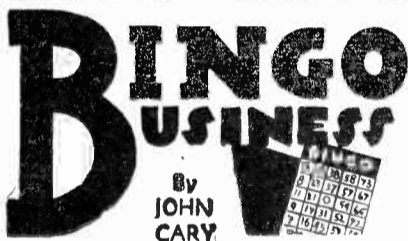
Practically all of the watches now being featured are of American make and this year's crop includes more than the usual number of innovations designed to increase their beauty and usefulness. One notable new angle is a full-sweep second hand that makes it possible to tell the exact time, right down to the second, at the first glance. As usual, comic-face dial watches are favorites with the kiddies and they are being called for in greater number than for months, it is reported.

Many of the boys are enjoying unusual success with popular remakes, since they are available in even the lowest price (See Watches Demand Spurt in 4th col.)

Four Big Money-Making Days Loom; April Fool Items Big

Week-end observance of St. Patrick's Day to increase takes—Easter earliest in over a century—trick and joke numbers seen rolling up new sales records

NEW YORK, March 9.—With four big days ahead—St. Patrick's Day, March 16 and 17; Easter, March 24, and All Fools' Day, April 1—pitchmen and bingo and salesboard operators are planning to cash in on the events. Since Easter is the earliest this year in over a century, the boys realize they must work fast to take advantage of these days. Firms dealing in novelties and prize merchandise report many orders being filled. Custom of observing special events seems to be returning stronger than ever this year, which will give the boys an excellent chance to make some cash. While St. Patrick's Day falls on Sunday, the parades and celebrations will be staged for two days. Acres of shamrocks, myriads of clay pipes, green hats, buttons, badges, balloons, green neckwear, flags and harps will appeal to the Hibernians. With March 16 a payday and many wearers of the green off for the week-end, the sales are expected to exceed previous years in all sections of the country.



WITH SPRING in the air bingo concessioners with carnivals and at fairs and amusement parks are planning for what they feel will be one of the biggest seasons in years. Since bingo has prospered so well during the fall and winter there is hardly a chance of this outdoor season being anything but a whopper.

IN CANADA all bingo games are preceded by some sort of entertainment. The sponsoring group arranges for entertainers and like attractions to open the games, and the idea is clicking in a big way. Some operators in this country are using the same formula. Recently we heard of an operator who was giving a 45-minute show and one who gives a 30-minute show. Movies of the 16mm. type are claiming honors among the operators and some are combining movies and flesh shows.

The 16mm. shows generally include only a short subject or two, because the operators realize that the people are there primarily to play bingo. If the entertainment lasts 30 or 40 minutes it puts the audience in a good frame of mind, and they enjoy bingo to the utmost.

WITH EASTER just around the corner, operators are finding that people are really going for seasonal merchandise. Several new numbers have been introduced and are doing a good job of making repeat business.

A FEW DAYS AGO we received a letter asking for some hints on prize buying. Our suggestion is that prize merchandise is in demand because the operator is able to give merchandise of greater value than he could offer in cash. Merchandise prizes serve as constant reminders of bingo and are advertisements of the operator's game.

Home influence is a great thing in prize awarding. If a counselor establishes a reputation for worth-while prizes he has nothing to worry about. When these awards and displays claim attention at the family table, it is certain that a good representation of this group will be on hand to try to win more. We know from experience that the operator who has prizes of quality and displays them attractively is the one who is successful.

Notwithstanding all this, the operator must have a variety of prizes on his stand. The winner must be able to select something he or she really wants or needs. Duplication of prizes will soon affect attendance at games. Counselors know this, and the majority of them

Religious Item Trend

The Lenten season has revived interest in religious articles. Rings and crosses and shell shrines are earning money for the boys, and direct sellers are finding this a real money-making year.

Furred and feathered nursery favorites will return to popularity this Easter if predictions are correct. While bunnies and like items will claim quite a bit of patronage, Disney characters, especially the newest, Pinocchio, will also have claims on the lucre. The advantage of this holiday from the standpoint of alert workers is that it offers many possibilities in other lines. In addition to animals, dolls and candy eggs, there is opportunity to work a variety of outdoor toys and novelties.

Salesboard Boys Busy

Realizing what a profitable season Easter offers, firms catering to the salesboard boys are offering special Easter deals. Merchandise included on these deals is of timely interest and the type that will help the boys complete their boards quickly. Bunnies and honey bears are reported as leaders on these offers.

Pranksters Prevail

Chronic pranksters prove the length and breadth of this nation, and the boys will offer them a veritable arsenal of gimmicks to help them, with the crop of April fools expected to set records this year. Among fast-selling items will be lurching dinner plates, poo-poo pillows, rubber frankfurters and auto whiz bangs.

Jack Spiegler, of Gordon Novelty Co., says the electric hand-shaker; Stick-O, two pieces of suction rubber that hold cup to saucer; Hot Seat, a chemical preparation that gives a gentle but effective hot foot or hot seat without the danger of burning or scorching; Stink-O, an item that makes a nickel stogie smell a thousand times worse, and Sparkling (See 4 Money-Making Days on page 56)

are now showing fine prize lines.

WHAT are your plans for the operation of outdoor bingo this summer? Why not write us about them? We'll be glad to hear from you.

OPERATORS, we'd like to have your opinion on this question: Do you think that prizes should be just what a winner would buy if cash were received, or do you think a prize should be something that a player would not ordinarily purchase?

There are arguments pro and con on this question. How do you stand?



By BEN SMITH

Have you ever permitted yourself to get into the position where you felt like kicking yourself because you did not get on to an item until most of the cream had been taken out by others? Check back and you may find that that is the reason why you did not make as much money last year as you figured you should.

This business is a fast business. The average life of a deal is comparatively short, and in most cases money must be made quickly. Operators know that, but sometimes many of them forget or suddenly become ultra-conservative. When in this mood they'll approach a new deal with the old "we're from Missouri" attitude, instead of taking a little flyer to test its possibilities. By the time they're shown it is often too late for them to cash in with the boys who were not so wary.

We believe every new deal is worth a test, if nothing more. There is no terrific gamble involved in placing a few cards just to see how they'll go. Maybe the operator who does this will lose a couple of bucks now and then plus his time. But in testing all possibilities the chances of missing out on the big deal will be practically nil. It's something to think about.

Novel-Craft Mfg. Co. has something new in a poker chip set. It is called Chip-Tray and looks like it should be good for a run. Item consists of four separate Bakelite ash trays, 4½ inches in diameter, each with five cut-outs to hold 25 poker chips, a total of 100 chips for the set. A metal handle holds trays and chips together when not in use, making it easy to store or carry around. When the boys want to sit in a game the handle is removed and each player has his own chip rack and ash tray. Clever, isn't it?

We ran into another operator who attempted to offer cash to the worker of a card instead of one of the major awards. We have always believed that an operator who does that is sticking his neck out needlessly, for the merchandise award usually means more to a worker than cash that can be offered. When proper care is taken in selection of salesboard items, the individual's desire to obtain one of the major awards will be incentive enough for him to complete a deal.

HAPPY LANDING.

Confucius Sayings Okeh On Radio, FCC Decides

WASHINGTON, March 9.—Streetmen and firms printing modern sayings and crediting them to Confucius were pleased to learn that the Federal Communications Commission declined to bar Confucius sayings from the air.

The decision came in answer to a request made by a Pittsburgh man that the commission prohibit such programs.

WATCHES ENJOY SPURT

(Continued from 1st column)

range yet always present an effective display. In addition most of the renewed units now carry the same kind of guarantee as a new model, a fact largely responsible for their growing popularity.

Watch deals are getting splendid response among men and women office and industrial employees, with almost no limit to the number and variety of boards spread.

NEW
Hit Sensation!
"CONFUCIUS"



"Confucius Say" has taken America by storm. Capitalize on this newest craze with "Mr. Confucius" himself. A natural tie-in that everyone will go for. Plenty of flash. 21" high. Assorted colors. Sparkling silver trimming. Unbreakable rubber composition head and hands. Soft cotton stuffed. Cellophane wrapped. \$2.00 retail.

Your Net Price **\$1.40**
ONLY each
\$15.00 Per Dozen

EVANS NOVELTY CO.

800 Washington Blvd., Chicago, Ill.

Extra Value! **\$2.25** EACH

5 for \$10.50 5 for \$10.50

No. B3 958C — Ladies' Bracelet Watch. Exquisite Style! 12 1/2 L. Chrome Cases in assorted engraved designs with beautiful link bracelets to match. Guaranteed jeweled movements. Each in attractive gift case. An amazingly Big Value and whirlwind premium item. Save money NOW by ordering five watches for \$10.50.

DEALERS, Write for Catalog.

ROHDE-SPENCER CO.

223 W. Madison St., Dept. "B" Chicago

GENUINE FUR CHUBBYS

Latest 1940 style. Buy from well-known New York Firm. Pileed Seal Dyed Coney, black or brown colors, finest quality. Sizes 12-42, \$5.50. \$1 Dep. Bal. C.O.D. Money returned within 3 days if not satisfied.
GENERAL FUR MFG. CO.
152 West 24th St., New York, N. Y.

WATCHES ELGIN OR WALTHAM REBUILT
GUARANTEED LIKE NEW
MEN'S WRIST AND Pocket Watches \$2.95
20% WITH ORDER. BALANCE C. O. D.
Write for Catalog of other MEN'S and LADIES' Watch Eargains.
JOSEPH BROS., Inc.
59 E. MADISON STREET, CHICAGO

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.

New Radio

Bingo and salesboard operators are finding the new Topper radio a money-maker, Kadette Radio Corp. reports. The firm says this is the first plastic radio to feature all-directional sound diffusion. Item employs the principle of projecting sound uniformly to every part of the room, with 100 per cent sound diffusion accomplished by turning vertical projected sound waves into a horizontal and expanding plane. Cabinet is completely finished on all sides, presenting an attractive appearance from any angle and making the chassis dust and tamper proof. It is furnished in walnut, ivory, ivory with brown top and knobs and brown with ivory top and knobs. Topper houses a five-tube AC-DC superheterodyne, with latest RCA Radiotron multi-purpose tubes giving seven-tube performance. Has special enclosed Kadette DX loop antenna. New low prices are offered, the firm reports.

Casting Outfit

With spring just around the corner and nearly everyone dreaming of fishing, the salesboard and bingo boys are finding the Sportsman's Special Casting Outfit a money-maker, Gellman Bros. report. Kit contains one three-piece rod with cork grips, spool silk line, level winding reel, red-headed plug, metal wobbler, fish knife, scaler wire leader and stringer. Salesboard workers using this item report they have no trouble completing boards. Special low prices are available, the firm reports.

Hi-Way Signal

Timed to coincide with drives to cut down highway accidents, National Safety Signal Co., Inc., has introduced a highway flare for use of motorists having automobile trouble, which seems a natural for demonstrators and direct-sellers. The flare may also be used by campers when there is necessity of speed in preparing a meal, as it is said to furnish enough heat to make coffee in eight minutes and to fry food quickly. Item is small enough so that several may be carried in the glove compartment, yet burns 40 to 60 minutes with a bright amber flame said to be visible a half-mile despite wind and rain. The

St. Patrick Day Novelties

	Per Gross
B93N15—Silk Shamrock	\$.50
B93N9—Green Carnations	1.75
B93N40—Irish Flag, 1 1/2 x 2 In., With Brass Pin	.45
B93N42—Bow Pin Combination Irish and American	.80
B93N41—St. Patrick's Blowout, 16 In.	.85
B93N28—St. Patrick's Blowout, 20 In.	1.20
B93N27—St. Patrick's 8 In. Horn With Tassel	.95
B93N26—St. Patrick's 14 In. Horn With Tassel	1.80
B93N32—St. Patrick's Crepe Hat	.90
B93N23—St. Patrick's Crepe Hat	2.75
B93N38—St. Patrick's Metallic Hat	3.50

LOW PRICED ELECTRIC RAZORS
Now in Stock for Prompt Shipment
Write for Special Low Prices!

N. SHURE CO.
200 W. Adams Street
CHICAGO

CASH IN ON THIS MONEY MAKER!
SPORTSMAN'S SPECIAL CASTING OUTFIT NO. 7500
\$3.25 (LOTS OF SIX) Ea.
\$3.50 EACH (Less Than 6)
Sturdy, compact, green enameled metal tackle box contains 1 three-piece rod with cork grips, 1 spool silk line, 1 level winding reel, 1 red-head plug, 1 metal wobbler, 1 fish knife, 1 scaler, 1 wire leader, and 1 stringer. A winner for premium and salesboard purposes!
Send for Free Copy of Our New 1940 Sporting Goods and Salesboard Catalog.
GELLMAN BROS. 119 North Fourth St. MINNEAPOLIS, MINN.

RED HOT A NATURAL SALESBOARD ITEM
This beautiful Ship Lamp is 12 inches high and 13 inches long—the hull and waves are made of heavy acid-etched glass. Sails and all metal parts are chrome plated. Available in Walnut or Swedish Modern.
PRICED LOW!
No. 9639 — \$2.55 Each. In Lots of Six Up to **\$2.40**
FOR REAL PROFITS WRITE! WIRE! NOW!
25% DEPOSIT REQUIRED
WIS. DE LUXE CORP.
1900-12 No. Third St., MILWAUKEE

NITE-GLO-LAMP Electric
Authentic reproduction of an early American kerosene night lamp. Has controllable switch which permits the light to be graduated from a soft dim glow to any brightness desired, just like the old-fashioned lamp you remember but seldom see and want today. This lamp burns for a few cents a year. Made of pure copper.
\$1.25 Each
1/3 Deposit, Bal. C. O. D.
Westerhaus Amusement Company
3616 DARWIN AVE., CHEVIOT, OHIO

START NOW—BE FIRST WITH THE LATEST
"ACME" — WILL PUT YOU ONE STEP AHEAD. NOW READY — WITH NEW MERCHANDISE DEALS. NEW SALESBOARD DEALS — NEW SALES PLANS NEW CLEVER NOVELTIES — FLASH PREMIUM GOODS ORIGINAL SALES STIMULATORS — LIVE WIRE SPECIALTIES. WRITE TODAY — GET ON OUR MAILING LIST — STATE BUSINESS.
ACME PREMIUM SUPPLY CORP.
3139 OLIVE ST., ST. LOUIS, MO.

SPRING ITEMS FOR 1940
WAGONMEN — DISTRIBUTORS AGENTS — CANVASSERS
NEW LOW PRICES — GIVE BIGGER PROFITS. Tremendous Values in Goggles, Moth Cakes, Moth Balls, Etc. Thousands of Fast-Selling BIG PROFIT Items.
CARDER GOODS, DEALS, NOTIONS, DRUG ITEMS, SIDELINE MERCHANDISE. Get New Catalog—It's FREE
CHAMPION SPECIALTY CO., 814-W Central Street, Kansas City, Mo.

PITCHMEN
Make more money. Handle our fast selling line. Foot Preparations — Corn Treatments — Aspirins. Send \$1.00 for 21-piece Sample Assortment and Price Lists.
WILLIAM A. WOODBURY
PHARMACAL CORP., 1966 BROADWAY, NEW YORK, N. Y. NOT CONNECTED WITH JOHN A. WOODBURY, MAKERS OF FACIAL SOAP.

BULOVA — GRUEN — ELGIN — WALTHAM
POSITIVELY LOWEST PRICES
NORMAN ROSEN
801 SANSOM ST., Wholesale Jeweler
PHILADELPHIA, PA.
Wrist & Pocket Watches FOR LADIES AND GENTS Reconditioned. Guaranteed Like New. 1941 Styles now available. Write for Free Catalogue.

CONSISTENTLY—FOR 46 YEARS—THE BILLBOARD'S SPRING SPECIAL HAS PRODUCED THE BEST RESULTS FOR ADVERTISERS

firm reports the flare to be non-pyrotechnical and non-explosive and may be shipped via parcel post, express or third-class freight and may be stocked like an accessory. Flare comes attractively packed in silver foil, 12 to a box. A bright two-color display card is furnished free with every 12 flares. Low price is a feature of the item.

Confucius Leaflets

Streetmen and pitchmen are earning a good margin of profit with 200 witty Confucius remarks, now in the eighth printing, Rimmel & Milgrom report. This leaflet, 8 by 11 inches in size, contains witty sayings that are certain to provoke laughs. The contest number is now on the market and offers cash prizes to purchasers. This is an added incentive for the sale of the leaflets and the boys are reporting quicker sales. Item is copyrighted and a new version issued every two weeks, the firm reports.

Knockout Cig Pack

The Knockout Cigarette Package is a knockout for sales and profits for the boys who handle joke and trick items, Richard Appel, Inc., reports. Package resembles a favorite brand on the market. When dummy cigarette is removed, it sets off miniature exploding device. Pack is lithographed in six colors and cellophane wrapped, each in printed folded box complete with caps. With new low prices, good profits may be garnered from this fast seller, the firm reports.

Hot Seat

While Hot Seat is not exactly a new number, it is one that is claiming much attention at this time and making money for those who handle trick and joke items, Gordon Novelty Co. reports. Hot Seat is a chemical compound worked into two thin soft pieces of material about 2 by 3 inches in size. When the pad is moistened the chemicals generate heat sufficient for an effective hot foot or hot seat. It cannot burn or scorch the skin or fabric. With April Fools' Day nearing, the boys are being offered attractive prices on this item, the firm reports.

had saved the day and that their press department was on its toes. The morning paper carried what it considered a great human interest story and a picture of one of our posing girls, wearing a G-string and brassiere, sitting on a sailor's knee. The cut lines read, "Carnival girl finds love on high seas. Tired of knocking around, she decides to marry gob, settle down and raise chickens." When the boss read the paper, the heat was on. He declared it had no publicity value, but that had it been a swing-band musician instead of a sailor and had it been a night club and not a chicken farm, it might have passed. He said furthermore that the press agent would be charged with the cleaning and pressing of the jungle wardrobe as well as paying the snake show lecturer the tip for its use.

Unloading of the boats was well under way when a quarantine officer arrived at the wharf, stopped the work and announced that, due to Mexico being infested with ticks (not dandruff) we would have to dip. The dipping vats were located alongside the wharf. Our 1,500 people donned bathing suits and, quietly and orderly, marched down into the vats, presenting the greatest disappearing cresote ballet of all time. Half of our people had already passed thru the vats before the officer arrived and said that the vats were for live stock only. As luck would have it one of the press photographers was present and sold the negatives to our competitors, Drawhead Sisters, who mailed a photo to every fair manager in the country.

Three days were spent in unloading the show and another day in loading the wagons back on the flat cars. The rest of the week we laid off to rest up and to give General Agent Lem Trucklow time to hunt up a fair board with a charter and an exhibit tent for an opening date. MAJOR PRIVILEGE.

Harry is producing a circus for the Kiwanis Club in Danville, Ill., to raise funds for the club's free dental service for poor children. Thru the co-operation of Clarence Vance, superintendent of schools of Danville, the show is being presented in school auditoriums. For years Danville was the winter quarters of Harry's dad's show, the J. H. LaPearl Circus. "While at the Chicago Shrine Circus this winter," says Harry, "there was a 'reunion' of Harry and Roy LaPearl, Mrs. J. H. LaPearl, their mother, and Mr. and Mrs. George Spier, their cousins, with the old elephant, 'Ding Dong,' that was burned in the Cole quarters fire in Rochester, Ind. This was the first time in 20 years that we saw the bull, which was owned by my father when he had a circus. It was the last of the LaPearl animals. The big hipp, George, that died a few years ago, was also a LaPearl animal."



EASTER RABBIT SPECIAL
Big 18" Size

18-Inch Bunny. Dressed in Easter-figured percale, with Mother Hubbard apron. Has movable eyes, squeak in body, ribbon bow. Assorted colors. Packed one dozen to carton.

Weight per carton, 18 pounds.

No. B16X111—Per Doz. \$8.00
No. B16X107—Cuddly Rabbit. Rich pile plush in asst. colors similar to above. Dozen \$8.00
No. B16X38—Sitting Plush Rabbit, 21" size. **\$8.00**
No. B16X39—30" Size. Dozen \$18.00
No. B16X109—Big Goo Goo Eye Chenille Rabbit, 30" size. Dozen \$24.00

NEW FLYER CUT
Ask for Flyer 401, just off press. Mention your business, we do not sell retail. Add.: Dept. BB.

JOSEPH HAGN COMPANY
Wholesalers
217-223 Madison St., CHICAGO

BIG VALUES — LOW PRICES

WALTHAM ELECTRIC DRY SHAVERS— Leather Pouch, Ivory or Black Case, With \$15 Price Tag. Boxed. Ea.	75c
SNAP BUTTON COIN PURSES— Well Advertised. Prepaid. Doz.	\$1.50
ADHESIVE PLASTER — 1/2 x 5 or 1 1/2" — Regular or Water Proof. 4.40 Your Choice. Gr.	4.40
HAND-STRIPS — 8 to Cardboard Folder. Gr.	1.35
TOOTHBRUSHES— U. S. A. Gr.	5.75
ASPIRIN TABLETS—Certified Brand. 12 to Tin. Gr. Tins	1.35
UNDERWOOD DRY SHAVERS— Ivory Case With Pouch. Ea.85
MAGNETIC TRICK DOGS. Doz. Sets.85

BENGOR PRODUCTS CO.
878 BROADWAY, NEW YORK, N. Y.

WALTHAM & ELGIN POCKET WATCHES

Yellow Engraved Hunting Case with Yellow Chain to match. R.B. movement. Lots of 3. 20% Deposit, Balance C. O. D. Send for Free Illustrated Catalog. 163 Canal St., New York, N. Y.

\$2.95 Ea.

PLYMOUTH JEWELRY EXCH.

NOTES from SUPPLY HOUSES

RIO GRAND TOUR

(Continued from page 41)
gate, prevailed at all stands, reported Laverne Luther.

Manager Lucia returned here last Saturday and announced he had booked Benavides, Freer and San Diego under auspices. Mr. and Mrs. Robert Moore joined in Edinburg, Tex., with seven concessions and Merry-Go-Round. Mrs. Moore assumed the secretarial chores.

Rides now include Ferris Wheel, Joe Lucia, owner; Jimmie Dunn, foreman; Mrs. Mack, tickets. Merry-Go-Round, Mr. and Mrs. Moore, owners; Mr. Moore, foreman; Glen Allen, second man; Mrs. Moore, tickets. Mix-Up, Joe Lucia, manager; Bill Allman, foreman. Kiddie rides are baby autos and aeroplanes and U-Drive-'Em cars and bicycles.

Show line-up includes Monkeyland, John and Big Boy Powers, owners-operators; Miss America, D. R. Thompson, producer-manager; Peggy Dunn and Eileen Thompson, dancers; J. C. Spurluck, tickets. Thompson also presents Nalda and is building a jungleland show. Concessions total about 25, with Laverne Luther operating the Roll-a-Ball, assisted by Pete Roberts. William Luther has two concessions. Earl Beehee presents the free act.

SHOWMEN'S LEAGUE

(Continued from page 42)
member. Club will hold its regular weekly meeting in the clubrooms on March 14. All mail should be addressed to Ladies' Auxiliary, Showmen's League of America, Sherman Hotel, Clark and Randolph streets, Chicago, Ill.

UNDER THE MARQUEE

(Continued from page 34)
bicyclist; Marion Drew, dogs; Bryant and Cooper, novelty turn; "Jara," trained giraffe, by Leahy, Anthony and Will Simms.

REGULAR VISITORS at the Cecil Hotel, Los Angeles, are Theo Forstall, Harry Chipman, Al Onken, Chuck Gammon, Jack Beach, Arthur Windecker, Jack Grimes, Cliff McDougall, Dan Dix, Jack Youden, Winnie Wakeling. George (Red) White, Harry Wooding, Eddie Trees, Eddie Horton, Jersey Schank, George Singleton, Tex Sherman, Mel Smith, Ken Maynard, Jack Shultz, J. W. Peterson, Murray A. Pennock, Al Sands, Joe Metcalf, Jack Burslem, Harry Levy, Mark T. Kirkendall, Karl F. Knudson, Gene Hodgeman, John Glover, Ben Dobbert, Jack Bigelow, Dan Meggs, Ben Beno and John Backman.

HARRY AND LORETTA LaPEARL returned to Chicago after playing Orrin Davenport indoor circus dates. This week

SALESBOARD OPERATORS
Absolutely New!
The Hottest Little Card Since Hector Was a Pup
\$5.40 Card—Big Profits
Fast Turnover
Clicking Heavily in N. Y.
WRITE AT ONCE FOR FULL DETAILS
BIG BILL BURNS, Salesmanager
140 West 42nd Street, NEW YORK CITY

KNIFE BOARD SALESMEN

GET OUR PRICES! 10 Easy Selling Styles for 1c to 39c Deals. SAMPLE DEAL BB12 \$1.90 Post. extra; wt. 2 lbs.

FRAMING JOINT!
Get Our New Prices on Milk Bottles, Darts, Rack Rings, Balls, Hoopla Boxes and Rings, Corks, Cork Guns, etc. State Business.

LEVIN BROTHERS
TERRE HAUTE, INDIANA 25% Deposit Required With All C. O. D. Orders

Elgin and Waltham RB and GUARANTEED SPECIAL VALUES

0 Size, 7-Jew., Star Case, \$3.00
12x6, 7-Jew., Gold Color, 2.50
16 Size, 7-J., Gold Color, 2.75
Med. Size 7-J., Gold Color, Free Chain, \$2.25. Pocket Watches with Keystone Cases, 25% with order. Bal. C. O. D. Samples, 50c Extra.

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ANY 110 VOLT LINE

HEATS WATER IN 60 SECONDS

Millions need Speed King—gives you hot water fast and cheap. Drop into any pan of water—plug into socket—in 60 seconds you have hot water. Rush your name for sample offer for use as demonstrator. Plenty cash for agents. No money. Just send name.

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ELECTRIC EYE ANNUNCIATOR AND BURGLAR ALARM

STORES, Homes, Taverns, Shops, Garages—score of others—waiting for the RAY-ALARM Burglar Alarm and Annunciator. Real protection—guards against intrusions. Invisible beam of "Black Light," when interrupted, sounds continuous alarm. Plugs in any light socket. Unfailing demonstration takes 10 seconds—makes sales on spot.

SEND NAME ONCE for particulars of Distributor Plan or agent proposition. No money. Just send name.

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BRAND NEW LADIES' WATCHES

Octagon Shape—Yellow Top—White Back With Silk Cord and Box With Price Tag. Lots of 3 Ea. \$3.00
Special Prices for Quantity Users. 25% Deposit, Balance C. O. D. Sample 50c Extra. Send for Catalog.

N. SEIDMAN 173 Canal Street, New York, N. Y.

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WRITE FOR OUR NUMBER 40 CATALOG
MANY FAST SELLING ITEMS AT LOWEST PRICES
Be sure and mention your line of business
MIDWEST MERCHANDISE CO. 1006 BROADWAY, KANSAS CITY, MO.



FEATURING . . .
New Engraving Pins with 40 year guards—styles that are clicking! timely sellers like football, basketball, roller-skating and bowling pins . . . also all the best selling locket styles, featuring 6 big selling "Mother-of-Pearl" Lockets . . . Best Selling Whitestone Rings . . . Styles Cameo Rings . . . Billfolds . . . Compacts . . . Photo Jewelry. Write for Catalog 24 Today.

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FREE 1940 CATALOG!
of latest popular sellers in Mother of Pearl LOCKETS, Cameo & Whitestone RINGS, ENGRAVERS' JEWELRY, CROSSES, NOVELTIES. Send \$2.00 for samples.
MAJESTIC BEAD & NOV. CO.
307 5th Ave., New York, N. Y.

PUSH BUTTON PENS
\$18.00 PER GROSS
Assorted Colors
Write for PRICE LIST
STARR PEN COMPANY
300 W. Adams Street, Chicago, Illinois.

ELGIN & WALTHAM
REBUILT WATCHES
\$175
7 Jewel, 18 Size, in 8. #. Engraved Cases, at
Send for Price List. Money Back If Not Satisfied.
CRESCENT CITY WATCH MATERIAL CO.,
118 N. Broadway, St. Louis, Mo.

SOCIAL SECURITY PLATES
\$2.50 per 100 CASES
\$1.00 per 100
Stamping outfit consisting of a complete set of dies, including alphabet and numbers and gauge—\$4.00. We have a good proposition for agents. Send for illustrated catalog and details.
RELIABLE SALES CO.
1133 Broadway, Dept. BG, NEW YORK CITY

CHEWING GUM 23¢ BOX
Retail for \$1.00.
Each box holds 20 Cellophaned 5¢ Packs of Factory Fresh Gum! Snappy Display Boxes help you to get quick 100% to 200% profits. Be our distributor—get started! Send \$10 for sample box (pre-paid). **GREAT FIELD FOR AGENTS.** Write **AMERICAN CHEWING PRODUCTS CORP.** 4th and Mt. Pleasant Ave., Newark, N. J.

Yes! YOU CAN MAKE BIG MONEY WITH HOOVER UNIFORMS!
Big earnings for ambitious men and women in new uncrowded field with famous nationally advertised Hoover line of smart, exclusive Uniforms for restaurants, hotels, taverns, stores, offices, doctors, dentists, etc. Not house-to-house. No experience, no money needed to get into this new, big-income business. Mail postcard now for beautiful new Uniform Style presentation, actual samples and money-making equipment—sent FREE.
HOOVER 251 West 19th Street Dept. CK-4A, New York

NEW TURN SIGNAL
FLASHES from REAR WINDOW—DASH Control
AGENTS
A whirlwind seller. Drivers buy on flash demonstration. Dealers buy 3 to 12. Your profit mark-up as high as 264%. Biggest sensation of year. Rush name quick for facts and demonstration sample plan. All Free! Rush **WATC-4-W-TURN SIGNAL CO.** Dept. W-433B, Walnut Bldg., Des Moines, Iowa

Salesmen, Agents, Pitchmen, Demonstrators
Send 50c for Postpaid Sample of "MASON POCKETS," the New Kitchen Wall Pocket That Women Buy on Sight. Virgin Territory. Fair Worker. See This. State Your Territory.
MASON MFG. CO.
6535 E. E. 82nd Ave., PORTLAND, OREGON
ARRANGE NOW FOR YOUR ADVERTISEMENT IN THE BILLBOARD'S BIG 1940 SPRING SPECIAL

PIPES for PITCHMEN

A department for Pitchmen, Demonstrators, Novelty Salesmen, Medicine Showmen, Agents, Streetmen and Others.

by **BILL BAKER**

(Cincinnati Office)

ROBERT HALLIE . . . pipes from St. Louis: "This town has had the coldest winter in many years and lots of snow, but I manage to keep the wolf from the door. I sure have met a lot of cry-babies this winter. Would like to see pipes from James F. Wells and Morris Wolf. Ben Ranken is working with me."

ABOUT THIS TIME each year the boys begin suffering from road fever.

DOC PANGBORN . . . and wife are spending a few weeks at Miami, Fla., where they say the weather is just beginning to be good.

MYRTLE HUTT . . . is still in Chicago working art needles. She pens: "I have H. L. Green stores in Evanston and Roseland, Ill., and three department stores in Chicago. Business is good."

LOUISE KOEPKE . . . is reported working peelers and graters in Kresge's, Hammond, Ind.

FAMOUS LAST WORDS: "I usually velvet so much dough during the summer that I could buy a 200-room apartment building if I so desired."

ROSS CRABTREE . . . has a nice tie store on North Clark street, Chicago.

TOMMY O'BRIEN . . . is busy keeping Mr. and Mrs. Wally company until Riverview Park, Chicago, opens.

PHIL KRAFT . . . pens: "I noticed in reading *The Billboard* last week that I have a namesake in Boston. As far as I know I'm the only one by that name in the business and I'm in Pontiac, Mich., working Neisner's for La Renz on wonder oil, and doing okeh. I would like to get a pipe from the other Phil Kraft, also Red Noble, Bob Freedman, Fred Langer and Jesse Smyth."

PITCHMEN'S PRAYER: "Please give us an early summer."

GEORGE DURST . . . typewrites: "I note that another large group of carnival and circs workers has been granted union affiliations. Surely pitchmen should also seek to get unionized in some form. Everybody all over the nation is shouting the glories of

freedom, but to date I have not noted any of the columnists or liberals even bothering to mention pitchmen."

DOC JERRY COATES . . . is not dead, as was erroneously reported in a December issue. "This is the second story about my death," writes Coates. "When I die I will send a note about it. It seems someone is always a joker, but my kid brother or twin is not in this business. He helped me out a time or two, but he is superintendent of the American Steel Wire, Cleveland. The first time I died was in Kann's department store in Washington in August, 1935. Why don't these moochers stop joking? I have five demonstrations going on furniture polish and two on a foot layout, and I fill in on med myself. There is a natural Easter slump here (Philadelphia). I'd like to see a line from Ben Gerber and George Thurman."

GAS BILL would like to have brief news from everyone in the profession.

AL FISHER . . . working peelers, and Billy Lang, glass cutters, were sighted in Philadelphia recently.

AL SEARS . . . blasts from Newark, N. J., that the weather there is fine. He is making railroad pay days with the leaf, working with Alex Ballard.

MARIE CREASOGLE . . . was spotted working wire jewelry in Newark, N. J., last week, and R. Bee, with Chinese nuts, was getting good takes there.

"NEWARK, N. J. . . . is wide open for pitchmen," infos R. Ralphie.

LET A PITCHMAN encounter a friendly local merchant and he'll not only patronize his place of business but at the slightest opportunity will laud him to the skies.

Pitchdom Five Years Ago

South Georgia was proving lucrative pickings for Lonnie Moore with novelties. . . . Working Oakland, Calif., to good results were Mrs. Eddie St. Mathews and Earl Kittridge and son. . . . Al Ross had his show clicking in Peoria, Ill. . . . Montgomery E. Dean was in Lincoln, Neb., preparing to leave

OAK-HYTEX INFLATABLE TOYS
Walt Disney's **PINOCCHIO**
A STRONG rubber toy (not a balloon) — and sensational in sales appeal. Going great right now while the movie is making a hit. Ask your jobber today, or write us for details.
The OAK RUBBER CO.
RAVENNA, OHIO.

SOCIAL SECURITY PLATES, ETC.
Start your own business stamping S. S. Plates, etc. S. S. Plates, size 1 3/4 "x3", at 2 1/2 c each. . . . Double-Faced Brass-Cornered Cases for any size plates at \$2.25 per 100. . . . All merchandise guaranteed perfect. . . . Miniature Auto License Plates, 3 lines, Colored, with Key Chains, at \$3.50 per 100. . . . Samples 10c. . . . Complete Die Set, Letters, Figures, Gauge and Hammer for \$3.50. Send 25¢ on C. O. D. Orders. . . . Free list on Stamping Machines, Plates, Cases and genuine Leather Wallets. **FRANK BONOMO**, 65 Central Ave., Dept. BB16, Brooklyn, N. Y.

FREE CATALOG!
Send for latest lines of Mother of Pearl Lockets, Latest Crosses, Signet Jewelry, Cameo and Whitestone Rings. Send \$2.00 for complete samples.
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307 Fifth Avenue, New York City.

CARD MEN ACE BLADES AT FACTORY PRICES
Here are the kind of blades that sell and repeat. Leather-stropped to hair-splitting sharpness. Made from fine steel for long wear. Sold at lowest factory prices. Flashy display cards. We pay all shipping. Rush name for free blade and profit details.
ACE BLADE CO.,
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Key Check Stamping Outfits
Emblem Key Checks, Key Rings, etc. Catalog free. Sample check with name and address, 25c.
SOCIAL SECURITY PLATES KEMP
463-B East 178th St., NEW YORK CITY

MEDICINE MEN
Write today for new catalogue of Tonics, Oil, Salve, Soap, Tablets, Herbs, etc. Low prices—rapid service.
GENERAL PRODUCTS LABORATORIES
Manufacturing Pharmacists
187 E. Spring St., Columbus, Ohio

KLEEN-WELL
Wall Cleaner and Window Washer
Sample 35c
See Our Ladies' Razor—Sample, Nickel, 25c; Gold, 35c.
RADIO STROPPER CO.
SANDWICH, ILL.

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The Billboard,
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Please enter my subscription to The Billboard, for which I inclose

\$5 for one year, 52 issues.

\$8 for two years, 104 issues.

\$10 for three years, 156 issues.

Name Occupation

Address New Renew

City State

for South Sioux City, Neb., quarters of the M. & M. Dramatic Tent Show. . . . Texas territory was proving to be a green pasture for Mae Goodwin's Tate-Lax Unit. . . . R. Guild Stewart, knife-sharpener worker, shifted over to pot-lifters and was meeting with unusual success with the item in Portland, Ore. . . . Greenville, S. C., was a winner for H. S. Thompson with whitestones. . . . Doc Harry Burton returned to his home in Toledo, after working the South to only fair results. . . . S. C. Hayes was grabbing off some good takes in Spartanburg, S. C. . . . Southern Indiana and Western Kentucky were proving fair for Chic Denton. . . . Ralph Ruhl was working a doorway in Indianapolis with flukum to slow business. . . . Doc George M. Reed opened in a Parkersburg, W. Va., chain store to good takes after encountering two tough weeks in Wheeling, W. Va. . . . Among the pitch exponents getting the lucre in Montgomery, Ala., were H. B. Murphy; Clyde Wilson, sharpeners; Fred Cummings, cards, and Vic Hamel, solder. . . . Dothan, Ala., was giving Doc J. H. Ward's med unit good business. . . . In his lineup were Bobby Jean Ward, piano; Lasses Glen Jones, blackface; Blacky Mercer, pop corn, and Doc Ward, lecturer and straights. . . . Tex Mamard was in Veterans' Hospital, Wichita, Kan., suffering from arthritis and effects of two eye operations. . . . Blackie Beard was spending the winter operating a shop

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Conducted by WALTER W. HURD—Communications to Woods Building, Randolph and Dearborn Streets, Chicago.

An Editorial

Recalls a Sensational Attack on Model City Pinball License Ordinance

An editorial appearing in The Detroit Free Press February 26 is so unusual that it deserves study by all who are interested in public morals and especially the problems of youth. It should also be considered as an example for all civic leaders and writers who advise the public on such problems.

The brief editorial is as follows:

"The Pinball Tempest. With many other and bigger problems confronting Detroit, a disproportionate amount of agitation seems to many people to have been stirred up over pinball games.

"The extent to which these games are used for betting among players is, as they point out, a matter of guesswork.

"The machines are licensed.

"Any gambling that goes on in connection with them is in the open.

"The players do not have to corrupt the police or other law-enforcement officers in order to indulge their human proclivity to flirt with chance.

"A good many people who are unutterably opposed to any form of gambling that becomes a public evil thru corruption or otherwise admit a fondness for trying their luck in such games as pinball.

"And it is such people as these who are surprised at the furor now being made over these licensed machines, when Detroit is being rocked by scandals and rumors of scandals arising from the discovery of much deeper and more fundamental evils in our midst."

Newspapers all over the country have been publishing the news of the "scandals and rumors of scandals that have rocked Detroit" recently. One of the recent ones is that of a million-dollar baseball pool. Federal agents have been in Detroit for months investigating various situations involving graft. It is the enormous amount of evidence of serious public evils in the city that leads a great newspaper, like The Detroit Free Press, to publish a frank editorial which criticizes public officials for spending time on disciplining pinball games when much greater problems are at hand. A city administration had perhaps expected to get some favorable headlines by chasing pinball games; some papers may give sensation to pinball crusades; but one newspaper asks for sober judgment.

The pinball situation in Detroit has an interesting history. In it is woven the subject sometimes agitated by publicity seekers that the "morals of the youth of the city are corrupted by the presence of modern pinball games and similar devices in the city."

The city ordinance for licensing pinball games was passed in Detroit in 1934. It has been regarded as one of the best ordinances of its kind, and it has probably had the strictest enforcement of any similar ordinance in the country.

But in spite of its idealism it has been the object of heavy onslaughts in the name of the youth of the city. Probably one of the most sensational attacks ever made on pinball games occurred in Detroit in May, 1939. Taking a tip from labor organizations, a group of high school students was induced to picket one or two locations where pinball

games were located. A mass meeting of students was called to start a student campaign thruout the city to stop the operation of pinball games. The "children's crusade" excited unusual attention and secured its proper headlines in the newspapers. The crusade also had the support of some city officials.

The crusade in itself was an interesting study in reform psychology. In support of this rather sensational move were members and leaders of civic organizations who needed a sober rebuke just as the above editorial gives to crusading city officials.

The students' crusade in Detroit probably drew some of its ideas from stunts that have been tried by teachers and schools in other cities. One stunt that had considerable publicity was that of bringing a bell machine into the classroom to demonstrate how little chance they had at winning the jackpot. Students would play the machine and keep tab on the results. The stunt seemed to be spreading to various schools in many cities until a psychologist in Wisconsin voiced the opinion that because of the keen interest of young people in mechanical things, about 70 per cent of the students thus introduced to "slot machines" would tend to become habitual players.

Official investigation of the picketed locations in Detroit revealed that the pinball games were being used in the particular locations as a decoy for policy and numbers games. The recent investigations have shown the size of the pools and policy set-ups in the city. Which means that a lot of well-meaning people were for chasing pinball games when more serious things were in the background.

The sensationalism served to bring the pinball question before the city council again. The result was that the city council passed an improved ordinance and pinball games are still licensed in Detroit. From 1934 to 1940 there has been ample time to test pinball licensing in every respect. If pinball games really corrupted the morals of youth, or were a factor in juvenile delinquency, the evidence would show up in Detroit. But Detroit has the same juvenile problems that other large cities have—the problem of poverty and slums and adverse conditions for the health of children. The industrial nature of the city probably makes its social problems more acute at times than in some other cities.

Sober reflection on all these facts leads to the thought that to try to stir up sensational charges against pinball games is an indication that some people cannot think things thru. But one newspaper has asked Detroit officials and citizens to think.

Detroit has a trade association of the operators of amusement games that has co-operated fully with city officials, when city officials would do so, to maintain the strictest regulations on the operation of pinball games. The result since 1934 has shown how well such regulation can succeed.

The story of pinball games in Detroit is the story of sensational attacks, in the name of youth, on one of the best ordinances in the country. Time and tide have thus far proved the foolishness of such agitation.

Association Asks Locations To Keep Minors From Game

NEWARK, N. J., March 9.—“Minors are discouraged from playing games operated by our members,” declare officials of the Amusement Board of Trade of New Jersey, Inc. In a recent bulletin to members and location owners the association called attention to the fact that all members' games should carry a sticker announcing, “No person under 21 years of age is permitted to play this amusement device,” in accordance with a new ruling adopted by the association.

“This ruling has been adopted to discourage the playing of games by minors,” the bulletin continued. “Please observe this new ruling as another step in the right direction. Games were always intended for use of adults only. Carry out this intention by making it a reality. Allow no minors to play your games and encourage adults to play instead. Call their attention to the sticker on the machine. Every thinking adult, every progressive operator and every wiser merchant will approve of our effort in this direction.”

The bulletin, going to location owners, is another step in the public relations policy of the association. Other steps have been taken and more have been planned to keep the industry in New Jersey on a high plane.



LEW WOLF, of John A. Fitzgibbons, New York, tries the snow at the Old Forge in the Adirondacks. He identifies himself as the man with “my arms around the young lady.”

Distributors Indorse Muto Sky Fighter

LONG ISLAND CITY, N. Y., March 9.—Mutoscope International Reel Co. this week played host to distributors from many States who came to see the firm's new Sky Fighter, anti-aircraft machine gun, officials report.

“Well-known distributors like Morris Hankin, who came from his firm's headquarters in Atlanta to place an order for Sky Fighters, were unanimous in expressing enthusiasm for the money-making power of the machine,” stated Bill Rabkin, president. “The early models of Sky Fighter were tested and proved perfect at the New York World's Fair. In fact, the machines attracted so much attention from operators who visited the fair that many orders for the Sky Fighter were placed months ago.

We've got a terrific hit in Sky Fighter. The appeal of shooting an anti-aircraft machine gun at moving targets and watching airplanes fall in flames as hits are made is bound to bring thrills to players. Our machine features a built-in target. The complete set-up of the machine thus requires no more room than an ordinary novelty table. Location possibilities for the Sky Fighter are tremendous because of its compactness. The present situation abroad has made people unusually interested in anti-aircraft equipment, which is an important factor in considering the profits from Sky Fighter.”

1. No Screen!
2. No Photo Electric Cell!
3. Fits into Finest Locations!
4. Complete self-contained unit!
5. Same floor space as pin game!
6. Can be placed in any position in any location!
7. 300 Shots in half a minute; possible 300 hits!
8. Realistic scenes and sound effects never before used!
9. Built to LAST—Life-time Construction!

SKY FIGHTER
MUTOSCOPE'S ANTI-AIRCRAFT MACHINE GUN
... with built-in target! No screens needed!
300 thrilling shots in half a minute!
NOTHING ELSE COMES WITHIN A MILE OF THIS MONEY-MAKING MARVEL!!
INTERNATIONAL MUTOSCOPE REEL CO., Inc.
LONG ISLAND CITY, N. Y.
44-01 11TH ST.

ORDER THESE QUICK!

I-Ball Automatics

10 Fairgrounds, F. P. . . \$49.50	3 Carom . . \$11.00
7 Golden Wheels . . 10.00	4 Arlington . . 12.50
8 TurfChps. 12.00	7 Big Race . . 22.50
4 Handicap . . 22.50	5 Rac'g Form 12.50
	3 Big Races. 22.50
	4 Sportsman. 10.00
	2 Air Races 10.00

Consoles

5 Keeney Dark Horse \$25.00
4 Jenn. Multi. Derby Day 50.00
2 Jenn. Multi. Racers 50.00
4 Bally Skill Field 25.00
4 Stoner Zipper 25.00
3 Eva. El Dorado 50.00
5 Keeney 1937 Skill Time 35.00
3 Keeney 1937 Track Time 35.00

Free Play Games

4 Contact . . \$17.50	2 Chevron . . \$20.00
7 Maors . . 19.50	4 Toppers . . 35.00
3 Box Score. 17.50	5 Liberty . . 29.50

Slot Machines

10 Mills 5c Melon Bells \$42.50
8 Jenn. 5c Silver Chiefs 39.50
7 Jenn. 5c Blue Chiefs 19.50
5 Mills 5c Blue Fronts 32.50
4 Pace 5c Comets 25.00
5 Mills Vest Pocket Bells 22.00
4 Pace 1c Bantams 15.00

1/3 WITH ORDER—BALANCE C. O. D.
THE HUB ENTERPRISES
406-3 W. Franklin St., Baltimore, Md.

Women and Children First!

Perhaps the best customers of PHOTOMATIC are women and their children . . . but don't think that men shy away from taking their own pictures. Picture-taking has a universal appeal—it's popular everywhere with everyone. Isn't it easy to see why PHOTOMATIC has been the world's No. 1 money-maker for 6 years already?

INVESTIGATE
International Mutoscope Reel Co., Inc.
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BARGAINS FROM DAVE MARION

IMP—QUANTITY BUYERS, WRITE US.

1940 A.B.T. Model F Streamlined \$28.50	Skill Jump 14.50
Chubbie, F.P. . . \$22.50	Aksarben, F.P. . . 14.50
Ascot Derby, F.P. 12.50	Kountar King. . . 7.00
1c Mills B. Frt. 24.50	Vest P., new . . 42.50
Spinner Winner. 11.50	
Metal Typer, Groetchen, F.S. 144.50	
Ten S.rike, 1939, Trade for Late F.P. Tables.	

1/3 Deposit Required. Bargains Every Week.
Write for Complete Bargain List.
MARION COMPANY, Wichita, Kansas.

Detroit

DETROIT, March 9.—Henry C. Lemke, of Lemke Coin Machine Co., has taken over local distribution for the new golf game manufactured by the A. M. Walzer Co. and reports his only difficulty now is getting enough deliveries.

Mrs. Henry C. Lemke, who has been seriously ill, is on the road to recovery.

Manfred Linick, head of the Detroit Automatic Exhibit Co., is retiring from the arcade business after 37 years. For the past quarter of a century he has operated the same spot on Monroe avenue, Detroit, and will devote his future activities to operation of the Barrel Cafe, located on the same property.

Max Lipin, partner in the Brilliant Music Co., was married March 2 at the Belcrest Hotel. His bride is the former Molly Salaman. The newlyweds are spending their honeymoon in Miami, Fla.

Joseph A. Rosenberger, manager of the New Era Sales Machine Co., reports the company is bringing out a new model dice machine which will incorporate essential feature of its present model.

The status of parking meters in Michigan was clarified by a ruling issued by Attorney-General Thomas Read at the request of Samuel D. Pepper, city at-

Want Big Money?

YOU CAN HAVE IT!

SEE KEENEY AD ON PAGES 86, 87

WEEKLY SPECIALS RECONDITIONED GUARANTEED

FREE PLAY GAMES: Commodore, \$69.50; Gottlieb Bowling, \$69.50; O'Boy, \$59.50; Follis, \$59.50; Punch, \$57.50; Jumper, \$57.50; Big Six, \$57.50; Nippy, \$57.50; Lucky, \$57.50; Mr. Chips, \$49.50; Pickems, \$49.50; Thrillers, \$47.50; White Sails, \$47.50; Rebounds, \$44.50; Champions, \$44.50; Sports, \$44.50; Bangs, \$37.50; Golden Gate, \$37.50; Toppers, \$37.50; Clipper, \$29.50; Flash, \$29.50; Zip, \$29.50; Triple Threat, \$29.50; Conquest, \$29.50; Up and Up, \$24.50; Davy Jones, \$24.50; Contact, \$24.50; Snooks, \$19.50; Side Kicks, \$15.00; Liberties, \$15.00; Multi Free Races, \$15.00.

MISCELLANEOUS: Groetchen's Metal Typers, \$135.00; Chicken Sam Radio Rifle, Console Model, \$135.00; Cigarolas, 5 and 10c combination, \$79.50; Rock-Ola World Series, \$50.00; Jennings in a Bag Peanut Machines, \$9.50, and Master's Peanut Machines, \$4.50; Dixie Spelling Games, \$7.50; Imperials with Cigarette or Poker Reels, \$9.50.

PHONOGRAPHS: Model A Seeburgs, \$29.50; Model B Seeburgs, \$34.50; 24-Record Wurlitzers, \$119.50; Model No. 61 Counter Wurlitzer, \$99.50, and Selectophones, \$12.50.

SLOTS: Two Hundred Slots of all kinds. Write for complete list.

Above offered subject to prior sale. On receipt of 1/3 deposit we will ship subject to inspection. Jobbers, write us for Prices on all New Games. We will save you money.

AUTOMATIC SALES CO. 416-A BROAD ST. NASHVILLE, TENN.

110 Volts AC Anywhere!

WITH KATOLIGHT PLANTS AND ROTARY CONVERTERS

Furnish standard 110 AC, 60 Cycles, for operating coin-operated music machines, motion picture, AC radios, electric organs, pin-ball games, etc.

Complete 350 Watt, 110 AC Light Plant—List \$ 89.60
Complete 550 Watt, 110 AC Light Plant—List 130.00
350 Watt Kato Rotary Converter—List 61.50

KATOLIGHTO, Mankato, Minnesota, U. S. A.

torney of Port Huron, Mich.

Read's ruling says that parking meters are strictly legal under traffic control codes, but that they may not be so operated as to be used primarily for purposes of general revenue to the city or municipality concerned.

TRADE WITH US

4 1940 Western DeLuxe Baseball, purchased in December, positively like new, Combination Free Play or Automatic.
Want High Score Latest Type Free Play Tables.
MARION COMPANY, Wichita, Kansas.

Closed or difficult territories can be opened up successfully with

SECRET

Payout Mercury Token Games. Instead of paying out an award token on winning combinations, token is shown behind window on side; after Storekeeper has paid reward over the counter, he pushes Plunger which deposits award token in cash box. All payouts are accounted for.

you

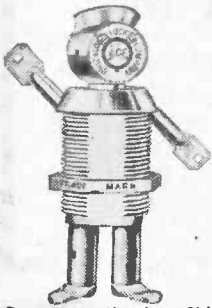
too can operate successfully if you will try this "Discreet Mercury."

SEND NO MONEY

If you are a responsible operator we will ship sample Mercury C. O. D. without previous deposit on 10 days trial.

GROETCHEN TOOL COMPANY
130 N. Union Street Chicago

"I am ENEMY NO. 1 To Cash Box Thieves"



"I AM THE NEW CHICAGO ACE LOCK TRADE MARK"

My head, arms, body, legs, feet are made entirely of CHICAGO ACE LOCKS—Standard Equipment on America's leading Coin-Operated Devices and world-famous for the NEW HIGH STANDARD they have established in Protection and Security.

Remember—there's a Chicago Lock for Every Purpose. Famous Ace Locks, Single, Double Blitted Locks, Padlocks, and all insure—

"UTMOST Security — LOWEST Cost"

CHICAGO LOCK CO. 2024 N. Racine Ave., Dept. 63, CHICAGO

QUALITY GAMES

FREE PLAY	
Contact . . . \$27.50	Box Score . . . \$24.50
Flash . . . 39.50	Majors . . . 29.50
Stop & Go . . . 22.50	Gun Club . . . 24.50
Commodore . . . 67.50	Avalon . . . 39.50
Rebounds . . . 39.50	Golden Gate . . . 42.50
Nippy . . . 62.50	Jumper . . . 62.50
Variety . . . 49.50	Vogue . . . 49.50
Arrowhead . . . 27.50	Daval Gem . . . 27.50
	Follow Up . . . 37.50
NOVELTY	
Zeta . . . \$12.50	Paramount . . . \$12.50
Ritz . . . 12.50	Hilo . . . 10.00
Reserves . . . 10.00	Jungle . . . 10.00
Swing . . . 10.00	Stoners Races . . . 7.50
Majors . . . 17.50	Thunderbolt . . . 12.50
Contact . . . 17.50	Snappy . . . 12.50
Bumper . . . 5.00	Odd Ball . . . 12.50
Peachy . . . 10.00	Sprint . . . 10.00
AUTOMATIC PAYOUTS	
Hawthorne . . . \$79.50	Hey Dey . . . \$27.50
Sport Page . . . 59.50	Photo Finish . . . 15.00
Fairgrounds . . . 27.50	Plikes Peak . . . 12.50
Quinnella . . . 32.50	Derby Day . . . 12.50

CONSOLES	
1 Lucky Lucie, Like New . . .	\$149.50
1 Galloping Domino (Blk. Cab.) . . .	42.50
2 Paces Races (Walnut Cab.) . . .	89.50
1 Paces Races (Check Model) . . .	59.50
1 Western Race Meet . . .	127.50
1 Buckley Track Odds . . .	62.50
1 Flashing Thru . . .	17.50
1 Rays Track . . .	32.50

Terms: 1/2 Certified Deposit, Bal. C. O. D.
AUTOMATIC AMUSEMENT CO.
1000 Pennsylvania St., Evansville, Ind.

Phonos Boost Many Recording Artists Into Big Name Class

NEW YORK, March 9.—Many stories have appeared in the press the past few months recounting in interesting fashion the power of the automatic phonograph "network" as a maker of hit songs. "If a song hits on the coin machine, it hits the popularity jackpot all over the country," declared Dorothy Killgallen in the February issue of "Cosmopolitan." Articles that have appeared under the Associated Press by-line, in "Time" magazine and other publications have also heralded the music machine as the "new builder of songs."

In addition to skyrocketing songs to popularity, however, the music machines have been responsible for boosting more recording artists into the big name brackets than any other medium. Many artists, including bands, singers and specialty acts, now in the top-flight category, were virtually unknown until the automatic phonograph patrons discovered their talents and sent them on their merry way to stardom.

The latest demonstration of the star-building power of the automatic phonograph is the case of Orrin Tucker and Bonnie Baker. Virtually unknown some six months ago, their "Oh, Johnny, Oh" swept them into the big name class. Today Tucker is in demand from Coast to Coast. He has one of the prize radio commercials in the Lucky Strike "Hit Parade." After an outstanding engagement at the Palmer House, Chicago, he comes here next month for two of the choicest engagements in town—two weeks at the Strand Theater and an indefinite run at the Waldorf-Astoria. His asking price on theater dates has jumped from \$2,500 a week a year ago to a reported \$12,000 per week today.

Probably the first artists to jump into prominence, due to the build-up they received on music machines, are the Andrews Sisters. They made "Bei Mir Bist du Schoen" and the operators in turn made them by using it on their machines from Coast to Coast. This and succeeding hits have brought big paying radio, theater and night club engagements their way. Today their price for a theater date is around the \$2,500 figure.

The theatrical world will long remember what the music machines did for Artie Shaw and his "Begin

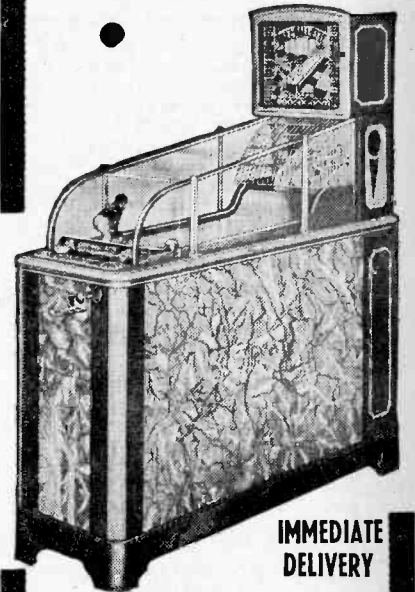
the Beguine." Shaw was playing in comparative obscurity in the Lincoln Hotel here until his famous disk clicked so strongly that practically every location owner in the land got sick and tired of hearing his customers play it from morning till night. Quickly it boosted Shaw to the peak of the swing world—to a point where a week's theater stand dumped \$10,000 into his coffers. No greater testimonial of what the automatic music machine business meant to Shaw is needed than the citing of the \$50,000, two-year contract RCA Victor has with him. Contract calls for 50 sides a year, which means Shaw gets \$1,000 a record.

Very few people had ever heard of the Ink Spots before their "If I Didn't Care" clicked on phonos. These colored boys had been knocking about Philadelphia and New York for years. Today they are in the \$2,000 class for vaudeville appearances.

The story of Glenn Miller's sensational rise and the part the phonos played in it is all too well known. Newsweek heralded him the "King of the Juke Box" in its January 15 issue. Miller himself went on record in "Time" (November 27) as attributing his fast-gained fame to the music machines. Miller now is in the \$10,000-a-week class for theater engagements. In addition, he has a three-times-a-week commercial for Chesterfield over the CBS network, has more offers for one-night stands and theater dates than he can fill and is set for six months at the Hotel Pennsylvania here, beginning next October, after winding up a three months' stay in April at the same hotel and a summer of ballroom and one-night appearances.

These are but a few of many stars of today who can link their popularity to the play their recordings has received on music machines. Cab Calloway, who was slipping badly in public appeal, has climbed back into the \$7,500-a-week class on theater dates since his "Jumpin' Jive" re-established his popularity. Shep Fields, a sensation three years ago, is coming back strong due to his "South of the Border" clicking so big in music machines. Out in the Midwest Dick Jurgens, Tiny Hill and Lawrence Welk are outstanding examples of maestri whose box-office value

Gottlieb's Sensational Skee-Ball-Ette



IMMEDIATE DELIVERY

Exclusive Minnesota Distributor
HY-G GAMES CO.
1643 Hennepin Ave., Minneapolis, Minn.

10 DAY MONEY BACK GUARANTEE ON

Imp

It's the Biggest Money-Making Counter Machine Ever Built!

\$12.50 Each
Cartons of 6 \$67.50

GERBER & GLASS

914 DIVERSEY BLVD. CHICAGO, ILLINOIS

has been hyped by outstanding music machine successes. In the East Woody Herman, Jimmy Lunceford and Frankie Masters are in greater remand, due in no small way to the help of the automatic phonograph.

It wasn't long ago that artists, as well as those who book them, considered radio as the all-powerful medium for popularizing both artists and songs. Such successes as those cited above, however, have altered the old order to a point where today the automatic phonograph network and the 300,000-odd units that constitute its being, rank side by side with radio as the two most powerful forces for making stars as well as popularizing tunes.

Movie Machines Excite Ohio Theater Owners

COLUMBUS, O., March 9.—The threat of automatic movie vending machines was given serious thought at the annual convention here of the Independent Theater Owners of Ohio.

Operators of theaters were thrown into a mild furor by the announcement that James Roosevelt, son of the President, had entered into a contract with the Mills Novelty Co., Chicago, and the Globe Motion Picture Co. whereby the two would manufacture novelty movie machines which would project a motion picture upon insertion of a coin.



THIS ATTENTIVE GROUP IN LOS ANGELES at the Riddell Co. grand opening and showing of 1940 Rock-Ola phonographs are listening to the new Rock-Ola lifelike tone. Left to right, are Mac Mohr, Arch C. Riddell Jr.; Arch C. Riddell Sr., new Rock-Ola distributor; Bob Riddell, examining tone resonator; Phil Harris, well-known band leader; the Rock-Ola Leadership Girl; George Murdock, Rock-Ola district manager (in background); Sam Ricklin, Los Angeles operator, and T. W. Hull.

THE BILLBOARD GIVES YOU THE ONLY

WEEKLY

USED MACHINE PRICE CHANGES

READ THE BILLBOARD EVERY WEEK



SENSATIONAL LITE-A-LINE GROUP GAME

Weekly receipts steadily increasing in a Winter Run (over \$500.00 first week in February) indicates this game will be the BIG WINNER for 1940. Write or wire today for complete information on the Lite-A-Line and the famous Derby horse race game. Deliveries made in rotation. Don't Delay!

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

EASTERN FLASHES

NEW YORK, March 9.—Despite the daily air raids, Photomatics are still doing business in Helsinki, judging by a letter Bill Rabkin, of International Mutoscope, received from a Finnish operator this week. The operator wrote Bill for supplies and frames for his Photomatic. "Altho I can't send money out of the country right now," the letter read, "I assure you that the moment the war is over you will be paid in full."

AROUND THE TOWN . . . Morris Hankin, Earl Winters, Bill Beasley and Bill Gersh were observed having dinner at the Manhattan Room of the Hotel New Yorker this week. Hankin stopped off here after a week-end jaunt that took him from Atlanta to North Tonawanda, N. Y., for more Wurlitzers. He reported that the recent snowstorm in Atlanta brought business to a halt for four days due to the fact that the city had no snow-removal equipment. "We spent the time playing pinochle," Hankin stated. Bill Beasley is the coinman who inaugurated the dance casino at the Canadian National Exposition in Toronto. He's been in town arranging for concessions at the World's Fair.

Bill Rabkin returned from a visit to Wyoming with gabardine cowboy shirts, silk neckerchief and a 10-gallon hat, but no chaps. . . Angelo Delaporte, of Rex Amusement Co., Syracuse, N. Y., spent a few days in town and went home with the distributorship of Skee-Ball-Ette. . . Hymie Budin, of Budin's, Inc., Brooklyn, whizzes off to Chicago to look over "something extra special for the boys." . . Al Simon and Jack Semel, of Savoy, Brooklyn, report: "It's here; Chicago Coin's new Home Run 1940, and it's a honey."

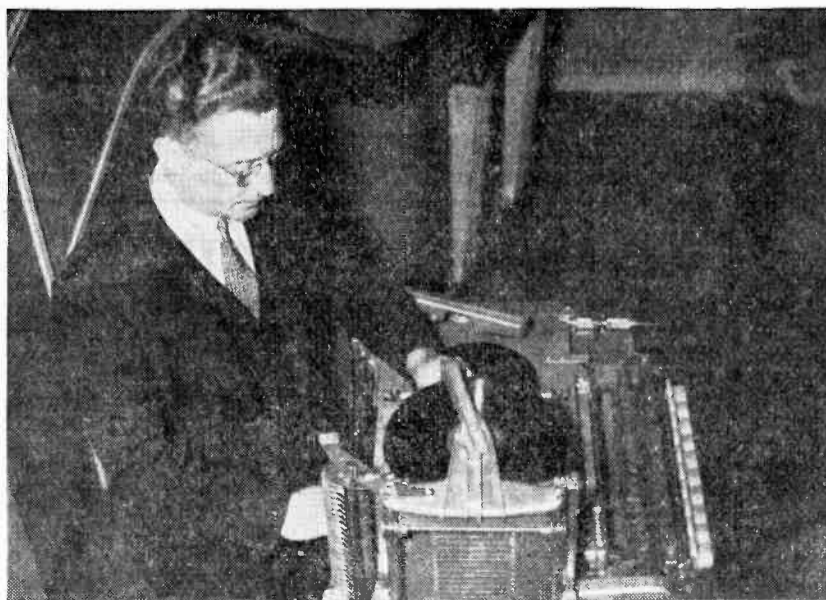
CIGGY EXCHANGE . . . Babe Kaufman reports she's set up a used cigaret machine exchange. Babe will sell or trade all types of cig machines. "We have been selling this type of equipment for some time now," Babe states. "but hereafter we'll concentrate our efforts on the cigaret vending machine market. Every machine we ship is put in tip-top shape in our Atlantic Highlands shop and is ready to be placed on location as soon as it arrives."

GOING STRONG . . . From the office of Seaboard Sales Bert Lane sends forth a report that Gabel's Kuro phonograph is taking hold with more ops every day. "At the same time," Bert states, "we're working day and night to fill orders for Genco's two new winners, Big League and Big Town. Fred Iverson, our representative in up-State New York, and Joe Hart, our New England representative, are sending in record orders from their territories, too."

MEN AND MACHINES . . . Ernie Walker, Charlie Mayer, Bill Rab-

kin, Earl Winters, Morris Hankin and Bill Gersh had a swell time at Jimmy Kelly's in the Village last week. . . Al S. Douglis, of Daval, is due in town most any day now. . . Joe Fishman and Marvin Liebowitz, of Interstate, are keeping up their chant for faster deliveries from the Rock-Ola factory. . . George Moloney, Archie Berger, Ralph Nicholson and "Perk" Perkins got together with Jack Fitzgibbons in New York this week for a real Bally O'Toole Indian clan powwow. . . Mike and Joe Munves are busier than ever arranging for shipments of both new and used arcade equipment. . . Willie Blatt, of Supreme Vending Co., reports he's going for the new Keeney machine gun in a big way. . . Al Schlesinger is off for Florida for a few weeks' rest. . . Due to the fact that his business has doubled since last June, Irving Mitchell, of I. L. Mitchell & Co., says he's cramped for space. "We'd like to move to larger quarters but we have to wait until the lease expires," he moans.

PENNSY JOTTINGS . . . Joe Eisen and Dave Margolin, of Penn Coin-o-Matic, are planning a big sales drive on the new Wurlitzers. . . Izz Rothstein and Lewis London, of Banner Specialty Co., are preparing to do big things with the new Daval counter games. . . One of the largest phono ops in the State is reported to be F. E. Brown, of Chester, Pa. . . Lewis Sokolve, of Imperial Vendors, Philly, is all enthusiastic over the new Gabel phono. . . One Philly distrib who is clicking in a big way these days is Joe Ash, of Active Amusement, judging by reports. Joe expects to announce another heir any day now. . .



J. P. Ryan, newly appointed Southwest territory manager for the Mills Novelty Co., examines the mechanism of the Empress phonograph. "This new Mills model is being enthusiastically received by players and operators all over the country," says Ryan.

Another busy Philadelphia coinman is Harry Block, of Block Marble Co. "We have the greatest necessity for coin ops in the new Guardian Service Kit," he reports. . . Mike Carpen, of Reading, Pa., says he'll soon have an announcement of interest to the trade.

HEADING FOR A RECORD . . . Walter Mann, of Du Grenier Sales Corp., declares: "Sales of the Champion cigaret merchandiser look like they'll set a new record. All who have seen the machine have praised it as being the ultimate in cigaret machine construction." Mann is now heading southward, it is reported, to close some important deals.

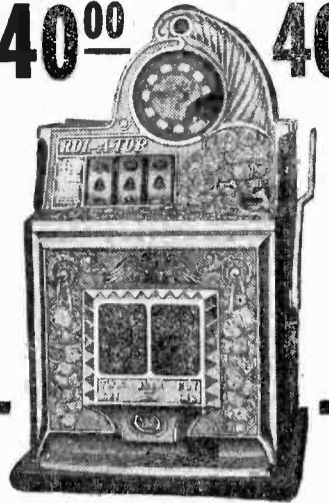
OFF FOR CHI . . . Before pushing off for Chi this week to arrange for speedier delivery of the products his firm represents, George Ponsler stated that his firm is doing so much business that "it looks like 1940 will be the biggest year for us."

FROM BALTIMORE . . . Roy McGinnis' firm is meeting the demand of all operators here, McGinnis reports. "We make a specialty of giving ops fastest possible delivery on both new and used games," he says. "In fact, we've instructions from some ops to shoot them new equipment the moment it hits the market. Our organization has been geared for rapid delivery and we find this policy has scored solidly with ops." . . . Dave M. Firestone, of Jennings, is doing a swell job with In-a-Bag, according to some of the Baltimore ops Dave visited this week. . . Art Nyberg, of Hub Enterprises, and his wife journeyed to Philly for Sam Stern's party.

FAST FLASHES . . . Dave Robbins maintains that Totalizer is one of the best games he's ever featured. "We just placed an order with Scientific for 500 more," he reports. . . While Bill Alberg, of Brooklyn Amusement, is in Chi visiting the H. C. Evans factory, Charley Aronson says the firm's showrooms are crowded all day long with ops inspecting the new 1940 Ten Strike. . . "We're going over the top on sales with Bally's sensational Triumph," says Jack Mitnick, of George Ponsler Co., is busy discussing the Mills Throne of Music and Empress with ops. . . Earle C. Backe, of National Novelty, Merrick, L. I., says the new bargains he's featuring have surprised many ops who have declared them to be the best offered in many a moon.

JERSEY JOTTINGS . . . Just to prove what a crack shot he is, Irv Morris, of the Ponsler Newark offices, downed 15 out of 15 planes on his first try with the sample Keeney machine gun that arrived at his showrooms this week. . . Frank Hart, of Eastern, is vacationing for a few days. . . Al S. Cohen, of ASCO, is pleased with the reception ops are according the Northwestern merchandisers, for which his firm is the Jersey distrib. . . Archie Kass, of Newark, beams every time anyone mentions the new Rock-Ola phonos to him. . . Jack Berger, of Newark Coino, says

NEW LOW PRICE
\$40.00 **40.00**



A FEW MORE LEFT GUARANTEED LIKE NEW

We have a few Rebuilt Machines, as shown above, in 1c, 5c, 10c and 25c play, with Mystery Pay-out. Every machine has been gone over from top to bottom, inside, outside, repainted, repolished, new reel strips, springs or parts where needed, for operating purposes as good as new. **15-DAY MONEY-BACK GUARANTEE**

Write for prices on our complete line of Rebuilt Machines

WATLING MFG. CO.
4640-4660 W. Fulton St.
CHICAGO, ILL.

Est. 1888—Tel.: COLUMBUS 2770.
Cable address "WATLINGITE," Chicago.

BUY THE BEST!

Chicago Coin's HOME RUN
Gottlieb's SCORE CARD
Keeney's ANTI-AIRCRAFT
MACHINE GUN
Mills THRONE OF MUSIC
Mills EMPRESS
WRITE FOR SPECIAL PRICE LIST!

George Ponsler Co.
11-15 EAST RUNYON ST., NEWARK, N. J.
Phone: BIGelow 3-6432

he has an interesting deal for ops. . . Dave Stern, in Newark, is one of the busiest men Modern Vending has on its staff. Dave is constantly on the go telling ops about the new Wurlitzers. . . Even tho Jack Kay is in Florida, Ace Distrib is shipping machines as fast as ever.

New Ky. Quarters For Ohio Specialty

LOUISVILLE, March 9. — Louisville branch of Ohio Specialty Co., Cincinnati, is planning to move into larger quarters at Chestnut and South Second streets in about 30 days, it was revealed here this week. Since its opening three years ago company has earned a splendid reputation among Kentucky and Indiana operators for its good-will and business tactics and has outgrown its present location, the management reports.

Owned by Harry H. Cohen, firm confines itself to the distributing and jobbing end of the business and handles all types of new and used coin-operated machines. Charlie Rosen, branch manager, is inviting his friends in the business to attend the opening of new quarters about April 1.

10 DAYS' FREE TRIAL

RUSH YOUR ORDER QUICK **RUSH YOUR ORDER QUICK**

JEFFY-19.75 **EX-RAY-34.50** **HEADS or TAILS, 19.75**

ATLAS NOVELTY COMPANY

GENERAL OFFICES: 2200 N. WESTERN AVE., CHICAGO, ILL.
 1901 FIFTH AVE., PITTSBURGH, PA. ASSOCIATE OFFICE: ATLAS AUT. MUSIC CO., 2982 E. JEFFERSON ST., DETROIT, MICH.

to replace. With the country producing war materials at full pressure, unemployed mechanics are a rarity. One solution to these difficulties might be found in a pooling of resources. Altho this would assist materially towards keeping the business alive, no one in the trade has so far made a move for co-operation.

"Sir" Arthur Burrows has packed up in Fetter Lane, making his war-time residence and business headquarters at Herne Bay, seaside spot where, in the summer, he and his family operate a sportland. Recovery from his motoring accident has been slow and he still has to use crutches when getting about.

Inspired to some extent by optimistic exhortations on the part of friendly M. P.'s, many operators and amusement caterers are preparing for a busy seaside summer. They are to be found calling on dealers, seeking for and buying used equipment at prices which in normal times they would turn down as excessive.

As regards sportlands, the position at the moment is mixed. Some have been so badly hit as to have no alternative but to close down. Some just manage to hang on, while there are others, notably in military centers and the West End of London, doing quite good business. Two new London ventures opened this week. What was formerly a milk bar in Piccadilly has been converted into an up-to-date sportland by Freeman, whose Sports Garden at the Marble Arch has proved one of London's finest spots. This particular place is located in the ground floor and basement of the block of buildings known as Mount Royal, favored as a temporary residence by many Americans in time of peace. The other new venture is in Tottenham Court Road, near Oxford street, where Jack Waller has taken over a former eating house. In both cases high rents are called for.

Socially, the business is far from going to sleep. The Amusement Caterers' As-

PROTECT YOUR EARNINGS

EQUIP your PIN TABLES with EXHIBIT'S SLUG EJECTOR

PRICE \$16.50 Install Quickly right on location on any Table with ABT 500 Coin Chute ORDER NOW!

EXHIBIT SUPPLY CO. 4222 W. LAKE ST. CHICAGO

Britain's biggest vending machine manufacturing concerns, is attracting attention in the worlds of theater and sport. Recently appointed chairman of Crystal Palace football club, he has also come into the limelight by acquiring the Grand Theater at Croydon in which place his factory is located. Harper vending machines are noted for their automatic delivery and cabinets made of stainless steel.

English Report Shows Methods Used To Supply Lack of Games

LONDON, Feb. 15.—The lack of new amusement equipment of the bumper game class is making the dealers' situation more acute, but on the other hand, the fact that a stop has been put to a more or less regular flow of new machines is giving older gear a lease of life more commensurate with its cost. Bumper games, which would in the ordinary way have been passed on to inferior locations, often before really merited, are being returned to keep their places in the better spots. Such gear is now changing hands at something like its true value, a state of affairs not possible in the days before the war when used machines were being imported wholesale and sold here at prices below a sound business level. What effect this is likely to have on import conditions when the war is over cannot yet be gauged. A strong competitive atmosphere still prevails; if existing when peace returns it must once again be a deciding factor.

In some cases equipment which has been lying in store for some time, thru dealers not being able to dispose when new, is coming into its own. Such an instance is to be found with Samson Novelty Co., which has for some time had about 300 brand-new double-chute venders on its hands. These they have now placed on the market with satisfactory results. So far, apart from British-American Novelty's topical pistol shooters, home manufacturers have in the main confined their activities to the production of varied forms of wall machines, comparatively small upright affairs which have been established equipment in sportlands and on locations from the beginning of this century. Latest of these comes from Scott, Adickes & Co., who, waking from a state of semi-coma caused by stoppage of imports from America, have decided on a policy of production. This particular wall machine differs from most of the others thru being electrically operated off mains. Like most of the wall-type play consists of shooting by trigger action, a number of balls round a vertical plane into cups which, instead of being numbered are tagged with the letters P-R-O-P-C-O-P. To win a player has to spell either Prop or Cop, the letters scored being registered by light-up letters on the field. Machine is adaptable for two-way operating. On individual locations it is worked so that a win automatically returns two checks which may be exchanged for defined value or played back into the machine. For arcades, this check return is switched off, the player calling the attendant if successful, to be handed a prize such as a packet of cigarettes. In addition a free game is given, this by attendant pressing a button on front of machine. This two-way operating adjustment is of value because in some centers, police do not permit working in arcades of machines which return checks or coins.

Need for Parts

The need for spares becoming greater every day. Dick Scott has also completed arrangements for production in quantities of bumper game contacts, these being precisely the same as the kind hitherto imported from America. Chicago Automatic Machine Supply also has turned its attention to the question of electrical spares, the first of such productions from this source some time. This firm was one of the

being rectifiers, also adhering to the American model.

Coin Amusement Machine Supply continues with the manufacture of spares of all kinds for American machines and when existing stocks of original parts are exhausted, should be in a position to keep things going for hardest hit of all. Before the war the arrival every fortnight, or thereabouts, of a new game from Genco or Chicago Coin, drew operators in shoals to the East End headquarters. Now the pilgrimage, much smaller numerically, is mainly for spares or used games, the number of which gets smaller and smaller every week. In the circumstances, no one could have blamed Coin, with its big overheads of rental and

Coming Events

Exhibit of Evolution of Bagatelle, banquet, floor show, etc., New Jersey Amusement Board of Trade, Newark, N. J., April 7.

Cigaret Merchandisers' Association of New England, first annual banquet at the Cocomat Grove, Boston, April 14.

State meeting of the Indiana State Operators' Association, Inc., in Indianapolis, April 14, to elect officers and transact important legislative business.

Second American Retail Federation Forum at the Hotel Stevens, Chicago, May 15-17, for discussions on problems affecting locations.

rates, if it had decided to shut up shop. Its determination to carry on and make the best of things has been widely talked about.

Kraft's Automatics first contribution to British wartime machine production has consisted of a number of wall machines, which automatically deliver a carton of cigarettes when certain scores have been attained. So far, altho the machines have proved successful, number produced is small.

Raw Materials Limit

The extent of British manufacturing will largely be governed by the availability of raw materials and price. Already the cost of metal is well up.

As men are called to the colors, a fresh problem arises, that of skilled labor. Manufacturers and dealers giving overhaul service employing young technicians and mechanics are this year going to lose men who will be difficult

sociation annual dinner and ball at Grosvenor House attracted an attendance of nearly 600, at least half of whom had some interest in machines. It is almost certain that the British Automatic Machine Operators' Society will hold its annual dinner and Ladies' Festival in February, and there are signs that the Slot Club will be resuming its monthly activities.

Certain well-known personalities have been suffering physically. W. H. (Tish) Willmott has been in bed for some weeks with bronchitis and kidney trouble. Wally Enticknap, a director of Samson Novelty Co., released from hospital after X-ray examination, is to return for an operation, his trouble being gastric. Bill Green, proxy of BAMOS, a victim of extreme wintery conditions, has been away from work for two weeks.

Percy Harper, who controls one of

Philly Paper Comments on Legal Bingo

PHILADELPHIA, March 9.—Bingo has been a lively topic thruout Eastern United States for the past year. Public opinion has seemed to favor the legalization of bingo, and many newspapers have advocated such a course. *The Philadelphia Evening Ledger*, January 11, felt the need for stating editorially its stand on the question. Under the heading of "Making Bingo Legal," the paper said:

"There is trouble in New York State too over the petty gambling games which go by the name of 'bingo' or some other five-letter word. A bill under discussion in the Assembly proposes to follow the line of least resistance by legalizing them and licensing certain organizations to play them.

"The proposed law is complicated. It endeavors to make bingo respectable by permitting only old-established organizations to play it and forbidding them to play it for money prizes. It is designed to make bingo profitable by charging fees for playing it, the money to be spent by local communities at their own discretion.

"The same essential idea is behind the proposal to legalize lotteries in the United States. It is argued that Americans are bound to gamble, so the State might as well profit by their desire to make money without working for it. Probably it is beyond the law's abilities to stop people playing bingo, a popular game with many clubs and other organizations of the highest moral character. Much in favor of the law suggested for New York is that it would permit nice people to play bingo as many nice people do, but would put the professional bingo parlor out of business."

More Trouble! Egyptian Coins Look Like Slugs

CHICAGO, March 9.—This is written for manufacturers and those distributors which conduct trade outside the United States. Take note, all, for the Kingdom of Egypt has coined two new coins!

To make it tougher for designers the millieme piece has a hole right thru the center—just like those slugs which any machine is guaranteed to reject. Feelers such as the type that will permit the use of buffalo nickels only will be of no use either, for some perverse coin designer has inscribed the coin with endless doodlings.

The other coin is a five millieme piece, and altho it has no hole, it also contains the fancy doodlings, as well as a likeness of King Farouk.

Both coins contain notice of their value in Arabic and French. The millieme coin is 18½mm. in diameter and a 5mm. hole is punched in the center. The five-millieme piece is 21mm. in diameter.

The Pinball Tempest

(An editorial reprinted from *The Detroit Free Press*, February 26)

"With many other and bigger problems confronting Detroit, a disproportionate amount of agitation seems to many people to have been stirred up over pinball games.

"The extent to which these games are used for betting among players is, as they point out, a matter of guess work.

"The machines are licensed.

"Any gambling that goes on in connection with them is in the open.

"The players do not have to corrupt the police or other law-enforcement officers in order to indulge their human proclivity to flirt with chance.

"A good many people who are unutterably opposed to any form of gambling that becomes a public evil thru corruption or otherwise admit a fondness for trying their luck in such games as pinball.

"And it is such people as these who are surprised at the furore now being made over these licensed machines when Detroit is being rocked by scandals and rumors of scandals arising from the discovery of much deeper and more fundamental evils in our midst."

Show Publicity Carried in Hundreds of Publications

Much favorable news results from campaign instituted by CMI

CHICAGO, March 9.—Final check-up on publicity received in connection with the 1940 Coin Machine Show reveals that a tremendous amount of lineage resulted in the publicity campaign originated by Coin Machine Industries, Inc. The campaign was handled by the public relations firm of Theodore Sills & Co. Hugh J. Burras, vice-president of the latter organization, and well known to the coin machine trade, was in direct charge of the campaign.

To the present date hundreds of publications throughout the country have carried syndicated stories. This is in addition to stories in 23 trade publications, designed in each instance to win goodwill, confidence and needed trade endorsement. The favorable news stories appeared in all Chicago daily papers during the show, with *The Chicago Daily News*, *The Daily Tribune* and *The Sunday Times* featuring photographic displays of the show and various machines on display. The story and pictures carried in *The Sunday Times*, covering two full pages in the tabloid newspaper, were reprinted in full in a recent issue of *The Billboard* (February 24, page 66). Three syndicated stories appeared nationally, getting much lineage in many of the nation's newspapers.

In the trade publications an effort was made to tie the publicity into the particular trade or profession as an allied industry or profession. For instance, in confectionery trade papers, candy bar vendors were featured. In tobacco journals the stress was laid on cigaret vendors, etc. Stories and pictures appeared in the following trade publications: *The Pacific Dairy Review*, *Refrigerating Engineering*, *Peanut Journal and Nut World*, *Confectionery and Ice Cream World*, *Confectioners Journal*, *Milk Plant Monthly*, *Western Confectioner Ice Cream News*, *The Ice Cream Trade Journal*, *Air Conditioning and Refrigeration News*, *The Glass Industry*, *Tobacco*, *American Glass Review*, *National Bottlers Gazette*, *Mississippi Valley Lumberman*, *Packing and Shipping*, *Chicago Electrical News* and *Modern Plastics*.

Many coinmen have expressed their appreciation of the large amount of favorable publicity items engendered by the Sills organization. Particular gratification was shown in the success of what may be termed the first concentrated effort in the matter of public relations by the national coin machine association.

It is reported that the Sills organiza-

tion has been pleased itself by the generous response from the many business papers and daily papers of general circulation in the matter of aiding in the coin machine industry's public relations program.

Northwest Ops Beat Cheaters Of Pinball Games

MINNEAPOLIS, March 9.—Minnesota operators have taken steps to defeat the purposes of persons who have used electro magnets to build huge scores on pinball games. A recent warning by the Minnesota Amusement Games Association on the use of the electro magnets was followed by a suggestion that all operators replace nickel-plated balls with brass balls which are non-magnetic.

According to H. P. Hunter, secretary of the association, practically all distributors are now carrying stocks of the brass balls. The brass balls are purchased at a small cost and are reported to have virtually eliminated the use of the electro magnets.

Heretofore the association has paid rewards for information leading to the conviction of anyone using electro magnets on amusement games. They regard the situation as having cleared up sufficiently to discontinue the payment of rewards. "The simple use of brass balls can positively eliminate this trouble," said Hunter. "Therefore we will not pay any further rewards. All operators have been advised to begin using the brass balls and we expect no more trouble from this source."

\$3,832,000,000 Taken in 1939 by States for Taxes

WASHINGTON, March 9.—The take for all 48 States in tax collections during the fiscal year 1938-'39 was \$3,832,000,000, according to reports issued by the Department of Commerce.

Of this total New York State collected \$535,430,000, or more than any other two States combined. The smallest collection was made by Nevada, with \$4,550,000.

Sales taxes yielded 38.6 per cent of all State tax receipts, with motor vehicle fuel alone accounting for 20.8 per cent, general sales for 11.5 per cent and other sales for 6.3 per cent. Unemployment compensation taxes yielded 20.9 per cent of the total.

Other major State taxes in the order of the yield were: Motor vehicle licenses, 9.5 per cent; individual and corporation net income taxes, 8.6 per cent; property taxes, 6.3 per cent; gross receipts taxes on amusements, utilities and insurance companies, 5.4 per cent; other license taxes on specific businesses, 5.1 per cent, and inheritance, estate and gift taxes, 4.4 per cent. Severance, poll and miscellaneous taxes accounted for the remaining 2.1 per cent.

The most heavily taxed States per capita were the Pacific States, which paid \$49.55 a head. Next in order came the Middle Atlantic States, including New York, \$37.85 per capita; Mountain States, \$34.08; East North Central States, \$33.84; New England States, \$30.41; West North



MUSIC MERCHANT H. J. MILLIGAN (right), Houston, and Art Long, Shangrai Inn owner, shake hands as the Wurlitzer in the background passes the 90,000 play mark. "Not a single service call," says Milligan, as Long substantiates the statement. "It certainly proves," say both, "that when Wurlitzer builds 'em it builds 'em right."

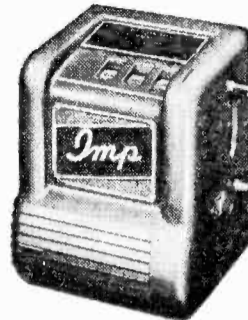
IMP - Idol of a Million Players

IMP is definitely America's new Counter Champion



Every week thousands—yes, we say thousands—of obsolete Counter Games are replaced by the sleek looking, silent IMP Counter Games.

Cleverly disguised to look like a Miniature Radio, IMP has an excellent mechanism, with the new foolproof, clogproof automatic Coin Chute, Cherry Bell Reels, Cigarette Reels or Number Reels, Straight Penny Play, Combination Penny and Nickel Play or Straight Dime Play at the same low price. PEP UP THOSE LAZY LOCATIONS WITH IMP—INJECT NEW VITALITY INTO YOUR COLLECTIONS BY OPERATING IMP.



SAVE \$7.50 BY ORDERING A CASE OF SIX IMPs FOR \$67.50

GROETCHEN Tool COMPANY

126 N. UNION STREET • CHICAGO

This Is News!

WILKES-BARRE, Pa., March 9.—Chief of Police Jack Smeretski, of near-by Nanticoke, made news the other day. In connection with a recent ruling by the State police, all lotteries in Pennsylvania, whether for charity or otherwise, were ordered to disband or face the consequences. It seems that a weekly pool run by a Nanticoke fire company kept on operating, with the result that the State police raided the company's headquarters.

Most of the defendants, alleged sponsors of the pool, included some of the biggest men in town, and they were not arrested until nearly 48 hours after the raid. When the arrests were made Chief Smeretski also arrested himself.

It happened this way. State police visited the city building and left a list of names with the police chief. "They were connected with the lottery," he was told. "Pick them up for a hearing."

His name was among the first on the list.

Central States, \$25.53; West South Central, \$24.81; South Atlantic States, \$24.17, and East South Central, \$17.99.

In gross taxation, however, the Middle Atlantic States were first with \$994,000,000; East North Central States next with \$856,000,000. There followed the Pacific States, \$406,000,000; South Atlantic States, \$382,000,000; West North Central States, \$340,000,000; West South Central States, \$302,000,000; New England States, \$248,000,000; East South Central States, \$178,000,000, and Mountain States, \$126,000,000.

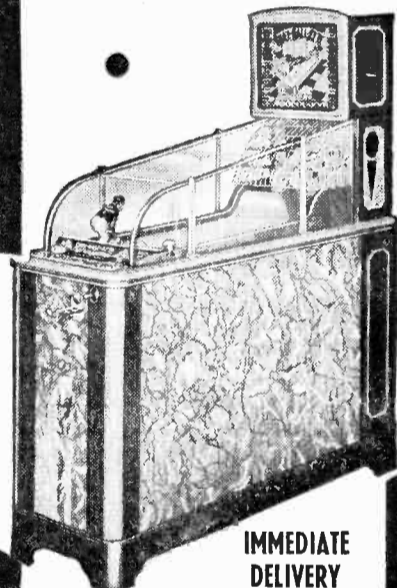
Control System For Service Calls

DETROIT, March 9.—Systematic control of service calls has been worked out by the Michigan Mutual Distributing Co., one of the city's larger operators in the music and other machine fields. The basis of the system is a small service report, which is made by each service man on a sheet about two by four inches in size.

A separate report is made out for each call, started by the telephone girl or other persons receiving calls in the office, with the indication of the time the call is received. The service man fills in the rest, indicating the time he makes the call.

These reports can serve as a basis of comparing service trouble on different

Gottlieb's Sensational Skee-Ball-Ette



IMMEDIATE DELIVERY

BANNER SPECIALTY CO.
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machines. Perhaps even more important, they serve as definite proof of the occasional location owner's complaint that "you haven't fixed my machine." The service man will indicate if he finds the location closed, and the owner will then know that an honest effort was made to answer his call.

Coin Machine Thefts End

NEW ORLEANS, March 9.—The prolonged series of nightly raids made during recent weeks in this area by gangsters said to working out of this city, resulting in the theft of a large number of coin-operated devices, is believed to have been ended by the recent arrest of three men by local police.

The first police clue led to the arrest of Edgar Burgan, 20, who confessed, implicating two others, Louis Gonzales, 22, and Herman Hernandez, 22, both of Gretna. The trio was held in jail, pending moves by authorities.

Several coin machines and cash registers were later seized from an uptown restaurant and the operator arrested for buying stolen property. Other barroom operators are under suspicion of having bought machines from the gang, police said.

Confer on Movie Film Details

CHICAGO, March 9.—Jimmy Roosevelt and the manager of his Globe Productions film factory, Henry Henigson, were in Chicago this week to confer with Fred Mills, of Mills Novelty Co., about further plans for making films for the talking movie machine which has received so much publicity recently. Final details of the plan were to be worked out during the conferences here, it was said.

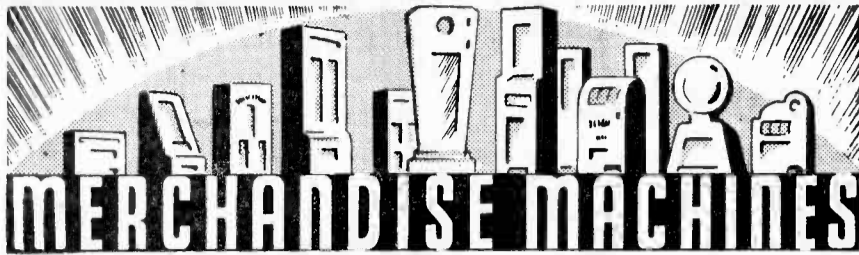
SPECIAL DELUXE



Porcelain Enamel finish,

Only \$5.25 Ea.

in lots of 24 or more. Sample, \$5.95; 6 to 11, \$5.75 ea.; 12 to 23, \$5.50 ea. Beautiful Tangerine Porcelain, trimmed in Chrome. All porcelain merchandise chute. Vends everything. 5 lbs. capacity. 1/2 cash with order, balance C. O. D.



MERCHANDISE MACHINES
Banquet of CMA of New York
Gala Affair; Over 350 Attend

NEW YORK, March 9.—A crowd of more than 350 guests attended the fourth annual banquet of the CMA of New York held tonight in the banquet room of Hotel Pennsylvania. The dinner featured an all-star floor show and dancing. Operators, manufacturers of cigarettes, cigar vending machines, matches and associated products, tax officials and others were on hand.

The dinner, which got under way shortly after 8:30, was followed by a floor show, which included Kay and Karol, the Oxford Boys, Frank Libuse and Company, the Three Wiles, Lou Saxon and Stomp and Stompy. Martin Beck's Orchestra played.

Robert Hawthorne, president of the organization, was presented with a watch as a token of appreciation for his fine work as head of the group. The presentation was made by Martin M. Berger, president-emeritus. Mrs. Jackson Bloom and Sam Yolen, both of whom were celebrating their birthdays, were presented with miniature birthday cakes.

Reservations included Mr. and Mrs. F. Abrams, Mr. and Mrs. Joseph Aimee, American Tobacco Co.; Sam Abbott, Martin M. Berger and guest, Mr. and Mrs. E. Beubler, Mr. and Mrs. C. Birnoff, Mr. and Mrs. L. Blumberg, Blanche Bouchard, Dr. and Mrs. Brater, Mr. and Mrs. S. Bruck, C. Bullock, Mr. and Mrs. H. Burroughs.

Mr. and Mrs. D. Calloway, L. Cantor, M. Chance, James Cherry and guest, Cigaret Service, Inc.; Mr. and Mrs. W. Clover, CMA of Connecticut; Mr. and Mrs. T. Cola and guests, Mr. and Mrs. M. Crivy, Joseph Csida, CMA of New Jersey; L. Daitz and guest, Mr. and Mrs. Davidow, Mr. and Mrs. J. DeMaria, Mr. and Mrs. N. DeMaria, Mr. and Mrs. A. Denver, E. Dingley, Mr. and Mrs. S. Dranoff, DuGrenier Sales Co.; Mr. and Mrs. I. Edwards, Mr. and Mrs. S. Elkin.

Mr. and Mrs. Foster, Mr. and Mrs. Matthew Forbes, Mr. and Mrs. N. Franklin, Mr. and Mrs. A. Frazer, Mr. and Mrs. Max Friedman, Mr. and Mrs. Norman Friedman, Mr. and Mrs. P. Glinas and guests, Arthur Gluck, W. Golden, Mr. and Mrs. B. Golub, Mr. and Mrs. Aaron Gosch, Mr. and Mrs. B. Gottlieb, Mr. and Mrs. Herbert Greenberg, Mr. and Mrs. Samuel Greenberg, Mr. and Mrs. Charles Greene, Mr. and Mrs. J. Harmon, Mr. and Mrs. R. Harrison, Mr. and Mrs. Henry Hartmann, D. Hartzell, Mr. and Mrs. Robert Hawthorne, Mr. and Mrs. M. Helicher, Mr. and Mrs. P. Helicher, Mr. and Mrs. Hildebrandt, Mr. and Mrs. R. Hotkins and guests, Mr. and Mrs. W. Hunt.

Mr. and Mrs. H. Jacobs, Mr. and Mrs. J. Jonosko, Dr. and Mrs. Joyce, Babe Kaufman and guests, Sol Kesselman and guest, Mr. and Mrs. King, Mr. and Mrs. R. Kline, Mr. and Mrs. M. Kling, Mr. and Mrs. B. Kochman, Miss E. Kolman, Mr. and Mrs. Harry Koladny, Mr. and Mrs. A. Lento, Mr. and Mrs. J. Levine, Mr. and Mrs. M. Levine, Mr. and Mrs. Jullus Levy, Mr. and Mrs. Michael Levy, Dr. Lee Lieberman and guest, Liggett & Myers, Inc.; P. Lorillard & Co., J. Lutsky and guest, Sam Malkin and guest, Walter Mann, F. Mansfield and guest, Mr. and Mrs. J. Markell, Mr. and Mrs. N.

Marino, J. Mill, Mr. and Mrs. H. Moore, Mr. and Mrs. Arthur Nack.

Mr. and Mrs. Pete O'Neill, Joseph Orleck, Mr. and Mrs. Lester Paul, Mr. and Mrs. Walter Peek, Mr. and Mrs. William Peek, Philip Morris Co., Ltd.; Mr. and Mrs. Harold Pincus, Mr. and Mrs. M. Pober, Mr. and Mrs. J. Porco, Mr. and Mrs. S. Quarendo, Mr. and Mrs. J. Regan, Maynard Reuter, Mr. and Mrs. B. Rosen, Mrs. H. Rosen, Mr. and Mrs. H. Roth, Mr. and Mrs. H. Salton, Mr. and Mrs. C. Schlobohm and guests, Mr. and Mrs. L. Schwartz and guests, M. Schwartz and guest, Mr. and Mrs. G. Seedman, Mr. and Mrs. Larry Serlin, A. Sharenow, Mr. and Mrs. John Sharenow, J. Sharpe, Mr. and Mrs. Irving Silverman, Mr. and Mrs. Sam Silverman, Ben Smith, Charles Stange and guest, State of New York; M. States and guest, H. Steglitz, H. Stein, Mr. and Mrs. I. Streger, Mr. and Mrs. Les Strong, Elias E. Sugarman, U-Need-a-Pak Products Co., Mr. and Mrs. Teddy Vassar and guests.

Mr. and Mrs. Will Weiner and guests, Mr. and Mrs. Emil Weiss, Mr. and Mrs. Max Weiss, Mr. and Mrs. Irving Wildstein, Mr. and Mrs. M. Wolfe, Mr. and Mrs. Sam Yolen and guests and Mr. and Mrs. Harry Zink.

Members of the New York CMA were really intent on attending the banquet. Sam Yolen was forced to forego a bit of photographing to attend the event. This is another of Yolen's hobbies.

Teddy Vassar forgot winter sports for the week-end in order to be in New York for the big event.

Leo Willens, of U-Need-a-Pak, returned from Florida to attend the dinner. He had a coat of tan, and were the boys envious?

Lou Cantor, new Eastern representative for National, came down from Providence. He remained in the city Sunday to visit friends.

For a while Jack Bloom didn't think he would be able to attend the function. Finally he decided to put his dog in a kennel and attend. Members are wondering what Bob Hawthorne did with his dog.

Full dress establishments did a rushing business.

A regular meeting of the CMA is set for Thursday (14). In addition to a review of the banquet, other important business is scheduled to come up for discussion.

Operators were glad to see James Cherry, manager of the New Jersey CMA, at the Pennsylvania. While it was not generally known, Cherry was recuperating from a recent illness.

Bob Hawthorne has been a busy man these past weeks between running his own individual business and attending to association banquet plans.

Alex Frazer and Al Linto were forced

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PENNY-NICKEL COUNTERS
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PIPE ANGLE IRON-SHEET METAL
STANDS-FILLED UNFILLED
QUALITY VENDORS, \$3.25 and up. Write
AUTOMATIC
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SNACKS
200 Late Models With False Fronts.
Lots of 25 or More \$5.50 Each
Lots of 10 or More 6.00 Each
Sample \$7.00.
Send 1/3 Deposit — Balance C. O. D.
40 DeLuxe Stands, \$2.00.
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to do the impossible—be in two places at the same time. They had relatives getting married on the night of the banquet. How they worked this magic act has not been revealed.

Bill Peek took such an interest in the banquet that one would have thought it was Peek's own individual affair.

Bill Weiner leaves Monday (11) for a trip thru Pennsylvania, Kentucky, Tennessee, Georgia and Alabama in the interest of his firm's new machines. He is looking forward to seeing his old friends and making many new ones among the operators in that territory.

Banquet Notes
CMA of New York's fourth annual banquet held at Hotel Pennsylvania proved a gala affair. More than 350 guests enjoyed the dinner, floor show and dancing. . . . Matthew Forbes and Bill Peek were busy men. Forbes was flabbergasted when presented with a watch as token of appreciation for fine work done for the association and on the banquet. . . . Sol Kesselman telling everyone of his forthcoming marriage in June to pretty Bernice Miller, of Newark. . . . Jimmy Cherry, manager of the Jersey CMA, arriving in nick of time. . . . Les Strong, of New York City tax bureau, making candid camera pictures. . . . Mildred Craig, of Vol Vistu Gaily Star fame, applauding the Three Oxford Boys. . . . Sam Silverman asking, "Who's more important, my friends or his brothers-in-law?" . . . James Gilmore, executive secretary of CMI, in town for the banquet, plans to make tour of the East. . . . Walter Mann, Miss Coleman and Miss Bouchard at the DuGrenier table, greeting friends. . . . Charlie Green proved a good stooge for the Kaye and Korol juggling act. . . . Lawrence L. Oppenheimer, of Philip Morris, saw how he would look in a wig when Frank Libuse put one on his head. . . . Aaron Gosch, back against the wall enjoying the show. . . . Chick Bullock, Vocalion Record artist, and accompanist arriving on scene in time to render a few numbers. . . . Anthony Mason talking over Interstate CMA plans. . . . Babe Kaufman applauding Chick Bullock. . . . Pete Helicher getting birthday greetings from Marty Beck, orchestra leader. . . . Sid Hall congratulated on his fine show. . . . Jack Lutsky and sister, Lillian, at table with tax board boys. . . . Arthur Nack, advertising manager of Rowe, introducing the new Mrs. Nack to the boys. . . . Jack Regan, a tax boy, drinking milk. . . . Les Paul, of DuGrenier, talking business in the reception hall. . . . Mary McDonald and Clare Lane, pretty check girls, claiming much attention from the unattached operators. . . . Leo Willens sporting a new mustache. . . . Sam Rabnowitz doing a tap dance on the table in the hall. Harold Jacobs talking with Murray Wiener about U-Need-a-Paks. . . . Julius A. Levy, of Sodamat, giving the names of those at his table. They were Mr. and Mrs. Nick De Maria and Mr. (See BANQUET OF CMA on oppo. page)

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Penny-Nickel combination, slotted coin-counter, polished aluminum, lifetime guarantee. Counts pennies and nickels like magic; flared, oversize mouthpiece for tube wrapping. Only \$1.00 each prepaid; cash with order, no C.O.D. Write for complete details and low prices on TOPPER, CHALLENGER, Stands, Wall Brackets, etc.

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A Natural for Every Operator.
Cigarette or Cherry Reels only 5 1/2 x 5 1/2 x 6. IMP has finest Coin Chute.
Will never clog. Price Only
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Carton of Six, \$67.50, F.O.B. Factory.
1/3 Cash With Order.

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EASTERN FACTORY DISTRIBUTOR

IT'S NEW, NOTHING LIKE IT—A GOLD MINE FOR OPERATORS—OVER 100% PROFIT
VENDING PENNY SNAPPY BREATH FLAVORS—KILLS THAT LIQUOR BREATH FOR ONE CENT.

A ROUTE OF THESE MACHINES insures a Handsome Income.
Penny Snappy Flavors
Kill the odor of Liquor, Onion, Garlic, Tobacco, etc., quickly and sweetens the breath. Five different flavors made in bars the size of a cigarette and wrapped in a beautiful colored foil.
The machine vends 4 different flavors, 45 bars in each tier. Height of machine 53 inches, Width 14 in., depth 7 in. Weight 35 lbs. Finished in a heavy white baked enamel with black and chromium plated trimmings.
Be First and Get Exclusive Territory

BUY DIRECT FROM THE MANUFACTURER \$35.00 Machine for Only \$15.00
Save Time. Mail \$15.00 for Sample Machine, with a Free Box of Breath Flavors to test.
Manufactured Exclusively by
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707 N. TAYLOR AVE., ST. LOUIS, MO.

OPERATORS: TURN YOUR OLD EQUIPMENT INTO CASH—ADVERTISE IN THE SPRING SPECIAL

New Idea for Apple Venders

YAKIMA, Wash., March 9.—New apple vending machines are being developed here, the center of the State's apple industry. There has been considerable discussion of increasing the outlets for Washington apples for some time by the use of vending machines. Several vending machine manufacturers have considered the problem of developing machines. The machines now under consideration will hold about 57 apples and are to be refrigerated with dry ice. With dry ice serviced every two days, it is said the apples will be kept at a constant temperature and spoilage will be reduced to a minimum. Apples will be dispensed at one or two for a nickel, depending on the size.

May Finance Machines To Vend Ice Cream Products

Credit bureau considers such a plan for dairy products only

CHICAGO, March 9.—As is well known in the automatic vending field, there has been considerable development in recent months in devices for vending ice cream, chocolate milk, plain fluid milk and other dairy products. Not only has considerable progress been made in this branch of the industry, but work that is now going on in various quarters is certain to develop many more devices of like character. This type of venter is in its infancy and is just entering upon an era that may possibly lead much further than is now realized by those most interested in it.

Since the first of the year there has been a new development in the financing of purchases of equipment of this kind that may play an important part in hastening this development work. About six years ago there was established in Chicago, at 221 North La Salle street, what is known as the Dairy Credit Bureau. The organization was created to publish an annual directory and credit guide for the dairy trade, listing every processor and manufacturer in this field, including ice cream manufacturers, creameries and fluid milk distributors. The usual reporting service that goes with this kind of an annual publication was provided. In this way the officials of the organization have built up an extensive fund of data on the credit standing of practically everyone in this line of business the country over.

New Finance Plans

During March the Dairy Credit Bureau is setting up a separate finance department, the purpose of which is to supply funds for the purchase of practically any kind of equipment used in any branch of the dairy industry. The plan provides that machinery and equipment manufacturers will secure down payments of not less than 25 per cent on any item purchased from them. The purchaser then executes a deferred payment sales contract specifying the amounts and dates of monthly payments and interest. After the credit has been passed upon favorably, the manufacturer receives the entire balance due him on the merchandise, and thereafter the transaction is wholly between the purchaser and the Dairy Credit Bureau. The manufacturer or jobber, as the case may be, is relieved of all further responsibility. No indorsers are required and there is no red tape of any kind. The soundness of the risk is determined by the Bureau thru its regular channels of information.

Primarily, the main feature of the new plan is the financing of transactions between manufacturers of dairy machinery and equipment and those who employ it, such as fluid milk processors and distributors and manufacturers of butter, cheese and ice cream.

For Large Transactions

However, there are certain other lines of equipment to which it is anticipated the plan will be extended. One of these

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Clean — Perfect Condition.

- 2 Model XV \$ 94.50
- 4 Model V 84.50
- 2 Grotchen Metal Typers 125.00

Send 1/3 Deposit — Balance C. O. D.

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would be ice cream venders or chocolate milk dispensing equipment or any other device that would dispense products that classify strictly as dairy items. This financing is not contemplated on small transactions, but only on those involving a considerable number of devices. It is contingent, of course, upon the purchaser's being a sound credit risk as disclosed by his past and present record. It should be made perfectly clear that it is not contemplated that any financing would be done thru this firm on vending devices other than those handling strictly dairy products.

Another line of devices that will be included in this plan are soda fountains, ice-cream counter freezers and ice-cream cabinets. It will not be extended, for example, to frosted food cabinets, because those are in the straight food classification and not in the dairy product category.

Obviously, the plan has advantages for the manufacturer or jobber, the equipment purchaser and the dairy industry generally. Instead of accounts being carried for long periods by the manufacturer and jobber, the latter will receive their cash immediately upon the transaction's being concluded, enabling them to utilize the same funds over and over. Purchasers of equipment will be disposed to buy with greater liberality on a finance plan of this kind within the bounds of their credit responsibility. It will benefit the dairy industry because it should and probably will release many orders previously held back because prospective buyers wanted to have the money in hand before placing orders.

Ample Funds Available

It is learned that ample funds have been made available to conduct the financing plan on a more or less national scale, and it is anticipated that eventually the amount of paper handled will run into several million dollars. About April 1 the Dairy Credit Bureau will issue its sixth annual directory and credit guide of the dairy trade, which this year will list approximately 40,000 firms and individuals in this line.

If the financing plan works out successfully, as now seems probable, it will prove an impetus and boon to that section of the automatic vending industry devoted to products that have their origin in the dairy field.

CMA of New England Banquet Set for April 14

BOSTON, March 9.—On Sunday, April 14, the Cigaret Merchandisers Association of New England will celebrate its first annual banquet at the Coconut Grove, Boston. The banquet has been arranged with a view to the renewal of friendships among members of the association with consequent good-will and advancement of the association and its work.

The banquet committee has announced that Mickey Alpert will present his band at the banquet, together with a sparkling floor show. The best talent available will be featured.

"No speeches," declared the banquet committee, "for two reasons—one is that the program will be full anyhow—and second, we'll have more fun that way.

Retailers Set Mark in '39

WASHINGTON, March 9.—As facts and figures about 1939 business are completed, it becomes evident that retail locations came near setting a 10-year record in 1939. Only in 1937 did the retail locations do better business than in 1939, since 1930.

The total volume of retail business in 1939 was around \$38,000,000,000, over 7 per cent above 1938. Operators of coin machines will be interested in the fact that rural stores made higher gains than all others. The reason was government payments to farmers, but this money also finds its way quickly to the smaller towns and cities and should help operators in such areas.

Predictions are that the trend in 1940 will shift from the rural stores to the locations in towns and cities. It is expected that the total retail business in 1940 may reach \$40,000,000,000 or more.

The second annual convention of the American Retail Federation will meet at the Stevens Hotel, Chicago, May 15, 16 and 17. This federation represents many organizations of retail locations.

PEP UP YOUR SALES WITH

CANDY TEENY BEANS

FOR BULK VENDING MACHINES

WRITE FOR PRICE LIST



PAN CONFECTIONS-CHICAGO

345 W. ERIE ST. Phone SUP. 1800
ORIGINATORS OF HARD SHELL CANDIES
345 W. ERIE ST. CHICAGO, ILLINOIS

CLEARANCE SALE

USED CIGARETTE MACHINES — LOW PRICES

MASTERS—6 COLUMNS—CHROMIUM FRONT	\$19.50
NATIONAL 6-26	22.50
NATIONAL 9-30	59.50
MILLS—12 COLUMN—PRACTICALLY NEW	49.50

WURLITZER, ROCK-OLA, MILLS PHONOS, Perfectly Reconditioned, Low Prices. Write

BABE KAUFMAN (CIRCLE 6-1642) 250 W. 54th St., N. Y. C.

The Coconut Grove affords the best food obtainable, and the place is ideal for our affair.

"Make your arrangements now to attend and join in the festivities. We'll have more news for you about this between now and the time for the banquet. Surprises are in store, so make your arrangements now."

Reports Candy Vending Biz Good

CHICAGO, March 9.—C. A. Gerlach, executive of Pan Confection, Chicago, returned recently from what he termed a highly successful sales trip. Gerlach's sales route carried him thru Ohio and Pennsylvania, mainly around Cleveland and Pittsburgh.

"Candy vending machine operators seem to be doing a good business if what I saw on my trip was any criterion," declared Gerlach. "Sales indicated this fact also. I was particularly impressed with the reception of our bulk vending candies, as well as the 5-cent boxed items which I showed to the operators in these areas. All in all, everything seems well in the candy vending world."

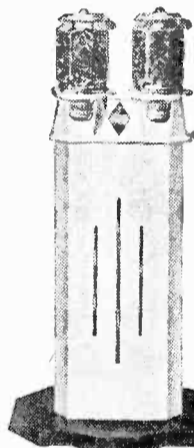
Pan Confection is currently featuring Candy Teeny Beans, which it recommends for use in bulk venders at this time.

BANQUET OF CMA

(Continued from opposite page)

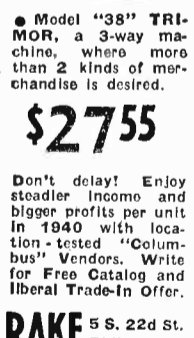
and Mrs. Mike Demaria, down from Peekskill. . . . Rita Gumpert had such a good time last year she couldn't miss this one. . . . Mr. and Mrs. M. Crivy, of Yonkers, at the Levy table. . . . Wally Wemyss, of American Tobacco, had as a guest Gene Casto. . . . Also at the table were Gene Mooney, assistant sales manager, with Congibba Gilroy, Mr. and Mrs. John M. Ruttenburg and Paul Cohen. . . . Donald Hartzell tripping the light fantastic. . . . Max Weiss having a good time. . . . Larry Serlin working out a big deal.

COLUMBUS MODEL "38" TRI-MOR AND "39" BI-MOR MERCHANDISE VENDORS WILL MAKE YOU LARGER PROFITS PER DOLLAR INVESTED



• Model "39" BI-MOR, a two-way vendor for those locations where only two different types of merchandise are required. It's a beauty in every detail.

\$2085



• Model "38" TRI-MOR, a 3-way machine, where more than 2 kinds of merchandise is desired.

\$2755

Don't delay! Enjoy steadier income and bigger profits per unit in 1940 with location-tested "Columbus" Vendors. Write for Free Catalog and Liberal Trade-In Offer.

RAKE 5 S. 22d St. Phila., Pa.



Model 40 - \$4.95
IN 100 LOTS
SAMPLE \$5.45

RECONDITIONED BARGAINS!

1c Breath Pellet Mach.	\$.95
1c Pnut. Mach., 1 1/2 lb. Cap.	1.95
1c Peanut Machines, 4 lb. Capacity	2.95
1c Peanut Machines, 6 lb. Capacity	3.45
1c-5c Peanut Machines, 5 lb. Capacity	3.95
1c Ball Gum Mach., 250 Ball Capacity	1.95
1c Ball Gum Mach., 400 Ball Capacity	2.95
1c Hershey Bar Vender	2.95
5c Hershey Bar Vender	3.95
1c Master Ball Gum	2.95
1c Two Column Vender	3.95
1c Four Column Vender	4.95

Cash With Order, F. O. B. Newark, N. J.
WRITE FOR COMPLETE LIST!!
ASCO, 383 Hawthorne Ave., Newark, N. J.

OPERATORS: TURN YOUR OLD EQUIPMENT INTO CASH—ADVERTISEMENT IN THE SPRING SPECIAL

MUSIC MERCHANDISING

West Coast Sees Rock-Ola Phonos

CHICAGO, March 9.—Recent showings of Rock-Ola's 1940 Luxury Lightup phonographs on the Pacific Coast created such interest that large crowds gathered at every showing, according to the factory representatives who have just returned to Chicago. The delegation was headed by Jack Nelson, vice-president of the Rock-Ola Mfg. Corp.

The Rock-Ola Leadership girl, who has been featured by Rock-Ola, was in attendance at all showings. In Los Angeles, new distributors, Riddell & Co., were hosts to operators, who turned out 100 per cent for the two-day showing. The firm has one of the largest showrooms on the Pacific Coast. Arch C. Riddell and son, Robert, are owner and manager, respectively. The service department is in charge of George Arostegny, who maintains a complete stock of parts and keeps the Riddell motto of "service with a smile" in good standing.

Frank Navarro, Joe Orcutt, Tom Wall, D. W. Phillips, Sam Riclin, Milton Lange and other prominent operators attended the Los Angeles affair. Mr. Smith, phono operators' union executive in this section, also attended. Recording talent and their representatives were on hand, including Phil Harris and Larry Crosby, brother of Bob and Bing.

In San Francisco the showing was held in the Sir Francis Drake Hotel by the Rex Vending Co. Operators here marveled at the new 1940 Rock-Ola Luxury Lightup phonographs. Fred Neumann, Rex head, was complimented on the excellence of provisions for the showings by many. He reports that the carload of phonographs had been on hand for immediate delivery on orders taken at the show, the carload was not enough to take care of the demand.

In Oakland a tribute was paid to George Miller, distributor, by operators who expressed their liking for Miller in statements and by ordering of phonographs. Two carloads were disposed of before noon of the opening day, it is reported. Miller's prevue of Rock-Ola phonographs was held at the Leamington Hotel, Oakland. It was the first time operators in this section had seen the Rock-Ola phonograph and tremendous business resulted, according to Miller and Rock-Ola officials.

A flood of people paid tribute to Miller. They included members of the Chamber of Commerce, police commissioner and other city officials. As a climax, a Scotch band played a tribute to Miller.

The showing held by Ron Pepple, Seattle distributor, at the Washington Hotel there, was an outstanding event, with lunch and refreshments being served all day and evening. Operators turned out en masse to see and hear the new 1940 Rock-Ola Luxury Lightup phonographs. Visitors acclaimed the Rock-Ola and backed their opinions with

orders placed with Pepple. Here, too, operators took all and demanded more phonographs that had been sent from the Chicago factory to take care of sales made at the showing.

In Portland, Ore., the Coast Amusement Co., headed by Bob Allen and Lester Beckman, held its prevue at the Press Club in the form of a banquet to operators in the Portland vicinity. Here operators viewed the new Rock-Ola features, such as the special tone chamber, selector key board, auditorium speaker, etc. The Rock-o-Lite finish phonographs proved a big hit.

In San Diego the A. J. Fox Distributing Co. was host and enjoyed good business on the new 1940 models. It placed large orders for more phonographs with Jack Nelson, Rock-Ola vice-president and sales manager, who attended this showing, as well as all others. Fox reports it is his and operators' opinion that the new Rock-Ola phonographs will increase receipts on location from 20 to 50 per cent.

Bennett Music Co., Phoenix, Ariz., is enjoying a brisk business with 1940 Rock-Ola phonographs. Bennett is also awaiting shipment on phonographs for orders already placed by operators who are enthralled with Rock-Ola's offering for 1940.

Hankin Sees Big Phonograph Year

ATLANTA, March 9.—Morris Hankin, music machine distributor in this area, foresees the biggest automatic phonograph year in the history of the industry. "This is one year when the automatic phonograph operator is going to shine forth as the leader of this industry," Hankin stated. For some years past he has been the outstanding buyer. But for 1940 he is sure to exceed all of his former efforts. The new phonographs have created a sensation everywhere.

"From reports I am receiving from operators in my territory, there is no longer any doubt that the 1940 phonographs are the most outstanding machines in history. The ops want them and are going to make it their business to replace every old model on their routes with these new winners. The beauty of design of the new machines and their tone and general appeal to the public makes them the greatest automatic phonographs this industry has ever had.

"Music is growing in importance daily. Even the press is now offering records in contests all over the country. Leading publications are making way for the music demand of the public. It is interesting to note that all this is creating a greater moneymaking year for the operator, for it is acquainting the public with the music he is featuring and making them more music conscious than ever before."

Talent and Tunes On Music Machines

A COLUMN FOR PHONOGRAPH OPERATORS

Memo to operators who have locations where Republicans gather: An inside tip states that the theme song of the Republican party campaign for the coming election will be "The Merry-Go-Round Broke Down" . . . Doris Rhodes, known on the air as the "Girl With the Deep Purple Voice," signed this week for Columbia Records. Her first releases will be "Lorelei," "Melancholy Baby" and "Sweet Sue." . . . Songs recorded by Artie Shaw and his new 31-piece orchestra in the Hollywood Victor studios this week differ quite a bit from the type of songs he recorded with his old band. Those recorded include "Gloomy Sunday," the song that is said to have inspired so many suicides some years ago; "Don't Fall Asleep"; "Deserted Farm," which is described as a novelty; "Adios, Marcheta Linda," "My Fantasy" and "Frenesi." Altho only one of these tunes bears a Mexican touch, Shaw is reported to be planning to record more Mexican songs. As announced here last week, the new Shaw tunes will be released under the Victor label. . . . Morris Hankin, well-known Atlanta coinman, reports that one disk that's earning consistent profits on his routes for the past 15 years is "South" as recorded by Manny Morton.

"There's plenty of interest in the songs that were popular on machines years ago," maintains Maurice Marder, of the M. Marder Music Co., New York. By way of proving that statement, Marder points to the success with which his "Oldtimers' Week" stunt has clicked with the patrons of his machines.

By way of an experiment, Marder recently picked the 24 records that have earned the most money for him. He loaded all these disks into one machine and put a sign on the machine calling attention to the fact that it was "Oldtimers' Week." The idea immediately caught on with a bang, he says. In fact, Marder plans moving this same batch of records from one machine to another every week. Each one of his machines will celebrate an "Oldtimers' Week" every six months. Among the disks featured in the machine were Bing Crosby's *The One Rose* and *Mexicali Rose*, Patricia Norman's *Old Man Mose*, Clyde McCoy's *Sugar Blues*, Bobby Breen's *It's a Sin To Tell a Lie*, Andy Kirk's *Til the Real Thing Comes Along* and others.

one out a short time before because it didn't get a play.

Most ops, in fact, would pass up the spot since a house loud-speaker provides music in the coffee shop all day long up until 10 p.m., so the only time the machine can get a play is after that hour. "Since the ballroom and clubroom at the hotel are booked practically every night in the week for some function or other," Dobkin states, "I figured I could make the spot pay by gunning for play that would come from people dropping into the coffee shop after meetings, during intermission periods of dances, etc.

"The first thing I did was make arrangements with the hotel manager's secretary to keep me posted on the functions booked at the hotel. I then figured out the type of numbers I thought each group would go for and had my service man change the records in the machine several times a week to meet the particular music tastes of each group due to meet at the hotel.

"Of course, it's extra work, but the profits make it worth while. For instance, if a fraternity's having a dance using a name band I stock the machine with a liberal supply of that band's recordings. Waitresses tell me that many times boys in the band will stay late into the night listening to their own recordings. Since many rural groups in South Jersey hold their functions here, I have found that a number of hillbilly and novelty numbers will keep the machine playing all night long. My only disappointment is the comparatively poor play I get from foreign language records when a foreign group meets at the hotel. There have been times, however, when Americanized versions of their familiar folk songs get a big play while the native music is entirely ignored. The only trouble in this connection is that there aren't enough records of this type to meet the demands of a music machine.

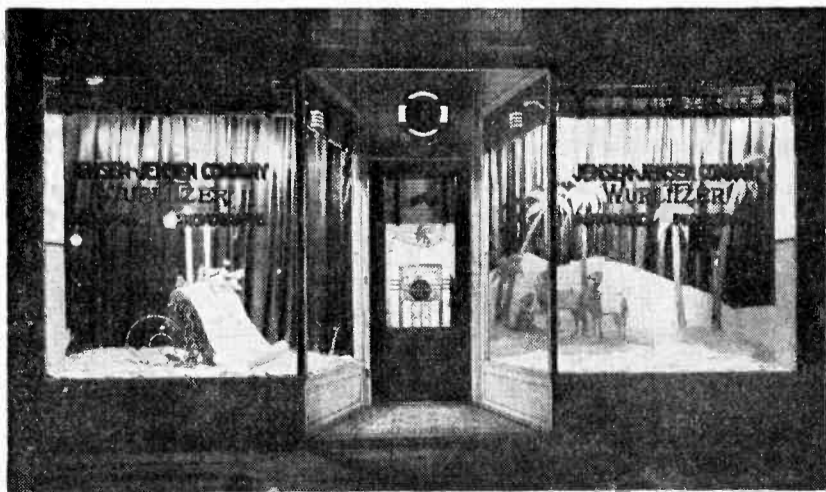
"By keeping that machine filled with the type of music each group wants to hear," Dobkin sums up, "I have turned the spot into a profitable one despite the fact that the service man spends so much time there."

Music ops are reported indorsing Frankie Masters' stunt of beginning his records with the announcement, "Frankie Masters and his orchestra present . . ." with, of course, the song's title. Reason is, that while the person who selected the recording knows who's playing, the rest of the crowd must guess. Everyone with ears to hear now knows when a Masters disk is playing. . . . Ralph Fuller, of Automatic Music, Kansas City, Mo., is so interested in band personalities that the walls of his office are covered with pictures of band leaders and singers that he's clipped from the front covers of *The Billboard*. Automatic phonos broke into the comic strips last week when Skeezix of "Gasoline Alley" took his new girl, Tula, out for an evening of dancing. One of the pictures showed the two picking out tunes on a phono. The "Terrible Tempered Mr. Bang" of "Toonerville Folks" strip was also depicted hurling an "Oh, Johnny, Oh" record out of his house.

TIPOFFS: Out in Des Moines ops are predicting Bing Crosby's new recording of the old song "Just One More Chance" will be a bigger hit than some of the newer songs he's recorded. . . . "If I Could Be the Dummy on Your Knee," the latest number to be made by the Orrin Tucker-Bonnie Baker combination, looms as a hit, according to reports from Chicago and New York ops. . . . "Love Song of Renaldo," by Abe Lyman, is another disk on the way up in Chi. . . . From Boston comes word that Glenn Miller's "The Woodpecker Song" is going very strong. . . . Abe Lyman's "Princess Papooly Has Plenty Papaya" is on the upswing in Washington music machines. . . . Buffalo ops say Wayne King's "One Cigaret for Two" and Harry James' "Headin' for Hallelujah" show signs of being future hits.

One of the most interesting letters that have come to the Talent and Tunes desk arrived this week from Labe Dobkin, of Camden, N. J. The letter proves what an operator who studies his locations carefully can do to turn a flop location into a profitable one. The spot about which Dobkin writes is a coffee shop in a South Jersey hotel. Dobkin says he had a hard time convincing the management to permit his installing a machine in the spot since it had literally thrown

Jitterbugs are reported going for rumba tunes in some New York spots. Not that these swing addicts are dancing the rumba, but it seems they like to snag and hop to the rumba tempo. . . . Louis Vairo, newcomer to the business, reports Tommy Dorsey's *Easy Does It* is clicking in his Harlem spots. Patrons of Chicago colored locations are showing a preference for the Four Cleffs' rendition of *Bluc Lude*. And in New Orleans colored spots two old hymns revived by Louis Armstrong, *Bye Bye* and *When the Saints Come Marching In*, are plenty strong.



JENSEN & JENSEN, WURLITZER MUSIC MERCHANTS of Logansport, Ind., have been the recipients of much favorable comment on their window displays. One of their most successful displays was during the last Christmas holidays, as shown above. Featured in one window were tall candles with a holiday message on a scroll. In the other were depicted the Three Wise Men. Attention was augmented by suitable music played on a Wurlitzer phonograph and broadcast to passersby thru a conventional Wurlitzer auxiliary speaker. The phonograph was placed so that it could be seen from the street. Otto Jensen reports that considerable publicity for Wurlitzer phonographs resulted.

Phonograph Bargains!

P-12	\$27.50
312	29.50
412	32.50
Rockola Regular	22.50
Rockola Imperial 20, Illuminated	59.50
Rockola Monarch, Remodeled	129.50
Wurlitzer 616, Illuminated	69.50
Wurlitzer 500	195.00
Rockola Standard	170.00
Seeburg Rex	90.00

Every Phonograph Ready To Operate!

GERBER & GLASS

914 Diversey Blvd., Chicago, Ill.

FOR SALE

3 51 Wurlitzers	\$60.00 Each
1 400 Wurlitzer	39.50 Each
4 312 Wurlitzers	39.50 Each
2 50 Wurlitzers	65.00 Each
2 412 Wurlitzers	39.50 Each

These prices are F. O. B. Hagerstown, Md. One-third down payment with order and balance C. O. D. TRI-STATE MUSIC CO., Hagerstown, Md.

Remodeling Booms Acme Changeovers

BROOKLYN, March 9.—Sam Sachs, president of Acme Sales Co., phonograph remodeling firm, reports that his company is enjoying boom business on remodeling of phonographs. "It seems that we are right in the midst of one of the biggest booms in our history," he declared.

"Every day we are in receipt of more and more orders for our parts, as well as machines sent to us to be remodeled and orders for already remodeled phonographs.

"We believe the boom is due to the quality of our parts and our workmanship. Remodeled phonographs are the answer to the phonograph owner's dilemma today. The operator knows he can realize better returns with remodeled phonographs on locations which could not support a new phonograph.

"Everything adds up to indicate that even busier months are yet to come. Orders are flowing into our offices so fast at the present time that we are working at top speed. Remodeled phonographs are especially useful for outdoor business and operators should bear this in mind as the outdoor season gets closer."

AMERICA'S FINEST PHONO REMODELING and PARTS



COMPLETE SETS OF PARTS FOR . . .
 WURLITZER 616, as Shown (Dome \$8.95 Extra) . . . \$21.00
 WURLITZER 24 (Includes Dome and Base) . . . 38.95
 WURLITZER 412 (Dome \$8.95 Extra) . . . 17.00
 Complete Set of Instructions With All Parts

YOUR WURLITZERS REMODELED AT FACTORY
 WURLITZER 616, as Shown (Includes Dome) \$38.45
 WURLITZER 24 (Includes Dome and Base) . . . 47.25
 WURLITZER 412 (Dome \$8.95 Extra) . . . 25.00

FOR SALE—BRAND NEW REMODELS NEVER ON LOCATION
 WURLITZER 616, as Shown (Includes Dome) \$119.50
 WURLITZER 24 (Includes Dome and Base) . . . 162.50
 WURLITZER 412 (Dome \$8.95 Extra) . . . 62.50

1/3 With Order, Bal. C. O. D., F. O. B. Brooklyn, N. Y.
WRITE for COMPLETE DETAILS and CIRCULARS!

ACME SALES CO.
 New Address 1775 CONEY ISLAND AVE, BKLYN, N.Y.
 N.Y. CITY SHOWROOM and DEPOT, 625 TENTH AVE.

Phonos Top January Exports

WASHINGTON, March 9.—Export figures for coin machines during the month of January, 1940, continued high, according to the latest available figures. Automatic phonographs continued to lead in dollar-value of machines exported. Total number taken by other countries was 232, valued at \$44,387. Total value of all coin machines exported during the month of January was \$80,164, with a total of 327 coin machine devices leaving the United States. Largest group of machines to any one country was 423 amusement devices valued at \$28,902 to Canada.

Canada again led in the number and value of machines taken from the United States. Totals for Canada were 581 machines valued at \$55,643. Following, in value of machines taken, were: Mexico, 110 machines valued at \$9,011; Chile, 20 machines valued at \$4,066; Panama, 37 machines valued at \$3,073; Cuba, 19 machines valued at \$2,059, and Colombia, 9 machines valued at \$2,333.

Amusement games exported numbered 516, the value of which was set at \$33,264. Fifty-nine commodity vending machines valued at \$2,513 completed the export total.

Export figures for January were as follows:

Country	Automatic Phonos		Commodity Vend.		Amusem't Games	
	No.	Value	No.	Value	No.	Value
Canada	116	\$24,901	42	\$1,840	423	\$28,902
Mexico	46	5,917	—	—	64	3,094
Chile	20	4,066	—	—	—	—
Panama	14	3,224	2	100	11	406
Cuba	15	2,028	—	—	4	481
Colombia	8	2,119	—	—	1	214
Netherlands	2	353	—	—	—	—
Spain	2	310	—	—	—	—
Neth., W. I.	1	426	—	—	—	—
Argentina	2	124	—	—	—	—
Brazil	1	251	—	—	—	—
Philippines	2	470	3	450	—	—
Australia	3	198	1	55	12	140
Belgium	—	—	5	32	—	—
Venezuela	—	—	6	36	—	—
Peru	—	—	—	—	1	27
TOTALS	232	\$44,387	59	\$2,513	516	\$33,264



A JOLLY GATHERING AT RON PEPPLE'S showing of 1940 Rock-Ola phonographs displayed at the Washington Hotel, Seattle. Left to right, are Kenneth Callahan and Hazel Hutton, both of Everett, Wash.; Elm Hoyd, of Seattle; George Murdock, Rock-Ola district manager; Mrs. Ron W. Pepple; Mrs. Ray Pepple, and Ron W. Pepple, Rock-Ola distributor.

HIGH-CLASS LATE USED PHONOGRAPHS

LIKE NEW AT UNHEARD-OF PRICES

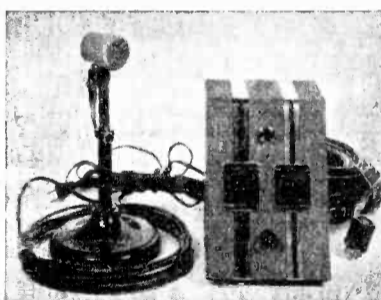
Mills Deluxe Dance Masters	Each \$15.00	Seeburg 20-Record Model K	Each \$ 79.50
Mills Swing Kings	20.00	Seeburg Rex	99.50
Mills Studio	49.50	Seeburg Royal	109.50
Rockola 20-Record Imperial	69.50	Seeburg Gem	139.50
Wurl. P-12, in Illuminated Universal Cabinets	65.00	Seeburg Regal	149.50
Wurl. 412, in Illuminated Universal Cabinets	75.00	Seeburg Concert Grand	169.50
Wurl. 816, in Illuminated Universal Cabinets	89.50	Seeburg Casino	139.50
Wurlitzer 616	59.50	Seeburg Plaza	149.50
Wurlitzer 24	119.50	Seeburg Mayfair	169.50
Wurlitzer 500	194.50	Seeburg Mayfair Deluxe	179.50
Seeburg Selectophone, in Illuminated Cabinet	39.50	Walnut Vogue	189.50
Seeburg 20-Record Model Q	50.00	Marblegro Vogue	199.50
		Walnut Classic	199.50
		Marblegro Classic	219.50
		Seeburg Chicken Sam Rayolites with Base	125.00

WRITE, WIRE OR PHONE YOUR ORDERS

One-Third Cash Deposit With Order, Balance Sight Draft.

SOUTHERN AUTOMATIC MUSIC COMPANY

542 S. 2d St., LOUISVILLE, KY. 425 Broad St., NASHVILLE, TENN. 312 W. Seventh, CINCINNATI, O. 620 Massachusetts Ave., INDIANAPOLIS, IND.



MORE FUN PROFITS

For **MUSIC MERCHANTS**

With a Microphone Attachment on your locations, people will sing and entertain over your phonograph. More profit for you. Simple installation. Can be used away from phonograph. Comes complete with (New Broadcast Type) Microphone.

\$33.00

Includes Microphone, Phono Remote Control and 75' cable. Specify, make and model with order. (Distributors—Some territory still open.) 1/3 Down—Balance C. O. D.—F. O. B. Chicago.

CHICAGO SOUND SYSTEMS CO. 200 E. ILLINOIS ST., CHICAGO, ILL.

OUT THEY GO

20-412 Wurlitzers
 15-Regular Rock-Ola

PHONOGRAPHS

\$30.00 each

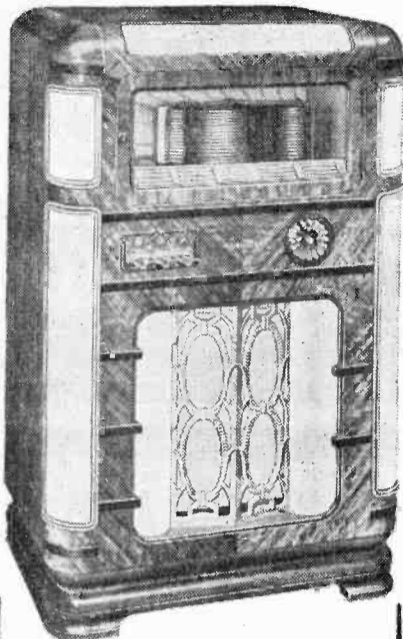
First orders received with 1/3 deposit will get them—All in A1 condition. Will crate for shipment.

MUTUAL SERVICE COMPANY

1211 EAST THIRD ST. DAYTON, OHIO

OPERATORS: ADVERTISE IN THE SPRING SPECIAL AND TURN YOUR OBSOLETE EQUIPMENT INTO CASH

Genuine
CATALIN
MARBLETTE MATERIALS
(1/4" THICK)



Simplest To Install!
Just Cut Opening and Insert. Aluminum Frames
TRY SAMPLE ON 7 DAY APPROVAL
The Industry's Lowest Price!
Only \$17.75
COMPLETE AS ILLUSTRATED

GERBER & GLASS
714 DIVERSEY BLVD.
CHICAGO, ILL.



Do you sip soup silently?

THEN YOU'RE THE KIND OF
PHONOGRAPH OPERATOR WHO
WILL APPRECIATE . . .

'CALCUTTONE'
AUTOMATIC PHONO NEEDLES

SAMPLE—35c. LOTS OF 10—31c.
LOTS OF 25—28c. LOTS OF 100—25c.

THE VENDING MACHINE CO.,
205-15 Franklin St., Fayetteville, N. C.

Want Music Operators

We want a thousand Music Operators who have not as yet heard "THE BOAT SONG" on Radio Record No. 444. This record will put you in the money and turn your coin phonograph into a gold mine. Write today for free details.

RADIO RECORD CO., 1658 BROADWAY, N. Y. C.

PHONOGRAPHS

SEEBURG	WURLITZER
2 Selectophones \$19.50	10 24-A's . . . \$129.50
6 Model A . . . 33.50	2 600 . . . 199.50
4 Model G . . . 39.50	10 616-A's . . . 79.50
2 Model H . . . 39.50	2 P-12 . . . 33.50

Send 1/3 Deposit.

SOUTHERN DIST. CO.
628 Madison, MEMPHIS, TENN.

OPERATORS: TURN YOUR OLD EQUIPMENT INTO CASH—ADVERTISEMENT IN THE SPRING SPECIAL

Glowing Reports For Gabel Kuro

CHICAGO, March 9.—So strikingly modernistic in design is the new Gabel Kuro phonograph that it has been selected by music operators thruout the country as the phonograph that is years ahead, declare officials of the John Gabel Mfg. Co.

It is reported that glowing reports are coming from every section of the country from operators and distributors. "The wonderful response to the new Gabel Kuro is particularly pleasant to me," says Robert Gabel, executive of the John Gabel Mfg. Co. "It is the culmination of our 35 years of experience in the manufacturing of automatic phonographs. The combination of our long reputation for phonographs with outstanding tone qualities plus the new 'years ahead' design of the Gabel Kuro means a machine that will do miracles for operators who have America's finest locations."

SEEBURGS

for
TOP SPOT
Music
LOCATIONS

REMOTE CONTROL AND ELECTRICAL SELECTOR!

Get our Deal for 1940! It can't be beat!

Now making deliveries—all models—Single and Double Speaker Jobs, Walnut and Rainbo-Glo.

Automatic Amusement Co.

Distributors For

E. Pennsylvania—S. Jersey—
Delaware—Maryland

Write, Phone or Call

919 N. Broad St., Philadelphia, Pa. Phone: Poplar 1333
5 E. Mt. Royal Ave., Baltimore, Md. Phone: Vernon 7478

MASTERCRAFT PADDED COVERS
For Automatic Coin Phonographs



For Every Make and Size Machine
No. 4 Adjustable Pad—Accommodates all makes and sizes. **\$10.25 each**
No. 30 Adjustable Carrying Harness—Accommodates all makes and sizes. **\$6.25 each**
6" Carrying Strap. **1.75 each**
Wise investment at small cost because only one size pad or harness needed. Sturdily made and waterproofed. Write for prices on other pads to your specifications.

BEARSE MANUFACTURING CO.
Ino. 1921.
3815-3825 Cortland St., CHICAGO, ILL.

EVERYTHING YOU WANT IN AN AUTOMATIC PHONO NEEDLE

SAMPLE 35c.



MAESTRO POINT
2000 PLAYS

See Your Distributor or Write

THE ELDEEN CO.,
176 W. Wisconsin, Millwaukee, Wis.

Record Buying Guide

An Analysis of Current Songs and Recordings From the Standpoint of Their Value to Phonograph Operators

GOING STRONG

Recordings listed below are currently the biggest money-makers in automatic phonographs. Selections are the consensus of reports gathered each week by representatives of The Billboard from at least four leading phonograph operators in each of the 30 most important phonograph operating centers in the country. Recordings listed without an explanation are those that have appeared under this heading for one week or more and have thus become such established successes that they require no further explanation.

- In the Mood.** (15th week) Glenn Miller.
- Careless** (10th week) Glenn Miller, Dick Jurgens.
- Indian Summer** (7th week) Tommy Dorsey, Glenn Miller.
- At the Balalaika** (5th week) Orrin Tucker, Abe Lyman, Victor Silvester.
- You'd Be Surprised** (4th week) Orrin Tucker.
- The Gaucho Serenade.** (2nd week) Dick Todd, Glenn Miller, Eddy Duchin, Paul Whiteman, Sammy Kaye.

COMING UP

Recordings listed below are those which operators report are not yet top-notch money-makers but which are growing in popularity on automatic phonographs. Selections are the consensus of reports gathered each week by representatives of The Billboard from at least four leading phonograph operators in each of the 30 most important phonograph operating centers in the country.

Tuxedo Junction. It shouldn't take more than one more week to land this up at the top of the list of money-making phono numbers. Operators everywhere have been hopping on the Glenn Miller recording ever since its release a couple of weeks ago. Any op who isn't alive to the potentialities here should lose no more time getting it under the needles. The Erskine Hawkins version is riding along on the wave of interest in the number (Hawkins wrote the song and has had a disk out for some time), but it's Miller's that they're most interested in.

In an Old Dutch Garden. If indications, as shown from the reports received this week, are correct, this has just about reached its peak and is beginning to travel the other way. Some operators report that the number is all washed up as far as they are concerned, while others still report it as showing fair enough signs of life. Another couple of weeks will probably see its disappearance from the phono picture. Dick Jurgens, Glenn Miller and Eddy Duchin have no competitors in the machines.

Confucius Say. This is another one that suffered a severe drop the past week, almost enough to remove it from these columns. Only a lack of complete unanimity among operators as to how the number is doing for them prevented that. But for every op who reports it favorably there are three who say it is going down. Kay Kyser, Guy Lombardo and Frankie Masters have been the standard bearers here.

Darn That Dream. Faring a little better than its two companions above, this one is managing to hang on to its position as a fair enough nickel puller in the boxes. It hasn't climbed much in the past couple of weeks and there doesn't seem to be anything to indicate that it will in the future. It's really a case now of keeping it around until it loses its grip. Tommy Dorsey joined Benny Goodman and Blue Barron this week as its principal record purveyors in the phonos.

Sweet Potato Piper. Altho there wasn't too much spring in the jump that landed this up here from last week's "possibilities" department, it's starting to move ahead not only in the Bing Crosby version, but in Glenn Miller's also. It's from Crosby's new film, *The Road to Singapore*, and as the picture is released around the country the phono incarnations of its score will mean more.

The Man Who Comes Around. Just about limping along is this Tommy Tucker recording. Its day—which wasn't too big even when the song was newer and stronger—is almost over and now it comes down to a matter of operators deciding their own individual problem with it.

Between 18th and 19th on Chestnut Street. Far from the success this one was figured to become, it nevertheless has accounted pretty well for the faith its sponsors had in it. It's doubtful if it ever will be a real front runner, but in either the Bing Crosby-Connie Boswell version or that of Charlie Barnet it's a worth-while item to have in the boxes.

POSSIBILITIES

Recordings listed below have not as yet shown any strength in automatic phonographs but are the most likely prospects for music machine success among new record releases. These suggestions are based upon radio performances, sheet music sales, reports from music publishers as to the relative importance of certain songs in their catalogs as well as on the judgment of The Billboard's music department.

On the Isle of May. One of the most promising of the newer crop of ballads, this is another adaptation from the classics by the writers of the popular *Moon Love* of some months back. This looks particularly good for phono honors.

Too Romantic. A second song from Bing Crosby's picture, *The Road to Singapore*, that may accompany the already started *Sweet Potato Piper* up to the top. It's an especially listenable ballad and with the Crosby name behind it, it may be something for ops to keep a close watch on.

Just One More Chance. Another Crosby recording that is starting to click a little bit in some spots. Tune is an oldie, and Bing does it in the style that has meant so much to the machines on previous disks.

I Want My Mama. An importation from South America that has an infectiousness calculated to do nicely in the boxes. Song has created a bit of talk and it likely will follow thru now with some action. There's nothing at the moment to indicate a terrific success, but it has more than an even chance of hitting the heights.

Say Si Si. Another Latin American item and another oldie. In its original tango form, the song has been a favorite here for a long time. It's been streamlined and has been getting a lot of performances on the air. As recorded by the Andrews Sisters, it may catch on under the needles.

I've Got My Eyes on You. One of the Cole Porter songs from the picture, *Broadway Melody of 1940*, that is getting a play on the airwaves and over the sheet-music counter. Phonos may very likely follow.

(Double-meaning records are purposely omitted from this column)



X MARKS THE SPOT

Keep your eyes on it—

Right here in this space—starting next week—as a special service to operators—the latest up-to-the-minute Popular Victor and Bluebird Records will be announced. Remember—next week—and every week! Keep watch! Order regularly—the artists and numbers that nab the nickels.

Trademarks "Victor" and "RCA Victor" Reg. U. S. Pat. Off. by RCA Manufacturing Co., Inc.

IT PAYS TO USE 

VICTOR & BLUEBIRD RECORDS

Victor Division • RCA Mfg. Co., Inc., Camden, N. J. • A Service of Radio Corporation of America

NOTICE TO PHONOGRAPH OPERATORS

The Reliable Specialty Company has purchased the Art Cabinet Sales Company, 2925 Prospect Avenue, Cleveland, Ohio, including the manufacturing rights to Art Cabinet stands for counter models, auxiliary speakers and Phonograph conversions.

The Reliable Specialty Company will continue to manufacture cabinet stands and auxiliary speakers and will specialize in phonograph conversions at 2920 Prospect Court, Cleveland, Ohio.

THE RELIABLE SPECIALTY CO. 2920 PROSPECT COURT, CLEVELAND, OHIO

1940 BARGAIN PHONOGRAPH PRICES

Wurlitzer 600	\$225.00	Wurlitzer 616, 412, Illuminated Grill & Top,	\$10.00 Extra.
Wurlitzer 500A	230.00	Wurlitzer 500 & 600, Equipped With Selective	Wall Box and Adapters, \$53.50 Extra.
Wurlitzer Keyboard 600	195.00	Cable, 100 per Foot.	
Wurlitzer 600	179.50	600, 616, 412, 25 Cycle, \$5.00 Extra.	
Wurlitzer 24	119.50	P-12, 25 Cycle, \$29.50.	
Wurlitzer 616	65.00	Wall Boxes, \$2.50.	
Wurlitzer 412	35.00	Illuminated Auxiliary Speaker With Location's	Name Cut in Wood and Lighted, \$15.00.
Wurlitzer 312	35.00	Records 1938 Windsor	99.50
Rockola 1939 Deluxe	195.00	All Machines Professionally Refinished, Thoroughly Cleaned Inside and Reconditioned.	
Rockola 1939 Standard	175.00	Terms: 1/3 With Order, Balance C. O. D.	
Rockola 1938 Monarch	119.50	DAVIS SALES CO.—Wurlitzer Factory Distributors	
Rockola 1938 Windsor	99.50	105 LEXINGTON AVENUE, SYRACUSE, N. Y.	

Branch—192 N. Clinton Ave., Rochester, N. Y.

Up your TAKE with these LATEST HITS by

WOODY HERMAN

AND HIS ORCHESTRA
The band that plays the Blues



Blues on Parade
★
on the
Isle of May
★
PEACHTREE ST. BLUES

ON DECCA RECORDS

WURLITZER 412
Perfect Condition
\$32.50
Phone, Write or Call

ELKAY AMUSEMENT CO.,
63-11 39th Ave., WOODSIDE, L. I., N. Y.
HAvemeyer 4-2655

OPERATORS: TURN YOUR OLD EQUIPMENT INTO CASH—ADVERTISE IN THE SPRING SPECIAL

Calcutt Features Phonograph Needle

FAYETTEVILLE, N. C., March 9.—Joe Calcutt, of the Vending Machine Co., reports he is featuring a new angle to the trade on his well-known Calcuttone automatic phonograph needle.

"Our new angle is an appreciation campaign which will acquaint the operators with the Calcuttone and will bring them the greatest needle at the most popular price. We have been selling the Calcuttone on an appreciation motif. This needle is manufactured for us on special order. It was designed after many years of experience in music machine tone," Calcutt declared.

Fort Worth

FORT WORTH, Tex., March 9.—Fort Worth operators are a busy lot these days. With spring just around the corner and many outdoor spots already making arrangements to open their 1940 season, much equipment is being placed preparatory to a heavy spring and summer business.

The salted almond craze has hit this section and vending machines are now being placed that offer this delicious nut from California.

Operator Ed Sluder, of Dallas, was a Fort Worth visitor a few days ago. Ed

Beg Your Pardon

CHICAGO, March 9.—In *The Billboard* of March 9 it was stated that "several States are barred from using the contest," in reference to the Write-a-Title contest sponsored by the International Association of Automatic Electric Phonograph Owners. *The Billboard* erred in this statement and knows of no State where the contest is barred.

was looking for some used Master vendors. He has a route of several hundred Masters.

M. & W. Distributing Co. had a large number of out-of-town operators calling the past week. Most of the visitors were from West Texas.

Operators Coleman, Percy, Wynn and Johnson, of Dallas, were seen along the row last week. Percy operates 500 penny scales in the Dallas territory.

Joe Sherburn, local coin machine salesman, is busy these days selling the late counter games.

Sid Johnson, wide-awake Fort Worth operator, has been busy lately placing a string of Daval Jiffy counter games.

Willard White keeps busy with his equipment in several of Fort Worth's night spots and country clubs. He is also distributor for H. C. Evans & Co.

Jimmy Troutt and Operator Curtis, both of Gainesville, Tex., were recent visitors here. Jimmy and Curtis keep a large string of equipment going in North Texas and Oklahoma.

Panther Novelty Co., always alert to advertise its business, recently had its fleet of 16 gold and black delivery trucks in the big Southwest Pat Stock and Rodeo show parade, which was one of the largest parades ever staged in this city.

The right hand of Tommy Larimore, local operator, was so mangled in a recent auto accident that physicians had to amputate his fingers. Tommy is recovering nicely and is now up and about.

REVIEW OF RECORDS

(Continued from page 13)

Only because it's Paul Robeson and the titles are *A Perfect Day* and *The Rosary* attracts attention to this Victor dishing. Otherwise, the wax fails to capture the rich and vibrant qualities of his voice. For fanciers with Continental leanings, the same label furnishes the sprightly music of *The Merry Widow*, the tantalizing airs of the popular operetta recorded in Europe by the Victor Salon Orchestra under the direction of Barnabas Von Gezcy, who gives it that suave and sprightly Viennese interpretation and treatment.

Packaged Platters

VICTOR has issued a colorful album of six sides, artistically pocketed of the music from *Pinochio*, taken directly off the sound track. As such, it contains snatches of dialogue. Its make-up is a natural for a million and one merchandising ties but appreciation of the platters depends entirely on seeing the flicker first.

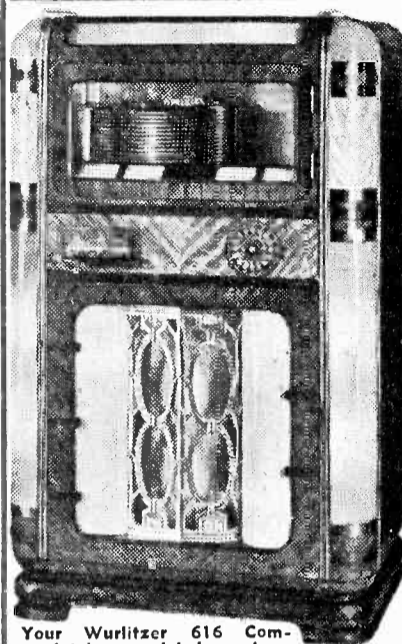
Same consideration holds for an album set from Decca, offering Carmen Miranda in *South American Way*. The musical comedy star sings six native songs. But since it's her selling rather than singing that excites the enthusiasm, her force is entirely lost sight unless you resort to imagination. And for those who have never seen her work, it makes you look twice on the label to make sure it's the same exciting lady.

More conventional dishing is the Decca albums of Nano Rodrigo and Eddie Le Baron. Both band leaders depend on the South American sway for their syncos. And both deliver. Ten sides to each set. Le Baron show-cases with an album of *Rumbas* and another of *Favorite Cuban Congas*, and Rodrigo adds richness to the melodies of *Tangos*.

Not packaged but as inviting as any record album are the Decca dishing of Bing Crosby and Connie Boswell. The singing lady literally wilts the wax with her soulful singing for *Angel* and *Some-day You'll Find Your Bluebird*. And since one can never get enough of Miss

MIRABEN LIGHT-UPS

ADD Glamor TO YOUR OLD PHONOGRAPHS!



Your Wurlitzer 616 Completely remodeled as above with plastic top 1/4 domes \$26.50

Materials only as above No. 616 M-1 \$21.50

Write Today for Prices on Remodeling Jobs or Materials for All Other Wurlitzer and Rockola Phonographs.

MIRABEN COMPANY 829 MILWAUKEE CHICAGO, ILL. TELEPHONE HAYMARKET 2883

All Used Phonographs Just Like New

IT'S THE CREAM OF THE LOT

Wurlitzer Mod. 616, '37, 16 Rec.	\$ 62.45
Wurlitzer Mod. 616A, '37, 16 Rec.	78.45
Wurlitzer Mod. 24, '38, 24 Rec.	119.45
Wurlitzer Mod. 600, '38, 24 Rec.	154.45
Wurlitzer Mod. 500, '38, 24 Rec.	212.45
Rock-Ola Mod. Standard, '39, 20 Records	179.45
Rock-Ola Mod. DeLuxe, '39, 20 Records	199.45

Every Instrument Guaranteed Good Condition.
Terms: 1/3 Deposit With Order, Bal. C.O.D.

OHIO SPECIALTY CO.
12 W. Court St., CINCINNATI, OHIO

THE BILLBOARD GIVES YOU THE ONLY

WEEKLY

RECORD BUYING GUIDE

READ THE BILLBOARD EVERY WEEK

Connie, there's another dandy doubler in *Gotta Get Home* and *On the Isle of May*. Victor Young and the ork match the mood musically. Crosby has a vocal holiday with the songs from his *The Road to Singapore* flicker. Pipes it romantically for *I'm Too Romantic* and *The Moon and the Willow Tree*. And with assist from John Scott Trotter's Frying Pan Five and the Foursome, ocarina quartet, serenades the *Sweet Potato Piper*. But for Crosby in cuddlesome chanting of yore, it's the *Piper* platter-mate, turning on the pash for the oldie *Just One More Chance* just as he did when the ballad was a newie.

EX-RAY

TOKEN PAYOUT

READ THESE FACTS!

THEY'LL TELL YOU WHY EX-RAY IS AMERICA'S FINEST TOKEN PAYOUT COUNTER GAME!

- Complete separation between cash box and mechanism—prevents coins from clogging or jamming working parts
- Larger cash box capacity
- Large ball gum display and vendor
- Only counter game with 3 coin visibility escalator
- Interchangeable to visible captive tokens
- 1c or 5c play
- Cigarette or Beer strips
- Built as sturdy as a 5 ton truck
- Operates as smoothly as a fine jeweled watch.

34.50

F. O. B. Chicago



Get Busy! Order NOW!!

THE DAVAL CO., INC.
2043 CARROLL AV., CHICAGO

Anti-Aircraft Gun New Keeney Success

CHICAGO, March 9.—According to reports from Bill Ryan, sales manager for J. H. Keeney & Co., their new Anti-Aircraft Machine Gun has taken the country by storm. "We're flooded with orders from all parts of the country," reports Ryan. "Operators everywhere are acclaiming our new release as one of the finest legal machines they've ever seen."

"Distributors for the device report that operators in their respective territories are pepped up over the machine more so than they have been over any machine in the past. Operators who were fortunate to have placed orders first and already have the gun on location are cleaning up."

"When earnings in this new machine are discussed it sounds as if one operator is trying to outdo the other, but these reports are authentic. Demand for the game exceeds production and we are doing all in our power to step up production in order to make delivery as soon as possible."

"It's a tough job to supply the demand, but the Keeney crews are working day and night to satisfy their customers."

Greetings From Buckman of England

NEW YORK, March 9.—Dave Buckman, well known to most coinmen in New York, as well as in other sections of the United States, has sent greetings to his many friends from England.

"Convey my very best wishes to all," he writes. "I hope they may enjoy the best of business. Not being able to import any merchandise from the U. S. A., we here have been put out of the jobbing business. I have opened up in the garrison towns with amusement arcades and rifle ranges. Business is pretty good right now."

"We all hope here that the war will be over soon and I can then come over and see all the friendly faces. When I read about the convention at the Sherman Hotel it made me feel envious, for I thought of last year when we were all together and had such a swell time."

Buckman also writes that due to the fact they can't get any imports of the materials they need, he is short of phonograph needles and doesn't know how to arrange for their acceptance on a C.O.D. basis, as no money is being allowed out of the country while the war is on.

Buckman's new firm is Automatrix, 6, Station Road, Aldershot, Hant., England. He hopes to hear from the many friends he made while visiting the United States the past few years.

New Orleans

NEW ORLEANS, March 9.—Springlike weather is helping to recuperate business in this area, following the longest spell of record-breaking low temperatures in the history of the Deep South. Except for downtown locations the cold spell cut deeply into patronage.

The opening of a distributing branch for penny phono machines in Louisiana has been announced by Miller-Newman-



GASOLINE ALLEY, comic feature starring Skeeze Wallet, "a wholesome young lad on his own away from home," in a recent strip showed Skeeze enjoying himself dancing to the music from an automatic phonograph. The above scene is one frame of three in the daily comic strip. This was taken from *The Chicago Tribune*. The cartoon strip, nationally syndicated, does immeasurable good for the coin machine industry as a whole.

Monarch SPECIALS!

Legal Equipment

Seeburg Chicken Sam Console Model \$149.50
Evans 1939 Model Ten Strike, Perfect Condition 149.50
Seeburg Hockey, Like New 34.50

FREE PLAY GAMES

BALLY	EXHIBIT	GENCO
Gold Cup Console \$139.50	Congo, F.S. \$97.50	Lucky Strike \$89.50
Top Notcher ... 64.50	Jumper 64.50	Bang 42.50
Scoop 59.50	Conquest 44.50	Alport 39.50
White Salls ... 52.50	Rebound 44.50	
Vogue 48.50	Avalon 34.50	
Arrowhead 32.50		

KEENEY

Pot Shot Multiple \$49.50	CHICAGO COIN
Cowboy 44.50	Lucky \$54.50
Hit Number 19.50	Topper 52.50
	Ocean Park 47.50

1/3 Deposit With Order, Balance C. O. D. Write for Our New Price Bulletin.

MONARCH COIN MACHINE CO.

1731 BELMONT AVE., Cable "MOCOIN" CHICAGO, ILL.

THE BIG 1940 SPRING SPECIAL

Issue of **The Billboard**

Starts to Press Wednesday, April 3

Copy requiring special position in certain departments must be in Cincinnati April 3.

THE BILLBOARD,
25 Opera Place, Cincinnati, O.

CASH FOR OLD MACHINES

Send a list of your old machines with the prices you want for them. By return mail we will tell you how to get cash for these machines.

IT COSTS SURPRISINGLY LITTLE. MAIL YOUR LIST TODAY.

SAVE MONEY HERE ON FREE PLAYS, PHONOS, ETC.

FREE PLAY GAMES	WURLITZER PHONOS	RIFLES
Conquest \$30.00	Model 412 \$ 32.50	Seeburg's CHICKEN SAM \$120.00
Rebound 25.00	Model 500 240.00	10 Late Model RADIO RIFLES 50.00
Nippy 60.00	Model 600 185.00	TOM MIX Rifle 35.00
Scoop 60.00	Model 24 124.00	Evans' TEN STRIKE—Write for Price!
Commodore 65.00	WURLITZER COUNTER MODELS	Write for Complete List!!
1/3 With Order, Bal. C.O.D. Write for Complete List!!	Model 61 \$95.00	
	Model 51 65.00	

LEON TAKSEN 2134 Amsterdam Ave., NEW YORK CITY 116 Monroe Ave., ROCHESTER, N. Y.

<h4>Novelty Games You'll Be Proud To Own, \$7.45 each, or 3 for \$21.00</h4> <p>Bally Royal Dux Bull's Eye Encore Chico Derby Gaytime Chico Nags Hare N H'd World's Fair</p> <p>Review Ritz Ski-Hi AND MANY OTHERS!</p>	<h4>FREE PLAY SPECIAL!</h4> <p>YANKEE DOODLE DANDY, \$54.50</p>	<h4>5% OFF</h4> <p>On all USED GAMES when you send full cash with order! (Certified Check or Money Order.)</p>	<h4>WRITE NOW</h4> <p>For Big, New Price Bulletin, "National Newslette"! Get on our Mailing List! It will pay you!!</p>
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NATIONAL NOVELTY CO. MERRICK, L. I.

Get.. ACTIVE

AMUSEMENT MACHINES CORP.

900 NORTH FRANKLIN STREET PHILADELPHIA, PA.

.. to send you Complete List of America's Finest Buys!!

Barrett, who will maintain offices and service quarters with the C. & N. Sales Co. The new firm, composed of A. C. Newman, A. L. Barrett and W. E. Miller, will also distribute the new penny phonograph in Oklahoma.

Fred King, president, is highly enthused over the new penny idea and believes that many locations not profitable heretofore for 5-cent machines will be opened. Barrett and Newman will be located here and Miller will operate the firm's Oklahoma business out of Oklahoma City. The Dixie Novelty Co. at Laurel, Miss., has also been named distributor for that State.

The C. & N. Sales Co. has taken over distribution for the gulf area of the new Mel-o-Tone, manufactured by the Herbert Corp.

President Gensberg, of the Genco Co., spent several days in New Orleans this week and promised local operators a new idea in a pin game to be marketed soon.

Vital statistics: The Joseph Isaacsons have bought a pink high chair. Her name is Joan. Philip Yaeger, of Bell Distributing, has bought the ring and Sylvia D'Gerolamo, of Kenner, La., is making preparations for a June march. Disturbing is the news that little Nick Carbajal Jr., grandson of Julius Pace, local operators' prexy, is down with illness. He's doing nicely at latest report.

Dixie Coin Machine Co. has received its first shipments of Bally's Triumph, and the first machine on location at the Sport Center on St. Charles street is attracting much attention. "The new buy-back idea is a good one and will surely click," says Manager Mark Boasberg, of the Sport Center. The Dixie Co. also reports brisk demand for J. H. Keeney's 1940 Super Six, which is threatening to set new highs for earnings in these parts.

Charlie Schnyder, of the Mills Novelty Co. factory, spent a week in New Orleans, renewing old acquaintances and conferring with the Dixie Coin Machine Co. officials over the sales campaign for the spring. Schnyder came in time to see the preview of the new Mills phonographs held at the Dixie Music Co. display room. Joseph Pipitone, head of the firm, was in charge of the showing, attended by all leading operators and allied tradesmen in this territory.

Gottlieb's Sensational Skee-Ball-Ette

IMMEDIATE DELIVERY

Exclusive Wisconsin Distributor

MILWAUKEE COIN MACHINE CO.

1455 W. Fond du Lac Ave., MILWAUKEE, WIS.

MACHINES MUST GO!

Every machine that we are offering is on location and in perfect condition. We are operators, not jobbers, and they are priced to move

USED PAY TABLES

2 Sport Pages	\$50.00
1 Seabiscuit	75.00
1 Hawthorne	75.00
5 Grand Nationals, like new	125.00
4 Grandstands	75.00
3 Fairgrounds	19.50
1 Bally Entry	19.50
1 Arlington	10.00
1 Rover	10.00
1 Mills 1-2-3 Reverse Reels	19.50
3 Eureka, F. P.	49.50

USED F. P. NOVELTY

2 Buckaroo	\$34.50
1 Headliner	32.50
1 Mr. Chips	47.50
2 Roxy	62.50
1 Eang	27.50
1 O'Boy	52.50
1 Genco Bowling	89.50
1 Big Six	42.50
2 Rebounds	37.50
4 Pickems	42.50
2 Ocean Park	32.50
2 Fifth Innings	17.50
4 Majors	19.50
8 Contacts	17.50
3 Champions	37.50
4 Spottems	17.50
2 Toppers	27.50
1 Scoop	42.50
2 Cowboys	27.50
2 Triple Threats	27.50

1 Double Feature	\$17.50
1 Twinkle	22.50

CONSOLES

13 Mills Square Bells	\$75.00
1 Pace Saratoga, 1940 model with rail	85.00
2 1939 Galloping Dominces, with remote registers	89.50
1 1938 Skill Time	69.50
1 Ray's Track	15.00
1 Dark Horse	17.50
1 Mills Flasher	15.00

COUNTER GAMES

2 Mills Vest Pockets, late edition	\$24.50
3 Evans Pocket Edition	9.00
2 Daily Races, Jr.	5.00

MISCELLANEOUS

1 1937 Rock-Ola World Ser.	\$49.50
1 Western Baseball Nov.	39.50
1 1939 Western Baseball F. P.	64.50
1 Tanforan, Automatic	15.00
1 Exhibit Shoot-a-Lite	37.50
10 Northwestern Penny-Nickel Merchandisers, green porcelain base, original cartons	7.50
100 Used Northwestern Penny Merchandisers	4.00
15 Mills 6 Col. Penny Gum Venders	6.00
10 Wurlitzer 412	50.00

1-3 DEPOSIT WITH ORDER, BALANCE C. O. D. BURLINGTON, N. C. ORDERS FILLED AS RECEIVED.

K-S NOVELTY COMPANY

BURLINGTON, N. C.

DAY PHONE 981

NIGHT 1592

New Gottlieb Game, Score Card

CHICAGO, March 9.—A surprise to the industry comes from D. Gottlieb & Co. in the form of a new game, Score Card, to be released soon. "With two factories working day and night trying to keep up with a landslide of orders for Skee-Ball-Elite, introducing another radically different machine at this time is a most unexpected blessed event among coin games," said Dave Gottlieb.

"Score Card has been many months in the making," he continued. "We've the most sensational location reports of its success and the game's altogether too remarkable to be held back any longer. Rush or no rush, Score Card must go into production, or we'll have all our distributors on top of us demanding delivery on this number at once, and no alibis.

"It's totally new, altogether different from the usual run of games. It's based on one of the most phenomenal sensations in pin games. It fills the bill absolutely and it's not a baseball game." Further details were not revealed.

Lancer Forces Exhibit Production

PHILADELPHIA, March 9. — John Chrest, sales manager of Exhibit Supply Co., now on an extended sales trip thru Eastern and Southern territories, reports that Exhibit's new game, Lancer, is going over big everywhere. "As a result," he says, "the factory is being flooded with a volume of orders which is taxing production facilities.

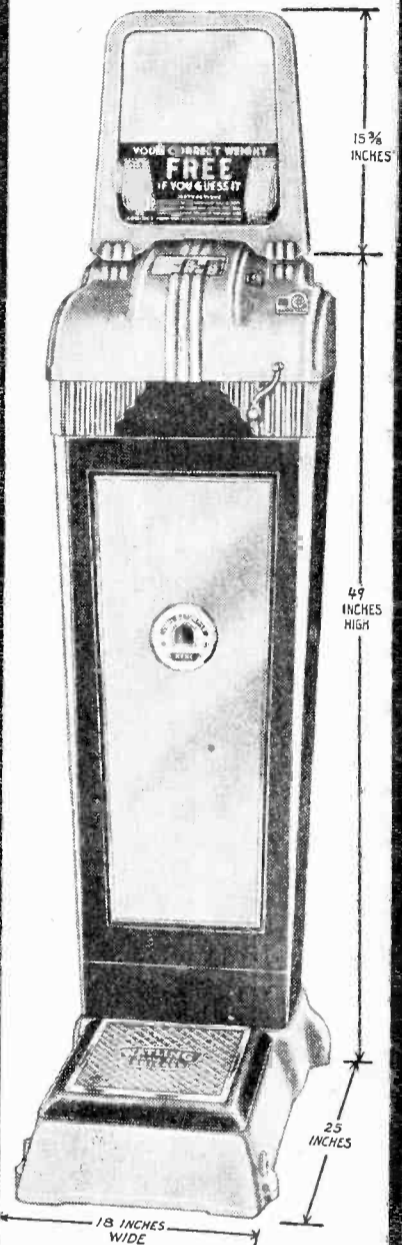
Since Lancer can be operated as either a three-way win game or as a straight high-score game, the change being made by a simple adjustment, operators and distributors are taking advantage of the new feature and placing rush orders.

"In all of the distributors' showrooms it has attracted crowds who were eager to see the game from the firm which produced the big hit, Flagship. All were unanimous in the opinion that Lancer is destined to break the production record of Flagship.

"Lancer has everything operators have been craving for—action, latest type spring bumpers, new style magnet for keeping ball in action so that players are given the last-minute suspense, and other profitable features."

of the law and evade the spirit of it to further their own financial interests. Tavern owners disregard the law because the economic and political pressure exerted on them and the demands of people who drink make it more profitable to do so." Commenting further, he said, "... they (the tavern owners) must do the bidding of the politician or suffer reprisals."

\$10.00 DOWN
Balance Monthly



NEW GUESSING SCALE

Operates Automatically
No Springs--Balance Weight
30-DAY MONEY-BACK GUARANTEE

WATLING MFG. CO.

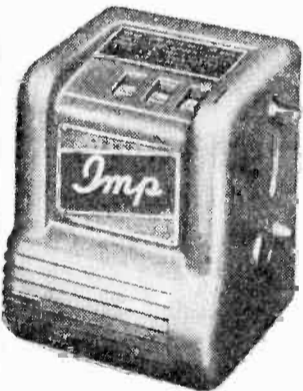
4640-4660 W. Fulton St.
CHICAGO, ILL.

Est. 1889—Tel.: COLUMBUS 2770
Cable Address "WATLINGITE," Chicago

BIGGEST SHOW HIT

IMP—

Radio Type Gum Vender.
A Natural for Every Operator.
Cigarette or Cherry Reels only
5 1/2 x 5 1/2 x 6. 1 M.P. has Finest Coin Chute.
Will never clog. Price Only



\$12.50

Carton of Six, \$67.50, F.O.B. Factory.
1/3 Cash With Order.

H. G. PAYNE CO.

312 Broadway, NASHVILLE, TENN.

Tavern Report Blames Pressure

CHICAGO, March 9.—Chicago's Juvenile Protective Association, in its fourth annual report on Chicago taverns, declared that 90 per cent of the taverns investigated were breaking the law in one way or another. The report blamed the condition not on the tavern owner, but on those who have exploited the liquor traffic.

The report charges that not only is the liquor business exploited for financial gain thru new laws but that even the individual tavern owner is forced to buy tickets, contribute to campaigns and otherwise pay for political favor.

"Our experience with tavern owners and public officials," declared the report, "indicates that they all disregard the letter



A GROUP OF HAPPY COINMEN gather at Jimmy Kelly's in Greenwich Village, New York. They are, left to right, Ernie Walker, Mutoscope sales representative in Texas and the Southwest; Bill Rabkin, president of International Mutoscope Reel Co., Inc.; Charley Mayer, Mutoscope representative in the Midwest; Bill Gersh, of Byrde, Richard & Pound; Earl Winters, sales manager for Mutoscope, and Morris Hankin, of Atlanta. "I can do as good as this on my Photomatic," Hankin claims.

EX-RAY

AMERICA'S
FINEST
TOKEN
PAYOUT
COUNTER
GAME



\$3450

RUSH YOUR ORDER QUICK! 1/3 DEPOSIT, BALANCE C. O. D.

R & S SALES CO.

9 BUTLER ST., MARIETTA, O.

OPERATORS: TURN YOUR OLD EQUIPMENT INTO CASH—ADVERTISEMENT IN THE SPRING SPECIAL

LATE USED FREE PLAY GAMES

Nippy	\$49.50	Gold Cup	\$125.00
Bowling Alley	50.00	Scoop	59.50
Follies	59.50	Gun Club	19.50
Ocean Park	40.00	Black Out	65.00
Triple Threat	25.00	Lucky	49.50
Double Feature	35.00	Super Charger	50.00
Gold Gate	29.50	Commodore	59.50
Chief	19.50	Pick Em	54.50
Variety	45.00	1-2-3	79.50
Big Six	49.50	Avaton	29.50
Mr. Chips	49.50	Roller Derby	59.50
Oh Boy	59.50	Rink	19.50
Punch	54.50	Topper	29.50
Follow Up	30.00		

SIX PLAIN MODEL GAMES, \$49.50

Miami, Major, Review, Regatta, Request, Side Kick, Jungle, Fiesta, Swing, Snappy, World Fair, Thunderbolt, Fleet, Odd Ball, Jitterbug, Spokes.

FIVE FREE GAMES FOR \$97.50

Up & Up, Hi-Lite, Triple Threat, Follow Up, Box Score, 5th Inning, Chief, Contact, Gun Club, Major, Spottem, Chevron, Tops, Midway, Rink, Fair, Airport, Snooks, Gold Gate, Liberty, Multi Races, Races.
Send 1/3 Deposit With Order on Games.

LEHIGH SPECIALTY CO.

2nd and Green Sts., Philadelphia, Pa.

NO PLAYER HOLD-OUTS

when you operate
Western's Deluxe

BASEBALL

Interest is booming in the national sport and players can't resist the thrill of real baseball as only Western's Deluxe Baseball presents it! Capitalize on the publicity in newspapers and news reels . . . profit with the tested money-maker—Western's Deluxe Baseball!



IT'S LEGAL!

Operate these Western money-makers, too!

- TRIO
- HIGH FLYER
- OOMPH
- WHOOPERDOO
- JITTERBUG
- EMPIRE

WESTERN PRODUCTS, INC.

925 W. North Ave.

Chicago

Heavy Response to Chi Coin Home Run

CHICAGO, March 9.—"The response to our announcement of our newest release, Home Run, was terrific," states Sam Gensburg, executive of the Chicago Coin Machine Mfg. Co.

"We expect that Home Run will be one of the finest games we've ever produced. We know that from a mechanical standpoint there isn't a better machine available. On location tests it performed perfectly.

"Home Run has the distinction of being the only two-team baseball game on the market and is a galaxy of thrills from start to finish. Aside from a newly designed, brilliantly colored backrack and playboard, Home Run has 17 points of interest that appeal to players from 7 to 70.

"This, coupled with Home Run's new liteup and animation, makes it one of the finest players' games ever built. And from an operator's standpoint there is nothing that can approach the appeal of Home Run. The high earning power so characteristic of all Chicago Coin games is present and accounted for in Home Run."

Heads or Tails Tops Daval Sales

CHICAGO, March 9.—"Our new counter game, Heads or Tails, has outstripped all of our other games in sales so far," says Al S. Douglas, of the Daval Co., Inc. "It seems to us from the way orders are pouring in from all parts of the country that the game is taking hold and that the players find it one of the most interesting games they have ever had the pleasure of playing.

"We found this to be true when we attended the opening of the gorgeous new headquarters of Sicking, Inc., in Cincinnati recently. Coinmen present informed us that they believed Heads or Tails would be one of the biggest money-getters that we ever developed. The orders we took there convinced us that the game is leading in almost every State where the ops are using counter games in quantity.

"It is also interesting to note that operators who are repeating their orders inform us that this is one game they feel will get the complete attention of any location on which it is placed."

Grand National Business Increases

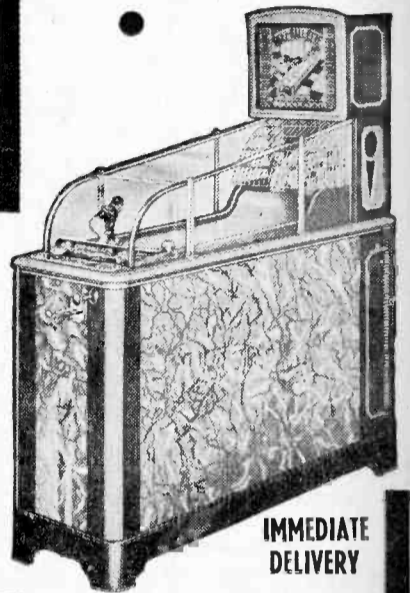
CHICAGO, March 9.—"An exceptional increase of business during the month of February and the first week in March has reduced our stock of equipment considerably," reports Mac Churvis, of Grand National Sales Co., Chicago distributor.

"Inasmuch as it is our policy to serve coin men with the finest and latest of reconditioned equipment, we are constantly on the lookout for machines that will meet our high standards. Therefore

we are able to serve the wants of any operator."

Grand National at present is a beehive of activity. Truckload after truckload of machines come and go. "And yet," states Al Sebring, head of Grand National, "we are continually taking in additional machines to keep pace with the ever-increasing needs of coin men everywhere."

Gottlieb's Sensational Skee-Ball-Ette



IMMEDIATE DELIVERY

B. D. LAZAR CO.

1635 Fifth Ave., PITTSBURGH, PA.
1425 N. Broad St., PHILADELPHIA, PA.

MAKE US AN OFFER ON

17 Ad-Lee 3 Column Nut Machines 1c Play
WRITE FOR PRICES ON

New Pin Ball Games and Bowling Alleys. We Will Save You Money.

5 Mills War Eagle Bells, 3-5 play-out, 5c plays, at \$20.00 Ea.	1 Mills Melon Bell, 5c play, used 3 weeks, at \$40.00
5 Rock-Ola World Series Baseball Games at 45.00 Ea.	5 Pace Bantam Bells, 5c plays, S.J., at 10.00 Ea.
1 Watling Roll-a-Top, 25c play, at 20.00	15 Mills Blue Fronts, S.J., 5c plays, used 3 weeks, serial numbers all over 400,000 37.50 Ea.

Send 1/3 Deposit With Order and Balance C. O. D.

D & S NOVELTY CO.

1005 BROADWAY

ROCKFORD, ILL.

ACE LEADS AGAIN!

FREE PLAY GAMES AT ROCKBOTTOM PRICES!

Blackout \$49.50	Headliner \$27.50	Variety \$33.50
Bubbles 14.50	Keen-a-Ball 29.50	Voguo 35.50
Bang 26.50	Lucky 43.50	Zip 19.50
Big Six 47.50	Lot-o-Fun 24.50	
Chubbie 14.50	Lucky Strike 69.50	
Cowboy 27.50	Mr. Chips 47.50	
Chevron 18.50	Punch 53.50	
Clippie 24.50	Regtime 11.50	
Comodoro 27.50	Scoop 39.50	
Davy Jones 17.50	Sports 43.50	
Follow Up 21.50	Topper 24.50	
Follies 63.50	Triple Threat 24.50	
Golden Gate 29.50	Thriller 42.50	
Hold Tight 12.50	Up & Up 19.50	

SPECIAL!
Seeburg CHICKEN SAM \$119.50
Write for Prices on BALLY ALLEY and TEN STRIKE

Every Machine Guaranteed Perfect Regardless of Price. Rush 1/3 Deposit, We Ship Balance C. O. D.—F. O. B. Newark, N. J.

ACE DISTRIBUTORS, 1125 BROAD ST., NEWARK, N. J.

EARLY SPRING CLEARANCE SALE

Grandstands \$89.50	Club House \$29.00	Mills Q.T.'s, 5c \$24.00
Thistle Downs 89.50	LATE REBUILT SLOTS	NOVELTY GAMES—NEW
Seabiscuits 89.50	Blue Fronts, 5-10c . . . \$38.75	Bally Triumph
Sport Pages 62.50	Brown Front Gold	Bally Sport Special
Big Race 22.50	Awards, 5-10c 37.50	Bally Alley, new and used
Across-the-Boards 29.00	Mills Gold Awards 35.00	Chicago Coin's Home Run
1938 Track Times 85.00	Triple X, 5-10-25c 45.00	Exhibit's Congo
1938 Kentucky Clubs 47.50	Cherry Bells, 5-10c 49.00	Exhibit's Lancer
1938 Liberty Bells or Derby Days, cream cabinet, late model 45.00	Cigarette Slots 32.50	Western's Baseball
	Roll-a-Tops, 5-10c 20.00	Western's High Flier
	Many Other New and Used Novelty or Five-Ball.	

1/3 Deposit With Order—Balance C. O. D.

MODERN AUTOMATIC EXCHANGE, INC.

2618 CARNEGIE AVE.,

CLEVELAND, OHIO

OPERATORS: ADVERTISE IN THE SPRING SPECIAL AND TURN YOUR OBSOLETE EQUIPMENT INTO CASH



"HERE'S A REAL THRILL," states Miss Anti-Aircraft, one of J. H. Keeney & Co.'s Keenettes, as she demonstrates the new Keeney release, Anti-Aircraft Machine Gun.

NOW



DELIVERING

KEENEY'S ANTI-AIRCRAFT MACHINE GUN

WRITE, WIRE, PHONE or CALL IMMEDIATELY

GEORGE PONSER
519 WEST 47th ST., NEW YORK
All Phones: Circle 6-6651

LATE MODEL GAMES BARGAINS

FREE PLAY	Mr. Chips \$45.00
Big Six \$47.50	Majors 10.00
Box Score 17.50	Snooks 10.00
Davy Jones 17.50	Topper 19.00
Free Races 12.00	Variety 28.50
Mr. Chips 50.00	Voguo 35.00
Scoop 49.50	Airway 7.00
Super Charger 50.00	Bambino Basb. 7.00
Thriller 38.50	Cargo 8.00
Up & Up 17.50	Hi Lo 7.00
NOVELTY	Nags 6.00
Airport \$16.00	Palm Springs 6.00
Box Score 10.00	Regatta 6.00
Champion 28.50	Silver Flash 7.00
Chevron 12.50	Sluggo Basb. 7.00
Flash 17.50	Speedy 8.00
Highlite 15.00	Zephyr 7.00
Lot o Fun 20.00	Zip (Genco) 7.00

1/3 Cash Deposit. Under \$15.00 Full Cash. For Export Cable: "Colmarchin," N. Y.

MARC MUNVES, INC. 555 West 157th St., New York, N. Y.



PICK-A-PACK

NEW MONEY-MAKING SENSATION!

PICK-A-PACK

COUNTER CIGARETTE GAME

Producing amazing earnings in all types of Locations!

PENNY PLAY

NOW! \$14.75

SPECIALY PRICED F.O.B. Chicago

GUARANTEE

Try PICK-A-PACK for 10 days. If not satisfied, purchase price will be refunded!

BAKER NOVELTY CO., Inc.
2626 Washington Blvd., CHICAGO

Taran Visits Groetchen Tool

CHICAGO, March 9.—Sam Taran, head of Mayflower Novelty Co., St. Paul, on a recent visit to the Groetchen Tool Co. factory here has reported that he is boosting Imp and Sugar King in his territory and that he has had remarkable success with the two machines.

"I am enthusiastic about Imp," he declared, "and I note that operators are that way, too. Imp is going places and, from what I hear, my territory is not the only one which is benefiting from the fine Groetchen counter game.

"Sugar King, too, is a wonder. Especially the Sugar King console in the rich walnut cabinet. We'll use plenty in my territory."

Karl Klein, Groetchen official, remarked: "Taran has been doing a splendid job in his territory for Groetchen and if he continues on the scale he has with Imp and Sugar King I don't know how we are going to express our appreciation to him."

Sugar King Hits The Better Spots

CHICAGO, March 9.—"Sugar King in the new, rich walnut cabinet has such beauty that it is in heavy demand in my territory," an operator wrote to the Groetchen Tool Co. here this week. "The new light-up console's beauty is only surpassed by its earning power," the letter continued. "The walnut model is in especial demand in the class spots, where it fits in perfectly with the surroundings."

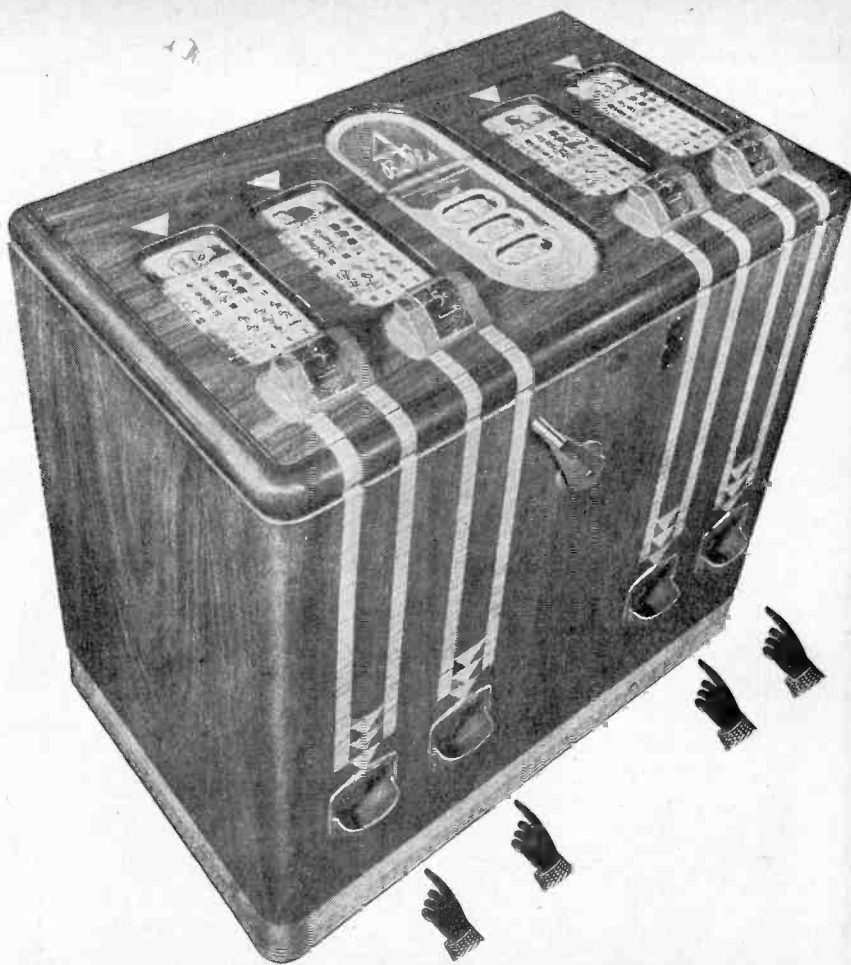
Another operator, currently operating 15 Sugar Kings and planning to operate more, commented: "The wonderful light-up feature and the simple operation of the foot pedal in actuating the game has made a big hit with players. Flickering lights create a suspense which draws more and more play."

Groetchen announced that the walnut console model Sugar King is now available for immediate shipment at only a slight advance in price over the steel model with Hammerloid finish.

Players Acclaim Mills 4 Bells

CHICAGO, March 9.—Art Cooley, Eastern division manager of Mills Novelty Co., reports that operator and players alike are acclaiming Mills 4 Bells. "From data we have gathered, from our own tests and from information passed on by operators, it would appear that Mills 4 Bells will go down in history as the greatest money-maker ever devised in an automatic payout machine," stated Cooley.

"Any operator who has not used this machine could have no idea of its tremendous drawing power and money-making appeal. The bell machine itself has always carried an irresistible appeal to the players and it is not hard to visualize the effect of a machine which packs into one case all the wallop of four individual bell machines coupled with a double payout for each of the combinations above the cherry and a triple reward on the jackpot bell."



Sounds Like the Mint!

When 4 Bells pays out, especially on the "double reward" feature, it sounds like the mint has just tipped over. Are you hep to the BIG money this phenomenal machine is making? Mills Novelty Company, 4100 Fullerton Avenue, Chicago, Ill.

4 BELLS



FREE

for 10 Days' Trial on Money Back Guarantee! The First Really Different and Original counter game in 50 Years! "HEADS or TAILS"—It's the game that is Doubling and Tripling Profits EVERYWHERE! "HEADS or TAILS" is the game that gives the player all the thrills, suspense and fascination of real old-fashioned "COME-ON-AND-BEAT-ME" Action! YOU CAN'T LOSE ON THIS FREE TRIAL OFFER! RUSH US YOUR ORDER FOR "HEADS or TAILS" TODAY! Enclose 1/3 of \$19.75—we'll ship Balance C.O.D., F.O.B. Birmingham. MAX AND HARRY HURVICH, "The Gold Dust Twins"

BIRMINGHAM VENDING COMPANY
2117 THIRD AVE., NORTH
BIRMINGHAM, ALA.

Bargains In One-Balls

Winning Ticket . . . \$69.50	Gottlieb Single Coin With Clock . . . \$22.50
Man-o-War . . . 60.00	Gottlieb Single Coin Without Clock . . . 20.00
Sport Page . . . 50.00	Multiple Races . . . 20.00
Hayday . . . 40.00	Prakness . . . 15.00
Horseshoes . . . 35.00	Grand Prize . . . 10.00
Derby Time . . . 35.00	
Ak-Sar-Ben . . . 30.00	
Fleetwood . . . 25.00	

One-Third Deposit Required With Order.

AUTOMATIC COIN MACHINE CORPORATION
338 Chestnut St., Springfield, Mass.

THE BILLBOARD GIVES YOU THE ONLY

WEEKLY

NEW MACHINE ANNOUNCEMENTS

READ THE BILLBOARD EVERY WEEK



SAM TARAN, of Mayflower Novelty Co., St. Paul, pays a hurried visit to Exhibit Supply Co. to arrange for additional shipments of Exhibit's Lancer.

OHIO SPECIALTY CO. REMOVAL SALE

WE ARE MOVING NEXT MONTH AND ARE CLEANING HOUSE — REAL BARGAINS

SPECIALS	FREE PLAY GAMES	USED COUNTER GAMES
Bally Gold Cup (Console), Demonstrator . . . \$125.00	Box Score, F.P. \$22.50	Indian Dice \$12.50
Tom Mix Radio Rifle . . . 39.50	Pet Shot, F.P. 27.50	Penny Packs 8.50
Gingers (Wood Base)	Fair, F.P. 20.00	Races 4.00
Slightly Used . . . 14.50	Pedal Pusher 12.50	Sum Fun 3.00
Mills 1-2-3, Free Play . . . 75.00	Slide Kick 12.50	Warble 3.00
AUTOMATICS	WRITE FOR PRICES ON NEW FREE PLAY GAMES (New)	Sandy's Horses 5.00
Zipper \$35.00	COUNTER GAMES	Spark Plug 5.00
Handcapper 22.50	Penny Packs \$16.50	Changemaster 5.00
Photo Finish 12.50	Penny Packs (Divider) . . . 24.50	Mill Wheel 6.00
Post Time 12.50	Penny Packs, Wood Cab. . . 14.50	Pilgrim 8.50
Bronco 9.50	Bingo 12.50	Coal Line 4.00
CONSOLES	Smoke Reels 16.50	Wins 4.00
Jenn. Parlay Races . . . \$75.00	Heads or Tails 16.75	Orse Shoes 4.00
Longchamp Jr. 44.50	Jittys 18.75	Baby Shoes 3.00
Multiple Racers 69.50	Imps 12.50	Pocket Pool 3.00
Track Odds (Late Mod.) . . 99.50	*Lots of 6) 67.50	Galys 7.95
Galloping Dominoes . . . 44.50	SLOTS	Automatic Payout Jack Pot Dice Game 17.50
Colors 49.50	200 Used D.J. Slots, all Makes, \$15.00 Up	Advance Moving Picture Machines (Stands) . . . 24.50
Shoot the Moon 22.50	Every Machine Guaranteed Good Condition.	PHONOGRAPHS
Tanforan 22.50	TERMS — 1/3 Deposit With Order, Balance C. O. D.	All Models Used Wurlitzers. Write for Prices.
Derby Day 22.50		
Chuck-A-Lette 17.50		
Paces Races 59.50		

OHIO SPECIALTY COMPANY
713 E. BROADWAY, LOUISVILLE, KENTUCKY

"THE HOUSE OF PROVEN WINNERS"

PIN GAMES	Conquest (Mystery), F.F.	PAYOUT GAMES
Double Feature . . . \$18.50	Champion \$39.50	Fairgrounds \$22.50
Chevron 19.50	Fifth Inning 19.50	Bally Entry 22.50
Variety 33.50	Parachute, F.P. 39.50	Fleetwood 24.50
Arrowhead, F.P. . . . 29.50	Zeta 9.50	Klondike 29.50
Spottem, F.P. 22.50	Followup, F.P. 37.50	Days Track 35.00
Scoop, F.P. 54.50	Jump, F.P. 49.50	Lincoln Fields 35.00
Vogue, F.P. 44.50	Victory, F.P. 69.50	4 Horsemen 37.50
Thunderbolt 9.50	Eureka, F.P. 44.50	Grand Stand 84.50
Rebound, F.P. 37.50		Paces Races 90.00

One-Third Deposit Must Accompany All Orders — Balance C. O. D.

J. AND J. NOVELTY COMPANY
4840 MT. ELLIOTT AVE. Plaza 1433 DETROIT, MICHIGAN.

OPERATORS: ADVERTISE IN THE SPRING SPECIAL AND TURN YOUR OBSOLETE EQUIPMENT INTO CASH



a Smash Hit!

\$99.50
CONVERTIBLE

by Stoner

BASEBALL

Get a batter—Get a hit, that's the yell for Stoner's Baseball... the most exciting and realistic baseball game ever designed.

Player tries to beat "Visitor's" score (adjustable). Three Top Roll Over Switches for homers. Contacting a white bumper puts a man at bat—blue bumpers register hits and advance the runner. As runner advances player brings new man to bat by again contacting a white bumper. A novel new Pitcher (extra ball)—an Umpire Bumper, active when lit awarding free game... So it goes all the way down the field—hits—put outs—sacrifices—runs—players actually racing around the bases. Every thrill of a big league game.

On beating "Visitor's" score beautifully illuminated back panel lights up registering free games. Every lighted bumper on the field is then alive.

Stoner's Baseball—A Hit In Any Man's League

Stoner Corp.

AURORA, ILLINOIS

NOW DELIVERING!

Stoner's BASEBALL
WRITE! WIRE! PHONE!

FREE PLAYS	NOVELTY
Big Six . . \$45.00	Champion \$32.50
Thriller . . 42.50	Variety . . 32.50
Headliner. 35.00	Flash . . . 15.00
	Lot-o-Fun. 16.50

1/3 With Order, Balance C. O. D.



Monarch Notes Business Upturn

CHICAGO, March 9.—"A marked upturn in orders placed by operators from all over the country has been noted here at Monarch Coin Machine Co.," states Al Stern "One reason for this increased business may be due to the fact that operators have learned of our new equipment which we have placed in our shops. "With it we are now able to recondition and refinish all types of equipment better than at any time in the past. Thus operators who buy Monarch reconditioned equipment are receiving greater value than ever before.

"However, another big reason for our boom is the fact that we are now representatives in Illinois and Iowa for J. H. Keeney & Co.'s new Remote Selector Wall Box. This new addition to the ever popular line of Keeney products has become a favorite of music operators the country over in the short time that it has been on the market."

G&G Praise for Groetchen's Imp

CHICAGO, March 9.—"A recent cartoon in a magazine," stated Paul Gerber, of Gerber & Glass, this week, "pictured a sales graph as going so high it was necessary to break thru the ceiling to show the actual sales and to continue the graph up into the ethereal regions of the pictured building.

"Humorously it got its point across. If we were to portray the sales of America's counter game sensation, Imp, of which we are distributor in the Midwest, the sales graph would probably take on the same character.

"From the very first Imp has been a big seller, tremendously popular with operators everywhere. Truly Imp is the counter game of the year," concluded Gerber.

BUDIN'S, INC. 174 SO. PORTLAND AVE., BROOKLYN, N. Y. Telephone: NE-8-0140

JUST OFF THE PRESS!

CONFUCIUS SAY

"CASH IN" on this New Salesboard Panic!

CONFUCIUS SAY: very fine salesboard . . . much color . . . much appeal . . . much profit . . . tickets very fine . . . show Chinese symbol . . . give Confucius saying . . . 1600 Re holes . . . take in \$80.00 . . . pay out \$47.20 . . . profit \$32.80, plus additional \$2.50 from Re . . . Superior Products again steals march on rest of industry . . . converts fad of hour into board of year!

SUPERIOR PRODUCTS • 14 NORTH PEORIA STREET CHICAGO, ILLINOIS

Milwaukee Coin Starts New Service

MILWAUKEE, March 9.—Announcement comes from Sam London, head of Milwaukee Coin Machine Co., that they have just completed installing a greatly enlarged service and parts department.

"It's another step in our program for a greater Milwaukee Coin Machine Co. and a further indication of our efforts to render top service to operators," said London.

"Our new parts department includes complete stocks for all makes and models of the most popular phonographs and coin machines. They are attractively displayed in special showcases. The department has been so systematized that we can give customers instant service on practically any kind of part. We have added a talented young lady to our force, Alice Winkelman, who is an expert in handling such stock."



LEE DEX, a newcomer in the coin machine business who started as location getter and efficiency manager for Max Harrison's operations in the Minneapolis area, and his able mechanic, George Borel. They are smiling and happy because Boss Harrison has given them plenty of phonographs to put on location.

OPERATORS: ADVERTISE IN THE SPRING SPECIAL AND TURN YOUR OBSOLETE EQUIPMENT INTO CASH

Evans' 1940 TEN STRIKE

READY FOR DELIVERY!

Greatest bowling game of all! Manikin shoots with more speed and accuracy! Makes strikes and spares galore! New Totalizer permits top score of 150 for 5 frames—adds new zest to play! Other brand new features—no price advance!

EVANS' AUTOMATIC REGULATION DUCK PIN BOWLING ALLEY ABSOLUTELY PORTABLE!

The sensation of the industry! Never before anything like it! Opens a brand new field, so you can cash in for years to come on the nation's bowling craze! Regulation features throughout—regulation size, regulation pins, balls, backstop. Evans' patented "Automatic Pin Boy" clears pins. Absolutely portable—can be laid down in less than one hour. Sturdy construction, 42 ft. long overall. Coin-controlled operation at slight extra charge.

A SAFE, LUCRATIVE, LEGAL INVESTMENT for LIFETIME PROFITS!

LEADS BY A STILL GREATER MARGIN!

First and Original Bowling Game—months ahead of others! 5 months' actual location operation in 1939! Now in 1940 model with brand new features and stepped up speed—more action, more life, still more realism—it's the liveliest game attraction the industry has ever seen! Breaking all records everywhere, leaves imitations far behind! New speedier action raises it to new heights in player interest. Other new features make Evans' 1940 TEN STRIKE the sure bet for operating prosperity in 1940! Order today!

Realistic patented Manikin Play . . . every bowling play possible . . . Strikes and Spares galore! Realistic pin action . . . no confusion! Pins actually knocked over and removed from sight by patented "Automatic Pin Boy."



Fully covered by U. S. Pat. 2,181,984 and D-116,550 and other patents pending.

H. C. EVANS & CO 1520-1530 W ADAMS ST CHICAGO

Gottlieb Is Re-Elected To Head CMI; Hood Vice-Prez

Meeting traces success of association during first year of existence

CHICAGO, March 9.—Coin Machine Industries, Inc., will again be headed the coming year by Dave Gottlieb, head of D. Gottlieb & Co., who was re-elected altho he had already indicated that he did not wish to continue as president. The election of officers and directors took place Tuesday (5) at the Hotel Sherman here.

Elected to serve with Gottlieb were Dick Hood, of H. C. Evans & Co., as vice-president; Richard Groetchen, of the Groetchen Tool Co., secretary, and George Moloney, of Bally Mfg. Co., treasurer.

In accordance with the by-laws of the organization, the members first elected the new directors for 1940, then the directors elected the officers. The by-laws call for seven directors and the following were elected: Walter Tratsch, A. B. T. Mfg. Co.; A. E. Gebhardt, Advance Machine Co.; Dick Hood, H. C. Evans & Co.; David C. Rockola, Rock-Ola Mfg. Corp.; George Moloney, Bally Mfg. Co., and Dave Gottlieb, D. Gottlieb & Co.

The directors then proceeded to select officers to conduct the association for the ensuing year and also manage the 1941 convention. Selection of a president was an important task. Gottlieb, president since the organization was formed, had his farewell speech all ready. The job of being president of the national organization is a thankless job, and so

there were no seekers. David C. Rockola, who has worked untiringly for the unity of the industry, emphatically declined the office. So Gottlieb agreed to hold office for another year. He has given conscientious and unstinted service during the trying first year of the organization.

Gottlieb called upon James A. Gilmore, secretary-manager of the CMI, for a report on the accomplishments of the association since its formation. Gilmore called attention to various accomplishments, such as the merger of the two associations into CMI, the Harmony Party which united the industry, the largest coin machine show in the history of the industry, the hiring of a press-relations firm resulting in fine publicity for the industry, and the present spirit of co-operation which abides within the industry. Gilmore declared that the recent 1940 Coin Machine Show was the biggest ever held, with 118 exhibitors occupying 188 booths. He also reported

that at the time of the formation of CMI there were 10 regular members and 45 associated members. There are now, he said, 25 regular members and 65 associate members.

President Gottlieb added to Gilmore's remarks, saying: "We didn't promise much when we took over CMI, but it looks as tho we did a pretty good job." He ended his comment by complimenting Gilmore on the handling of association matters and the coin machine show.

A. E. Gebhardt at that time offered a resolution commending and approving actions of officers and directors during the past year. The resolution was unanimously approved.

Big news of the evening was the financial standing of the association. Gottlieb smilingly announced that the association is now the proprietor of a bank balance of \$8,000. Before the 1940 show, it was revealed, the association had been in the red and had paid off the debts with advance payments for the coin machine show. Gottlieb estimated that the bank balance would approximate \$16,000, were it not for previous indebtedness.

Before adjournment of the meeting, each newly elected officer made a short speech of acceptance. Gottlieb again "promised little" but was sure that everything would be "colossal." Other officers concurred with him.

Census May Net Vital Info

CHICAGO, March 9.—With all the political noise being made about the 1940 census, General Robert E. Wood, president of Sears, Roebuck & Co., severely rebuked the critics of the census here this week by saying their noise is "very stupid." General Wood was one of 50 prominent business men who helped frame the census questions. He reminded the politicians who are throwing mud at the census questions that the census plans and ideas were made by prominent business men and organizations.

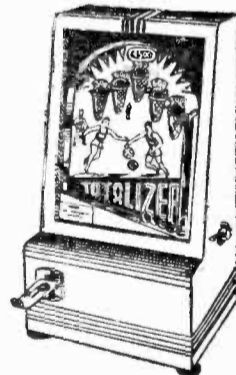
It is expected that the 1940 census will develop some vital information on the coin machine industry that has never before been available. Probably data will be gathered on the volume of cigarets, candy, etc., sold thru vending machines, and information on phonographs and records also may be made official.

The 1940 census of manufactures or business census is being conducted along with the 1940 census of the population. The business census is expected to cover all lines of industry and will make available much valuable information on trade, its distribution, sales possibilities, etc. Much valuable data has previously been gathered on wholesale and retail trade, and now manufacturing data is also to be made available to industry.

TOTALIZER

A LEGAL SKILL GAME
5 Balls 1c

The FASTEST money-making counter game ever originated. Equipped with clever score "adder-upper." Totals the score of all balls skillfully shot into the aluminum baskets. Guaranteed mechanically perfect.



Only \$19.50

SCIENTIFIC GAMES CORP.
21 Steuben St., BROOKLYN, N. Y.

CLOSE OUT FREE PLAYS

1 CHEVRON	\$19.50
2 TOPPER	29.50
1 SNOOKS	17.50
1 HEAD LINER	32.50
1 AVALON	22.50
1 KLUCK	12.50
2 TWINKLE	20.00
1 WIT LITE	17.50
1 WESTERN BASE BALL	135.00
2 EUREKA	44.50
3 SPOTTEM	19.50
2 DOUBLE FEATURE	19.50
2 VARIETY	37.50
1 LOT-O-FUN	39.50
2 RAG TIME	12.50
1 SUPER CHARGE	55.00
2 KEENEY HIT	12.50
3 CONTACT	17.50
2 MULTI F. RACES	12.50
2 REBOUND	29.50
1 UP & UP	17.50
1 PYRAMID	19.50
1 JUMPER	40.00
2 VOGUES	40.00
3 TYCOON PAYOUT TABLES	5.00
2 TEN GRAND PAYOUT TABLES	5.00
1 STONER SKILL DEBBY ArcadeMach.	40.00
2 MILLS 1-2-3 CASH PAYOUT	60.00
2 MILLS 1-2-3 F.P.	65.00
1 FOLLOW UP, F.P.	15.00
1 LIBERTY, F.P.	15.00
Chubb, Side Kick, Trophy, Bally View, Peppy, Chief, St. Moritz, Sprint, Miami, Odd Ball, Review, Peachy, Novelty Ball Games, etc.	6.50
1/3 Deposit.	

K. C. VENDING CO.
415 Market St., Philadelphia, Pa.

WANT TO BUY
FREE PLAY NOVELTY GAMES AND BALLY DIXIES.
Airmail Best Prices.

McCALL NOVELTY CO.

3147 Locust St.,

ST. LOUIS, MO.

Outplaying 'em all in 4 Big ways!

BIG LEAGUE

GENCO'S PENNANT WINNER - YOUR BEST BET!



\$99⁵⁰
 F.O.B. CHICAGO
 Free Game
 Convertible

- 1** 4 THRILLING WAYS TO WIN!
- 2** MORE ACTION, RIGHT TO THE LAST SECOND!
- 3** MORE ACTUAL BASEBALL APPEAL!
- 4** MORE PROFITS ALL THE WAY! RUSH YOUR ORDER!

GENCO-INC. 2621 N. ASHLAND AVE.
 CHICAGO



WONDER 3 BAR JACKPOT F-5280

1025 hole—Takes in \$51.25
 Pays out \$27.76—Average Profit \$23.49

PRICE \$1.80 1/2 EACH

OTHER FAST SELLERS

- 1640 hole F-5240-3 Bar Jackpot at \$2.28 1/2
- 1200 hole F-5275-Horses at 2.75
- 800 hole F-5270-Pocket Dice at . 1.63 1/2
- 720 hole F-5255-Pocket Jack at . 1.30 1/2
- 600 hole F-5305-Royal at 1.50

CHAS. A. BREWER & SONS

Largest Board and Card House in the World
 6320 Harvard Ave., CHICAGO, U. S. A.

Present Evans' Ski-Ball to Trade

BROOKLYN, March 9.—Charley Aronson and Bill Alberg, of Brooklyn Amusement Co., are currently presenting Evans' Ski-Ball to the trade. The machine is now on display in the firm's large show-rooms and is reported to be attracting much attention. According to Aronson and Alberg, operators from a wide area have visited them to see the machines and have been greatly impressed. "This is the machine the operators have been waiting for," they declare. "It has all the best features, such as fully automatic ball lift, etc.

Strike makes the game a fine companion to Ten Strike—even threatening to surpass it. Speed control allows the ball to shoot fast or slow. Automatic and instantaneous scoring intrigues players. It is available in novelty and free play, being convertible.

"Ski-Ball is fully metered and features a high score and weekly high score. The top score is 9,000, shooting nine balls into a 1,000-score cup. Every ball played shows in the scoring. Outstanding is the fully-lighted instruction panel.

"We've fully location tested this machine and we can assure operators that it is 100 per cent perfect. We will continue to display at our headquarters Evans' Ski-Ball so that all may see it. Shipments are now going out just as fast as they come in. Increased production at Evans' plant assures immediate filling of all orders."

"Manikin action as in Evans' Ten

IF IT'S COIN OPERATED—WE HAVE IT—NEW OR USED

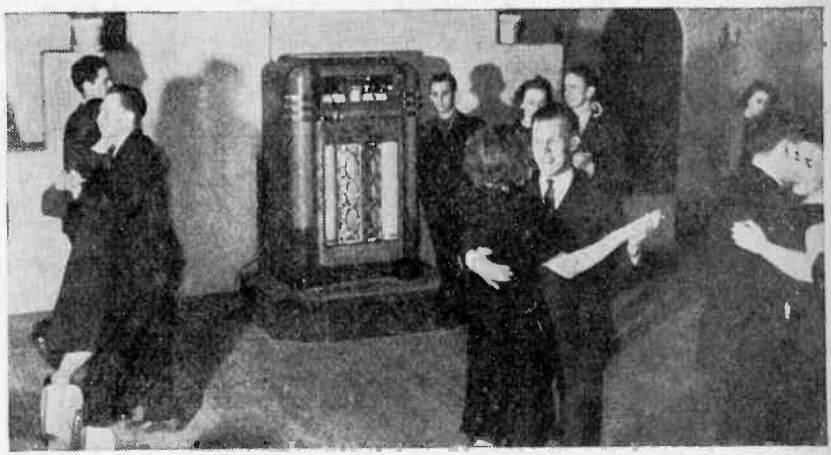
CONSOLES		ARCADE EQUIPMENT	
Kentucky Clubs	\$55.00	Mills Rios	\$29.50
G. H. Track Times	32.50	Tanforans	22.50
R. H. Track Times	39.50	Jennings Pickems	39.50
Lincoln Fields	35.00	Jennings Parlay Races	39.50
Club House	29.50	Gallop Dominoes	35.00
Dark Horse (7 coins)	22.50	EVANS TEN STRIKES	
Jennings Liberty Bells	22.50	1939 Model	\$185.00
Jennings Derby Days	22.50	Western Baseball, F.P.	95.00
Longchamps	30.00	Comb	95.00
Paces Races, black cab.	50.00	Chicken Sams	139.50
Paces Races, late brown	95.00	Tom Mix Rifle	55.00
Bally Teasers	18.00	Exhibit's Racers, F.S.	79.50
Dominole	25.00		

WANTED: Mills Square Bells, Paces Saratogas, Late Used Free Play Games, Late Automatic Multiple Payouts—In trade on the above or on anything new in coin-operated equipment.
 Half Deposit With Order. Write for Complete Price List.
 CLEVELAND COIN MACHINE EXCHANGE, 2021-5 Prospect Ave., CLEVELAND, OHIO

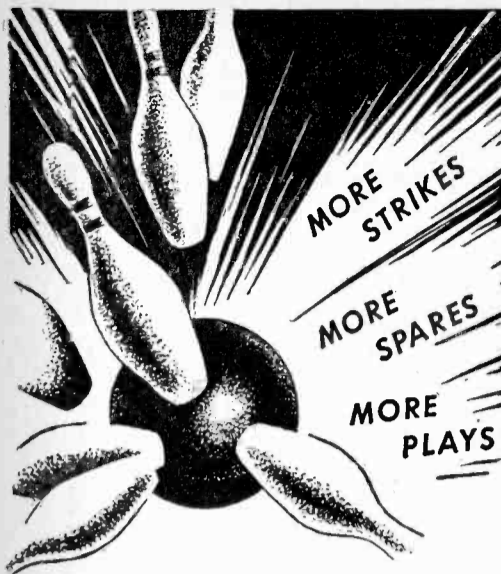
Write Today for
FREE CATALOG
 of over 100 different New and Used Vending Machines and Counter Skill Games. Immediate Delivery!

TOTALIZER • ONLY \$19.50

D. ROBBINS & CO.
 1141-B DE KALB AVENUE,
 BROOKLYN, N. Y.

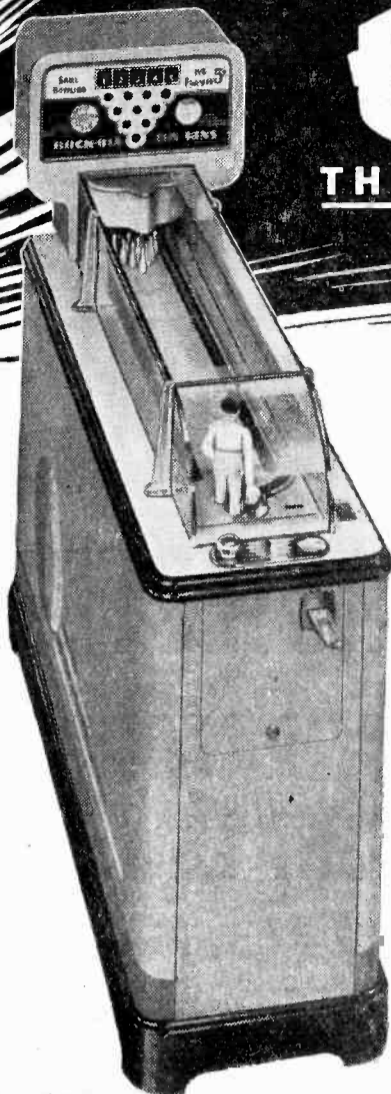


THEY GROW HE-MEN DOWN IN TEXAS and the virility also seems to apply to Wurlitzer phonographs, which help entertain terpsichorean Texans. H. J. Milligan, Wurlitzer music merchant of Houston, reports that a single phonograph in the Shangrai Inn has clocked off 90,000 plays without a single service call, beyond changing of records and cashbox reliefs. Above is a view of the phonograph in operation, with Texans dancing to the melodies emitted by the hard-working but unweakening Wurlitzer phonograph.



ROCK-OLA'S ten pins

THE BOWLING GAME FOR '40



ROCK-OLA'S ten pins for popularity

The kind of popularity that's spelled with full C-A-S-H B-O-X-E-S every week. Rock-Ola's bowling game meets with public approval everywhere and assures Ten Pins of fast continuous earnings. This 100% legal skill game has started a new fun fad. Everyone is playing Ten Pins—cash in now. Wake up your locations and heap up your profits with Rock-Ola's 1940 Ten Pins.

OPERATORS' REPORTS PROVE TEN PINS HAS SUSTAINED PLAYER APPEAL

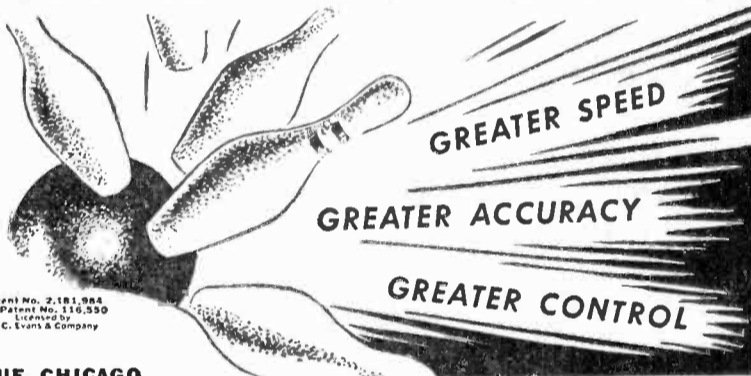
"Taking in more money from Ten Pins cash boxes now than four months ago."

"Ten Pins will outlast 1940 by many months."

"My Ten Pins games growing in popularity every month. Ten Pins is a sure bet for long life and steady profits."

You, too, will agree with these reports when your locations start turning in big Ten Pins earnings.

A SAFE • LEGAL • PROFITABLE INVESTMENT



ROCK-OLA MANUFACTURING CORP., 300 NORTH KEDZIE AVENUE, CHICAGO

Genco Big League Creates Avalanche

CHICAGO, March 9. — Interest in Genco's new game, Big League, was so great during the past week that it precipitated an avalanche of wires, letters and phone calls for immediate delivery, report Genco, Inc., officials.

"This is what I call action," exclaimed Meyer Gensburg, president. "It's action with a capital A. Big League got the jump on the baseball season and is now so far in the lead that operators throughout the country just can't get enough of them. Big League's earnings are terrific, according to reports flooding my office. Everyone wants quantity shipments in a hurry. We have stepped up

Razzle-Dazzle

CHICAGO, March 9.—Inquiry was made of the Chicago office of *The Billboard* this past week in regard to a game known as Razzle-Dazzle. The gentleman calling was desirous of getting further information in regard to the game. Anyone knowing who manufactured the game is requested to write *The Billboard*, 54 W. Randolph street, Chicago.

our production schedule to its highest peak and still we can't put them out fast enough to satisfy the demand."

Genco's other game, companion to Big League, is Big Town, which is still doing wonders on all locations, say officials. Both games have sensational action and irresistible appeal for players, it is reported.

New Lines to Silent Sales Co.

MINNEAPOLIS, March 8. — William Cohen, head of the Silent Sales Co., reports that his firm will handle the Keeney Anti-Aircraft Machine Gun and that his company will have all or parts of the following States: Illinois, Iowa, Minnesota, Wisconsin, Montana, North and South Dakota.

Cohen reports that his firm has in turn appointed the Montana Sales Co. distributor in Montana; also Mack & Co. have been named distributors in parts of Wisconsin. Silent Sales will handle the rest of the territory from Minneapolis and thru branch offices. Cohen expects to hold showings of the new product throughout the territory shortly.

He also announced that he is now handling the Rock-Ola line of phonographs. "They have met with a wonderful reception," he says, "and repeat orders are gratifying."

Cohen reports that the Face Saratoga is outselling all other console model tables. He also declares that Pace's new modernistic fortune-telling scale has met with hearty approval.



SCIENTIFIC GAMES' Bowling Alley on location is watched intently by patrons. Above is a crowd viewing the all-mechanical game made by Scientific Games Corp., Brooklyn.

BOWL 'EM OVER

with

STRIKES and SPARES

New snappy-action Symbol Ticket Bowling Board. 145 Winners — 136 Consolation Awards. Colorful! Flashy! Gets attention-anywhere.

No. 1625 (Semi-thick) 1600 Holes
Takes in - - \$80.00 | GROSS \$40.13
Average Payout 39.87 | PROFIT

PRICE EACH | Write for Catalog of other Profit-Makers
\$7.28



HARLICH MFG. CO. 1413 W. Jackson Blvd. Chicago, Ill.

BADGER'S RECONDITIONED PHONOGRAPHS AND LEGAL MACHINE BARGAINS

All Guaranteed Ready to Operate. Due to Marketing Fluctuations, Please Write for Our Latest Low-Price Quotations. Write for Our New Catalog Showing More Than 500 Reconditioned Machine Bargains. Send for Free Copy Today.

BADGER NOVELTY COMPANY MILWAUKEE, WIS.
2546 N. 30TH STREET.

ORDER YOUR

BALLY TRIUMPH * GENCO BIG LEAGUE AND BIG TOWN * CHICAGO COIN HOME RUN * STONER BASEBALL AND GROETCHEN IMP

From
KENTUCKY SPRINGLESS SCALE CO. INC. LOUISVILLE, KY.
512-514-516-518 So. 2nd St.

Advertise in The Billboard—You'll Be Satisfied With Results.

A WORD TO THE WISE!!

As shipments of CASINO GOLF go forward we make this important announcement to the entire industry:



CASINO GOLF is sweeping the nation! Your territory may still be open!! So WRITE, WIRE OR PHONE

THE "REAL-STROKE" GOLF CLUB AND OTHER NOVEL FEATURES OF CASINO GOLF ARE FULLY PROTECTED UNDER U. S. PATENT AND COPYRIGHT LAWS!



A.M. WALZER CO. *Midland Bank Bldg. Minneapolis, Minn.*

IT'S NEW! IT'S SENSATIONAL! HEADS OR TAILS THE FIRST REALLY DIFFERENT COUNTER GAME IN 50 YEARS!



Player actually matches HEADS or TAILS of his own coin! Coin is set and shows Odds! Coin appears in front window just as player inserts it! PROVEN A TREMENDOUS MONEY-MAKER ON LOCATION! RUSH YOUR ORDER QUICK!

1975 1/2 Deposit, Balance C. O. D.

EX-RAY

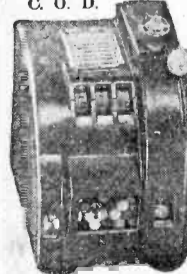
TOKEN PAYOUT Ball Gum Dispenser, interchangeable to non-payout if desired. Perfect for any territory. 1c or 5c. Cigarette or Beer 8-rips. Extra large ball gum display. A WINNER.



3450 1/2 Dep., Balance C. O. D.

Jiffy

Penny cigarette game as only Sicking recommends! Modern design. Small in size. New mechanism. Extra large gum display. Instantly convertible to 1, 5, 10 or 25c play.



1975 1/2 Deposit, Balance C. O. D.

SICKING, INC.
1401 CENTRAL PARKWAY, CINCINNATI, O.

Buy-Board Idea In Free-Play Game

CHICAGO, March 9.—The buy-the-board feature, introduced in Bally Mfg. Co.'s Sport King multiple pay table, is now available to free-play game operators, according to George Jenkins, Bally sales manager.

"The buy-the-board feature is proving so successful in Sport King," Jenkins said, "that we have gone into production on Sport Special—a de luxe four-multiple game with all the features of Sport King, including the buy-the-board feature, but without the \$45 top reserve."

"The buy-the-board feature simply provides a visible record of coins played—a record which resets to zero whenever a winning game is scored. When the record climbs to 40 without a reset all seven selections are guaranteed and every one of the 28 pockets is a sure winner. We designed the feature as a kind of futurity consolation to insure 'stick-with-it' repeat play. But the public had other notions about the feature. So

we see players pumping one coin after another into the chute—without shooting the ball—just to push the coin indicator up to 40."

Mills Announces New Appointments

CHICAGO, March 9.—Vince Shay, sales manager of Mills Novelty Co., has announced the appointment of John P. Ryan as manager of the Southwest territory. Ryan, known as Midge to many in the industry, has a fine background for his new promotion. He began at Mills about 12 years ago as a sales correspondent.

Second announcement by Shay was that the Automatic Music Co., Kansas City, Mo., would henceforth carry the Empress and Throne of Music phonographs in stock as well as display them in the firm's headquarters. "Operators and others in this section of the country who haven't as yet seen the new Mills phonographs should be sure to visit Automatic Music," stated Shay.



BERT LANE Says:

BIG LEAGUE

THAT'S THE GAME FOR BIG TIME EARNINGS!

SEABOARD SALES, INC.

619 Tenth Ave., New York
Phone, Wisconsin 7-5688



BALLY ALLEYS DREW BIG CROWDS at the Cleveland Sportmen's Show. The bowling games were placed on the exhibition floor by the Modern Automatic Exchange, Inc., Cleveland distributor for the Bally Mfg. Co. game.

HERBERT E. MILLS

Coin Controlled Amusement Equipment

617 So. Rampart St.
New Orleans, La.

FREE PLAY GAMES

- LOT-O-FUN\$40.00
 - BOWLING ALLEY\$60.00
 - MR. CHIPS\$50.00
 - TRACK RECORD\$70.00
 - PICK 'EM\$35.00
- Inquiries on Games not listed given prompt attention.
Examination at receiving point allowed.

SKEE-BALL-ETTE

WHAT'S WORTH HAVING
IS WORTH WAITING FOR!

Production proceeding at top speed!
Collection reports and the avalanche
of orders prove—

it's Terrific!

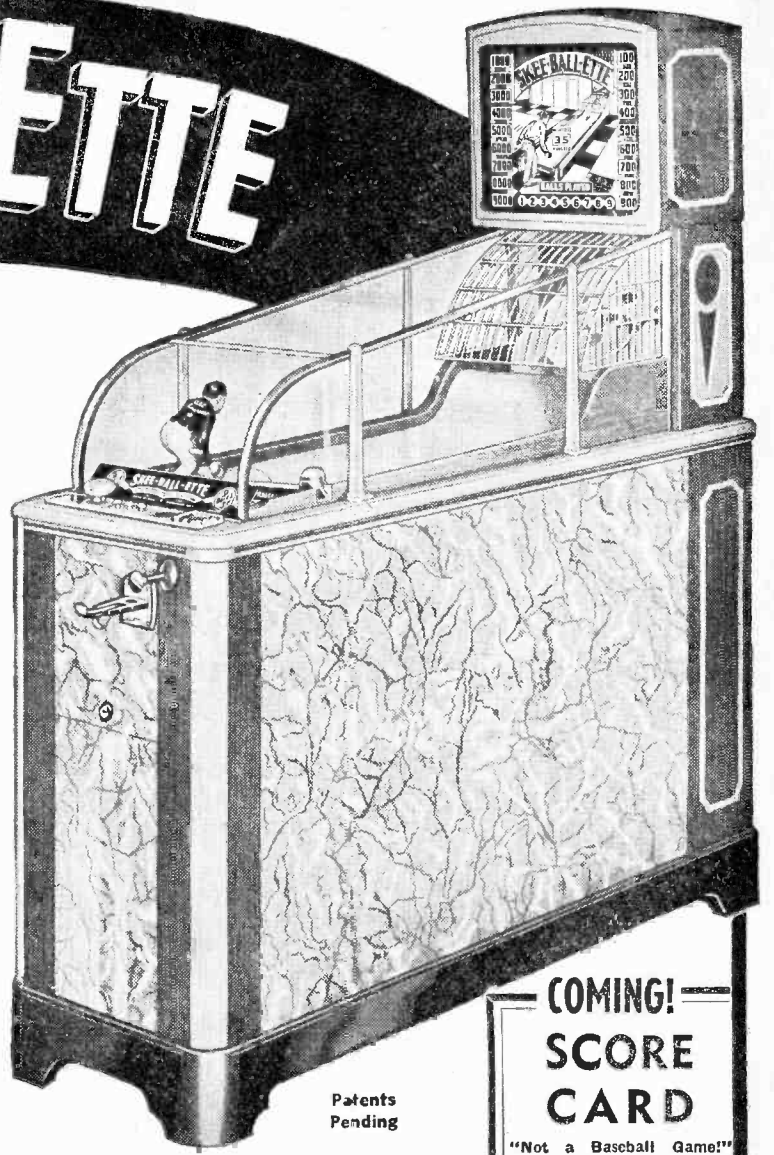
HIGH SCORE—WEEKLY HIGH SCORE
NOVELTY or FREE PLAY (Convertible)

See Your Distributor

D. GOTTLIEB & CO.

2736-42 N. PAULINA ST.

CHICAGO

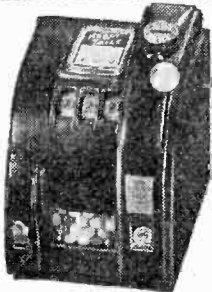


Patents Pending

COMING!
SCORE
CARD

"Not a Baseball Game!"

**HEADS
OR
TAILS**



The only counter game ever built where the coin is an integral part of the game itself. A TERRIFIC SENSATION! Actually **DOUBLES** and **TRIPLES PROFITS** on ordinary locations! RUSH 1/3 Deposit QUICK! We Ship Balance C. O. D. F. O. B. Minneapolis, Minn.

1975

SILENT SALES COMPANY
SILENT SALES BLDG.
MINNEAPOLIS, MINN.

J. H. WINFIELD CO.
1022 Main St. BUFFALO, N. Y.

BUFFALO'S

distributor of

Wurlitzer Phonographs

and Coin Operated Amusement Machines of Leading Manufacturers.

A good display of new and reconditioned Novelty and Free Play Machines on hand at all times.

FREE PLAY

- | | |
|-------------------------|---------------------------|
| 4 Rebound . . . \$34.50 | 2 Mr. Chips . . . \$49.50 |
| 6 Big Six . . . 54.50 | 2 Conquests . . . 34.50 |
| 1 Scoop . . . 44.50 | 2 Sports . . . 49.50 |
| 1 Vogue . . . 39.50 | 2 Follies . . . 59.50 |
| 1 Chubbie . . . 24.50 | 1 Lucky . . . 59.50 |
| 1 Up & Up . . . 24.50 | 4 Cowboys . . . 39.50 |
- 1/3 Deposit.

SOUTHERN DIST. CO.
628 Madison, MEMPHIS, TENN.

**Western Deluxe
Baseball Sales Up**

CHICAGO, March 9.—"I'm going around in circles," states Sales Manager Don Anderson of Western Products, Inc., "mainly because we're so busy here trying to keep shipments going out as fast as orders are coming in. Our Deluxe Baseball machine has been skyrocketing again so far as sales are concerned.

"True as it is that there never has been any one season for this big earning baseball machine, for it has been a top attraction 52 weeks a year for nigh onto three years, sales on it have been in-

creasing during the past few weeks. Of course, with major league training camps in session and spring just around the corner, the hot-stove leagues are beginning to get impatient. They want action.

"Operators in every part of the country are giving them as much action as they can take with Western Deluxe Baseball machines. It looks as if Baseball will set a record for having the longest life and perhaps biggest earning power of most machines. If any game can be called a hit Western's Deluxe Baseball certainly can."

**Ace Amusement Is
New Keeney Distrib**

BOSTON, March 9.—Officials of Boston's Ace Amusement Co., Inc., and its branch office, Supreme Cigaret Service Inc., New Rochelle, N. Y., commenting on their recent appointment as distributor for the newest release of the J. H. Keeney & Co. factory, Anti-Aircraft Machine Gun, stated: "We are extremely happy to act as distributor for Keeney's new Anti-Aircraft Machine Gun thruout New England (except Connecticut) and Westchester and Rockland counties, N. Y.

"The reaction among operators in these territories to the new Keeney release has been most favorable. In fact, we are being swamped with orders for the machine. Operators feel that it's one of the greatest legal devices they've ever seen."

**PHONOGRAPH
BARGAINS**

1/3 Certified Deposit, Balance C. O. D.

- | | |
|-------------------------|----------|
| Wurlitzer 24 | \$129.50 |
| Wurlitzer 616 | 79.50 |

Grille, \$10.00 Extra

- | | |
|-----------------------------|--------|
| Seeburg Mayfair | 185.00 |
| Seeburg Casino | 155.00 |
| Seeburg Regal | 165.00 |
| Seeburg Gem | 139.50 |
| Seeburg Royale | 119.50 |
| Seeburg Rex | 109.50 |
| Seeburg Model A | 29.50 |
| Seeburg Model B | 29.50 |
| Mills Dancemaster | 14.50 |
| Mills Swing King | 19.50 |
| Rock-Ola 12 | 27.50 |
| Rock-Ola Standard | 175.00 |
| Rock-Ola DeLuxe | 185.00 |

MILWAUKEE COIN MACHINE CO.

1455 W. Fond du Lac Ave.,
MILWAUKEE, WIS.

**BARGAIN
THE METAL TYPEWRITER**

6 reconditioned and ready to operate. Will sacrifice at \$135.00 each. F. O. B. Oakland, Calif.

MILLS SALES COMPANY, LTD.

1640 18th Street, OAKLAND, CALIF.

ADVERTISE IN THE BILLBOARD—YOU'LL BE SATISFIED WITH RESULTS.

BARGAIN LIST

We list below the various slightly used machines we have to offer which are offered subject to prior sale. Prices are effective March 16, 1940.

- | | |
|--|----------|
| FREE PLAY | |
| 1 Mills 1-2-3 Fruit Reels | \$84.50 |
| 1 Mills 1-2-3 Animal Reels | 84.50 |
| 2 Bally Eureka | 39.50 |
| 1 Topper | 39.50 |
| 1 Vogue | 47.50 |
| 1 Rebound | 45.00 |
| 1 Chevron | 23.50 |
| CONSOLES AND 1-BALL AUTOMATIC PAYOUT | |
| 2 Seeburg Ray-O-Lites Chicken Sam | \$120.00 |
| 2 Paces Races, CP, No. 5265-5568 | 85.00 |
| 2 Paces Races, CP, No. 4572-4680 | 80.00 |
| 1 Galloping Domino, 138 Model, CP, Large Odds Drum | 110.00 |
| 1 Bally Skill Field | 42.50 |
| 1 Skill Time | 89.50 |
| 1 Lucky Lucre, Cash & Metered | 127.50 |
| 1 Mills 25c Dice | 62.50 |
| 1 Rays Track | 22.50 |
| 3 Grand Nationals | 117.50 |
| 1 Air Race | 12.50 |
| 1 Bally Darby | 10.00 |
| 1 Garom | 10.00 |
| 1 Thistledown | 75.00 |
| COUNTER GAMES | |
| 1 Columbia Bell | \$ 27.50 |
| 1 Challenger | 17.50 |
| 3 Model F Targets | 12.50 |
| 1 Penny Pack, Coin Div. Model | 10.00 |
| PHONOGRAPHS | |
| 1 Rock-Ola Deluxe 1939 | \$225.00 |
| 1 Mills 1939, Like New | 237.50 |
| 1 Wurlitzer 312 | 37.50 |
| 3 Wurlitzer 412 | 37.50 |
| 1 Rock-Ola Imperial 20 | 87.50 |
| 1 Wurlitzer P-12 | 37.50 |

All orders must be accompanied by 1/3 certified deposit. Write us for your price on any new coin-operated machine that has been released by the respective manufacturer.

MOSELEY VENDING MACHINE EX., INC.
60 BROAD ST., RICHMOND, VA.
Day Phone 3-4511 - Night Phone 5-5328.

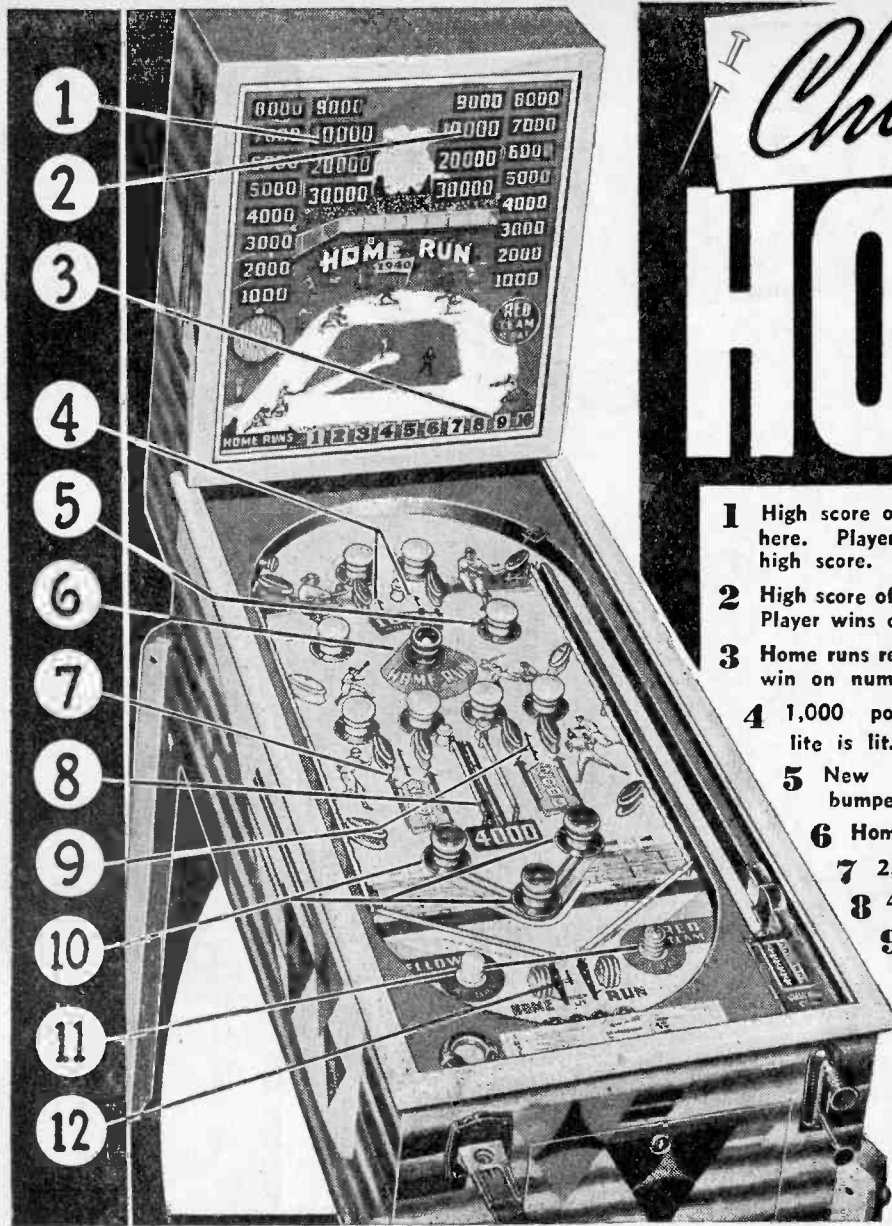
SAVOY'S WEEKLY SPECIALS RECONDITIONED and GUARANTEED

- FREE PLAY GAMES**
- | | |
|---------------------------------|---------|
| Big Six | \$55.00 |
| Thriller | 45.00 |
| Roller Derby | 57.50 |
| Headliner | 35.00 |
| Up & Up | 22.50 |
| Box Score | 20.00 |
| Double Feature | 22.50 |
| Majors | 22.50 |
| Cowboy | 32.50 |
| 5th Inning | 20.00 |
| Bally Gold Cup-1-Ball | 110.00 |

NOW DELIVERING!
Chicago Coin's
LATEST SENSATION
Convertible Free Play
HOME RUN
1940
THE GAME YOU NEED!
Phone or Call Today!!

- Western BASEBALL, 1939**
Light-Up Backboard,
Like New \$89.50
Original **PHOTOMATON**,
with Extra Parts 200.00
GROETCHEN METAL
TYPER, Fl. Sample 145.00
Scientific's Bowling
Alley 100.00
Pick-a-Pack 9.50
A.B.T. Challengers 16.50
A.B.T. Model "F" 19.50
Stands for A.B.T. 2.00

SAVOY VENDING CO. 651 ATLANTIC AVE. BROOKLYN, N.Y.



Chicago Coin's 1940

HOMERUN

- 1 High score of yellow team recorded here. Player wins on yellow team high score.
- 2 High score of red team recorded here. Player wins on red team high score.
- 3 Home runs recorded. Player may also win on number of home runs.
- 4 1,000 points if corresponding lite is lit.
- 5 New type super sensitive bumpers.
- 6 Home Run Bumper.
- 7 2,000 points if lit.
- 8 4,000 points at all times.
- 9 2,000 points if lit.
- 10 When lites are lit bumpers register 1,000.
- 11 Indicates team at bat (change after 10 bumps)
- 12 If lites are on, ball going thru gives Home Run

Top them all!

FREE GAME \$99⁵⁰
CHICAGO COIN MACHINE MFG. CO.

ATLAS VALUE PARADE

**OPERATORS—GET YOUR FREE PLAY GAMES FROM ATLAS—
 "ALWAYS A STOCK ON HAND" BOTH NEW AND THOROUGHLY REBUILT**

SPECIAL!!

Wurlitzer Mod. 51 Counter Mod. Phonograph, Marbletop, size 27"x18"x21"	\$56.50
Jennings Cigarola Model XV	97.50
Mills Vest Pocket Bells (Late Serials)	29.50
Groetchen Metal Typers (Including Name Plates)	159.50
Western Baseball—Free Play and Payout	134.50

PHONOGRAPHS

Seeburg Model A	29.50	Seeburg Plaza, 1939 (20 Rec.)	\$179.50
Seeburg Model B	32.50	Wurlitzer P12	37.50
Seeburg Model C	37.50	Wurlitzer 412	44.50
Seeburg Model H (Keyboard Selection)	49.50	Wurlitzer 616 (16 Record)	79.50
Seeburg K15 (15 Record)	69.50	Wurlitzer 616A	82.50
Seeburg Rex (20 Record)	109.50	Wurlitzer 716	74.50
Seeburg Royal (20 Record)	117.50	Wurlitzer 24 (20 Record)	132.50
Seeburg Gem (20 Record)	149.50	Mills Do Re Mi	29.50
Seeburg Regal (20 Record)	169.50	Mills Deluxe Dancemaster	24.50
Seeburg Casino, 1939 (20 Rec.)	159.50	Illuminated Grills	9.00
		Title Strips, 40c Per 2,000 Strips.	

TERMS: 1/3 Deposit — Balance C. O. D.
 Write for Complete List Free Play Games, Paytables, Counter Games, Consoles, Slots.
"QUALITY REBUILT GAMES FROM AMERICA'S LARGEST DISTRIBUTORS."
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 Associate Office: Atlas Automatic Music Co., 2982 E. Jefferson St., Detroit, Mich.

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Victory	65.00	El Dorado	49.50
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1/3 Deposit, Balance C. O. D., F. O. B. Baltimore, Md. Write for Prices on Any Equipment You Want Not Listed Here!

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OPERATORS: ADVERTISE IN THE SPRING SPECIAL AND TURN YOUR OBSOLETE EQUIPMENT INTO CASH

Banner Lauds Anti-Aircraft Gun

PHILADELPHIA, March 9.—"Keeney does it again—that's a mild way of saying that Keeney has produced a sensational new legal machine which is setting new earning records in every section of the country," stated an official of the Banner Specialty Co. "Without a question the new Keeney Anti-Aircraft machine will top the field."

"It is a timely machine and is excellently constructed, and most important, it is mechanically simple. It's a game that operators have dreamed about. Operators in this territory are wildly enthusiastic about the new machine and are clamoring for as many as they can possibly get their hands on."

"We are acting as distributors for Pennsylvania, Delaware and Southern New Jersey. We feel that the new machine will be the spark that sets off better, more profitable operation throughout this territory for many months to come."

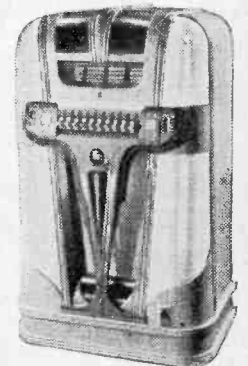
Oxleys of Iowa Visit Atlas Novelty

CHICAGO, March 9.—Among the many Iowa operators who have recently visited the Atlas Novelty Co. offices in Chicago was George Oxley, prominent coin machine man and long-time friend of

Eddie and Morrie Ginsburg, heads of the Atlas firm.

Accompanied by Mrs. Oxley, George spent several days in Chicago, inspecting machines at Atlas and being entertained by Eve Ginsburg. In appreciation of a fine time the Oxleys presented Miss Ginsburg with a bevy of beautiful American beauty roses.

EASTERN PENNSYLVANIA, CENTRAL and SOUTHERN NEW JERSEY, DELMARVA OPERATORS WE HAVE THEM

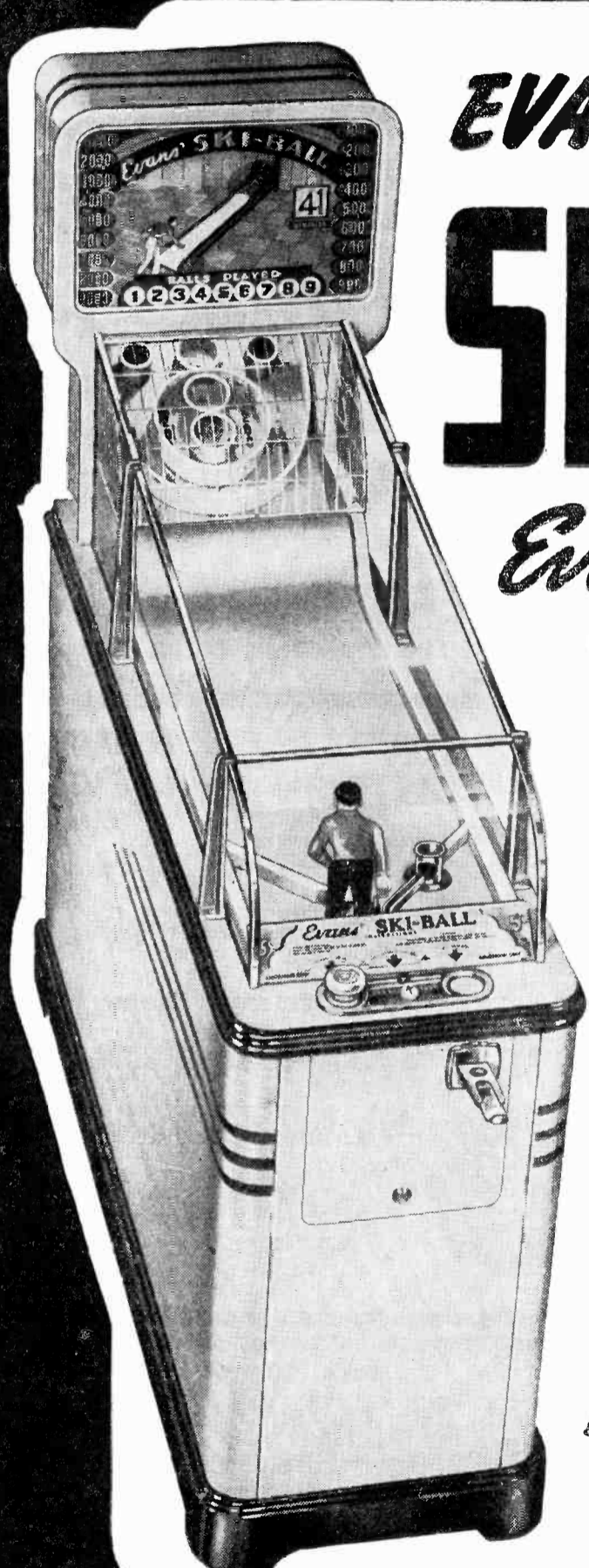


KEYSTONE NOVELTY & MFG. CO.
 26th & Huntingdon Sts., Philadelphia, Pa.

Distributors for **CENTRAL NEW YORK STATE**
 for Keeney's New
ANTI-AIRCRAFT MACHINE GUN
REX AMUSEMENT CO.
 710 Salina Street, Syracuse, New York
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KEENEY does it AGAIN!

NOW DELIVERING!



EVANS SENSATIONAL

SKI-BALL

Even Greater than-
TEN STRIKE

**MECHANICALLY PERFECT
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1. No Roll-Over Switches.
2. Automatic Ball Lift.
3. Manikin Action.
4. Speed Control.
5. Fully Automatic Scoring.
6. Novelty or Free Play convertible.
7. Fully Metered.
8. High Score—Weekly High Score.
9. Top Score-9,000
10. 9-Ball Action.
11. Shows Balls Played.
12. Lighted Instructions Panel.

LEGAL EVERYWHERE!

The most gorgeous, colorful, attractively lighted game in history! The perfect answer to the players' demand for skee action — fits into EVERY location EVERYWHERE! Evans' SKI-BALL is NEW, DIFFERENT, BETTER! It's the most fascinating MONEYMAKER you've ever seen. Designed to meet with the instant approval of the finest locations. The cabinet is so attractive that it is being termed "The most beautiful ever built." From EVERY STANDPOINT—in EVERY WAY—Evans' SKI-BALL is THE GAME YOU NEED! Don't hesitate—RUSH YOUR ORDER QUICK!!! GET BACK INTO THE BIG MONEY AGAIN!

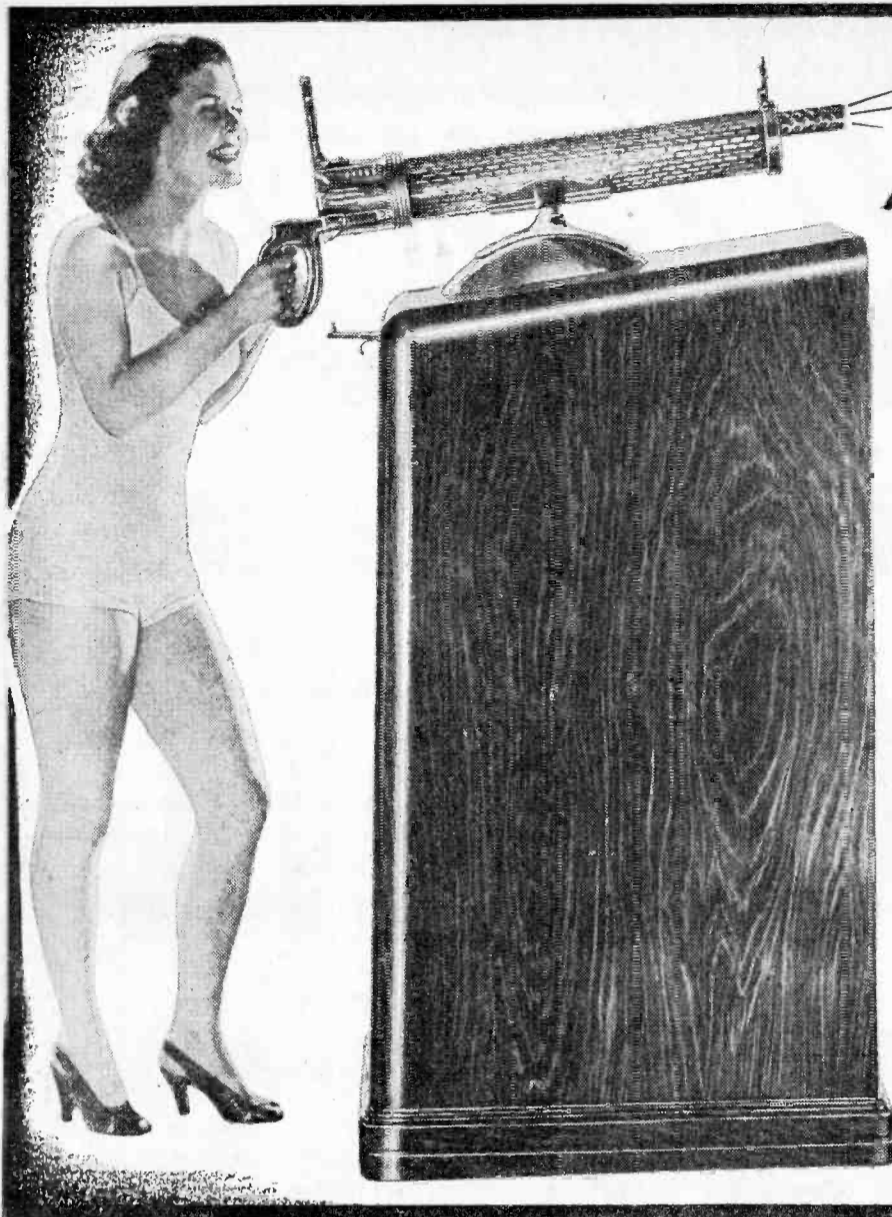
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FREE GAMES

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1-BALL AUTOMATICS

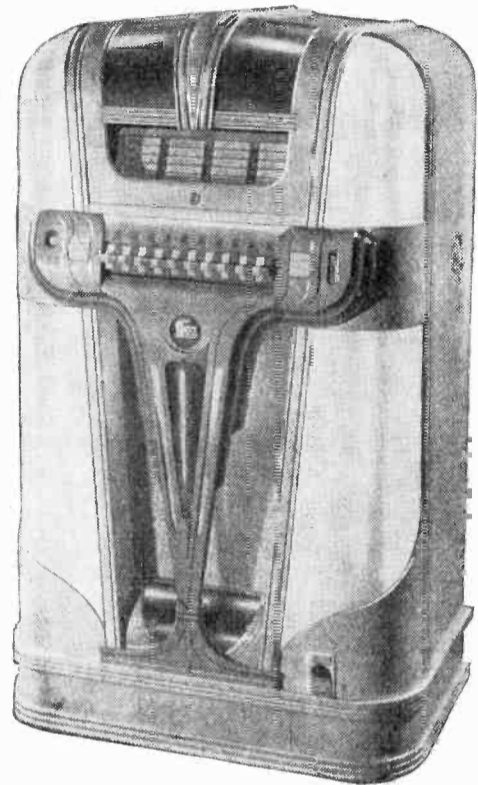
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| 60 MILLS 1-2-3'S | 10 FAIRGROUNDS |
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ALSO SLOTS, COUNTER GAMES, NOVELTY PIN GAMES AND MANY OTHERS! EVERY ONE GUARANTEED PERFECT! ALL MACHINES SUBJECT TO PRIOR SALE! HURRY! ACT NOW!!

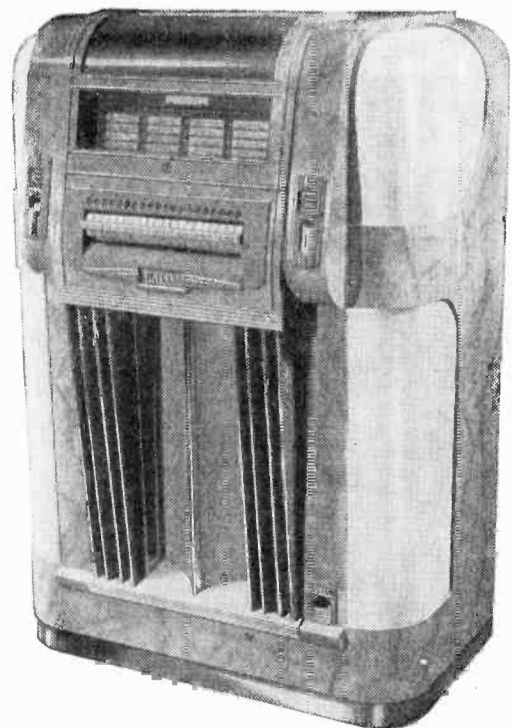
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205-15 FRANKLIN STREET - FAYETTEVILLE, N.C. *Cable Address COMSTO*

Mills Novelty Company, through its great distributor organization, presents the best phonographs on the market—

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These phonographs have been reconditioned by factory-trained men and are absolutely ready to place on location. Prices quoted above are ROCK BOTTOM.

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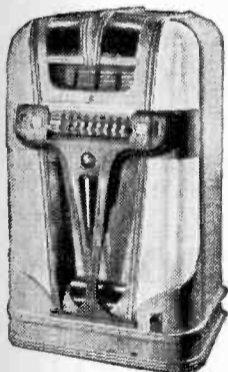
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HIT & WIN BUMPERS

sensational **BUY-BACK** feature

Daily TRIUMPH collections actually equal former weekly novelty-game earnings in same location! Continuous operation, week after week since January Show, proves long-life repeat-play appeal of revolutionary new **BUY-BACK FEATURE** . . . tantalizing **FUTURITY SCORE SYSTEM** . . . play-stimulating **HIT-AND-WIN BUMPERS!** Remember, TRIUMPH is a regulation 5-ball novelty or free-play game—not reserve type or multiple—yet earnings exceed best Bally Reserve records by three to one! **Get your share! Rush your order to your favorite jobber—or wire factory for complete amazing details and price! Do it now!**



QUICK CHANGE ON LOCATION FROM FREE PLAY TO NOVELTY
44 IN. BY 22 IN.

SPORT SPECIAL

FREE-PLAY "BUY-THE-BOARD" MULTIPLE



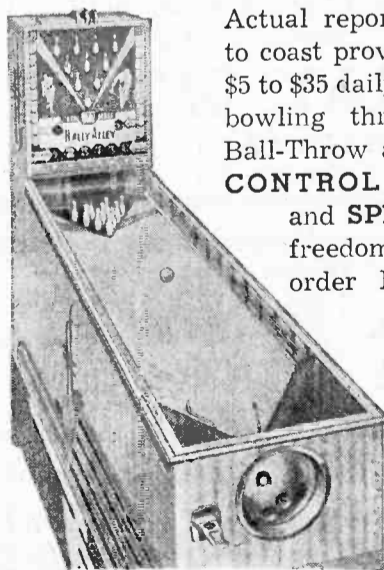
All the high-speed money-making features, precision engineering, de luxe style of Bally's famous pay-tables . . . plus trouble-free 4 - **MULTIPLE FREE-PLAY COIN - CHUTE** and the new sensational "**BUY-THE-BOARD**" FEATURE with earning power at least triple average multiple profits! Operate as one-shot or 5-ball game—a gold mine either way!

Order SPORT SPECIAL now!

TABLE OR CONSOLE

BALLY ALLEY

earns \$5 to \$35 daily profit

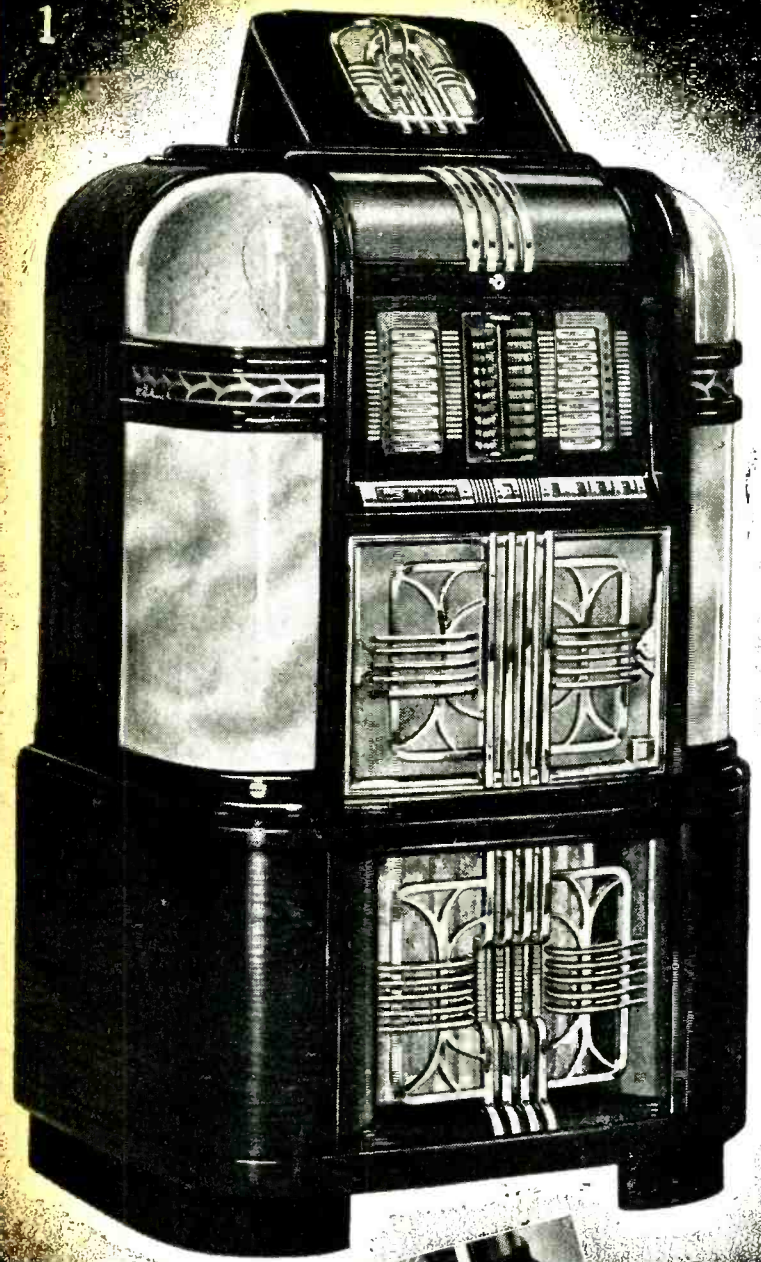


Actual reports from operators coast to coast prove **BALLY ALLEY** earns \$5 to \$35 daily—thanks to **REALISTIC** bowling thrills, **BOWLER'S GRIP** Ball-Throw and **FULL PLAYER CONTROL** over aim, "English" and **SPEED**. For steady profits, freedom from legal worry—order **BALLY ALLEY** now.

NEW 1940 MODEL NOW READY—WRITE FOR DETAILS

Write for folders on **SPORT KING, DANDY, BULL'S EYE**

BALLY MFG. COMPANY
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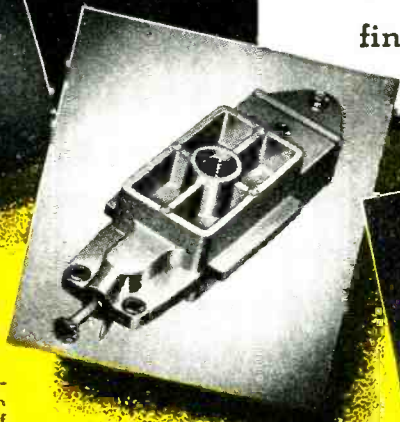
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HIGH FIDELITY
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**IS THE GREATEST TONE
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Here is tone reproduced with all the warmth and pulsating life of the original performance. Rock-Ola brings you, your locations, and public true tone reproduction. Supreme listening satisfaction . . . clear . . . flawless . . . thrilling. Isn't it easily understandable, therefore, why the 1940 Rock-Ola is applauded everywhere for fine performance and exceptional cash returns!



Complete patron acceptance and play appeal are increasingly dependent upon TONE. The Auditorium Speaker on the Super Model has full carrying power in the largest of rooms and makes true tone beauty possible by the conservation and proper distribution of the all-essential high notes which are ordinarily absorbed by natural room obstructions.



For further perfection and accuracy of tone reproduction, all 1940 Rock-Ola Super and Master Models come equipped with a scientifically constructed built-in Tone-Resonating Chamber. This sensational advancement eliminates the ordinary distortion caused by tone traps and vibration.



Every mechanical unit affecting sound and tone balance has been engineered to combine peak efficiency with clear reception for full player enjoyment. Rock-Ola's metal encased Crystal Pick-Up assures finest tone possible.



Another example of Rock-Ola perfection is 1940 Luxury Lightup Phonographs's the extra light die-cast aluminum Tone Arm. This is of the ventilated tangent transducer type and is supported by a special base for thorough insulation of vibration.

Rock-Ola High Fidelity Tone depends primarily upon the versatility of the 1940 Perfected Amplifier. An amazing mechanical unit sturdily constructed for dependable life-long service. Light . . . easy to handle . . . well ventilated, making possible a wider range, extended treble and bass boost at low volume.

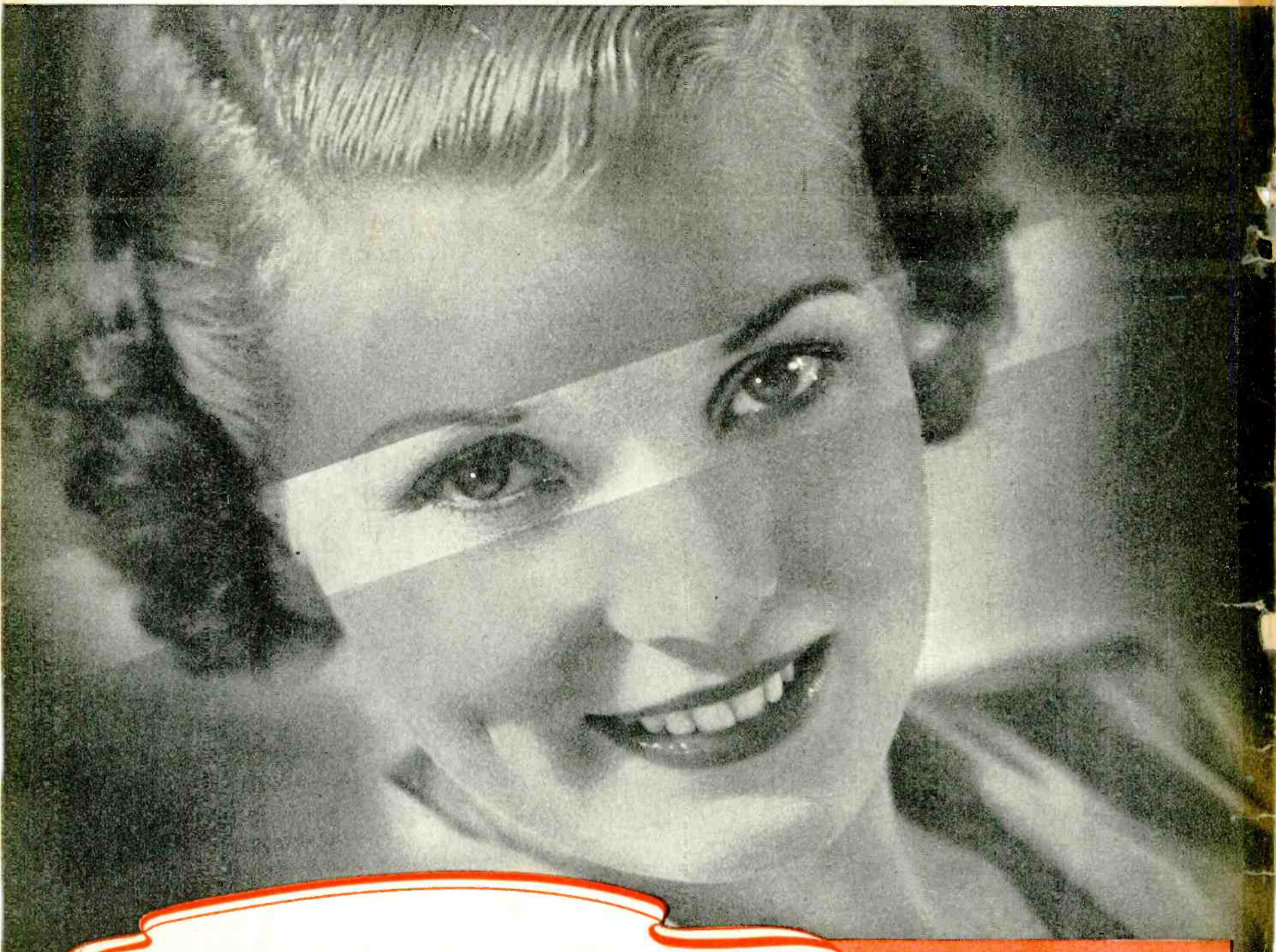
ROCK-OLA LEADERSHIP



ROCK-OLA MANUFACTURING CORP. 800 N. KEDZIE • CHICAGO

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Glamour Lighting



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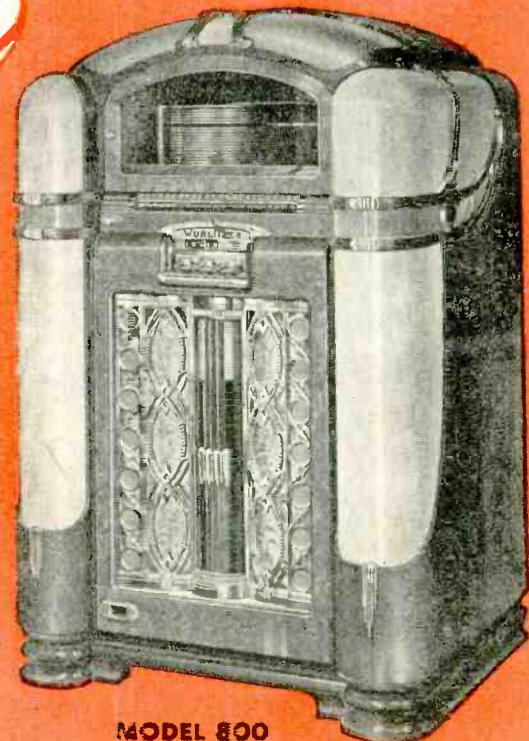
From their smartly styled cabinets to their Glamour Lighting, Wurlitzers are designed to delight the eye as well as the ear—double avenues to profit.

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