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April 13, 1940

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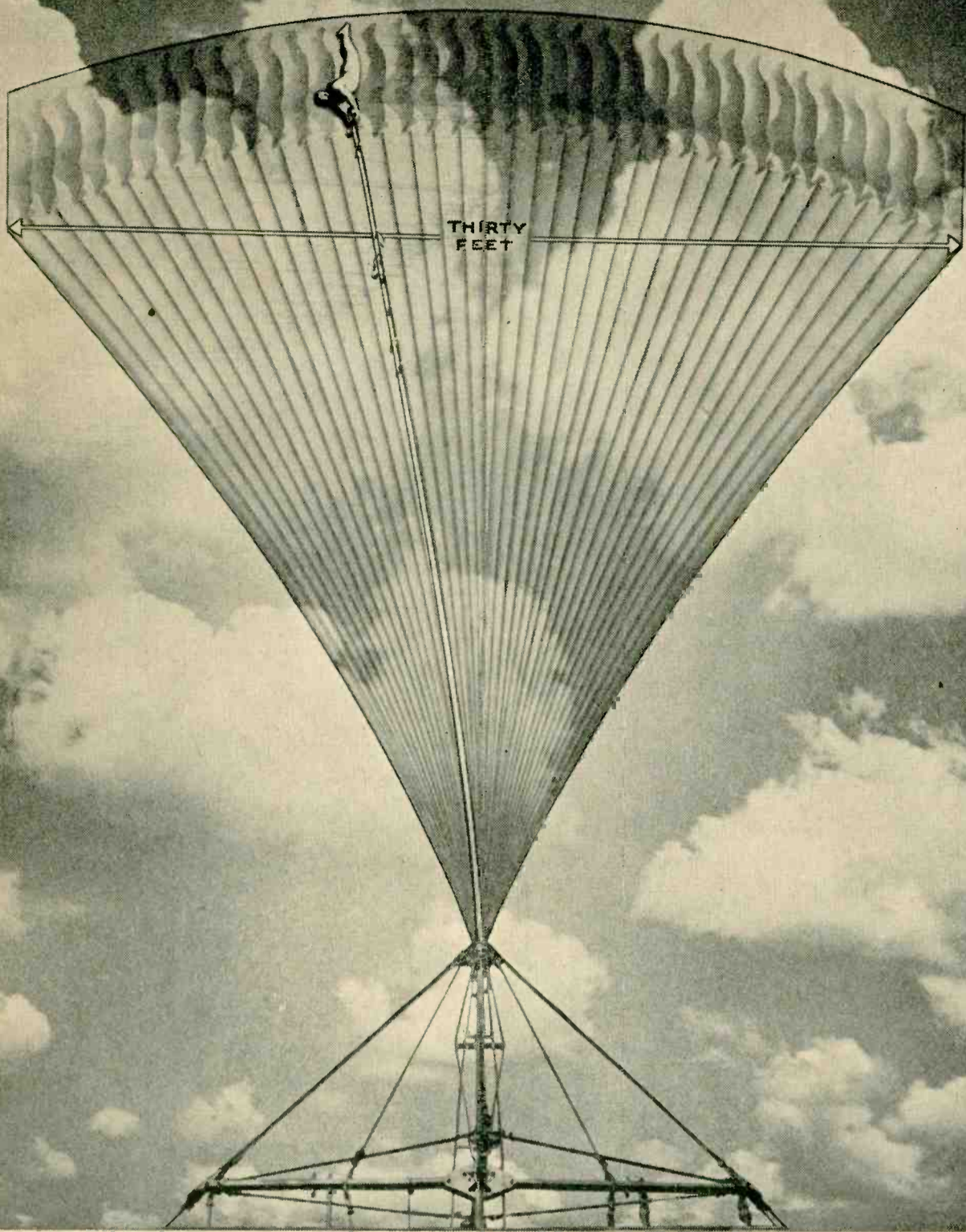
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# The Billboard

Vol. 52  
No. 15

April 13,  
1940

The World's Foremost Amusement Weekly

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## OUTDOOR OUTLOOK BRIGHT

### Film Name Units Are Readied Upswing Seen by Ops of Fairs, For Summer Vaudeville Tours Parks, Circuses and Carnivals

NEW YORK, April 6.—Several new units, many containing film names, are being offered for summer vaude tours. Already set by Music Corp. of America in the Brandt houses, beginning the week of April 18, is a unit containing Phil Regan, Dixie Dunbar and her Rhythmaires, Paul Remos and a band headed by Herman Timberg Jr. MCA is asking a guarantee and percentage.

The good reception of the Keystone Cop sequence in *Hollywood Cavalcade* has resulted in a Keystone Cop unit being formed, with Chester Conklin, Al St. John, Hank Mann and Snub Pollard. These oldtimers, now on their first date at the Gaiety, Portland, Ore., have a routine employing custard-pie throwing and other gags of the early screen comedies. Charles Allen, arranging the troupe's bookings in the East, is asking \$3,000 weekly.

Allen is also arranging a vaude junket for the leads of the *Lone Ranger* serials. Bob Livingston, in the title role, and

Chief Thunderbird, Tonto in the pic, are being paired.

Theatro dei Piccoli, marionet troupe, after its legit run at the Majestic Theater, will be shaved down to one hour's running time and will be routed into (See *FILM NAME UNITS* on page 22)

### Showman Slain In Ga.; Jewell's Murder Recalled

MACON, Ga., April 6.—Another murder of a carnival showman confronted Georgia authorities on discovery of the bludgeoned body of George E. Haverstick, 74, penny arcade operator with Franks Greater Shows. Robbery is suspected (See *SHOWMAN SLAIN* on page 127)

Rising industrial status, good crop prospects, taste of early biz and continuation of world's fairs cause confidence which is reflected in added investments

CINCINNATI, April 6.—The big tents, red wagons, glistening trucks, scenic railways, swim pools, grand stands and midway are on the verge of an excellent season. Present conditions considered, it should be far and away ahead of the rather spotty and so-so period of 1939. This is the consensus of operators of fairs, parks, circuses and carnivals, as expressed in opinions to *The Billboard*. An improved industrial status over the nation and encouraging crop prospects have been discerned. Heavy expenditures to meet anticipated demands for entertainment is outdoor showdom's response to the annual call.

Continuation of the two world's fairs

will add to maintained interest in fair-dom and all indications are so favorable, barring effect of possible war, that attractions budgets are up and costly improvements quite general, is the finding of executives of fairs. Park ops, always with an eye to weather effects, believe better economic conditions justify considerable added investment and will result in a profitable season.

With only an occasional note of timidity, circus impresarios in general believe that the running start attained by business this spring over that of a year ago can presage only a corresponding improvement in biz for the white tops. Owners and managers of carnivals, whose optimism is always exceeded only by their business ingenuity in getting over rough spots, have preferred to forget the adversities of '39. Surveys of their tentative territory made by many have perked them up, and early openings have augured well.

#### Fair Plants Improved

"Reports indicate that fairs thruout the nation will enjoy a season equally as good if not better than last year," said L. B. Herring Jr., president of the International Association of Fairs and Expositions and secretary-manager of South Texas State Fair, Beaumont. "Many fairs are improving their plants and widening the scope of visual education exhibits. Entertainment programs offered patrons of fairs are greatly improved in quality. In my opinion, the two world's fairs in New York and San Francisco are making the general public more fair-minded."

Frank H. Kingman, secretary of the International Association of Fairs and Expositions and secretary of Brockton (Mass.) Fair said: "I have just completed a month's trip, visiting secretaries of 18 of our largest fairs. Excluding the effect of possible war, I believe major fairs will have a good year."

"Los Angeles County Fair, Pomona, (See *OUTLOOK BRIGHT* on page 129)

### R-B Start Unusually Large

### Crowd of 12,000 Heavy on Dress-Ups and Celebrities

Performance runs more than four hours but will be pruned—Alfred Court with big animal group tops imported and new talent—"Marco Polo" spec lavish

NEW YORK, April 6.—An unusually large crowd for an opening night—12,000—heavy on dress-ups and celebrities, attended the debut of Ringling Bros. and Barnum & Bailey Circus in Madison Square Garden last night. Shortly after 8:35 p.m. they heard Equestrian Director Fred Bradna blow his whistle signaling the start and four hours and 10 minutes later were still there to hear the strains of Bandmaster Merle Evans' exit march. About an hour will be trimmed from the performance within a day or two and from the chopping more speed and snap will inevitably result.

Tops in the parade of imported and new talent is Alfred Court and his huge aggregation of wild animals presented in a matched display in three cages, clocking 29 minutes, with cut already on the way. Competing with him for general appeal in an entirely different bagful of tricks is Massimiliano Truzzi, a great juggler and a still greater showman, who runs the gamut of prop usage, including big knives and torches, and climaxes his stunt by tossing large rubberized spheroids to the upper pews and accepting their return with a small stick held in his mouth. He works solo.

Inaugural spec, billed as *The Return of Marco Polo*, is a rich looking pageant costumed and produced by Max Weldy, designer noted for his creations in the original *Folies Bergere* and Casino de Paris productions in France. In an appropriately thin thread of continuity, a picked regal group, led by the king, enacted by Truzzi, the returning adventurer is welcomed at the court, in this case Stage No. 1, the center spot being occupied by Alfred Court's big cage. It

is a lavish procession that should draw its quota of ahs in every geography. Frenchman Court works a unique mixture of black jaguars, black panthers, mountain lions, pumas, spotted leopards and spotted panthers, persuading them into rarely seen formations and tableaux, several of which are spotlighted at almost equal intervals. Flanking him in the outer rings are May Kovar and Fred-

erick Olsen with an assemblage of Berber lions, polar bears, black bears, black jaguars, Great Danes, Bengal tigers and giant ocelots. Thruout this monster production—and it is a production of continental genius—the trainers, and (See *R-B START* on page 46)

### Another Climax For Ticket Code

NEW YORK, April 6.—Week-end may see another climax for the theater ticket code, with the independent brokers threatening a "strike" rather than accept discipline from the League of New York Theaters and Actors' Equity Association, who administer the code, while the League, having received personal assurance from 10 of its most active producers, stands by its guns to (See *TICKET CODE CLIMAX* on page 22)

### N. Y. Expo's 37 Million

Shows-Specs Bring \$4,747,485; Villages, \$1,066,434; Rides and Games, \$1,267,947; Eating Tops

Showbiz accounts for about 8 million and girl shows about 10 p. c. of shows-specs revenue, rides doubling sexdom—eat shops refreshments over 12 million

NEW YORK, April 6.—About \$8,000,000 was spent by customers on show business at the New York World's Fair last year, an amount second only to results from the eating pews, which drew down approximately 12,000,000 smackers from a hungry paid admission population of

nearly 26,000,000 people. The nine girl shows, with about \$500,000 in the till, didn't do much better than the combined take from games and were half as alluring as the rides, which grossed nearly \$1,000,000. The gals succeeded in getting only about 10 per cent of the shows-

specs total.

Foreign pavilion chow spots did an approximate \$5,000,000 take, refreshment stalls about the same. Exhibitors with a sales privilege attracted about \$4,000,000, transportation accounted for about as much and miscellaneous stands took in better than 2,500,000 smackers. Villages went past the million-dollar mark and the games magnetized \$337,000 in currency. State participation revenue laid a big egg. Billy Rose's whatchamacallit was about six times better than its nearest attraction competitor and the next nine in ranking were *Railroads On Parade*, Mike Todd's *Hot Mikado*, Jessel's Old New York village, Merrie England village, Frank Buck's Jungland, the (See *N. Y. EXPO'S* on page 126)

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# B'WAY BOOKING BATTLE

## Bookers Check Every Angle in Sizing Up Attractions --- Press, Records, Grosses, Radio Time

By PAUL DENIS

NEW YORK, April 6.—Network programs, phonograph record sales, vaude-film and ballroom grosses and newspaper publicity are some of the factors taken into consideration by bookers of the Stem vaude spots when sizing up acts and bands for their houses. These factors are in addition to talent, of course. Competition among key vaude houses is so keen that bookers have been more aggressive than ever before in seeking for new, promising talent and also in bidding for established acts and bands. As a result, the main Broadway rivals, the Paramount and the Strand, book their attractions often three and four months in advance and fill in supporting acts later. Loew's State has a film-booking problem that sets the pace for the supporting vaude show, and, as a result, booker Sidney Piermont usually books only two or three weeks ahead.

The Radio City Music Hall and the Roxy, using the house ensembles as a base for their shows and adding only four or five outside acts each week, have a different type of booking problem.

Because films, revues, radio commercials and class night clubs keep a lot of good talent busy continuously, and because vaude bookers can no longer offer enough consecutive bookings to name acts, acts in the \$1,000-and-up class and bands of the \$5,000-and-up class are not easy to get.

The Paramount and the Strand compete vigorously for attractions all the time. When Glenn Miller's Band was coming up last year, the Paramount just barely nosed out the Strand for it. When Kay Kyser came along hot, MCA let the two big houses fight it out, finally giving Kyser to the Strand at the biggest salary the house had ever paid a band, \$10,000. A tough film booking,

in which the film, was changed for Kyser's second week, rolled up a disappointing gross during Kyser's run, incidentally.

Now both houses are bidding for Orrin Tucker's Band with Bonnie Baker, which opened yesterday at the Waldorf-Astoria. On attractions that are particularly hot at the moment, the Strand and the Paramount often permit the attraction to select the film. Percentage deals, however, are avoided by all Broadway vaude-filmers, which don't like the idea of "letting the agents or performers look at our books." In a few instances, when (See *PARA, STRAND*, on page 25)

## Battle of Shows Hypos Business; 3 Different Bills

DETROIT, April 6.—Adapting the familiar battle of music stunt, the Club San Diego is offering a Battle of Shows for two weeks. Stunt opened Monday to better-than-average business.

Three rather than two shows are used, at 10, 11:30 and 12:30, and running about 40 minutes each. No acts repeat from one show to the other, so that, in effect, it amounts to a one-a-day date from the talent standpoint. The second show is an all-colored revue.

Alexander's Band holds over for all three shows. The club is being booked thru the Gus Sun office.

## Season's Over for Name Acts In Miami Area; But There Are Still Many Niteries Operating

MIAMI, Fla., April 6.—Summer will soon be here, and over on the beach night-club activities will be confined to the Paddock, Belmont, Mother Kelly's, Kit Kat, Nut Club and El Chico. The Cafe de la Paix will have a local band Saturdays. The Hollywood Beach Hotel continues dancing on an open terrace.

Tom Williams will take over the Paddock again, bring back Tony Lopez, orchestra and floor show with a line of girls.

### No SRO?

REGINA, Sask., April 6. — Are churches going theatrical? A reporter phoned a local minister for information about Easter services and was informed that there had been a "full house."



Thinking Out Loud About the Band Business

## Sunday Name Bills Clicking Already At Met, Providence

PROVIDENCE, April 6. — Encouraged by near-capacity houses which attended Easter Sunday premiere of *Sunday Star Parade* shows at Metropolitan Theater, John E. Nowlan, Boston backer, headlined Harry James and Louis Prima orks and Abbott and Costello, Lee Dixon and six standard turns Sunday (31).

With 5,000-seat house scaled from 40 cents matinees to \$1.10 top at nights, Nowlan hopes to turn the dark Metropolitan into a one-day-a-week money-maker. Plans call for a 16-week trial. Ford Agency, Boston, is booking the shows.

## Flood Top Pa. Show; OK Biz Later, Maybe

WILKES-BARRE, Pa., April 6.—Vaudeville, motion pictures and night clubs are playing second fiddle to the top attraction in this area—the flood. With possible patrons cut off when the swollen river took all but one bridge leading to neighboring Kingston, Forty Fort, Plymouth and Nanticoke, many of the spots are merely biding time.

However, they feel that just as soon as the river recedes they will get a good play, since people who have been kept on edge for the past week will want to relax.

IT is unnecessary for a band leader to be a good or even a passable musician. Woe be to him if, however, he is not a good businessman or at least permits his affairs to be handled by men who are not talented in the arts of bargaining and commerce. These are truths that are well known, but sometimes we wonder whether men actually engaged in the business of fronting and piloting bands realize as much as they should that band business is big business and the biggest single item in the flesh amusement category. Failure to achieve this realization usually results in a band staying at the bottom or touching the top for a few glorious moments in the eternity of show business and swiftly hitting the bottom again—and staying there.

We are not that ambitious that we seek to teach bandmen and their personal managers how to run their business. Even if we were qualified by reason of practical experience it is doubtful whether such a complex subject could be taught by theoretical equations and blackboard scrawlings. With the possible exception of the exploitation and selling of popular tunes we doubt whether there can be found in the whole show business set-up a business that is as intangibly complex as that of managing and selling bands. The man who sells bands with any degree of success has to be a genius in the department of remembering names, places and situations. He has to have the patience of a Job, the drive of a dictator, the shrewdness of a Balkan diplomat and the energy of a coolie. And after he achieves all of these he has to possess the fortitude and stamina to laugh off the ravages of band-booking stomach. Which is perhaps only another name for the kind of stomach that represents the answer to the physicist's search for a perpetual-motion machine.

Some months ago we called attention here to the fact that the band business is booming like it never was. A triumph of understatement as are the opening words of today's pillar sterling specimens of facts too well known to bear repetition. The point to be made at this time is that the band business is still climbing to dizzy heights of activity. The result is that today the larger booking offices are faced for the first time since the boom with an actual shortage of bands for the spring and summer. This boom will help to make the top-notchers among the bands achieve even higher salaries than the record figures reached last year and it will provide plenty of profitable work for the low-gear bands. If there will be any suffering at all financially it will be among the big names that have little left but the reminiscent ring of their nickers and the sort of in-between bands that are too big to take any old job but are not well enough known nor good enough (See *SUGAR'S DOMINO* on page 22)

George Shelton will operate the Belmont Club with the same policy as last summer, with a show, including a line of girls.

There will be no chorus at the Nut Club, but Lew Mercur will import a new cast of comics. Mercur says he will swap shows with his Nut Club in Pittsburgh.

George Wells and Paul McCastland are considering adding a floor show this summer. Don Quintana's Rumba Band has already been signed.

Mother Kelly will definitely stay open and may even have Owen and Parker stay over. Bennett Green also may remain. Last summer was the first time Kelly's closed during the warm months.

Pete Clifford and Tommy Clare will operate the Kit Kat all summer, after having waited all season for an all-night license. They've only been able to play music until midnight, and for a club that had the reputation in previous years of "no action til 4 a.m.," that was bad.

The 23d street sector will be represented by the Polo Club and maybe Harris Leveson's Riptide. There will be no Club Continental or Rumba Room.

During the season the night-club belt is widest at Miami Beach. During the summer, however, most of the clubs will be on the Miami side. The Royal Palm stays open with a floor show that is adequate. This summer may find all activities centered around the bar and adjoining terrace.

Club Ball, which was the Arena Bar last year, clicked immediately this season and will remain open during the summer. "Wingy," host here, plans to convert the parking lot alongside the club into a garden, with a floor show nightly. Al Delmonico may stay down

and supervise the cuisine, even tho his Piping Rock Club, Saratoga, is set to open in August.

Don Lanning's Tavern is another spot that never closes. It has impromptu entertainment or a turn or two on the dance floor to a local band.

Ball and Chain is now a night club, with floor shows and band. Jimmie's Bar and Jeff's are two other bistros in that section now enjoying a flourishing business. The Drum may remain open, for in summer Emil Melanson sings best. (Mel built the club because he liked to sing in one.) "Nobody," he says, "can throw me out of my own joint."

There are any number of smaller bars on both sides of the bay which manage to eke out an existence, and there are also several dives which attract only the curiosity seekers, most of them out-of-towners.

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# JOHN BARRYMORE TOPS

## Cross - Section Theatrical Vote Names Him Greatest Performer

Poll to name "five greatest performers you have ever seen" won handily by stage and screen player—Charles Chaplin, Helen Hayes, Paul Muni, Enrico Caruso are next

NEW YORK, April 6.—A representative cross-section of people from all theatrical fields, polled by *The Billboard*, chose John Barrymore, Charles Chaplin, Helen Hayes, Paul Muni and the late Enrico Caruso, in that order, as the five greatest performers ever seen by those voting. The question used in the poll read as follows: "Please list, in your order of preference, the five greatest performers (not performances) you have ever seen. They may be chosen from any branch of the show business, including films, the legitimate theater, radio, opera, concerts, music, the dance, recordings, bands, vaudeville, night clubs, burlesque, hotel spots, stock, circus, carnival, ice shows, showboats, etc."

Eighty-six voters from all branches of the theatrical field participated in the vote. Choice was limited to five to avoid too great a diffusion of votes and to create as clear-cut a decision as possible. Five points were awarded for a first-place mention, four for a second, three for a third, two for fourth and one for fifth.

Following the five leaders were Arturo Toscanini, George M. Cohan, Al Jolson, the late Sarah Bernhardt and Fred Allen.

The vote was all the more a tribute to the winners when it is considered that the voters named 152 different performers, and only 37 of these received 10 points or more. The list of those chosen by each voter, together with a full recapitulation of the standings of all those who received votes, will be found elsewhere in this issue.

Barrymore won with a good lead of nine points, scoring 86 against 77 for Chaplin, the runner-up. Early in the balloting Barrymore and Paul Muni ran nip-and-tuck, the lead switching from one to the other; but later Muni dropped back, being passed by Chaplin and Miss Hayes. Chaplin closed with a spurt to take second, his late balloting partly accounted for by votes coming in from the West Coast.

The result is a tremendous tribute to Barrymore, showing that his recent publicity has failed to erase the memory of the greatness of his earlier work. As a matter of fact, several of those voting for him ruled out his recent stage appearance, and many referred specifically to his performance as Hamlet. The result is also a tribute to Chaplin, particularly considering that he has created just one character, that of the famous little tramp, while Barrymore, Miss Hayes and Muni have many and varied characterizations to their credit. Miss Hayes, the only living woman in the first 10, received the bulk of her 70 points from supporting positions. She was given only four first-place votes, as against seven for Barrymore, and six for Muni, who, with 64 points, placed just behind her in the totals. Miss Hayes, on the other hand, had nine votes for fourth place and five for fifth, this accounting for much of her voting strength.

Perhaps the greatest tribute in the entire poll, however, was that accorded Caruso. The great tenor (who may be literally called immortal if this poll is any criterion) died on August 2, 1921—19 years ago—yet the power of his vocal greatness seems still to be as vivid as it

was when he was alive. He was far and away the highest ranking among deceased performers, receiving almost twice as many points as Mme. Bernhardt.

Toscanini, in sixth place, followed by only a single point, receiving 52 to Caruso's 53, and was in turn closely followed by Cohan, who is in seventh place with a total of 50. These two were consistent thruout the poll, and always up with the leaders, opening a large gap between themselves and the rest of the field. This is shown by the fact that Jolson, in eighth place, received 29 points, 21 less than Cohan. Mme. Bernhardt is ninth with 27 and Fred Allen closes the first 10 with a 20-point total. Allen was the only radio name—with the exception of Toscanini—to rate in the first 10.

The remainder of the list is a roster of theatrical immortality, with marquee and history-book names galore, 152 of them. That so many should be named by the voters, however, was only natural, since there was such a wide field to choose from. The real surprise is that under the circumstances, the leaders should have scored as many points as they did. Almost all the theatrical great are included somewhere in the final standings—enough to provide material for arguments and discussions for the next 10 years.

Following are the individual votes:

### George Abbott

(Legit producer, director and playwright)

1. John Barrymore
2. Helen Hayes
3. Katharine Cornell
4. Greta Garbo
5. Jeanne Eagles

### Kelcey Allen

(Drama critic, "Women's Wear Daily")

1. John Barrymore
2. Raymond Massey
3. Edward G. Robinson
4. Helen Hayes
5. Blanche Bates

Comment: Barrymore for his Hamlet; Massey for *Abe Lincoln in Illinois*; Robinson for *Juarez and Maximilian*; Miss Hayes for *Victoria Regina*; Miss Bates for *Under Two Flags*.

### Brooks Atkinson

(Drama critic, "New York Times")

- Equal votes for:  
 Forbes-Robertson  
 John Barrymore  
 Helen Hayes  
 Katharine Cornell  
 Edith Evans

Comment: I can't grade these real



artists numerically. Each one is tops in certain parts.

### Dick Bard

(Press agent, WNEU)

1. W. C. Fields
2. Paul Muni
3. Arturo Toscanini
4. Bill Robinson
5. Charles Chaplin

Comment: Too bad you don't include "greatest showman," because Rudy Vallee would surely be counted in.

### Mark Barron

(Drama editor, The Associated Press)

1. W. C. Fields
2. Tallulah Bankhead
3. Joe Cook
4. Bill Robinson
5. Al Jolson

Comment: These five are my selections assuming that you mean the five who can move with most effectiveness from one field of entertainment to another and do equally well in almost any one of the amusement branches. For instance, I think Fields, while he is king of comedy, can make me weep with some of those occasional moments of pathos he gets into his performances as quickly as he can make me laugh with his funny inspirations. And Miss Bankhead, along with her brilliant performances in both comedy and serious drama on the stage, can be equally effective whether leading drawing-room chatter at a cocktail party or participating in actors' labor union quarrels or fighting to win some relief for the suffering of the Finns.

### John Barrymore

(Actor)

1. Henry Irving
2. David Warfield
3. Charles Chaplin
4. Eleanora Duse
5. Marie Dressler

### Mitchell M. Benson

(Assistant program director, WOR)

1. Bert Williams
2. Leo Ditrichstein
3. Ted Lewis
4. Arturo Toscanini
5. Helen Hayes

Comment: I have based my selections on the manner in which these people mastered their chosen profession. I considered timing, sensitivity, ability to be convincing, and of course showmanship, the true foundation of the entertainment business.

### Phil Bloom

(Vaudeville department, Music Corp. of America)

1. Will Fyffe
2. Marian Anderson
3. Paul Muni
4. Helen Hayes
5. Raymond Massey

Comment: Also Noel Coward, Spencer Tracy, Yehudi Menuhin, Lionel Barrymore and Mickey Rooney.

### James J. Brennan

(Vice-President, IATSE)

1. Caruso
2. Sarah Bernhardt
3. John McCormack
4. Pavlova
5. Orson Welles (for that one performance of Mars)

Comment: I should like to give credit to Silvers Oakley and Marcelline and class them among the great performers I have seen and worked with.

### Billy Bryant

(Director of Billy Bryant's Showboat)

1. George M. Cohan
2. Gertrude Lawrence
3. David Warfield
4. Helen Hayes
5. Paul Muni

Comment: Cohan, by all means. His *I'd Rather Be Right* and *Ah, Wilderness* were outstanding.

### Eddie Cantor

(Comedian)

1. Charles Chaplin
2. Al Jolson, and also Will Rogers
3. Caruso
4. Mickey Rooney
5. Marie Dressler

### Frank Capra

(Film director)

1. Charles Chaplin



READING from top to bottom, in the order named, the first five winners of *The Billboard's* "Five Greatest Performers" poll are John Barrymore, Charles Chaplin, Helen Hayes, Paul Muni and Enrico Caruso.

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### The Five Greatest Performers

(As Chosen in a Cross-Section Poll of the Theatrical Field)

Following are complete point scores in the poll for the five greatest performers within the experience of those voting. It is based on a total of 86 ballots representing a cross-section of the theatrical field. Individual choices of those voting are listed on this page and the pages following.

Five points were awarded for a first-place mention, four for a second, three for a third, two for a fourth and one for a fifth. A total of 152 performers were named in the poll, with 37 receiving 10 points or more.

<b>JOHN BARRYMORE</b> .....	<b>86</b>
<b>CHARLES CHAPLIN</b> .....	<b>77</b>
<b>HELEN HAYES</b> .....	<b>70</b>
<b>PAUL MUNI</b> .....	<b>64</b>
<b>ENRICO CARUSO</b> .....	<b>53</b>

Arturo Toscanini..... 52	Elisabeth Bergner..... 5	Marilyn Miller..... 3
George M. Cohan..... 50	Blondin..... 5	Paul Robeson..... 3
Al Jolson..... 29	Rae Dooley..... 5	Edward G. Robinson..... 3
Sarah Bernhardt..... 27	Eddie Dowling..... 5	Rudy Vallee..... 3
Fred Allen..... 20	Irene Dunne..... 5	Amos 'n' Andy..... 2
Lionel Barrymore..... 19	Will Fyffe..... 5	Fred Astaire..... 2
Katharine Cornell..... 19	Mary Garden..... 5	Blanche Bates..... 2
David Warfield..... 19	Martha Graham..... 5	Wallace Beery..... 2
James Barton..... 18	Marcelline..... 5	Bernie and Baker..... 2
Feodor Chaliapin..... 17	Yehudi Menuhin..... 5	Lucrezia Bori..... 2
W. C. Fields..... 16	Alla Nazimova..... 5	Lucienne Boyer..... 2
Otis Skinner..... 16	Ellen Terry..... 5	Pablo Cassales..... 2
Bette Davis..... 15	Abbott and Costello..... 4	Irene Castle..... 2
Greta Garbo..... 15	Margaret Anglin..... 4	Irene and Vernon Castle..... 2
Anna Pavlova..... 15	Tallulah Bankhead..... 4	John Drew..... 2
Marie Dressler..... 14	Harry Bauer..... 4	Ruth Etting..... 2
Will Rogers..... 14	Alice Brady..... 4	Douglas Fairbanks Sr..... 2
Mickey Rooney..... 14	Ronald Coleman..... 4	Jascha Heifetz..... 2
Sonja Henie..... 13	Joe Cook..... 4	George Jessel..... 2
Ted Lewis..... 13	Lotta Crabtree..... 4	Charles Laughton..... 2
Spencer Tracy..... 13	Leo Ditrichstein..... 4	Adelaide Neilson..... 2
Bert Williams..... 13	Mrs. Fiske..... 4	Charles Siegrist..... 2
Marian Anderson..... 12	Edwin Forrest..... 4	Kate Smith..... 2
Kirsten Flagstad..... 12	Jimmy Hussey..... 4	Toto..... 2
Richard Mansfield..... 12	Gertrude Lawrence..... 4	The Great Wallendas..... 2
Lunt and Fontanne..... 11	Robert Mantell..... 4	Frederick Warde..... 2
(In addition:	Burgess Meredith..... 4	Louis Armstrong..... 1
Alfred Lunt..... 3	Adelina Patti..... 4	Ethel Barrymore..... 1
Lynn Fontanne..... 2)	Paul Whiteman..... 4	Cherkassof..... 1
Holbrook Blinn..... 11	Ed Wynn..... 4	Gary Cooper..... 1
Walter Huston..... 11	Maude Adams..... 3	Donald Duck..... 1
Edwin Booth..... 10	La Argentina..... 3	Jeanne Eagles..... 1
Bing Crosby..... 10	Albert Basserman..... 3	Clark Gable..... 1
Harry Lauder..... 10	Nora Bayes..... 3	Harry Houdini..... 1
Lily Pons..... 10	Jack Benny..... 3	Henry Hull..... 1
Henry Irving..... 9	Fannie Brice..... 3	Joe Jackson..... 1
Raymond Massey..... 9	Maurice Chevalier..... 3	Emil Jannings..... 1
Judith Anderson..... 8	Charlotte Cushman..... 3	Harald Kreutzberg..... 1
Bill Robinson..... 8	Paul Draper..... 3	Kay Kyser..... 1
Eddie Cantor..... 7	Edith Evans..... 3	Nate Leipsig..... 1
Eleanora Duse..... 7	Maurice Evans..... 3	Beatrice Lillie..... 1
Elia Kazan..... 7	Johnston Forbes-Robertson..... 3	Florence Malone..... 1
Frank Tinney..... 7	Benny Goodman..... 3	Victor Moore..... 1
Sophie Tucker..... 7	Sascha Guitry..... 3	John Perona..... 1
Robert Donat..... 6	Walter Hampden..... 3	Harry Richman..... 1
Fred Stone..... 6	Tom Keene..... 3	Ludwig Satz..... 1
John Charles Thomas..... 6	Fritz Kreisler..... 3	Phil Spitalny..... 1
Frank Van Hoven..... 6	Sam Levene..... 3	Rudolph Valentino..... 1
Ethel Waters..... 6	Joe E. Lewis..... 3	Orson Welles..... 1
King Baggott..... 5	John McCormack..... 3	Louis Wolheim..... 1
Edgar Bergen..... 5		

- Helen Hayes
- Chaliapin
- Pablo Cassales
- Toscanini

#### Harry Carey (Actor)

- Elisabeth Bergner
- Henry Irving
- Maude Adams
- Helen Hayes
- Marcelline

#### Robert Coleman (Drama editor "New York Daily Mirror")

- John Barrymore
- Alice Brady
- The team of Alfred Lunt and Lynn Fontanne
- Judith Anderson
- Maurice Evans

Comment: It is difficult to limit the great to five. Others who certainly merit the all-great team are Margaret Anglin, for her Greek revivals, Al Jolson, Nora Bayes, the Great Wallendas, Clyde Beatty, Emma Bunting, Gypsy Rose Lee and Paul Whiteman (early band). It's tough to keep to five.

#### Benito Collada (Owner and manager El Chico, New York night spot)

- Paul Muni
- Marie Dressler
- La Argentina
- Lucrezia Bori
- Spencer Tracy

#### Alton Cook (Radio editor, "New York World-Telegram")

Equal votes for:  
 Fred Allen, radio  
 Charles Chaplin, movies  
 Arturo Toscanini, concert  
 Paul Whiteman, dance music  
 Helen Hayes, stage

Comment: I can't make up my mind about the order—please rate them even.

#### Joe Cook (Comedian)

- Frank Tinney
- Otis Skinner
- James Barton
- Charles Siegrist
- Joe Jackson

#### Kyle Crichton ("Collier's Weekly")

- Charles Chaplin
- Marcelline
- Frank Van Hoven
- Bernie and Baker (as an act)
- Cherkassof (Russian film star)

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#### Jack Curtis (Agent)

- George M. Cohan
- Walter Huston
- Holbrook Blinn
- Richard Mansfield
- Chaliapin

#### Bette Davis (Actress)

- Helen Hayes
- Katharine Cornell
- Marian Anderson
- Kirsten Flagstad
- John Barrymore

#### Eddie Dowling (Actor and producer)

Equal votes for:  
 Charles Chaplin  
 Rae Dooley  
 John Barrymore  
 Helen Hayes  
 Eleanora Duse

Comment: I can't name the five greatest; I don't think anyone honestly can. However, these are a few I think swell.

#### Paul Dullzell (Executive secretary, Actors' Equity Association)

- Richard Mansfield
- Lotta Crabtree
- Tom Keene
- Maurice Evans
- Katharine Cornell

#### Orrin E. Dunlap Jr. (Radio editor, "New York Times")

- Harry Lauder
- Sonja Henie
- Lily Pons
- Irene Castle
- Arturo Toscanini

#### Arthur Fisher (Booker)

- Caruso
- Toscanini
- Charles Chaplin
- Eleanora Duse
- James Barton

#### Donald Flamm (President, WMCA)

- John Barrymore
- Lionel Barrymore
- Albert Basserman
- Lucienne Boyer
- Ludwig Satz

#### Daniel Frohman (Dean of legit producers)

- Edwin Booth

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**Lee Garmes**  
(Cameraman)

- Helen Hayes
- Robert Donat
- John Barrymore
- Spencer Tracy
- Gary Cooper

**Frank Gillmore**  
(President Associated Actors and Artistes of America)

- Ellen Terry
- Minnie Maddern Fiske
- John Barrymore
- Charles Chaplin
- Helen Hayes

**George A. Godfrey**  
(Booker)

- Sarah Bernhardt
- John Barrymore
- Paul Muni
- Bette Davis
- Charles Laughton

**Ben Gross**

(Radio editor, "New York Daily News")  
 1. Caruso  
 2. Toscanini  
 3. Pavlowa  
 4. John Barrymore  
 5. Louis Wolheim  
 Comment: Caruso in *I Pagliacci*; Toscanini conducting an all-Wagner concert; Pavlowa dancing *The Swan*; Barrymore in *Hamlet*; Wolheim in *What Price Glory?*

**Uncle Jim Harkins**  
(Vaudeville and radio performer)

- Fred Allen
- Lionel Barrymore
- James Barton
- Marie Dressler
- George M. Cohan

**George Jessel**  
(Comedian)

1. George M. Cohan  
 2. Otis Skinner  
 3. Al Jolson  
 4. Caruso  
 5. George Jessel  
 Comment: If I chose anyone else I would be lying.

**John LeRoy Johnston**  
(Publicity director, Walter Wanger Productions)

1. George M. Cohan  
 2. Fred Stone  
 3. John Barrymore (in his prime, 1918)  
 4. Nazimova  
 5. Mickey Rooney  
 Comment: Cohan is the greatest figure

**Who Are Your Choices as Five Best?**

Readers of The Billboard are invited to send in their own choices for the five greatest performers they have ever seen. Those who voted in the poll, the results of which are published in this issue, were asked to do so because they represent a cross-section of the theatrical world. You don't have to agree with them, tho. Send in your own choices, and if enough are received the results will be run in a future issue.

Merely list, in your order of preference, the five greatest performers (not performances) you have ever seen. They may be chosen from any branch of the show business, including films, legitimate theater, radio, opera, concerts, music, the dance, recordings, bands, vaudeville, night clubs, hotels, burlesque, stock, circus, carnivals, ice shows, showboats or any other amusement field.

Votes should be sent to Poll Editor, The Billboard, 1564 Broadway, New York City. They must include the name and address of the voter.

of the theater; Nazimova is named for her performance in *War Brides*; Rooney is the most versatile performer in films.

**Jack Johnstone**  
(Radio director, Biow Co.)

1. John Barrymore  
 2. Charles Chaplin  
 3. Paul Muni  
 4. Jascha Helfetz  
 5. Florence Malone  
 Comment: Barrymore in *Hamlet*; Chaplin in *Modern Times*; Muni in *We Are Not Alone*; Helfetz's playing of *Waves at Play*; Miss Malone in the Radio Guild production of *Macropolis Secret*—since each attains greatness by particular performance.

**Jesse Kaye**  
(Booker, Fanchon & Marco)

1. Paul Muni  
 2. Helen Hayes  
 3. Charles Chaplin  
 4. Douglas Fairbanks  
 5. Rudolph Valentino  
 Comment: I wish this list were for 10 instead of five.

**King Kelley**  
(of Benny the Bum's, Philadelphia night spot)

1. Irene Dunne  
 2. Marie Dressler  
 3. Helen Hayes  
 4. Wallace Beery  
 5. Pianist in Rudy Vallee's Band.

**Nick Kenny**  
(Radio editor, "New York Daily Mirror")

1. Toscanini  
 2. George M. Cohan  
 3. Charles Chaplin  
 4. Amos 'n' Andy  
 5. Bing Crosby

**Jerry Lesser**  
(Radio actor and "Billboard" columnist)

1. King Baggott  
 2. John Barrymore  
 3. Charles Chaplin  
 4. Toto  
 5. Nate Leipsig  
 Comment: Baggott for his *Dr. Jekyll and Mr. Hyde* (first screen version); Barrymore for his performance as Francois Villon.

**Joe E. Lewis**  
(Comedian)

1. Al Jolson  
 2. George M. Cohan  
 3. Walter Huston  
 4. Spencer Tracy  
 5. George Jessel  
 Comment: If there were a sixth, it would be Groucho Marx.

**William Liebling**  
(Agent)

1. Ethel Waters  
 2. Ella Kazan  
 3. John Charles Thomas  
 4. Robert Donat  
 5. Henry Hull  
 Comment: I consider Ethel Waters' performance in *Mamba's Daughters* one of the greatest I've ever seen in my lifetime.

**Louis S. Lifton**  
(Director of advertising and publicity, Monogram Pictures Corp.)

1. John Barrymore  
 2. Enrico Caruso  
 3. Sarah Bernhardt  
 4. Helen Hayes  
 5. Charles Chaplin

**Leonard Lyons**  
(Columnist, "New York Post")

Equal votes for:  
 Lily Pons  
 Ella Kazan  
 Paul Draper  
 Sonja Henie  
 Sam Levene  
 Comment: My choices are limited to the contemporary scene only, because my interest in performers and performances began five years ago when I became a columnist.

**Edward B. Marks**  
(Head of E. B. Marks Music Co.)

1. Edwin Booth, tragedy  
 2. Adelina Patti, opera  
 3. Sarah Bernhardt, drama  
 4. Pavlowa, dance  
 5. Toscanini, conductor  
 Comment: In my humble opinion, having personally heard and seen them all on numerous occasions, it is a privilege for me to vote each in his or her class a place among the immortals of the stage.

**Harry Mayer**  
(Warner Bros. vaudeville booker)

1. Bette Davis  
 2. Paul Muni  
 3. Lionel Barrymore  
 4. Edgar Bergen  
 5. Kay Kyser

**A. J. McCosker**  
(Chairman of Board, Mutual Broadcasting System, and president of WOR)

1. George M. Cohan  
 2. Margaret Anglin  
 3. Walter Hampden  
 4. Rudy Vallee  
 (No fifth)

**Max Meyers**  
(Theater Guild)

1. Eddie Dowling

2. John Barrymore  
 3. Charles Chaplin  
 4. Rae Dooley  
 5. Helen Hayes  
 Comment: These people could do, and did do, everything—act—sing—dance. All were far removed from the ordinary, and still are tops to me.

**Glenn Miller**  
(Orchestra leader)

1. Spencer Tracy  
 2. Lionel Barrymore  
 3. Benny Goodman  
 4. Helen Hayes  
 5. Louis Armstrong

**E. C. Mills**  
(Chairman of the Administrative Board of ASCAP)

1. Richard Mansfield  
 2. David Warfield  
 3. John Barrymore  
 4. Frederick Warde  
 5. Blanche Bates  
 Comment: Mansfield for *Cyranos*; Warfield for *The Music Master*; Barrymore for *The Jest*; Warde for Shakespeare; Miss Bates for *The Darling of the Gods*. The field is too limited. There should be choices in each class.

**Worthington Miner**  
(Director)

1. Paul Muni  
 2. Judith Anderson  
 3. Greta Garbo  
 4. Spencer Tracy  
 5. Victor Moore

**William Morris**  
(Head of William Morris Agency)

1. Harry Lauder  
 2. Charles Chaplin  
 3. Holbrook Blinn  
 4. John Drew  
 5. John Barrymore

**Alfred H. Morton**  
(Vice-president in charge of television, NBC)

1. Otis Skinner  
 2. Enrico Caruso  
 3. Yehudi Menuhin  
 4. Irene and Vernon Castle  
 5. Spencer Tracy

**Joseph H. Moss**  
(Night club manager)


1. Helen Hayes  
 2. Paul Muni  
 3. Sophie Tucker  
 4. Al Jolson  
 5. Marilyn Miller

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**Arch Oboler**

(Radio and screen writer)

1. Marian Anderson
2. Arturo Toscanini
3. Alla Nazimova
4. Yehudi Menuhin
5. Harald Kreutzberg

**Sherling Oliver**

(Legit and radio actor and "Billboard" columnist)

1. Martha Graham
2. Greta Garbo
3. Sascha Guitry
4. Helen Hayes
5. Donald Duck

**John G. Paine**

(General manager, ASCAP)

1. Enrico Caruso
2. Robert Mantell
3. Fritz Kreisler
4. Paul Muni
5. Rudy Vallee

Comment: I head the list with Caruso because in his field he stands absolutely alone and above all others. The rest I have chosen because of the fact that they were, and are, not only great artists in their respective media, but also because of their great versatility and fine intelligence.

**John Perona**

(Owner and manager, El Morocco, New York night spot)

1. Paul Muni
2. Burgess Meredith
3. Greta Garbo
4. Bette Davis
5. John Perona (with a question-mark)

**Mary Pickford**

(Actress and film producer)

1. Pavlowa
2. Charles Chaplin
3. Bette Davis
4. Caruso
5. Helen Hayes

**Milton E. Pickman**

(Band manager)

1. Ted Lewis
  2. Sophie Tucker
- (No others given)

**Larry Puck**

(Agent, now with Columbia Artists, Inc.)

1. Charles Chaplin
2. Enrico Caruso
3. George M. Cohan
4. Fred Astaire
5. Helen Hayes

**Jo Ranson**

(Radio editor, "Brooklyn Eagle")

1. Katharine Cornell
2. Arturo Toscanini
3. Paul Muni
4. Enrico Caruso
5. Joe Cook

**Harry A. Romm**

(Agent)

1. Bert Williams
2. Ed Wynn
3. W. C. Fields
4. Paul Muni
5. David Warfield

**Billy Rose**

(Producer)

1. Chaliapin
2. Al Jolson
3. Fannie Brice
4. Charles Chaplin
5. Paul Muni

**Herbert I. Rosenthal**

(Executive vice-president, Columbia Artists, Inc.)

1. Arturo Toscanini
2. Lily Pons
3. Greta Garbo
4. Kate Smith
5. Charles Chaplin

**George Ross**

(Columnist, "New York World-Telegram")

1. Helen Hayes
2. Raymond Massey
3. Paul Robeson
4. Sonja Henie
5. Paul Muni

**John F. Royal**

(Vice-president, NBC)

1. Toscanini
2. Caruso
3. Sarah Bernhardt
4. Marilyn Miller
5. Al Jolson

**Damon Runyon**

(Columnist)

1. Holbrook Blinn
2. Al Jolson
3. Eddie Cantor
4. Frank Tinney
5. Katharine Cornell

**James L. Saphier**

(Radio agent)

1. Mickey Rooney
2. Walter Huston
3. Helen Hayes
4. Lunt and Fontanne
5. Ethel Waters

**Ben Schneider**

(Night club editor, "Women's Wear Daily")

1. John Barrymore
2. George M. Cohan
3. Paul Muni
4. Mickey Rooney
5. Clark Gable

**Julius F. Seebach Jr.**

(Vice-president in charge of programs, WOR)

1. Toscanini
2. Flagstad
3. John Charles Thomas
4. Pavlowa
5. Charles Laughton

**Edward Sherman**

(Booker)

1. Paul Muni
2. Abbott and Costello
3. Bette Davis
4. Katharine Cornell
5. Mickey Rooney

Comment: Abbott and Costello for their great performance and quick rise in radio and their sensational success in *Streets of Paris*.

**Robert Sisk**

(RKO film producer)

1. Alfred Lunt and Lynn Fontanne
2. Fred Allen
3. Frank Van Hoven
4. The Great Wallendas
5. George M. Cohan

**Louis Sobol**

(Columnist)

1. Paul Muni
2. Jimmy Hussey
3. James Barton
4. Judith Anderson
5. Ethel Barrymore

**Ed Sullivan**

(Columnist)

- Equal votes for:
- Enrico Caruso
  - Charles Chaplin
  - Edgar Bergen
  - George M. Cohan
  - Mickey Rooney

**Gus Sun**

(Head of Sun Booking Office)

1. Will Rogers
2. Lionel Barrymore
3. David Warfield
4. Marie Dressler
5. Bing Crosby

Comment: Will Rogers, a real actor and a real guy. Lionel Barrymore, a finished artist. Dave Warfield, only one Warfield. Marie Dressler, in a class by herself. Bing Crosby, artist, personality, everything.

**Lawrence Tibbett**

(Singer)

1. Toscanini
2. Chaliapin
3. Chaplin
4. Helen Hayes
5. Pavlowa

**Rudy Vallee**

(Orchestra leader)

1. Ted Lewis
2. Fred Allen
3. Maurice Chevalier
4. Bing Crosby
5. Paul Whiteman

**Rocco Vocco**

(President, Bregman, Vocco & Conn, music publishers)

1. Caruso
2. David Warfield
3. Charles Chaplin
4. Will Rogers
5. Bing Crosby

**David Warfield**

(Actor)

1. Blondin, tight-rope walker
2. Sonja Henie

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3. W. C. Fields
4. Bill Robinson
5. Houdini

**Charles Washburn**  
(Press agent)

1. George M. Cohan
  2. John Barrymore
  3. Alfred Lunt
  4. Lynn Fontanne
  5. Sarah Bernhardt
- Comment: Cohan in *Pigeons and People*; Barrymore in *Hamlet*; Lunt in *Idiot's Delight*; Fontanne in *Reunion in Vienna*; Bernhardt in vaudeville sketches of her plays.

**Robert M. Weitman**  
(Manager, Paramount Theater, New York)

1. Al Jolson
2. Eddie Cantor
3. Joe E. Lewis
4. Bill Robinson
5. Phil Spitalny (and his all-girl orchestra)

**Orson Welles**  
(Actor, director, producer)

1. Charles Chaplin
2. Chaliapin
3. Bert Williams
4. John Barrymore
5. Emil Jannings

**Sidney B. Whipple**  
Dramatic critic, "New York World-Telegram")

1. Sarah Bernhardt
  2. John Barrymore
  3. Otis Skinner
  4. Fred Stone
  5. The Lunts
- Comment: I include the Lunts because, as a team, their performance cannot be broken up. I would also like to list Mrs. Fiske, Maurice Evans, Ed

**ONTARIO HOTEL**

Well-Known Theatrical House

\$1.00 Up Daily

\$5.00 Up Weekly

620 No. State St., Chicago, Ill.

Wynn, Will Rogers, Katharine Cornell, Gertrude Lawrence, Beatrice Lillie and many others—but you've got a stiff limitation!

**Al Wilde**  
(Press agent)

1. Bing Crosby
2. Ronald Colman
3. Jack Benny
4. Ruth Etting
5. Harry Richman

**Arthur Willi**  
(RKO talent scout)

Equal votes for:

- Nora Bayes
- James Barton
- John Barrymore
- Kirsten Flagstad
- Will Rogers

Comment: The above are my choices for the tops in their respective endeavors. Please understand they are not to be considered listed in the order of importance.

**Dwight Deere Wiman**  
(Legit producer)

1. Mary Garden
  2. Harry Bauer
  3. Kirsten Flagstad
  4. Sarah Bernhardt
  5. John Barrymore
- Comment: The choice of Mr. Barrymore is based on his ability as a performer before his late return to the stage.



# TALENT REALLY SEES SPOTS

## Cigaret Spot Campaign Results In 150Gs Talent Nut So Far; More Due; 8 Stations in N. Y.

NEW YORK, April 6.—If the 2½-minute spot campaign started this week by the American Tobacco Co. for Lucky Strike cigarets proceeds at its present pace, it will result in one of the most amazing stories in the history of spot radio—if not radio itself. In behalf of its 2½-minute series—first described in *The Billboard* several weeks ago—Luckies is spending a considerable amount of money; but, unlike the average spot campaign, there is a heavy expenditure for talent salaries. So far it amounts to an estimated \$150,000. For a spot campaign, \$150,000 is an unprecedented salary budget. Likewise, in using its big names, including Mark Warnow, Barry Wood, Bea Wain, Orrin Tucker, Bonnie Baker and Kay Kyser, Luckies is doing the unusual. Talent expenditures involved in this spot series are considerably in excess of many network programs.

Lucky Strike spots are tied in with time announcements (a review of a typical spot will be found elsewhere in the radio department of this issue), with the time of day leading to the song ranking at the same number in the *Hit Parade* standings of the week. Thus, if it's 3 o'clock the song ranking number three is played or sung. *Parade* ranks the first 10; for 11 and 12 o'clock announcements "extras" are used, as is done on the *Parade* itself.

Full list of talent includes: Announcers Andre Baruch and Ben Grauer; Mark Warnow, Barry Wood, Bea Wain; The Hit Paraders, vocal group; Tucker, Miss Baker, Kay Kyser and the Kyser specialists, in addition to the bands

of each maestro. Speed Riggs, tobacco auctioneer on Luckies' various programs, is also used, as are eight announcers to do commercials. This means 10 announcers in toto.

Programs are aired by use of two records. One, cut at 33 and one-third revolutions per minute, is for the time and song ranking announcements. The other, cut at 78 r. p. m., has the 12 songs on it. After a song is announced on the first record it is picked up off the song platter. This system was adopted to avoid numbering each song specifically, since the positions vary each week. How much Luckies has to spend per week on recordings must naturally vary as songs go off the *Parade* and are replaced by new ones. No inconsiderable item in the budget is the producing of masters and pressings, done at RCA.

Musicians get \$18 for each song used. Warnow is using 24 men, Tucker is said to have about 15 and Kyser probably almost as many as Warnow. Conductors' salaries are anyone's guess. Vocalists are said to rate at least \$100 per tune. Announcers are paid, according to report, at the rate of AFRA scale per 15-minute show, with Grauer and Baruch topping this.

Also the campaign only started this week, the account of which Carl Stanton, of Lord & Thomas, is radio director, has already bought 300 spots on New York City stations. It is an incredible number of periods for a splurge of this type, and is the first time a two and a half-minute period has been used. Stations in New York are WEAJ, WJZ, WABC, WOR, WMCA, WHN, WNEW and WEVD.

### Tuckers Storm New York

NEW YORK, April 6.—Three local night spots are headlining performers named Tucker.

Tommy Tucker fronts the band at the Fiesta Danceteria; Sophia Tucker is on a return engagement at the Versailles, and Orrin Tucker is featured with his band at the Waldorf-Astoria.

### Clifford Fischer Drops "Folies" To Ready Expo Show

NEW YORK, April 6.—The Clifford Fischer revue, *A Night at the Folies Bergere*, will close after tonight's performance at the Forrest Theater, Philadelphia. This show played last year at the fair in San Francisco and opened a 12-week Eastern tour at the Broadway Theater here Christmas week. It played Boston three weeks before its two-week date in Philadelphia.

Future dates for several of the principals, Fred Sanborn, Les Shyrettos, Lalage and Lucienne and Ashour, are being lined up by the William Morris office.

Rehearsals for the new S. F. show start May 15. Fischer left here Monday for the Coast. Will use some of the showgirls he had in his *Folies* and also some of the talent that was in one of his units touring Australia until recently. Gertrude Hoffman Girls, with *Folies*, are not definitely set for the S. F. show. Diana Del Rio, Latin singer, joins the S. F. show, signed thru Fischer's local office.

### Shuberts Kick at N. C.'s Program Ad

CHICAGO, April 6.—The local Shubert office and the Colony Club management clashed this week over an ad which the Colony proposed to insert in theater programs.

Carmen Miranda, opening April 19 in *Streets of Paris*, will double at the Colony. Arrangements had been made to run the night club ad in the programs, but the Shubert office objected, contending it would tend to hurt theater attendance. Fred Joyce, p.a. for the Colony, claimed it would benefit the theater. The night club will have to stick to newspaper space.

### It's Spring, So—

NEW YORK, April 6.—Rockefeller Plaza ice pond will be turned into a roller-skating rink about April 15, with Lester R. Fisher, of the Hollywood (Calif.) Roller Bowl taking over post of managing director. Ten professional skaters will be engaged as instructors and exhibition performers.

## Riviera Opens May 16; Hale Girls, Raye-Naldi on Opener

NEW YORK, April 6.—Ben Marden's Riviera, Ft. Lee, N. J., will open May 16 for the summer. Marden, who recently returned from Cuba where he operated the Gran Casino Nacional under government auspices, will include in his initial show Raye and Naldi and a line of Chester Hale Girls.

Also scheduled for an early opening is the Hurricane on the site of the old Paradise Restaurant. Mario Tosatti, slated for the manager's spot, has left a similar post at the La Conga to devote his full time to the new club. Tosatti hopes to have the place readied within two weeks.

In leaving La Conga, Tosatti took with him Fred Cheventone, head waiter there, to maitre d the Hurricane. The atmosphere will be Tahitian, with French and American cuisine.

Mon Paris, after being closed a week, reopened Thursday (4) with Jack Sherr's ork featuring Jonny Graff,

vocalist, and Joel D'Andrea's Band providing relief. Joe Fernandez is still operating, with International Attractions, Inc., setting bands. The spot closed because of difficulties with the musicians' union. A settlement of the union's claims was made prior to the reopening.

A new show, to begin in May, has been announced for the Diamond Horseshoe. Blanch Ringe will head the talent. Raoul Pene du Bois has been engaged to design costumes and sets. Du Bois designed last year's Aquacade production and is also working on this year's Billy Rose show for the New York and San Francisco World's Fairs.

According to spokesmen for Rose, plans for the International Casino, soon to open as a ballroom under Rose's auspices, will be held in abeyance until the other shows are set. They deny that the lease has been dropped.

The Monte Carlo (not Fefe's) has recently undergone a change of management. Rene Polar is now managing the spot, with Henry J. Beckmann booking.

Scheduled here for the summer months are the Greenwich Village Casino and the Russian Kretchma. The Kretchma remained open for the first time in 16 years last summer in hopes of getting a fat slice of the World's Fair trade. Lack of response then has caused the decision to shutter for the summer.

## Four Issues Up in Equity

Experimental theaters, agent policy, subsidized theater, raised minimums up soon

NEW YORK, April 6.—Between now and its annual election meeting late in May, Actors' Equity Association hopes to bring to a close four major issues which have been before it for years, but which were given rebirth at its membership meeting last week. On the agenda for disposition is a plan for establishing conditions whereby experimental theaters may function again; revision of Equity agency policy; devising means to help the unemployed thru the establishment of either a national theater, a subsidized theater or a central casting agency administered by Equity, and an increase in minimum salaries. The touchy matter of a disputed election does not threaten the organization, for Bert Lytell, acting president, saved the day by indicating he would accept the presidency. The nominating committee will report its other nominations within a week or two.

At long last the Dramatists' Guild has indicated willingness to get together with Equity to discuss the experimental and co-operative theater plans. Reported that the rank and file in the Guild have brought pressure to bear so that the talks may begin in two or three weeks. Delay is caused by the preoccupation of Robert Sherwood with his new play. If the Guild and Equity can concoct a plan to satisfy the clamor of new playwrights anxious to get their works produced and new Equityites anxious to be seen, it is unlikely they will try to solicit the support of the stagehands and musicians' unions along lines of asking them to lower contract standards. Equity execs realize that legit is only a small part of the activity of the other two unions and their lowering the bars would jeopardize greater sources of their employment in films.

The agency policy matter is now in the hands of another committee appointed to work with the officials of Equity to settle the problem of commissions and regulations if settlement is possible. Executives are known to disapprove upping commissions and see no solution in a central casting agency. An Equity run agency could not create jobs, it is argued, but might invite criticism of partiality and discrimination.

Another Equity committee is to try to persuade the federal government to re-apportion funds so that some would be used to establish a theater supervised by the unions and run strictly for professional unemployed.

### New Ice Rink Corp. Seeks Calif. Charter

SAN JOSE, Calif., April 6.—Polarland Co., capitalized at \$300,000, has applied for a State charter to operate an ice-skating rink and amusement business here.

Articles of incorporation list the directors as Arthur J. McChrystal, Edward Saunders, D. C. Herkner, L. J. Bloom and Allen H. Barr, all of San Francisco.

### 15,000 Attend Five Ice Carnival Shows in Chicago

CHICAGO, April 6.—The Ice Carnival, presented by the Chicago Figure Skating Club at the Arena, drew an attendance of 15,000 in five performances, between March 28 and 31, according to Virginia Wright, secretary. This figure represents 85 per cent of capacity.

Admissions were from \$1.10 to \$2.50.

"THEATER TALK," by Sherling Oliver, a column of news and notes concerning the legitimate theater, appears weekly in the Legit Department.

## 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.

Conveniently located in the very heart of Times Square. Over 700 bright, cheerful rooms with bath, shower and every modern convenience, from \$2.50 single. Plus a friendly management that anticipates your every need and comfort.

LOW WEEKLY THEATRICAL RATES

Home of the celebrated Piccadilly Circus Bar.

**HOTEL PICCADILLY**  
227 West 45th Street  
Just Off Times Square  
NEW YORK

**THE COSTUMER**  
DESIGNERS and RENTERS. Name It, We Have It. Rentals, Sales or Made to Order.  
238 State Street, Schenectady, N. Y.

## ROLL TICKETS

Printed to Your Order 100,000 for  
Cheapest GOOD TICKET on the Market

Keystone Ticket Co., Dept. B, Shamokin, Pa. \$17.50  
10,000 . . . \$8.00  
20,000 . . . 7.25  
50,000 . . . 10.75

Cash With Order—No. C. O. D. STOCK TICKETS—\$15.00 per 100,000, any assortment.



# "COMPROMISE--OR ELSE--" CBS

## CBS Stagehands Sign Contract; NBC's Due Soon

NEW YORK, April 6.—Contract has been signed between Columbia Broadcasting System and Local 1, International Alliance of Theatrical Stage Employees, covering wage scales and conditions affecting stage carpenters, electricians, property men, portable board operators, flymen, curtain men, front light men, bridge and aloft operators, clearers, grips and operators.

Scale for regular weekly employees is minimum of \$82.50 per week for department heads, the week's work consisting of a maximum of 42 hours in six days. Each department head is to work as well as direct.

Overtime for department heads working beyond eight hours or beyond hours scheduled in any day shall be paid at rate of \$3.25 per hour. Any man retained for overtime thruout the night, who does not have a four-hour layoff, shall be paid for all hours at overtime rates until he receives at least a four-hour rest period.

CBS agrees to employ one regular full crew comprising three department heads (carpenter, property man and electrician) for a minimum of 52 weeks each year at each house operated by CBS except for dark houses. For at least 26 weeks in each year CBS agrees to employ two regular full crews at each house except for dark houses.

One week's vacation to be given each year to each regular weekly employee employed for 52 weeks.

Scale for extra men follows: 1. Portable board operator, per show on all days other than Sundays and holidays, not less than \$8.50. 2. Portable board ops on Sundays and holidays, \$9 per show. 3. Boss flyman, curtain man, front bridge or aloft operators, \$7.25. 4. Other employees covered but not classified above, \$6.75 per show other than Sundays and holidays, and \$7.25 on Sundays and holidays.

Agreement holds for one year, to March, 1941, and applies to the CBS radio playhouses, former legit houses.

Telephone conversation with Mark Woods, NBC exec on the Coast, indicated to the union that NBC would adopt the same contract shortly.

News of contract negotiations were first printed in *The Billboard* March 16, 1940.

## Mixed Press Views On Mrs. FDR's Deal

NEW YORK, April 6.—Mixed newspaper reactions greeted the announcement this week that Mrs. Franklin D. Roosevelt would resume commercial radio broadcasting April 30 over a combined NBC network for *SweetHeart* soap. Franklin Bruck is the agency for the account, while Mrs. Roosevelt is represented by Columbia Artists, Inc.

Some newspaper reaction commented on the fact that Mrs. Roosevelt had been the center of criticism on previous programs in connection with her assignment of her radio income to charities.

Mrs. Roosevelt will speak twice weekly, Tuesday and Thursday afternoons, at 1:15 p.m. to 1:30 p.m.

## Oboler's New Hour Series Features Picture Players

NEW YORK, April 6.—Arch Oboler, whose recently concluded half-hour dramatic series is recognized as one of the outstanding programs of the past year, has a new deal with NBC whereby he will do one hour-long play a month. Series starts in July or August.

So far Joan Crawford, Charles Laughton and Elsa Lanchester (Mrs. Laughton), Eddie Cantor, Nancy Carroll and Alla Nazimova have been set to do shows. Mme. Nazimova will do *This Lonely Heart*, Tschaikowsky story, for the third time.

Oboler is now in Hollywood writing for Metro, but will shift shortly to RKO on a writing-director-producer contract.

### Dime Per Vote

PRINCE ALBERT, Sask., April 6.—In order to aid local association of travelers in its anti-tuberculosis campaign, CKBI lined up series of amateur hours and broadcast them from different towns. The skeptical at first, station found them a huge success and has begun a second series—with a financial angle this time. Listeners are charged 10 cents a vote and spectators 25 cents admission.

Result has been publicity for the station and financial aid for the campaign fund.

## Oomph Oomphed Off Gas Show

HOLLYWOOD, April 6.—Disagreement between Warner Bros. and producers of the Ethyl Gasoline Corp. radio program caused cancellation of a scheduled appearance of Ann Sheridan and Humphrey Bogart this week. Pic players were to go on the show Monday, April 8.

It is said Warners wanted the show to be dominated by a preview of a new film and that, if it had gone thru accordingly, Andre Kostelanetz and Tony Martin, show's regular features, would have been practically frozen out.

Gas show, called *Tune Up Time*, is in Hollywood for six weeks, with Martin doing film work and Kosty working concerts with his wife, Lily Pons.

B., B., D. & O. produces the show.

## There's \$\$ in Them Acetates; War Angle

NEW YORK, April 6.—Wax companies are trying to buy up old acetate recordings and have been offering as high as 12 cents a pound for spoiled and broken disks. An offer was known to have been made to Muzak, but companies checked disclaimed trying to corner the stuff.

It has been reported that angle behind the acetate story is that the material is valuable for war munitions. Incident recalls a similar one during the last World War, when companies suddenly began grabbing up all available old film for munitions purposes.

Attempt to buy acetates has been reportedly hyped by discovery of a new process whereby the acetate is stripped from the aluminum.

### \$20,000 Minus 8c

CAMDEN, N. J., April 6.—Deal which gave the Mack Sales Co. exclusive rights to sell the time for WCAM for \$20,000 per year, the city operating the municipal station and paying all expenses, put the city 8 cents in the red on the deal for 1939.

Mayor George E. Brunner, nominal head of the station, revealed the financial figures.

BURLINGTON, Vt., April 8.—Howard J. Perry, formerly of WTAG, Worcester, Mass., has been appointed manager of WCAX. Before going to Worcester's WTAG, Perry had been with WQXR, New York.

## Sponsored Tele Sports Series Pends Result of FCC Hearings

NEW YORK, April 8.—The Federal Communications Commission willing, following its television hearings starting today, the Atlantic Refining Co. is expected to make good its three-year-old boast to become one of the first television sponsors. When the FCC reinstates the limited commercial television clause, Atlantic will proceed with its television plans.

Since sports broadcasting has been one of the most successful advertising promotions ever undertaken by the company, plans, still nebulous, call for sponsorship of football and baseball games. It

## ASCAP Proposal Is "Fantastic," CBS Says; Expects Affiliates Will Give Support to Networks

NEW YORK, April 6.—Columbia Broadcasting System will not perform ASCAP music after the expiration of the present contract on December 31, 1940, unless the Society "comes to its senses," according to a statement made by a top executive of CBS, who termed the ASCAP new deal "fantastic." As yet, the CBS exec stated, there is no indication of a compromise between the network and the performing rights society.

Queried whether Columbia would find other music sources to enable it to carry on, he stated it could, altho the catalog, of course, would not be as good as ASCAP's. Broadcast Music, Inc., it was said, is not the only source. Catalogs specifically named to fill in the breach were those of the Society of European Stage Authors and Composers (SESAC) and Associated Music Publishers. Desperation of the present situation will force this, stated CBS. In six months, it was said, BMI might "give ASCAP a couple of shocks."

Queried as to whether Columbia's affiliates might not exert pressure on the net to come to terms with ASCAP, CBS stated the converse would be true—that the affiliates would put pressure on the Society.

NEW YORK, April 8.—Having received "many" letters from radio stations expressing satisfaction with the new ASCAP contract, the Society today expressed confidence in its position and pointed out that network affiliates and advertisers were likely to keep the networks in line. In connection with the angle of the affiliates, it is reported that Columbia Broadcasting System had a letter ready to send to its affiliates some time ago, apprising them that be-

## O'Daniel's Weekly To Pan Press, Radio

HOUSTON, April 6.—Charging in an address over XEAW, Reynosa, Mexico, that newspapers of Texas were "conniving" with radio stations of the State in ill-treating him and opposing his administration as governor of the State, W. Lee O'Daniel stated he plans a State-wide circulated weekly starting around April 15. New sheet, he says, will "expose" unfair dealings of Texas radio stations and dailies and will sell for 25 cents for four months. The governor has been conducting songs, poems and talks on a net of Texas stations each Sunday morning.

"No recent governor has been so unfairly dealt with by the press and some radio stations," he said during his broadcast. The governor is known for his activity in electioneering with a hillbilly troupe.

ginning with 1941 ASCAP music would not be used. This letter was never sent. Pointed out, too, that large network advertisers might not permit stations to ash-can ASCAP music.

Society's statement of general situation was that "as time goes on and more and more letters (from broadcasters) are received, ASCAP is becoming more and more convinced of the fairness of the plan offered to radio. The general comment thus far by the industry is most gratifying."

## Television Review

### The Esso Reporter

Reviewed Wednesday, 9:30-9:40 p.m. Style—News. Sponsor—Standard Oil of New Jersey. Agency—Marschalk & Pratt, Inc. Station—W2XBS. Reviewed on RCA Television Receiver

This is the first television program series that *The Billboard* has reviewed twice, reason for the second review being that certain suggested changes were adopted in preparing the news presentation. Improvement of this program over that of the preceding week was noticeable, the presentation having more fluidity, better commercials and a more extensive use of tele's visual possibilities in newscasting.

First review stated, "The great let-down in the presentation is in the use of still pictures which seem to be ancient relics of bygone days . . . these stills do not show well over television . . . they have a tendency to slow up the show."

While stills were used in this week's program, they were not used as extensively. In addition, the producers heightened the effect by using maps and pointers to illustrate comment on the international situation. Technique here resembled newsreels somewhat, and was quite effective. In order to illustrate disposition of naval power and other military and economic factors of the war, miniature ships and soldiers were placed on certain areas of the maps—all going to make a fairly clear picture. In general this map technique is very promising, much more so than use of stills.

One failing of the maps, however, is that no countries are shown. Divisions and an easily understood legend should be added.

In addition to maps, other devices of illustrative value were used. In one case, for instance, announcer William Spargrove used stacked-up piles of silver dollars by way of clarifying certain economic phases of the war. In another instance a graph was used to illustrate news of recent floods—graph showing the effects on water supply.

Commercial for Esso solvent was carefully worked out, and showed great potentialities as compared to regular radio commercials. Spargrove showed the gum that deposits in motors and clogs valves, etc. The commercial has all the punch of a radio commercial, plus undeniable visual aid.

Other items were a brief fashion show, a bit of screen star chatter, census news, etc.

Program definitely illustrated one significant point, namely, that tele newscasting will require much more preparation than radio newscasting. Latter is mainly a case of editing, but with tele the factors are so complex and possibilities so great that the presentation amounts to careful production.

Altho use of stills was cut down, they can still be cut down even more. Each should be used for a few seconds at most, for by their very nature they induce a static condition in a program which should be constantly moving.

Organ music and titles introduce each item. Ackerman.



# The Case for Hillbillies

## Biggar of WLW Says They Help Theaters, Vaudeville, Stations, Instrument Firms, You 'n' Me

By GEORGE C. BIGGAR

IN THE midst of all the high-powered promotion of swing bands, variety show, quiz broadcasts, news commentators and theaters of the air—all featuring "names"—a type of radio entertainment commonly called "hillbilly" around radio stations, agencies and booking offices has steadfastly maintained its popularity. Billed as "singing mountaineers," "yodeling cowboys," "farmerettes," "fiddlin' bands" or "harmonica wizards," the name "hillbillies" is all-descriptive in the trade.

Frankly, I don't like "hillbilly" as an all-inclusive description. It is a misnomer. Real "hillbillies" are found back in "them thar hills," the kind of folks you see burlesqued in the "Li'l Abner" comic strip. Here at WLW, with our *Boone County Jamboree* and *Top of the Morning* programs, we have stressed the term "rural entertainers," altho there are limitations to this name because as many city folks as rural people listen to the programs and patronize personal appearances.

Praised and cursed, "hillbillies"—are in radio in a big way. They'll probably be with us as long as there are radio stations. To compare, Westerns have been filmed by motion picture producers since the early days, and Hollywood will continue turning them out as long as there is a public demand.



GEORGE C. BIGGAR

"Hillbillies" are ringing the cash registers for scores of stations, both in the sale of time and personal appearances. It is only fair, however, to state that the actual cash revenue derived from personal appearances is usually only enough to meet the nut. The audience-building and good-will values of personal appearances are what count.

### "Old Reliables"

WLS is credited with the first major old-time show when the *National Barn Dance* took the air in May, 1924. WSM came along with the *Grand Old Opry* in 1926, when the "Solemn Old Judge," George D. Hay, left his berth as the pioneer barn dance emcee on WLS to start the fiddles going in Nashville. Parts of both shows are now commercially sponsored on networks. WHO, KMBC, KNX, WSB and many others have featured shows of this kind.

John Lair, folk song authority, claims the distinction of originating an old-time radio show in the most authentic setting. His *Renfro Valley Barn Dance*, aired thru WLW, is staged every Saturday night in his big barn seating 1,000 people just north of Mt. Vernon, Ky. He features both professional entertainers and neighboring folks who have talent.

Hillbillies have brought stage shows back into theaters which had forgotten or never previously staged vaudeville. Backed by plugging on radio stations, hillbillies have created competition for acrobats, aerialists, clowns, trained animal acts and other types of entertainment which from time immemorial have had the right of way at State

(See Case For Hillbillies on page 64)

GEORGE C. BIGGAR, WLW program director, is one of radio's pioneers in "home-folks" entertainment. Born on a South Dakota farm and a graduate of South Dakota State College in 1922. Biggar took up newspaper and publicity work after completing college. He entered radio on May 1, 1924, as farm and market editor of Station WLS, Chicago, then operated by the Sears-Roebuck Agricultural Foundation. He was identified with the WLS *National Barn Dance* at its inception.

Detailed to handle farm and home programs for the Sears-Roebuck Agricultural Foundation at Station WFAA, Dallas; WBS, Atlanta, and KMBC, Kansas City, Mo., between August, 1925, and July, 1929. Biggar returned to WLS, then operated by *The Prairie Farmer*, in 1929, and until 1938 held such positions as continuity editor, program promotion director and program director. He was responsible for building the station's *National Barn Dance* for several years. Biggar joined Station WLW in September, 1938, to build an agricultural department and artists' bureau, his main promotion being the station's *Boone County Jamboree*. He was appointed WLW program director in August, 1939.

## Radio Talent New York

By JERRY LESSER

PAUL (NBC) DUMONT back after a six-week sojourn with KAY KYSER and his ork. . . . JIMMY TRANTER is now playink young Dr. Lamson in *Valiant Lady*. . . . Two new shows worth listening to are HARRY MacFAYDEN'S *Human Nature in Action* and LESTER O'KEEFE'S *Rocky Gordon, Engineer*. Cast of the latter includes FRED IRVING LEWIS in the title role, supported by PARKER FENNELLY and CHARLES SLATTERY. . . . FRANK GALLUP is up and around again after a siege of strep throat. . . . ALOIS HAVRILLA, whose wife is a graduate of Vassar and whose daughter is there now, has been doing

so much work for them on the Vassar 75th Anniversary drive that they are deciding to make him an honorary member of the daisy chain. . . . SAM RASKYN, who did Calypso on *Pursuit of Happiness* and *Strange as It Seems*, has waxed an idea on the subject. . . . ISABEL MANNING HEWSON, woman news commentator, may go network this week. She is currently conducting the *Morning Market Basket* series thrice weekly over WVEAF locally in New York. . . . *Life Can Be Beautiful* went over CBS airtlines without a director one day last week because CHICK VINCENT became a

(See RADIO TALENT on opposite page)

They're the  
**TOPS!**

The Nation's Radio Editors tell you which NETWORK PRESS DEPARTMENT, ADVERTISING AGENCY PRESS DEPARTMENT, INDEPENDENT PRESS AGENT are the best in radio publicity in the

## THIRD ANNUAL RADIO PUBLICITY AND EXPLOITATION SURVEY

A special feature of next week's  
issue of

The  
**Billboard**

## You're in Radio If . . .

The comments below have been compiled over long and occasionally painful years in radio by Larry Menkin, who, even tho he is still in his twenties, is a radio veteran. As actor and director and now one of radio's leading writers, Mr. Menkin knows well whereof he speaks. It is regrettable that some of his more pungent comments could not be made available.

By LARRY MENKIN

You're in radio if:

You won't allow a radio in your home. Every program on the air stinks but yours!

As a successful actor, you can shamelessly and at the drop of a hat endow Jullius Caesar with a beautiful Brooklyn accent.

You won't be a page boy forever; some day you'll be program director.

In the spring your fancy lightly turns to that 13-week option, which you hope will be renewed.

You admit you're a hack but insist that so was Shakespeare!

Strip, to you, means a "five-time-a-week-daytime-story" that you wish you were writing, directing, acting in, or in which you are doing one of those things against your artistic instincts, but with the full approval of your practical wife or husband.

You're going to write a book or a play or a symphony some day!

You have a script in your pocket which you haven't read but will do on the air at sight. Maybe.

You were in vaudeville doing an act and now you're doing a million variations of that act on the air.

You have been a guest star on a variety hour.

You are always complaining.

You wonder if people REALLY write those letters.

You wonder why Crosley never calls you. You'd tell them something!

You live and commute between the second and 18th floors of NBC and CBS.

You get and give information at the NBC drug store or at CBS's Lebus.

You have said, at least once: "I have a conflict." "Marge Morrow sent me," "I did it before Orson Welles," "How does Don Becker write so much!," "This will make the Hit Parade," "I wasn't the voice type"; "Listen, I know nothing about Stanislavsky—all I do is play inugs at \$50 a throw"; "AFRA better do something about this!"

You're an actor who wonders why agencies won't buy scripts from you; you're a scripiter who wants to act; you're a dramatic director who wants to sing; you're a vocalist who wants a band; you're a band leader who hates jitter-bugs!

You think you could read the news you compile for that dumb commenorator better than he could!

You have at some time admitted that Rikel Kent did it first!

You haunt back-number magazine shops hoping to find a gag!

**Burrelle's**  
ESTABLISHED 1888  
PRESS CLIPPING BUREAU Inc.  
World-Telegram Building,  
125 Barclay St., New York, N. Y.  
Barclay 7-5374.



# Program Reviews

EST Unless Otherwise Indicated

## "Lucky Strike Spots"

Reviewed during week of April 1 on several New York City stations. Style—Musical spot announcement. Sponsor—American Tobacco Co. Agency—Lord & Thomas.

In more than a decade of radio reviewing, *The Billboard* has never, heretofore, reviewed a spot program. Reasons are obvious—the spots have been dull and lifeless, merely the routine minute or so commercials. But precedent-breaking is warranted by the new Lucky Strike cigaret series, a series of spots running two and a half minutes and using some of the top names in radio.

Program opens with a time announcement, leading into the playing or singing of the song ranking in Luckies' *Hit Parade* at the number corresponding to the hour. At 4 o'clock, the fourth highest rated tune of the week is done, etc.

This is showmanship, compact and punchy, and it is likewise radio selling, effective and compelling. The Lucky spots make the average radio briefie look like nothing at all.

Details of this campaign will be found in a news story elsewhere in this issue. *Franken.*

## H. V. Kaltenborn

Reviewed Saturday, 7:45-8 p.m. Style—News. Station—Sustaining on WEAJ (NBC-Red network).

H. V. Kaltenborn on Saturday (30)

## RADIO TALENT

(Continued from opposite page)

father. After rehearsing the cast he had to dash to the hospital. Production man JOE GRATZ ran the show.

Many actors have funny habits at the microphone, but I enjoy most watching Irene Winston during a dramatic scene. Don't tell her I told you. . . . Joe Du Mond assumed a pinch-hitting role when a severe attack of flu kept Smilin' Ed McConnell from his CBS broadcasts. . . . Director Tony Stanford of CBS' "Tezaco Star Theater" made a "startling" discovery—that nothing sounds so much like the closing of double doors as—you'd never guess—closing double doors. . . . Jack Fulton is auditioning in New York for a new show. . . . "Cavalcade of America" will continue thru the summer. . . . Hattie Noel, colored actress, is an added starter to the Vallee show. . . . Hugh Rowlands, Bud on "Arnold Grimm's Daughter," is composing a concerto. . . . Allyn Rice's program, "The Play Digest," is now heard regularly on Wednesdays at 7:30 p.m. over WINS. . . . Ruth Carhart starts

## Chicago

By NORMAN MODELL

**K**EN CHRISTY has been signed by Warner Brothers to appear in the new Edward G. Robinson flicker. . . . ROSEMARY LAMBRIGHT, who plays Thelma Casey in *Arnold Grimm's Daughter*, hasn't signed any contracts as yet, but JOE PASTERNAK has been auditioning her recordings. . . . DICK BRADLEY, WCFL's *Rhyming Reporter*, deciding to employ outside ingenuity to help him rhyme the news, has invited poetess-performer ELENOR YORKE to collaborate. . . . BETTY LOU GERSON and ANN SEYMOUR were among the first to request admission to C. L. MENSER'S acting and production seminar. . . . MARVIN MUELLER and LORETTA POYNTON are working on a new-type program entitled *It's Happening in Chicago*, on WGN every Wednesday at 5 bells. . . . BILL ADAMS, Sam Young in *Pepper Young's Family*, is recuperating from an appendectomy. . . . At long last ALEC TEMPLETON comes home for his broadcast next Monday (15).

On Wednesday (10), Eddie Peabody will help supply the comedy gap left in the "Avalon Time" show

switched networks, coming to NBC from CBS. He made a brief introductory spiel, simply saying, in effect, that he was delighted to get back to NBC after an absence of 18 years. Following this he immediately went into his news talk.

His comment, as usual, was analytical—displaying exceptional insight into and knowledge of European affairs—with no tendency toward sensationalism. Talk covered developments in European capitals with a stake in the war situation and placed special emphasis on the economic phase of the war.

In addition to Saturday spot, Kaltenborn has a Sunday program at 3:45-4 p.m., following NBC's regular round-up of foreign news. On April 27 he leaves for Rome and other European points and will broadcast from abroad. On May 28 he begins a sponsored series on the NBC-Red for the Pure Oil Co. *Ackerman.*

## "Krazy Kwiz"

Reviewed Sunday, 1-1:30 p.m., CST. Style—Quiz. Sponsor—Hirsch Clothing Co. Agency—Schwirmer & Scott. Station—WGN (Chicago).

Here is a man-on-the-street program transplanted to a studio, with amateur imitations substituting for questions. There is little competition between the contestants. Fun and foolishness don cap and gown and go intellectual with Professor Harold Isbell presiding.

Only merit derives from Isbell. Program really sub-amateur entertainment, an exhibition labeling itself radio entertainment but actually what might be expected at a house party. *Modell.*

her fifth year in radio. She started at WCAU, Philly.

**T**ED DeCORSIA'S face is red and it isn't from the sun. A thief entered his apartment and stole \$500 worth of clothes and jewelry. He reported the theft to the police, but tried to keep the episode from his friends. The reason: DeCorsia plays the lovable but dumb Sergeant Vellie on CBS' *Adventures of Ellery Queen*. News of the burglary leaked out, however, and what a ribbing TED is taking from his radio pals. . . . DON DUNPHY is emceeing *Don Dunphy's Irish Program*, a musical show spotted for a half hour on Sundays over WINS. . . . LANNY ROSS says it's not too hard to bat out a good lyric that's salable if you'll just pick a familiar phrase, build a title and let the lyrics come naturally—and they will if your title is right in the first place. He tosses you a few titles free, which you may use if you can think of words and music to go with them. They are, "I'm Not Myself Today"; "Who's Calling, Please?"; and "Whaddya Want With Me?"

GOLDEN GATE QUARTET, Cafe Society singers, played a return date on CBS' *Pursuit of Happiness* Sunday, April 7.

by westward-hoing Cliff Arquette. . . . Ray Suber has been added to the "Story of Bud Barton" as Ollie Martin. . . . Sid Ellstrom is a starter in the "Affairs of Anthony". . . . Virginia Clark, or Helen Trent, if you prefer, will emcee the annual style show at North Shore Country Club. Alice Blue will provide piano accompaniment to Virginia's descriptions of some 85 gowns to be modeled. . . . Kay Chase, scripter of "Painted Dreams," is in New York on fun and business. . . . Orin Tourov, writer of "Ma Perkins" and "Manhattan Mother," has decided to try a novel. . . . According to Eddie Cantor, he's going to be on a currently sponsored show come next September.

## Martinez's New Spot

NEW YORK, April 6.—A. M. Martinez, formerly with Conquest Alliance, transcription company, has become head of the radio division of Melchor Guzman Co., Inc., advertising media representatives.

# Advertisers, Agencies, Stations

By PAUL ACKERMAN

## NEW YORK:

**R**OBERT L. BLISS, of the press bureau of J. Walter Thompson, has resigned to become assistant to Ralph Ingersoll, publisher of P. M. Constance Mack, Bliss' secretary, goes with him. . . . Lenzen & Mitchell on April 16 starts a series of musical programs over WWL, New Orleans, for Ripple Tobacco. . . . Dick Bard, of WNEW, ailing last week. . . . Charles Boyer due in town for the April 24 and May 1 Woodbury broadcasts. . . . Johannes Steel, news analyst on WMCA, will do a weekly summary of the war for *Radio News Reel*. Steel will go over 25 stations in the South and West. . . . On April 15, eve of the baseball season, Mutual's *Play Ball* program will be aired at 9:30 p.m. Nine MBS stations will feed portions of the program with players, managers, coaches and leading league officials. Stations' top sportscasters will do the interviews. On April 16 Mutual will broadcast the Washington-Boston game from Washington, with Tony Wakeman of WOL announcing. . . .

Don Albert, musical director of WHN, takes over the orchestra at the Capitol Theater when Eddie Cantor and George Jessel move in April 18 for personal appearances. . . . Ed Robinson and Carl Seabergh, of JWT's copy and radio commercial departments, hired a boat and sailed to Nassau with their wives for a three-week vacation. It's been quite a while now and they've not been heard from. . . . Rose Ellen Callahan, of CBS press, going on a 12-week vacation to South America, starting in May. . . . Harold Fellowes, man-

ager of WEEI, Boston, in town last week. . . . John M. Sayre has joined sales department of WNEW. Formerly with WINS. . . . George B. Brown, formerly of Drake University, Des Moines, has joined research department of JWT.

## CHICAGO:

Local and spot billings on WMAQ and WENR for March exceeded those of the same month last year by 31 per cent. . . . WBBM is covering every major political headquarters, including Springfield, during the primary election Tuesday (9). . . . Ken Carpenter, Central Division sales manager for the NBC-Blue network, has resigned. . . . At the end of April, when the Tom Mix program goes off the air, C. L. Menser's connection with the Gardner Advertising Agency will end. . . . New accounts for WIND include Fitzpatrick Bros., Inc. (Kitchen Klenzer), Dr. Ellis Sales Co., Inc., Neverub Corp. and Parker House Sausage Co. . . . Joe Low Corp. (Pop-sicles) has placed a half-hour Saturday noon transcribed program (Buck Rogers) on WLS thru Blow Co., New York. . . . KPBI, Abilene, Kan., joins the Mutual Network April 21. . . . Arthur Hayes, station manager of Columbia's WABC, New York, was here on business. . . . There is a possibility that *First Nighter* scripts may be optioned from Aubrey, Moore & Wallace by some flicker company. . . . Roy W. Winsor, who recently left NBC to take over Henry Selinger's reins as P. & G. script supervisor for Blackett-Sample-Hummert, had to leave for New York even before he became fully acclimated to his office. *N. M.*

# From All Around

**R**USSELL STEWART, at the mike for seven years at KSL, Salt Lake City, has been appointed chief announcer. Glenn Shaw relinquished the post owing to increasing work in production. . . . Jerry Lane, commentator at KDYL, Salt Lake City, back after trip to Honolulu. . . . Bob Nash, 28-year old sportscaster at WING, Dayton, O., has worked his way around the world three times and has been a gold miner, actor, editor, tennis pro, swimming instructor and chemist—in addition to doing radio on seven stations. . . . Dan Cubberly added to announcing staff of KOY, Phoenix.

News notes from KMOX, St. Louis: James Edward Goldsmith, formerly account exec for Wills & Co., has joined the sales staff of KMOX; Harry Cool, soloist with Ben Feld's staff orchestra, left Monday (1) to join Dick Jergens' Orchestra at the Aragon Ballroom, Chicago; Ernst Harszy, sax with Ben Feld's Band, left for the Coast. Replaced by Johnny Rosenberg; Jane Porter, who conducts the KMOX Magic Kitchen, confined to her home recovering from a fall.

**K**DYL, Salt Lake City, has acquired more than 12 acres of ground adjoining its present transmitter site, to provide expansion room for new directional transmitter. Survey job was done by John M. Baldwin, KDYL chief engineer. . . . For *The Union Station Reporter* show over WING, Detroit, WING general manager Ronald B. Woodyard jumps aboard incoming trains with mike in hand to interview train crew and passengers. . . . Albert Parlin and Walter Klein have been added to commercial staff of WING, and Helene Rousch has joined the continuity and publicity departments.

Tommy Watson, rube banjoist, is at KMMJ, Grand Island, Neb. . . . Nellie Greer, *Lincoln Star* society editor, is running a three-times-weekly advice to lovelorn stint on KFOR for a laundry. . . . Oscar Linn, formerly of WRAK, Williamsport, Pa., added to the KYW announcing staff.

KSL, Salt Lake City, has added Junius Tribe to the artists' bureau and Glenn Lee to the music staff. Lee is new chief of the house orchestra.

PHILADELPHIA NOTES: Celebration at WHAT to observe 10 years in broadcasting. . . . WFIL's Jack Steck will carry his amateur presentations to Woodside Amusement Park for the summer, starting May 2. . . . Margie Cake is the newest addition to the WIBG staff. . . . Lambert

W. Bueuwkes, KYW sales promotion manager; Jack deRussy, of the sales staff, and James A. Aull, public relations director, will be called upon next week to conduct three classes at the Charles Morris Price school of advertising on radio. . . . Gil Babbitt, former WPEN praise agent, set to script two chatter columns a week for *The Philadelphia Dispatch*. . . . Charles P. Shoffner, radio row's oldest broadcaster, celebrates his 17th anni on the air when he takes to the WCAU mike for his 1078th program over that station on Friday (12).

William Adams has joined KSFO, San Francisco, as assistant to R. W. Dumm, director of special events. . . . Dick Auranndt, KSFO musical director, will have his band at the American Legion Convention at Santa Cruz, Calif., April 20.

## Sid Walton's Air Job

NEW YORK, April 6.—Sid Walton has been appointed production boss in charge of Air Conditioning Training Corp. programs originating in New York. Walton does writing, announcing and production, and is now preparing a new show for Mutual and working out promotion details with the Tom Fitzdale office.

Air Conditioning account has been renewed for 26 weeks on NBC's Blue net, and is going over a 60-station hook-up.

Edith Dick, formerly vocalist on the Lucky Strike *Hit Parade*, is now directing an amateur hour on WHP, Harrisburg. Hour is sponsored by Caplan's, local store. George Cahan, of WHP staff, is emcee.

# PHOTOGRAPHS

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# 802 WAR CLOUDS GATHERING

## Five Tickets Already Starting To Campaign Year-End Election

NEW YORK, April 6.—Altho elections will not be held until December of this year, it is understood that tickets are already being organized by various groups battling for office in Local 802, American Federation of Musicians. The membership of the local is accustomed to hot campaigns when elections roll around every year, but on the basis of the early activity, plus the fact that at least five tickets will be in the field, it looks as tho the 1940 elections will pale others from the standpoint of intensity. The musicians take their campaigns seriously, and now, in view of the economic problems facing the administration and members, more so than ever. Fight for votes frequently gets plenty "dirty" and this year is not expected to be an exception.

First ticket is that composed of the incumbent officers, headed by Jacob Rosenberg, president. Another ticket, it is said, will be headed by Louis Weisman, former office holder on the Yellow Ticket, which was defeated by the incumbents in December, 1936, the first election the local held in which all officers were chosen by the membership. Before that, the local did not have autonomy, and officers were named by Joe Weber, AFM president. Weisman and his group were candidates in the election held two years ago.

It is quite possible that still another

## Summer Band and Price War Looms For Lincoln Spots

LINCOLN, Neb., April 6.—Merry war of the Turnpike Casino and King's Ballroom here, latter just reopened, seems under way again, after a relaxation period of six weeks during which King's was fixed up. J. Clair Lanning, operator of King's, is making a serious bid for name band bookings, a field heretofore reserved almost exclusively for the Turnpike.

Not only is it a matter of the two spots bidding against each other for bands, but the price feature has also inserted itself. Lanning, on his opening, March 28, booked Henry Busse, a name never before sold here for less than 83 cents per person, for 55 cents advance, with 83 cents the door price. He is committed in ads for the same on Vincent Lopez April 11. Turnpike, the R. H. Pauley place, gets 55 cents for ordinary touring bands, and Mrs. Matt Kobalter's Pla-Mor, stag-liner, maintains a two-bit top. Lanning, with the territorials and rank and file bands, will match the Pla-Mor price in most cases.

### Busse King's Click

Busse drew about \$1,100 on the King's opening, with a terrific advance. Doc Lawson, at the Turnpike the three nights following, got a good \$750, paced from a "beat the clock" special of 25 cents up to the regular 55 cent price. Gene Pieper shared the week-end with his brother, Leo, at Pla-Mor, latter getting short end of \$575 two-night take.

Mrs. Kobalter probably will be out of this ruckus by maintaining her two-bit level, which will keep prices from rising very much at either of the other places on regular fare. Pauley maintains if he has the bands he'll never advance for less than 83 cents. It appears to have the makings of a summer argument.

### Anti-Music Island

NEW YORK, April 6.—Ork leader Frank Novak, who owns a stretch of land on Long Island Sound, plans to build a summer retreat for musicians, to be called "Escape From Swing," which will be operated on a non-profit basis. No musical instrument will be allowed on the property.

Hawl

slate will be topped by Sam Tabak, who until recently was a board member and chairman of the local's radio committee. Recently ousted, Tabak was cleared, on an appeal, of charges that he had been using his office to further his own ends. Tabak was an active member of the Blue group, of which Rosenberg is the leader until his ouster, and he is now fighting his former co-workers.

It is also considered certain that the left wing bloc within the local will enter its own slate. Dave Freed, who was also a member of the Blue group, but who was later ousted, is mentioned as a possible candidate in this connection. The last remaining group which members say may enter the elective fight is said to be an extreme right-wing bloc.

## ASCAP-NAB Feud Gives Headache To Pub-Maestri

NEW YORK, April 6.—Whether or not the radio stations throuout the country, represented by the National Association of Broadcasters, will sign a new agreement with the American Society of Composers, Authors and Publishers is still a moot question, but the situation has band leaders who also own publishing houses, which are members of ASCAP, wondering what's going to happen to their catalogs.

If the NAB does not re-sign with the radio stations, as they have threatened, and use the music of Broadcast Music, Inc., exclusively, at least 10 band leaders would not be able to plug their own tunes over the air, nor use their theme songs, because these numbers are all assigned to ASCAP.

Many of the band leaders are puzzled as to what to do, because they feel that any action at this time would be premature. They hope that the broadcasters will reach an agreement by renewal time in December. If, however, an agreement is not reached, it will materially affect all commercial and sustaining programs.

### Leaders Affected

The 10 baton wielders involved include Tommy Dorsey (Sun Music), Fred

## Non-Union Kid Bands a Growing Pain to Boston's AFM Tootlers

BOSTON, April 6.—Current beef of local tootlers is the small, non-union combos which are springing up and muscling in on many dates. Altho this is far from a new thing, the influx of the small combos during the past few months has been greater than at any time during the past 10 years.

These outfits are for the most part composed of high school and college kids who are hard up for dough and who are willing to play for as little as \$1 or \$2 a night. So for less than \$15, which includes \$3 for the leader and a deuce for a gal vocalist, you can get a five-piece ork. And the kids really try hard, some of them doubling up so that for the \$15 you can get a band with anywhere from eight to 20 instruments.

### Keen Competition

Altho most of the jobs taken are small ones, the combos offer keen competition to some of the smaller union outfits around town, string groups and others who normally would get weddings, parties and similar dates. The non-union outfits may not get much money, but since the kids are still in school and play simply to get extra spending money, whatever they get is gravy.

In the last month more than 75 jobs have been played by about six of these

### Sawbones Strays To Tin Pan Alley

NEW YORK, April 6.—New way to uncover song-writing talent and reduce the doctor bill at the same time was discovered by Vincent Lopez, who visited a San Francisco medico recently and found that the Doc had written a couple of tunes.

Lopez recorded one called *How Did I Know?*, and hopes that if the m. d.—Dr. John H. Hopkins, a surgery instructor at Stanford University—ever gets sick he doesn't ask the attending physician what his ASCAP rating is before he lets him go to work.

## Hat-Passing Combos De Trop in Penny

PHILADELPHIA, April 6.—Strolling musicians here will have to keep on strolling if the extent of their professional activity is playing for floor money. Hitting at nabe taprooms that permit the vagabond musicians to play and then take up a collection for their pay, the State Liquor Board ruled that such spots must procure an entertainment license at the \$120 fee figure.

Board first hit Harry Simon's Garden Grill for permitting strolling combos to perform without benefit of an entertainment license. Simon said the musicians were on relief and were only trying to pick up a few cents from the customers, not from the house. Enforcement of the edict is expected to provide additional employment opportunities for regular musicians, it being the general practice of a number of taprooms here to depend on the vagabond tootlers rather than the regulars.

Waring (Words and Music), Benny Goodman (Regent Music), Raymond Scott (Circle Music), Ray Block (Major Music), Nat Shilkret (Shilkret Music), Guy Lombardo (Olman Music), Freddy Rich (Melo-Art) and Irving Miller (Lewis Music). Morton Gould is also involved because, altho his tunes are published by Mills, he plays mostly his own originals.

With the exception of Lombardo, the entire group would also be precluded from playing their theme songs, because they are published by houses which display the ASCAP seal. Lombardo is okeh on this score because his theme, *Auld Lang Syne*, is a public domain tune.

## Rose To Be Dunned For \$600 in Denny Non-Payoff at Casa

NEW YORK, April 6.—Because of his alleged failure to pay off rehearsal money to Jack Denny during the latter's run at the Casa Manana, Billy Rose is being dunned by Local 802, AFM, for a total of \$600, which Denny's musicians claim is due them for the date, after the maestro was hauled before the trial board on payment-failure charges.

A number of Denny's bandmen, who brought charges against him last week, claimed that he owed them the money, but Denny testified that he was not paid the rehearsal salaries for the Casa Manana (since defunct), date approximately a year and a half back.

Rose, however, stated that the claim (set by him at \$318) was "sheer nonsense" because at the time he engaged Denny, he said, the maestro wired him that he would be able to conduct rehearsals for the Casa variety show in the six hours that the musicians' union allows as free rehearsal time.

"It appeared," said Rose, "that he wasn't as experienced as he claimed and had to conduct extra rehearsals; consequently I'm not responsible, since I had a guarantee in writing. If I owed them any money I'd have paid off right away."

Local 802 trial board handed down a judgment against Denny, but instructed him to bring charges against Rose.

## Ambitious Music Campaign Planned by Philly Union

PHILADELPHIA, April 6.—A music appreciation campaign will be launched this month by Local 77, AFM, starting with a series of concert and dance promotions, proceeds to be used for strike benefits. First affair will be held late in April at Convention Hall, and plan is to present a dual battle feature in classic and swing.

Leopold Stokowski and Eugene Ormandy will take turns at the baton before the Philadelphia Orchestra for the long-haired feature. For the dance union officials would like to bring Glenn Miller and Artie Shaw together on the same band stand.

## MCA Name Bands Planned For New Houston Nitery

HOUSTON, April 6.—W. R. Wheeler and Joseph Landwehr, of Dallas, operators of the Plantation Club there, have taken a five-year lease on a 15-acre tract here and plan a night club to cost approximately \$25,000.

The club will be called The Plantation and will feature name bands booked thru MCA. Spot will accommodate 2,500 and will have open air and closed dining and dancing. Wheeler will manage spot when opened this summer.

## Sosnick Goes to Decca

NEW YORK, April 6.—Harry Sosnick, musical director of the radio show, *Woodbury Playhouse*, resigned his post last week to become general musical director for Decca Records, Inc., effective immediately.

## One Way To Fix a Ticket

PHILADELPHIA, April 6.—Songwriter-publisher Frank Capano and songwriter-maestro Billy Hays have a hit tune, they hope, as a penalty for making a wrong turn at Oaklyn, N. J. After lecturing to the duo on their traffic violation, the brass-buttoned gent pointed to a pile of music on the rear seat of the car and inquired, "Are you guys musicians?"

When they told him they were and also wrote and published songs, he forgot all about traffic and began telling them about songs he had written, too. And so the other day a new ditty by Eddie Chambers, the copper, Capano and Hays, entitled *Sorry For You, Happy For Me*, was completed.



**Jack Denny**

*Reviewed at Fiesta Danceteria, New York)*

**A**FTER more than a year's absence, Denny returns to a Broadway spot with a new outfit. Only holdover is Vince Mignola, of the fiddle section. Denny returns to his original sweet style, his previous turn here having been during the height of the swing era when he carried a heavy battery of brass. The current set-up provides rhythms that are inductive to dance-floor occupation and make for pleasant listening besides.

Denny now has three fiddles plus a viola, four reed, trumpet, bass fiddle, drum and piano. Arrangements stress melody, strings being prominent in nearly every tune played. Most of the leads are by the fiddles, while the sax section provides some tricky counterpoint. The repertoire, while up in the current faves, leans heavily toward old musical comedy tunes.

Denny confines himself to the baton, letting his showmanship come from the arrangements and frequent stand-ups of the bandmen. The outfit could use novelty tunes for greater variety, which would also take them out of the strictly society groove. Dick Stone, a capable bary, is vocalist. Would do better if he eliminated the prop stage smile.

Cohen.

**Guy Lombardo**

*(Reviewed at the Aragon Ballroom, Chicago)*

**T**O LISTEN to the Lombardo organization is to let your ears bathe in music that is close to celestial. The band can't be praised too highly because it is absolutely A-1 among the saccharine senders.

There is nothing new or different about Lombardo's music. He still has the same smooth, flowing style. And he still rates as the fair-haired boy of dance devotees. Listenable value could be measured by the depth of the crowd hugging the band stand. This is nothing new, either. It is only remarkable be-

# The Reviewing Stand

cause it has been happening this way for 12 years.

Four sax-clarinets, two slide-horns, two trumpets, a tuba, double piano, traps and a guitar-bass-fiddle constitute the instrumentation. One of the four Lombardo brothers, Lebert, is featured frequently with his trumpet. The famed singing trio from the sax section is one-third changed, being composed now of Carmen Lombardo, Mert Curtis and Fred Higman, Curtis taking the place of Larry Owens. Curtis and Carmen take an occasional solo and both are heartily appreciated.

Modell.

**Joe Frassetto**

*(Reviewed at Broadwood Hotel Ballroom, Philadelphia)*

**I**N ALL the years that Frassetto has been fronting hotel and supper club combinations, this outfit shapes up as the best of his conducting career. Band is currently doing house duty at WIP here, playing dance dates on the outside, Frassetto giving up the after-dark locations for a bulder-upper on the air-planes.

Combination includes three saxophones, two trumpets, trombone, piano, bass and drums, with Frassetto out front and, when not waving the wand, flashing with sugary and swiny violin scratches. Players are all capable, true of tone, with the ensemble blend making music of superior quality. Frassetto shares the song-selling assignment with Gaye Dixon, a gay ditty slinger, with the maestro leaning on the moon-spoon lyrics.

Selections run the gamut from oldies to current rages, with an interesting sprinkling of musical comedy, standard and Latin. Arrangements and medleys are youthful and varied, Frassetto side-stepping the swing extremes and not entirely smothering the melody content, a sound procedure for maximum dance appeal.

Orodenker.

**Pat Loftus**

*(Reviewed at Plaza Ballroom, Kansas City, Mo.)*

**T**HIS ofay outfit, numbering 11 pieces, has begun to attract attention around Kaycee, and as a result has gleaned quite a few campus proms besides its regular location work here. Crew plays mostly commercial tunes, but no Mickey Mouse music, veering strictly away from schmaltz and adding a solid touch to all the pops with its three-and-one brass section. Lone sliphorn member, Fred Diebel, takes neat hot solos, also dishing out throaty blues vocals.

Band gets most of its kicks from its own swing arrangements of oldies, rarely delving into the current rhythm tunes. Bruce Branson delivers hot alto passages, Ray Haley gets off on trumpet and trumpet Bryant Meehan and tenor sax Wendell Pate are spotlighted in scorching take-offs. Pianist Johnny Loftus delivers vocals on most of the sweet tunes, with five members of the crew also able to croon.

The ork's brass and reed sections rate considerably higher than the rhythm department, which needs improvement.

Locke.

**Willie Hartzell**

*(Reviewed at the Albany Hotel, Denver)*

**H**ERE is an example of what five selected men can do. Hartzell plays drums and handles most of the vocals. A personable chap, he not only does a good job of selling himself, but keeps plugging the other men as well. Art Gow, pianist; Frank Wheaton doubling on steel guitar, trumpet and violin; Stanley Kock doubling on sax, clarinet and flute, and Barclay Allen on the Hammond organ and vibe complete the outfit. A vocal and swing instrumental trio are combinations within the unit.

No stocks are used, all numbers being

arranged by either Gow or Allen. Outfit goes in for everything from jive to the classics, and special arrangements do much to sell the music. Band goes in for novelties, and is adaptable for either straight entertainment or dancing. Fact that the outfit can put out plenty of music to suit all tastes has made it a real selling combination.

Trackman.

**Hem Olson**

*(Coral Gables Country Club, Miami, Fla.)*

**O**LSON has an outfit consisting of four saxes, three brass, three rhythm and a pleasing tenor vocalist in Oliver Edwards. Maestro fronts band and does nice job of singing, too. His sophistication is appropriate for this top-class social center.

Smooth, sweet singing intros are featured. Glee club numbers are punchily and effectively presented. Band has been here 18 months.

Simmonds.

**Henry Busse**

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

**H**OT-LIPPED trumpeter Busse, for sheer commercial quality, has always been one of the stand-bys in the Midwest. This band is the one of New York origin which went under his baton when he released the crew now with Lou Breese.

It is made up of three trumpets, three trombones, four saxes (one doubling slide) and four rhythm, in addition to Busse's horn, which springs into his mitt once a set. He's flirting now with the idea of violins and will put three of them into the group he already has. That'll make 17 instrumentalists, the biggest band he ever had.

Vocal and show department is handled by three men—Billy Sherman, straight romantic baritone; Bill Hunter, guitarist, who voices a few, and Ducky Young, who shucks a few novelties when laying off trumpet.

Oldfield.

## Review of Records

By M. H. ORODENKER

**Revivals**

**T**HE band boys are still dusting off the old ditties, ever giving new life to an old and familiar strain. And in most cases the newer edition is a welcome one. Going back some 15 years, Dick Jurgens picked on *Cecilia*, which was a favorite then and promises to become a favorite again. The selling of the song is left entirely to vocalist Ronnie Kemper, and his lazy and crooly singing stamps this Vocalion side as a winner. The companion piece, *Love Song of Renaldo*, of current vintage, is played in a bright three-quarter time tempo.

Andy Kirk, on Decca, goes way back for two ballads, making his an orthodox dance disk for *Please Don't Talk About Me When I'm Gone* and *Why Go On Pretending?* And for the same label Teddy Powell side-steps the swing that characterized his earlier recordings, making it just as rhythmic without distorting the melody for *I Get the Blues When It Rains* and *The One I Love*. On Bluebird, Vincent Lopez takes an Irving Berlin oldie that has already gotten a new lease on life from Bonnie Baker. It's *You'd Be Surprised*, with Penny Parker's vocal making it salesworthy. The coupling piece is an original ballad by the Lopez male voice, Sunny Skyler, who sells as well his *How Did I Know?* Again on Bluebird, Mitchell Ayres goes a few seasons back to revive the rhythmic *Little Girl* ditty. And in a sweeter style, doubles the disk with the current *Long Live Love* ballad.

**The Swiny Side**

**A**S USUAL, the swing school finds its best inspiration in the songs of another decade. His trombone and dusky singing highlighting the Varsity sides, Jack Teagarden turns in one of his best recordings to date with a slow and sentimental treatment for *My Melancholy Baby* and *If I Could Be With You*. Sonny Dunham, making his debut on the same label, uses the melody pattern of *Dark Eyes* and *Little White Lies* for fast and furious improvisations alternating between his trumpet and trombone. A rhythm group makes the setting for his

hot solos. The selling qualities of the sides depend on calling attention to the fact that Dunham is the former Casa Loma trumpet-trombone star who recently left the band to start one of his own.

The Victor boys banner the hot music also come thru with some interesting items in this register. Bob Zurke, turning to Irving Berlin's earlier writings, makes it sprightly stepping to the tune of *Everybody Step*. Companion piece is an original *Tom-Cat on the Keys*, Zurke dipping into the boogie-woogie style to show-case his band and his own brand of piano playing. Larry Clinton fashions a brilliant swing arrangement with exciting instrumental solos for *Limehouse Blues*, mating that music with an original *A Kiss for You*, an appealing ditty offered by the maestro-composer-arranger with words still to be put to the music.

**The Singing Sides**

**B**ING CROSBY goes way back when for *If I Knew Then*, his sentimental singing making this Decca disk a dandy. The couplet is complete with the current *Tumbling Tumbleweeds*. Dick Robertson on the same label, with a swiny background for his singing, is also in a reviving mood with *Row, Row, Row* and *All Alone*, the latter being Harry Von Tilzer's yesteryear favorite which antedates the Irving Berlin waltz classic.

For the female voice, the soft allure of Dorothy Lamour is the quality of a Bluebird brace of ballads, the *Your Kiss* love song and from her *Johnny Apollo* screen show, *This Is the Beginning of the End*. Martha Raye, of the violent voicing, is both serious and swiny for her Columbia couplet of *Gone With the Wind* and *It Ain't Necessarily So*.

STEPHEN SWEDISH'S Ork has been booked for two and a half weeks at the Schroeder Hotel, Milwaukee, starting April 16. Engagement is the fourth at the hotel for the band.

(See REVIEW OF RECORDS on page 156)

## Music in the Air

By SOL ZATT

**High-Class Doodling**

**L**ENDING a bit of smoothness and showmanship to his midnight remote, LARRY CLINTON (*Hotel Sherman, Chicago, NBC Red network*) leaves little to be desired in the method of presenting his wares to the listening audience over the air-waves. He gives all the way with sparkling arrangements, a balance of pops and swings and a sensible apportionment of tune assignments to his large assortment of vocalists.

Musically, it's one of those half-hour shots that has enough diversion to keep the ears arrested for the entire length of the program, because of the climbing interest with which the remote is fashioned. Clinton never lets the public forget that his is a swing band, but because of the sagging public interest in swing he also doesn't let them forget that he has an all-round band, which fact he conclusively proves.

Swing rides were his outstanding forte in the instrumental presentation, but he didn't stray from the path of good musicianship in the pops and oldies which were programed for the show. Unlike many of the out-and-out swingers which populate the airwaves, Clinton pays plenty of attention to a cross section of musical tastes. It might be a good cue for some others to pick up.

Completing the layout are Terry Allen and Ford Leary doubling on the tonsiling, and Clinton's new femme warbler, Helen Southern. This is as commercial a remote as is on the air, and it's right all the way thru.

**Where Style Counts**

**G**RAY GORDON'S (*Wardman Park Hotel, Washington, NBC Red network*) stylized tic-tocking from the nation's capital, tho caught on only a 15-minute sustainer (his first from this hotel), proved clearly enough that the maestro knows what to do with his opportunities. For it was not only a clean-cut little program, but in its quiet way a commercial one. The announcements gave way to college favor, and the songs, each one tinged with a differ-

ent style of vocaliting (tho not on a par with the rest of the program), were in an even rhythmic tempo, and not hard to take at all.

Gordon himself has polish and does much to carry his airer. The vocals of Johnny Victor, heard over the air for the first time with the band, were thin and off keel with the music. It might have been due to nervous palpitation, because of his first airing, but the results nevertheless left a straining desire to please hanging in mid-air.

But for an opening show Gordon really sold himself, which is the important factor in getting listeners to repeat the process of turning on the dial.

**What Not To Do**

**W**HILE it is generally conceded that all band remote programs should have a consistent quality, it is also agreed that certain air spots require special attention. If band leaders want to abuse the network privilege, that's their business, but they should give especial care to their first and last shows. The first creates the impression and the last leaves it, and gives a chance for a little horn-blowing on the next spot the ork is going into.

HENRY KING (*Hotel Plaza, New York City, CBS*) is a good example of what not to do on your last broadcast. For one thing, 15 minutes is an awfully short time to rush thru seven numbers. King went thru them as tho he had to make a train.

The program was top-heavy on unknown tunes, none of which had vocal accompaniment. And, of course, they were played so fast that they lost any listening appeal they might have had.

And when it came time for the adieu and a plug for his next engagement, King fumbled and stuttered like a kid making his first appearance before a mike.

Outside of that it was a good program.

DON STRICKLAND Ork opens the season at George Meggers' Rustic Resort, Clintonville, Wis., April 7. Spot has had its tap and dining rooms remodeled.

# Three Bands and Dinner for 60 Cents

(How New York's Biggest Night Club, the Fiesta Danceteria, Operates)

By RICHARD DECKER

WHEN you open a run-of-the-mill night club or a prosaic restaurant you have plenty of precedent to guide you. You can point in almost any direction and say, "So-and-So opened a similar spot over there, and he did this, or he didn't do this, and it proved successful—so I'll play safe and do the same!"

But when I first conceived the idea for the Fiesta Danceteria—a self-service night club catering to the great middle class—I realized I had no precedent to guide me. There was no other place like it in this country or anywhere else. My 30 years' experience in the restaurant, ballroom and night club field might serve me to some advantage, but for the most part I knew I would have to rely on experimentation.

For four years I searched for similar enterprises which might guide me. I traveled thruout Europe and the only thing that remotely approached my idea was some of the more pretentious beer gardens in Germany. But even these offered no modus operandi for my planned Danceteria. So I returned to this country, determined to proceed with my idea, provided I could find a suitable location.

Location, in regards to an enterprise like the Danceteria, is all-important. It must be right in the middle of things where people pass by, and not on a side street. Only after a spot is old and established can you expect customers to seek it out. New ideas must be dangled in front of their eyes every moment of the day. And what better place to dangle something than on the corner of New York's Broadway and 42d street, the crossroads of the world?

## Friends Warn Me

Then came the deluge of comments. Friends and enemies told me I was crazy. "A self-service night club, at the prices you plan, is impossible. You'll lose your shirt."

But I went ahead anyhow. Once started, everything moved smoothly—so smoothly that in exactly eight days the roof garden, with four 50-foot steel beams set in place to hold the sliding glass roof, was complete. And we opened exactly on schedule, November 21, 1939, altho we were 3½ hours late.

Of course, I've discovered flaws in my methods of operation, but these were corrected immediately. For instance, our smorgasbord table was so attractively set and so appetizingly prepared that the customers helped themselves overzealously, with the result that we found ourselves losing money on the 60-cent admission set-up. We were forced to eliminate that phase of the food department. We now set up a smorgasbord table only for special private parties, of which we have quite a number. In the space originally assigned the Swedish hors d'oeuvres, we put an additional 30 feet of steam table.

A couple of weeks of operation convinced us that our method of punching food checks at the cafeteria counter could be greatly simplified, which in

turn would speed up service. So a new system was devised, and over \$1,500 worth of tickets on hand, plus eight new, specially built cash registers, were discarded. But the resulting simplification more than made up for that loss.

## Operation Smooth Now

Minor details, such as rearranging band stands, resetting the amplification

**RICHARD M. DECKER**, whose Fiesta Danceteria has brought night life down to the purses of the masses in New York City, showed a talent for novel innovations at a comparatively early age. In Hungary, where he was born August 20, 1897, his father owned a motion picture house in a small village. He convinced his father to remove the seats, substitute tables and chairs, waive the admission price, and let the customers see free movies. A corps of waiters serving drinks and food produced the revenue. This spot was so successful that the Deckers launched a chain of similar bistros.

When the success of the venture was assured, Richard Decker branched out as operator of a dance academy, with he himself as the head instructor. This was fairly successful, but the outbreak of the war in 1914 ruined both enterprises and the Deckers had to start anew.

In 1921, at the age of 24, Richard Decker landed in New York practically penniless and obtained employment as an automobile body painter at \$8 weekly. However, in four months his income was upped to \$75. When he learned enough English and accumulated sufficient reserve he started a dance academy and later branched out in the catering field. He built a chain of Italian restaurants which he later sold at a profit.

After a period of semi-retirement and travel Decker hit upon the idea of the Danceteria, which has been a click since its inception.

system, adding more lights to certain sections of the Cuban Room and dimming down in other parts, were also attended to. And now, with four months under our belt, I believe we have everything running as smoothly as can be expected.

The biggest problem, of course, was dance music. We feature three bands, one name band and two semi-permanent outfits, and the music must be varied enough for the most particular of tastes.

Since the Danceteria is primarily a restaurant, we must keep our music toned down so that table conversation may be carried on. Some of the name bands we booked had a tendency to blast the roof off, most of them having just returned from a tour of one-nighters, where they played in huge structures with the acoustics of an armory. But when they found out that the Fiesta fans wanted their swing on the soft side, they muted their instruments.

From the very first we were fortunate in getting bands that had drawing appeal. Teddy Powell, who opened for us, enjoyed a lucrative 10-day stay. Scoffers might say that the place was new, and that we would have drawn the customers in no matter which band we featured. But we prefer to believe that Powell's name and music had a lot to do with the crowds. After Powell came one and two-nighters, filling in while Irving Lazar, of Music Corp. of America, lined up a bunch of name bands for us, starting with Ben Bernie. Bernie set a record of 30,000 people in one week, a record which was smashed by Gene Krupa during the first seven days of his initial engagement for us.

## Ben Bernie a Click

The customers couldn't get enough of Bernie. Ben confided he never enjoyed

playing a spot so much. He mingled with the guests, telling them tales of show business and answering questions about his "feud" with Winchell. If Bernie's schedule had permitted, we would have held him over indefinitely.

Bernie proved especially valuable when it came to radio broadcasts. Most band-leaders rely on the announcers to do all the talking. Ben handles his own line of patter, and he can get away with plugs that an ordinary announcer wouldn't attempt. Take the case of our low admission price of 60 cents which includes a dinner. Price-mention on the networks is prohibited, yet Bernie kept microphoning: "Just think of it, a complete meal for 60 cents and dancing to three bands. Can you imagine—Ben Bernie and Dinner, all for 60 cents, etc." The networks didn't like it, but we did.

Jack Jenney brought his orchestra into our "Subway Set Stork Club" for a two-week stay and, while not approaching Bernie's record, nevertheless managed to satisfy.

All along our semi-permanent bands were Joe Marsala, who had previously been featured at the Hickory House and Cafe Society, and Antonio De Vera, whose rumba band played El Morocco for a couple of years.

De Vera proved very versatile, rattling off rumbas, congas, tangos and Viennese waltzes in a manner most pleasing. Where he really proved his worth was on the nights when one or the other of the bands was off and he and his crew had to play American music, both swing and sweet.

## Marsala a Favorite

Marsala's clarinet, plus his swing style, clicked from the start. Joe has a lot of personality and makes friends easily, an important asset for a place like ours where people come back three or four times a week. As a result, Marsala is a definite attraction at the Fiesta.

Van Alexander's Orchestra proved another pleasant surprise. Van is a personable leader, with a crew of highly talented youngsters. And every time vocalist Butch Stone did one of his inimitable novelty tunes he stopped the dancing cold.

Following Alexander's three-week run, which, incidentally, brought him an engagement at the Paramount Theater, we featured Gene Krupa's Orchestra for an 11-day stay. The Danceteria date was Gene's first lengthy New York City night club date since he had formed his own band some 20 months previous.

In his first week Krupa smashed Bernie's record, drawing 33,000 people. His drawing power continued for the full engagement, and we picked up his option for a three-week return engagement which began February 20.

After Krupa we tried a bit of experimentation with comparatively unknown bands. We featured Van Smith's Orchestra first. Van was pianist with Jerry Blaine for many years. Like Eddy Duchin, he featured the piano and his music was on the sweet side.

After Van we brought in Dave Dennis' crew. Dennis (Dave Herman) was once Abe Lyman's chief arranger—first violinist-assistant conductor. The Dennis outfit is a very versatile group. Dave apparently inherited much of Lyman's showmanship, including the happy faculty of carrying on a conversation with dancers as they go by, all the while fiddling away and producing good sweet-to-swing music.

## Non-Name Bands Okeh

Both unknown bands pleased. Their draw wasn't as high as that of a nationally publicized name band, but on the other hand their price was on a level with their drawing ability, making for a financially successful engagement.

The little experiment with the unknown bands proved one thing: the public is interested in good music. If a name band doesn't dispense it our customers stay away for the remainder of the engagement. If an unknown plays good danceable music, we get repeat patrons. So evidently our low-priced policy is the big appeal, and not the name bands. However, we will continue to book the names, providing they can offer music our patrons demand and that their salaries are within our budget.

The Danceteria caters to a home crowd. They are the people that go to make up a city—the majority, not the minority. Mingling with the teen-age trade are the middle-aged folk who still like to dance but will not spend the higher prices prevalent at most night clubs.

And one mustn't forget the youngish married couples who have suddenly graduated from the jitterbug ranks into the realm of those who now think the rumba and conga "too, too, divine." These people are our biggest customers. Living on a slim budget, they find they can afford two or three nights of dining and dancing at our Danceteria.

## We Raise Prices

There has been only one price change since we opened. We originally charged 85 cents Saturday nights (our prices are 60 cents week-day nights, 75 cents Sunday nights and 50 cents Saturday luncheon) and by 11 o'clock we were forced to close our doors. So we decided to raise the 85 cents to \$1. And the Saturday night crowds still pour in.

The average check week-day nights runs to 75 cents; on Saturday, \$1.25, and Sundays, 90 cents.

The Danceteria has disregarded night club and restaurant precedent in many matters. Monday nights, for instance, have always been considered bad for business. Yet we jam them in Monday nights. The week before and the week after Christmas and New Year have always been labeled dead. Yet we did some of our best business during those periods. Proving that if you give the public a bargain, they'll seek you out Monday, post-holidays or what not.

On the other hand, the Danceteria has taught me a lesson: the more you give the public for its money, the more it—no, not expects—DEMANDS!

Those in the industry know it's impossible to serve a steak dinner for 60 cents, plus dancing to three orchestras. Yet some of our customers seem indignant when they find no steaks listed on the 60-cent dinner. However, a bit of explaining by the counter man usually convinces customers they're expecting a bit too much.

We started offering free rumba and conga instruction Saturday and Sunday afternoons, hiring a group of instructors for that purpose.

## Free Dancing Lessons Click

Our customers liked this service so

## Very Vital Statistics About Feeding the Masses

During its first nine weeks, the Fiesta Danceteria drew 210,000, or more than 23,000 people a week. Its two huge floors feature music by a name band, a house band and a Latin combo, the bands working on a time schedule that keeps them shifting from one floor to another.

And here are some statistics compiled by the bookkeeping department: More than 10,000 plain sodas, 7,000 ice cream sodas and 2,100 banana splits are sold weekly.

Ten to 12 barrels of beer are guzzled nightly, increasing to 16 and 18 week-ends.

Three hundred pounds of coffee, 560 quarts of milk and 1,000 cups of tea are consumed weekly.

Fifty gallons of chop suey, 50 gallons of chow mein, 500 pounds of cheese, 14 cases of eggs, 100 chickens and 25 cases of lettuce are used each week.



RICHARD M. DECKER



much they kept demanding it week days also. We now offer free dance lessons seven nights a week at 8:30. And yet, at 10:30 at least 100 people will inquire whether or not there will be a repeat instruction session. They seem hurt when they get a negative response.

The conga, incidentally, is by far the most popular type of dance with our patrons, most of whom have never visited a Cuban or Spanish night club. We have had the Velerio Sisters and their Pan-Americans, who succeeded the De Vera crew. The girls led the conga line, and it is nothing unusual to have 200 to 400 people weaving back and forth across the floor.

Friday nights we instituted as free perfume nights. Thru a special merchandising deal, the first 500 women entering the Danceteria were presented with vials of perfume, compliments of the management. These vials retailed in their neighborhood drug and cosmetic shops at 35 cents. Yet many women wanted the dollar-size bottle they had noticed in the stores and others demanded as many as five and six vials.

Where other spots refuse to let two women dance together, we encourage it. It is nothing unusual to see a group of seven or eight women, unescorted, come in for an evening of dining and dancing. We consider it good business. Women who come in together on one night often return other nights with their husbands or escorts.

**Women Parties Good**

Most women belong to organizations which are constantly running dances, dinners, etc. Women coming to our place unescorted often tell other members of their organizations about it. And our banquet and party business has increased considerably. One of our most lucrative bookings—a women's organization of 2,700, which took up both of our floors on a Tuesday night—came about because two members dropped in one night for dinner, danced together, saw other women dancing together, and decided it was just the place for their organization's next dinner-dance.

One problem we haven't been able to solve is the matter of space. Our two huge floors sometimes can't accommodate all of the people who want to crowd onto them. On Saturday night, for instance, we usually have to close the doors about 11 p.m. for at least an hour so that some of the people may leave. Our four checkrooms, two upstairs and two downstairs, can hold 4,500 coats and hats, but even these facilities are inadequate over a week-end.

**Tommy Tucker N. S. G. at Springfield With \$131.25**

SPRINGFIELD, Mass., April 6.—Tommy Tucker flopped at the box office of the Butterfly Ballroom here March 26, according to Mitchell Labuda, manager. Gross was \$131.25 for the 250 people attending, but the band cost over \$800, Labuda said. Admission was scaled at 65 cents for men and 40 for women.

Too many dances too close together was the reason, said Labuda. Count Basie was in the Butterfly the Saturday before; a police ball here drew 6,000 Monday (25); Tuesday the men in blue in neighboring Chicopee drew a full house, and Wednesday the police in Holyoke held forth.

Next into the Butterfly is Gene Krupa April 11 and Labuda expects a good crowd.

**Lunceford Label Switch; Columbia Disks Sullivan**

NEW YORK, April 6.—Jimmie Lunceford, who has been on the Vocalion label for more than a year, switched over this week to the higher priced Columbia record, with his first session set early this month. First tune on the 50-cent platter will be a Beethoven swing classic.

Joe Sullivan, ex-Bob Crosby pianist, now fronting his own swing combo at Cafe Society in Greenwich Village, teed off this week with his first batch of recordings for Columbia under a year's contract.

**More Blessed To Receive**

SCRANTON, Pa., April 6.—Kay Kyser found the usual procedure reversed when he visited the International Correspondence Schools here recently and was given a leather portfolio containing the signatures of more than 1,000 members of the organization's officials. Kyser admitted it was a pleasant change to receive rather than give autographs.

**CBS's New "Song" Program Canceled**

NEW YORK, April 6.—A new sustaining program called *The Song I'll Never Forget* slated to start April 7 over CBS was canceled at the last minute when it was felt that the new show might clash with Colgate-Palmolive-Peet Co.'s program starring Wayne King over CBS. It is not known whether CBS killed the new show, which was brought to the network by orchestra leader Harry Salter, of its own volition or whether C-P-P made representations to the network.

King's show awards prizes to listeners who write letters explaining why they are fond of certain songs. Salter's program would have been a sort of *We, the People*, dealing with songs, using noted guest stars who'd explain why a song was identified with them, or why the tune was at the top of their list of favorites. Ted Steel was slated to emcee the first of Salter's series.

CBS substituted a sports quiz, *Training Table*, in place of the song show, and is also starting a new sustainer starring Maxine Sullivan and John Kirby's Orchestra. Network also has several new commercials starting, including a news spot for Pepsi-Cola, the first time the account has used network; a quiz show for Eversharp with Bob Hawk, and baseball and Al Pearce for Camel cigarettes. Pearce starts May 3. Pepsi-Cola, using 112 stations, has the largest commercial network to date.

**Kipper Operating Sylvan Beach Danceland This Year**

SYLVAN BEACH, N. Y., April 6.—Gene Kipper will operate Danceland here this season thru arrangements with Bill MacNeilly. Managing the spot will be Jack Collins. Ballroom for years was a summer location for traveling units and last year was enlarged to name-band capacity.

Territorial favorites were used for two-week stands, with names spotted on one-nighters thruout the summer. Same policy will be followed this season, with present plans calling for three or four names in May and early June, location outfits to start later that month.

**Three MCA Name Orks for Michigan Fair This Year**

CHICAGO, April 6.—Hogan Hancock, of the local MCA office, announced this week that a contract has been signed with the management of the Michigan State Fair, Detroit, to play three name bands this year, to be chosen from among 10 top-flight names, depending upon those available at the time.

The Chrysler building on the fairgrounds is to be remodeled to give a night club effect, and it is possible that several acts will be used in conjunction with the bands.

**Musician Shortage Grows Acute As War Calls British Tootlers**

LONDON, April 6.—With the further drafting of civilians into the Allied fighting forces, British dance-band leaders are facing an acute shortage of musicians, since most of the younger ones have gone off to the trenches, either voluntarily or by compulsion.

Situation was brought to a head in the past few weeks when the government began to drain instrumentalists from seven of the top bands in England,

who had heretofore been ignored because of the necessity of sending bands to the front to entertain the soldiers and keeping a number behind the lines to aid in taking the civilian population's mind off the war.

Now, however, the War Ministry is calling all men of fighting age—which presents a problem to English baton-wavers. Since the tootlers must answer the call to arms, leaders have been

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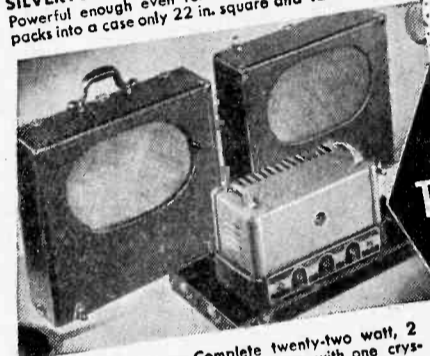
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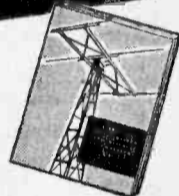


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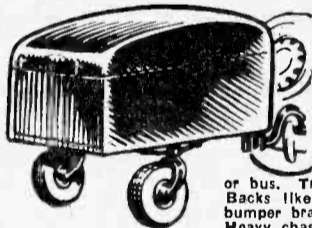
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**Pauley Plans for Lincoln Dancery Hit Lease Snag**

LINCOLN, Neb., April 6.—Trouble negotiating a lease on the plot of ground he wants less than a mile from his indoor dancery, the Turnpike Casino, is holding up R. H. Pauley's spring plan of building an outdoor spot for extensive name-band booking this summer.

Pauley has elaborate plans for the place and intends, when its built, to operate it on a semi-park basis minus the rides.



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scurrying thru all parts of the country for available musicians, but the demand is greater than the supply.

**Smaller Bands**

Need for bands, it was pointed out, is far greater now than it was six months before the war began, as indicated by the heavier attendance at dance halls and theaters. The drain, however, leaders point out, will possibly mean smaller bands for the duration of the war, so that instrumentalists may be evenly divided among those who have felt the drain the hardest.

The seven bands hit by the latest call (altho some volunteered) are Oscar Rabin (who not only lost a few men but also his personal manager), Ambrose, Lew Stone, Eddie Carroll, Harry Leader, Wally DeWar and George Colborn.

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

# Orchestra Routes

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

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

**A**  
Aar, Jay: (The Place) NYC, nc.  
Aces, Four: (Cawthon) Mobile, Ala., h.  
Alpert, Mickey: (Cocoanut Grove) Boston, nc.  
Andrews, Jimmie: (Diamond Hill Inn) Cumberland, R. I., nc.  
Andre, Fabian: (Ambassador) Chi, h.  
Augeio: (Bertolotti's) NYC, nc.  
Angelardo, Ed: (Earl Carroll) Los Angeles, nc.  
Armstrong, Louis: (Cotton Club) NYC, nc.  
Arnez, Desi: (La Conga) NYC, nc.  
Ayres, Mitchell: (Paramount) NYC, t.

**B**  
Dardo, Bill: (Trocadero) Henderson, Ky., nc.  
Barker Trio, Art: (Syracuse) Syracuse, h.  
Barons, Three: (Columbia Club) Indianapolis, h.  
Barron, Blue: (Edison) NYC, h.  
Barry Bros.: (Arlington) Binghamton, N. Y., h.  
Bartal, Jeno: (Piccadilly) NYC, h.  
Bastie, Count: (Flatbush) Brooklyn, 11-17, t.  
Baum, Charles: (St. Regis) NYC, h.  
Becker, Saxie: (Top Hat) Phila, ro.  
Beelby, Malcolm: (Royal Hawaiian) Honolulu, h.  
Berman, Lew: (Rainbow Room) Washington, D. C., nc.  
Bernie, Ben: (Taft) NYC, h.  
Bestor, Don: (Rustic Cabin) Englewood Cliffs, N. J., ro.  
Binder, Max: (Del Rio) Washington, D. C., nc.  
Bonick, Lewis: (Fox and Hounds) Boston, re.  
Bono, Richard: (Statler) Cleveland, h.  
Booris, Al: (Tremont-Plaza) Boston, re.  
Bova, Joe: (Shanghai Inn) Cincinnati, re.  
Bragale, Vincent: (Dempsey-Vanderbilt) Miami Beach, Fla., h.  
Brandwynne, Nat: (Waldorf-Astoria) NYC, h.  
Breese, Lou: (Chez Paree) Chi, nc.  
Brigode, Ace: (Merry Garden) Chi, b.  
Brunesco, Jan: (Jack Dempsey's) NYC, re.  
Burkhardt, Johnnie: (Henry Grady) Atlanta, h.  
Burton, Henry: (Oaks) Winona, Minn., nc.  
Bush, Eddie: (Seven Seas) Hollywood, nc.  
Byrne, Bobby: (Aragon) Cleveland, b.

**C**  
Captivators, Three: (Netherland Plaza) Cincinnati, h.  
Carpenter, Bob: (Gables Inn) Atlantic City, nc.  
Carlsen, Bill: (Claridge) Memphis, h.  
Carlyn, Tommy: (Nu Elms) Youngstown, O., b.  
Chassy, Lon: (The Greenbrier) White Sulphur Springs, W. Va., h.  
Chiquito: (El Morocco) NYC, nc.  
Clarke, Buddy: (Park Central) NYC, h.  
Clinton, Larry: (Ohio State Univ.) Columbus, 12.  
Cobina, Carlos: (Biltmore) NYC, h.  
Cole, Melvin: (Harry's New Yorker) Chi, nc.  
Coleman, Emil: (Ciro's) Hollywood, Calif., nc.  
Collins, Jay: (Sherman's) NYC, re.  
Colono, Emil: (Leon & Eddie's) NYC, nc.  
Continental, The: (Monte Cristo) Chi, nc.  
Contreras, Manuel: (Henry) Pittsburgh, h.  
Craig, Francis: (Hermitage) Nashville, Tenn., h.  
Crocket, Mel: (Hi-Hat Club) Steubenville, O., nc.  
Cromwell, Chauncey: (Ritz Carleton) Atlantic City, h.  
Crosby, Bob: (Blackhawk) Chi, nc.  
Crusaders, The: (Congress) Chi, h.  
Cugat, Xavier: (Statler) Detroit, h.  
Cuneo, Frank: (Club Del Rio) Manos, Pa., nc.

**D**  
D'Amico, Nick: (Essex House) NYC, h.  
Danders, Bobby: (Gay '90s) Chi, nc.  
Darrise, Gilbert: (Chateau Frontenac) Quebec, Can., h.  
Davis, Paul: (Martin's Tavern) Lima, O., nc.  
Davis, Meyer: (Park Lane) NYC, h.  
De La Rosa, Oscar: (Havana-Madrid) NYC, nc.  
Del Rio, Louis: (Henry Grady) Atlanta, h.  
Demetry, Danny: (Club Royale) Detroit, nc.  
De Rosa, Tommy: (Club Holland) NYC, nc.  
Dibert, Sammy: (Powaton Club) Detroit, nc.  
Dixon, Lee: (Play-Mor) Kansas City, Mo., b.  
Donahue, Al: (New Yorker) NYC, h.  
Doneck, Peter: (Horseshoe Bar) NYC, cb.  
Dorsey, Tommy: (Paramount) NYC, t.  
Dorsey, Jimmy: (Pennsylvania) NYC, h.  
Downer, Bill: (Nightingale) Washington, D. C., nc.  
Duchin, Eddy: (Strand) NYC, t.  
Duffy, George: (Carlton) Washington, D. C., h.  
Duke, Jules: (Tutwiler) Birmingham, h.

**E**  
Eaton, Dick: (Red Hill) Pennsauken, N. J., nc.  
Eby, Jack: (Royal Palm) Miami, nc.  
Eldridge, Roy: (Manhattan Center) NYC.  
Ellis, Joe: (Queen Mary) NYC, re.  
Engel, Freddy: (Knight Tavern) Plattsburg, N. Y., nc.  
Evans, Bobby: (Cotton Club) Phila, nc.

**F**  
Familiant, Mickey: (Weber's Silver Lake Inn) Clementon, N. J., nc.  
Farmer, Willie: (New Goblet Inn) Albany, N. Y., cb.  
Fay, Penn: (Montgomery's) Upper Darby, Pa., cb.  
Fedor, Jerry: (Fischer's Casino) Detroit, nc.  
Felton, Happy: (Benny the Bum's) Phila, nc.  
Fiddlers Three: (Counor) Laramie, Wyo., h.  
Fidler, Lew: (Broadwater Beach) Biloxi, Miss., h.  
Fielder, Johnny: (Plaza) San Antonio, h.  
Fields, Irving: (Del Rio) Washington, D. C., cc.  
Fields, Shep: (St. Francis) San Francisco, h.  
Flo Rito, Ted: (Cleveland) Cleveland, h.  
Fisher, Buddy: (Trocadero) Evansville, Ind.  
Fisher, Mark: (Club Morocco) Detroit, nc.  
Fisher, Freddie: (Blatz Palm Garden) Milwaukee, nc.  
Fiske, Dwight: (Savoy Plaza) NYC, h.  
Flindt, Emil: (Paradise) Chi, b.  
Fomeen, Basil: (Belmont Plaza) NYC, h.  
Francis, Benita: (Oasis) Seattle, nc.  
Freedley, Bob: (Troc) NYC, nc.

Freeman, Bud: (Kelly's Stables) NYC, nc.  
Fremont, Al: (Club Gloria) Youngstown, O., nc.  
Friml Jr., Rudolph: (Providence-Biltmore) Providence, h.  
Fulcher, Charles: (Bon Air) Augusta, Ga., h.  
Funk, Larry: (Biltmore) Dayton, O., h.

**G**  
Gagen, Frank: (Statler) Cleveland, h.  
Gasparre, Dick: (El Morocco) NYC, nc.  
Gaston: (Monte Carlo) NYC, cb.  
Glass, Billy: (Pastor's) NYC, nc.  
Goat, William: (Chateau Ensey) Birmingham, h.  
Golden, Neil: (Condado) San Juan, P. R., h.  
Golly, Cecil: (Donahue's) Mountainview, N. J., ro.  
Gordon, Al: (Frolic Club) Albany, N. Y., cb.  
Gordon, Gray: (Edison) NYC, h.  
Gordon, Paul: (Pick's Club Madrid) Milwaukee, nc.  
Graffolier, Frenchie: (Club 100) Des Moines, nc.  
Grant, Bob: (Savoy-Plaza) NYC, h.  
Gray, Glen: (Meadowbrook) Cedar Grove, N. J., cc.  
Gruen, Eddie: (100 Club) Chester, Pa., nc.

**H**  
Hall, Sleepy: (Biltmore) NYC, h.  
Harper, Don: (Grove) Orange, Tex., nc.  
Harris, George: (Bradford) Boston, h.  
Harris, Phil: (Wilshire Bowl) Los Angeles, re.  
Hart, Little Joe: (Madura's Danceland) Whiting, Ind., b.  
Harting, Dorothy, Gentlemen of Rhythm: (Pepper Pot) NYC, nc.  
Hauck, Happy: (Chez Ami) Buffalo, nc.  
Hawkins, Erskine: (Savoy) NYC, b.  
Heidt, Horace: (Palace) Cleveland, t.  
Helman, Dave: (Warwick) Litzitz, Pa., h.  
Henderson, Horace: (5100 Club) Chi, nc.  
Herbeck, Ray: (Peabody) Memphis, h.  
Hoagland, Everett: (Chase) St. Louis, h.  
Holmes, Herbie: (Nicollet) Minneapolis, h.  
Hopkins, Claude: (Roseland) Richmond, Va., 11, b.  
Hope, Al: (Park Lane) NYC, h.  
Huarte, Julian: (Marta's) NYC, cb.  
Hugo, Victor: (Little Rathskeller) Phila, nc.

**I**  
Irwin, Marty: (Churchill Tavern) Pittsburgh, re.

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

**J**  
Jerome, Henry: (Child's Paramount) NYC, re.  
Johnson, Johnny: (Shelton) NYC, h.  
Johnson, Bill: (Cozy Corner) Detroit, nc.  
Jones, Emperor: (Brick Club) NYC, nc.  
Juneau, Tommy: (Show Boat) St. Louis, nc.  
Jurgens, Dick: (Aragon) Chi, b.

**K**  
Kane, Allan: (Brown Palace) Denver, h.  
Karson, Maria, Musicales: (Fort Hayes) Columbus, O., h.  
Kaspar, Gordon: (Shawnee) Springfield, O., h.  
Kassel, Art: (Bismarck) Chi, h.  
Kavelin, Al: (Muehlebach) Kansas City, Mo., h.  
Kay, Herbie: (Cleveland) Cleveland, h.  
Kaye, Sammy: (Commodore) NYC, h.  
Keith, Carl: (Primrose) Newport, Ky., cc.  
Kellam, Milton: (Delmonico's) Phila, nc.  
Kemp, Hal: (Palmer House) Chi, h.  
Kendis, Sonny: (9 o'Clock) NYC, nc.  
Kent, Larry: (Biltmore Bowl) Beverly Hills, Calif., nc.  
King, George: (Bill Green's Casino) Pittsburgh, nc.  
King, Russell: (Steve's) NYC, nc.  
King, Henry: (Plaza) NYC, h.  
King's Jesters: (Philadelphia) Phila, h.  
King, Wayne: (Chi, t.  
Kirk, Andy: (Palais Royal) Norfolk, Va., 15; (Skating Rink) Sedgely, N. C., 16.  
Kish, Joe: (Vine Gardens) Chi, nc.  
Klyde, Harvey: (Chateau) Chi, b.  
Kobblers, Korn: (Old Vienna) Cincinnati, re.  
Koons, Dick: (Mayflower) Washington, D. C., h.  
Kuhn, Dick: (Astor) NYC, h.

**L**  
Lake, Sol: (606 Club) Chi, nc.  
Lang, Teddy: (Swing) NYC, nc.  
Lande, Jules: (St. Regis) NYC, h.  
Lane, Jimmy: (Mandalay) Los Angeles, nc.  
Lane, Eddie: (Bossert) Brooklyn, h.  
Lang, Sid: (Hi-Hat) Chi, nc.  
Lang, Lou: (White) NYC, h.  
Layne, Lesse: (Barney Spinellas) Staten Island, N. Y., re.  
La Plante, Lyle: (El Chico) Miami Beach, nc.  
Lapp, Horace: (Royal York) Toronto, Ont., h.  
Le Baron, Eddie: (Rainbow Room) NYC, nc.  
Lein, Woodie: (Old Mill Inn) York, Pa., nc.  
Lemish, Bert: (Stamps) Phila, nc.  
Leonard, Bob: (Sports Circle) Hollywood, nc.  
Lewis, Ted: (Beverly Hills) Newport, Ky., cc.  
Light, Enoch: (Albany) Albany, N. Y., 11, t.  
Livingston, Jerry: (Deshler-Wallack) Columbus, O., h.  
Little, Little Jack: (Tune Town) St. Louis, b.

Lopez, Vincent: (King's Ballroom) Lincoln, Neb., 11; (Memorial Aud.) Burlington, Ia., 12; (Pla-Mor Ballroom) Kansas City, Mo., 13.  
Lorch, Carl: (Adolphus) Dallas, h.  
Lowe, Bert: (Lenox) Boston, h.  
Lucas, Clyde: (Statler) Detroit, h.  
Lyman, Abe: (Royal Palms) Miami, Fla., nc.  
Lynn, Bert: (La Conga) Hollywood, nc.

**M**  
McCarty, Bob: (Broadway Manor) Louisville, nc.  
McFarland Twins: (Blue Gardens) Armonk, N. Y., nc.  
McGee, Johnny: (Ritz) Bridgeport, Conn., 14; (Raymor) Boston, 12-13-16-17-18, b.  
McIntire, Lani: (Lexington) NYC, h.  
McKinney, William: (Plantation) Detroit, nc.  
McLean, Connie: (Kit Kat) NYC, nc.  
McMenamin, Freddy: (Alpine Tavern) Atlantic City, nc.  
Mack, Buddy: (Roumanian Village) NYC, nc.  
Madruguera, Enric: (Jung) New Orleans, h.  
Magee, Sherry: (Village Barn) NYC, nc.  
Manuel, Don: (Gig Galleaux) Peoria, Ill., nc.  
Manzare, Jose: (Lookout House), Covington, Ky., nc.  
Marchetti's Rumba Kings: (Colonial Inn) Bridgeport, Pa., nc.  
Mario: (Pastor's) NYC, nc.  
Mario, Don: (Music Bar) NYC, nc.  
Marsala, Joe: (Fiesta) NYC, b.  
Marshall, Bill: (Ponce de Leon) St. Augustine, Fla., h.  
Martin, Lou: (Leon & Eddie's) NYC, nc.  
Martin, Freddy: (Edgewater Beach) Chi, h.  
Marinero, Joe: (Park Lane) NYC, h.  
Marvin, Tommy: (Grande) Detroit, b.  
Marvin, Mel: (Moonlight Gardens) Saginaw, Mich., nc.  
Masters, Frankie: (Roosevelt) NYC, h.  
Mathey, Nicholas: (Casino Russe) NYC, nc.  
Maul, Herbie: (Century Room) Tulsa, Okla., nc.  
Maus, Stewart: (Capitola) Capitola, Calif., b.  
Meadows, Frankie: (Swing Club) NYC, nc.  
Meadowbrook Boys: (Darling) Wilmington, Del., h.  
Meekin, Fran: (Wisconsin Roof) Milwaukee, b.  
Men of Note, The: (Shawnee) Springfield, O., h.  
Messner, Johnny: (McAlpin) NYC, h.  
Meyers, Jack: (Took-Cadillac) Detroit, h.  
Miguel, Don: (Gaucho) NYC, nc.

Miller, Fritz: (Ritz-Carlton) Atlantic City, h.  
Miller, Glenn: (VMI) Lexington, Va., 12-13; (Valencia Ballroom) York, Pa., 15.  
Millinder, Lucky: (State) Easton, Pa., 11-13, t.  
Mitchell, Frank: (Silver Dollar Bar) Baltimore, nc.  
Molina, Carlos: (Colony Club) Chi, nc.  
Monchito: (Stork Club) NYC, c.  
Moore, Carl "Deacon": (State Teachers' College) Maryland, Ky., 5; (Merry Gardens Ballroom) Chi, 6; (Meyer's Lake Park) Canton, O., 7.  
Morand, Jose: (La Conga) NYC, nc.  
Moreno, Consuelo: (Cuban Casino) NYC, nc.  
Morgan, Russ: (Roosevelt) New Orleans, h.  
Morris, George: (Whirling Top) NYC, nc.  
Morton, Ray: (Warwick) NYC, h.  
Munro, Hal: (Graemer) Chi, h.  
Murphy, Larry: (DuPont) Wilmington, Del., h.  
Murray, Charlie: (9 o'Clock) NYC, nc.

**N**  
Naegra, Jimmy: (Viking) Phila, c.  
Navis, Mary: (Yacht Club) Phila, nc.  
Nichols, Red: (Famous Door) NYC, nc.  
Nobel, Ray: (Palace) San Francisco, h.  
Noble, Leighton: (Ben Franklin) Phila, h.  
Norris, Bobby: (Belvedere) NYC, h.  
Norris, Stan: (Park Plaza) St. Louis, h.  
Notes of Rhythm, Four: (Battle House) Mobile, Ala., h.  
Nottingham, Gerry: (Bal Tabarin) San Francisco, nc.

**O**  
Ohman, Phil: (Trocadero) Hollywood, Calif., nc.  
Oliver, Fred: (Warwick) NYC, h.  
Olson, Hem: (Country Club) Coral Gables, Fla., nc.  
Orlando, Carlos: (Nor-Bridge) Phila, nc.  
Osborne, Will: (Casa Manana) Culver City, Calif., re.  
Owens, Harry: (Roosevelt) Hollywood, h.

**P**  
Pablo, Don: (Palm Beach) Detroit, nc.  
Page, Paul: (Pla-Mor) Kansas City, Mo., b.  
Page, Bob: (Music Box) Indianapolis, b.  
Palermo, William: (La Marquise) NYC, nc.  
Panchito: (Versailles) NYC, nc.  
Parker, Roll: (Little Ritz) Norristown, Pa., c.  
Parrish, Charlie: (Casa Grande) Berwyn, Md., nc.  
Patrick, Henry: (Stork Club) Phila, nc.  
Perry, Ron: (Bossert) Brooklyn, h.  
Peters, Bobby: (Gibson) Cincinnati, h.  
Petti, Emile: (Savoy-Plaza) NYC, h.  
Phillips, Wendel: (Villa Moderne) Chi, nc.  
Pierre: (New Russian Art) NYC, nc.  
Pliner & Earle: (Blackstone) Chi., h.  
Pollack, Ben: (Sherman) Chi, h.  
Powell, Teddy: (Arcadia) NYC, b.  
Prager, Col. Manny: (Claridge) Memphis, h.  
Pullo, Ben: (Joyland) Boston, nc.

**Q**  
Quintana, Don: (El Chico) Miami Beach, Fla., nc.  
Quartell, Frank: (Colosimo's) Chi, nc.  
Quinton, Bob: (Dempsey's Bar) NYC, nc.

**R**  
Raeburn, Boyd: (Melody Mill) Chi, nc.

Ramos, Ramon: (Ambassador) NYC, h.  
Rand, Clarence: (Mayfair) Kansas City, Mo., nc.  
Rasmussen, Don: (Metz) Wausau, Wis., nc.  
Ravazza, Carl: (Cocoanut Grove) Manteca, Calif., 10; (El Patio) Reno, Nev., 11; (Rainbow Gardens) Sacramento, Calif., 12; (Capitola Ballroom) Capitola, 13; (El Campanil Theater) Antioch, 14; (Rainbow Ballroom) Fresno, 16.  
Raymond, Harry: (Winthrop College) Rock Hill, S. C., 13.  
Raymond, Nick: (Coq Rouge) NYC, nc.  
Read, Kemp: (Stonebridge) Tiverton, R. I., h.  
Reichman, Joe: (Mark Hopkins) San Francisco, h.  
Rennie, Jack: (Fox & Hounds) NYC, nc.  
Resh, Benny: (Bowery) Detroit, c.  
Reynolds, Howard: (Palumbo's) Phila, cb.  
Richards, Jimmy: (Commodore Perry) Toledo, h.  
Riley & Farley: (Lookout House) Covington, Ky., nc.  
Rinaldo, Nino: (885) Chi, nc.  
Rios, Rosita: (La Conga) NYC, nc.  
Ritz, Case: (Ritz) Bridgeport, Conn., b.  
Roberts, Red: (Athletic Club), Flint, Mich., nc.  
Rodrigo, Nano: (La Conga) NYC, nc.  
Roesch, Al: (Village Garden Wonder Bar), Absecon, N. J., nc.  
Rollini, Adrian: (Piccadilly) NYC, h.  
Roth, Eddie: (Alabama) Chi, nc.  
Rudolph, Jack: (Jungle) Youngstown, O., nc.  
Rudy's: (Gypsy Camp) NYC, cb.

**S**  
Sabin, Paul: (St. Paul) St. Paul, h.  
Sanabria, Julian: (Havana-Madrid) NYC, nc.  
Sanda, Bobby: (El Rancho) Chester, Pa., nc.  
Saunders, Red: (Club Delisa) Chi, nc.  
Savitt, Jan: (Lincoln) NYC, h.  
Schoen, Vic: (Windsor) Bronx, N. Y., 11-17, t.  
Schraeder, Lou: (Benny the Bum's) Phila, nc.  
Schroeder, Gene: (The Pirates Den) NYC, nc.  
Scoggin, Chic: (Jefferson) St. Louis, h.  
Sell, Kenney: (Wagon Wheel) Pleasantville, N. J., nc.  
Sharkey, Bill: (Troc) NYC, nc.  
Sherr, Jack: (9 o'Clock Club) NYC, nc.  
Shevlin, Pat: (Evergreen Casino) Phila, nc.  
Shilling, Bud: (Coral Gables) Lansing, Mich., nc.  
Siegel, Irving: (Bill's) Miami, nc.  
Siry, Larry: (Ambassador) NYC, h.  
Smith, Otis: (Wind Mill) Natchez, Miss., nc.  
Smith, Bob: (Stone's Grill) Marion, O., re.  
Sousa III, John Philip: (Paxton) Omaha, h.  
Spivak, Charlie: (Barney Rapp's) Cincinnati, nc.  
Stabile, Dick: (Syracuse) Syracuse, h.  
Steel, Ted: (Lincoln) NYC, h.  
Stefano's Hawaiians: (Beachcomber) NYC, nc.  
Steiber, Ray: (El Dumppo) Chi, nc.  
Stein, Eddie: (Bank Bar) Toledo, nc.  
Stoeffler, Wally: (Belvedere) Baltimore, h.  
Straeter, Ted: (Fefe's Monte Carlo) NYC, nc.  
Street's Christeen, Sophisticates: (Childs') Syracuse, re.  
Strings of Rhythm: (Torch Club) NYC, nc.  
Sullivan, Joe: (Cafe Society) NYC, c.  
Sylvester, Bob: (Club Rex, Birmingham, Ala., nc.  
Sylvio, Don: (Bertolotti's) NYC, nc.

**T**  
Tan, Jimmie: (Kaufman's) Buffalo, nc.  
Taylor, Sandy: (Lantz's Merry-Go-Round) Dayton, O., nc.  
Terry, Frank: (McVan's) Buffalo, nc.  
Thoma, Wit: (Bat Gormly's) Lake Charles, La., nc.  
Thomas, Hark: (Commodore) Detroit, nc.  
Tisen, Paul: (Commodore) NYC, h.  
Torres, Dick: (Continental) Kansas City, Mo., h.  
Tovaro, Pedro: (Henry) Pittsburgh, h.  
Trace, Al: (Ivanhoe) Chi, nc.  
Trovato, Salvatore: (New Yorker) NYC, h.  
Tucker, Orrin: (Waldorf-Astoria) NYC, h.  
Tucker, Tommy: (Fiesta Danceria) NYC, re.  
Turk, Al: (Oriental Gardens) Chi, re.

**U**  
Ulmer, Ernest: (Club Laurel) San Antonio, nc.  
Unell, Dave: (Club Alabam) Chi, nc.

**V**  
Varallo, Johnny: (President) Atlantic City, h.  
Varrell, Tommy: (Barrel of Fun) NYC, nc.  
Varzos, Eddie: (St. Moritz) NYC, h.  
Vasquez, Walter: (Rainbow Room) Asbury Park, N. J., nc.  
Velez, Angel: (New Hollywood) Bridgeport, Conn., nc.  
Venuti, Joe: (Castle Farm) Cincinnati, 20-21, nc.  
Vera & Her Ramblers: (Eagleville) Eagleville, Pa., h.

**W**  
Wald, George: (Brown) Louisville, h.  
Walters, Lee: (Blue Lantern) Phila, nc.  
Wardlaw, Jack: (Eastern Carolina Teachers' College) Greenville, N. C., 13; (Plymouth Theater) Plymouth, N. C., 17.  
Wargo, Addie: (Club 26) Milwaukee, nc.  
Warney, Leo: (Monte Carlo) NYC, nc.  
Watson, Leo: (Onyx) NYC, nc.  
Welk, Curt: (Embassy) Phila, nc.  
Welk, Lawrence: (Trianon) Chi, b.  
Wendell, Connie: (Ace of Clubs) Odessa, Tex., nc.  
Wharton, Dick: (Bellevue-Stratford) Phila, h.  
Widmer, Bus: (Riverside Park) Phoenix, Ariz., b.  
Wilde, Ran: (Netherland Plaza) Cincinnati, h.  
Williams, Sando: (Astor) NYC, h.  
Williams, Griff: (Stevens) Chi, h.  
Williams, Glen: (Hi-Lo Gardens) Bay City, Mich., nc.  
Williams, Hod: (Rainbow Grill) Hollywood, Fla., nc.  
Wilson, Teddy: (Golden Gate) NYC, b.  
Winton, Barry: (Rainbow Grill) NYC, nc.  
Woods, Howard: (Tantilla Gardens) Richmond, Va., b.

**Y**  
Yates, Billy: (Greywolf Tavern) Sharon, Pa., nc.  
Young, Ben: (Northwood Inn) Detroit, nc.  
Young, Roland: (Lombard's) Bridgeport, Young, Eddie: (Heidelberg) Jackson, Miss., h.

**Z**  
Zahler, Al: (Log Cabin) Trenton, N. J., nc.  
Zarin, Michael: (Roney-Plaza) Miami Beach, Fla., h.  
Zikes, Leslie: (Chez Ami) Buffalo, nc.  
Zinder, Max: (Del Rio) Peach Cross, Bladensburg, Md.  
Zito, Horacio: (Belmont Plaza) NYC, h.  
Zollo, Leo: (Benny the Bum's) Phila, nc.  
Zurke, Bob: (Armory) Olean, N. Y., 12.

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# Red Star Songs Determined To Fight MPCE; Trade Restraint Angle Studied by Attorney Gen.

NEW YORK, April 6.—Progress of the song pluggers' strike against Red Star Songs, Inc., the first such strike in the history of the music industry, reached an impasse this week when no word was forthcoming from the Attorney-General's office on the charge that the contact men's union was guilty of a federal violation in restraint of trade.

The strike, which was called last Monday (1) by the Music Publisher's Contact Employees of Greater New York (Local 22102), after negotiations to sign Red Star to a union agreement had failed, brought defiance from M. Kenneth Frank, owner of Red Star. He immediately sought the assistance of the Attorney-General, insisting that the song pluggers' writing to band leaders to omit Red Star songs from air broadcasts constituted anti-trust action and should be restrained.

Bob Miller, secretary-treasurer of the union, and Frank were called before Attorney-General McLaughlin Thursday (4), but no decision was rendered. If the charges are dropped, and they are defined as a labor dispute, the case would then be dumped in the lap of the Labor Board by the union, which claims that the four men on strike in New York, Chicago and California are union members. A similar strike action was also simultaneously called against the Fred Fisher Music Co. It employs no contact men, but the union wants it to sign an agreement on a code of fair practice.

According to George Marlo, president of the union, out of the 73 music publishing houses in New York, 71 have signed with the union and have agreed to certain conditions which, they say, have already aided the industry in the elimination of payolas, free arrangements and other gratuities to get songs on the air.

## Red Star To Fight

Mary Frank, wife of the owner of Red Star, acting as spokesman for the organization, stated that the firm "expects to fight the strike," and said that it probably would have signed up with the union if it had been called in on the original organization plans and not "threatened" later that it had to sign up or else.

Bone or contention, as explained by Mrs. Frank, between the publisher and the union is article 13 of the standard agreement, that proof of guilt in violating any of the agreements would result in a \$500 fine and the posting of a \$1,000 bond which would be retained by the union in case of a second offense.

She said that inasmuch as Red Star is a small publisher it must use different methods than those employed by the large houses to get songs played on the air, namely thru providing free arrangements to band leaders, which has been eliminated by the union under the threat of fine.

She said that despite the agreements with other publishers who are also members of the union, many of the band

leaders are hog-tied to such an extent that they must play the tunes anyway, and the small publishers don't have a chance unless they do "little favors" for the ork leaders. Mrs. Frank termed it "strictly a one-sided affair."

## MPCE Claim

Marlo, however, said the union had dickered with Red Star for months, and that the firm flatly refused to recognize the union. "And since they are one of two exceptions," Marlo said, "to an otherwise solidly organized industry, we had to call a strike against them."

While Marlo insisted that "if everybody did business the way the Franks want to, the industry would collapse in a couple of months," Mrs. Frank was adamant in her position that "if the union was open and aboveboard we would join with them." (Referring to alleged payolas which she claims still exist.)

After sending out a letter to the 440 members of the union, Miller reported that the 1 per cent assessment to take care of the men picketing Red Star was coming in. It was said that this would yield approximately \$250 a week. On the heels of this action, the contact men Thursday (4) sent letters to 270 band leaders in the metropolitan area of New York requesting them not to play any Red Star tunes. According to Miller, this action was approved by the executive board of Local 802, AFM, which helped found the song pluggers' union.

Under the union rules, if Frank signs an agreement he would automatically have to become enrolled as a member, because he also contacts band leaders for performance of his songs.

# Bluebird Disk a Month for Dorsey

NEW YORK, April 6.—Tommy Dorsey is slated to wax on both Victor and Bluebird labels shortly. His present recording for the Victor 75-cent disks will be augmented by two sides a month on Bluebird's 35-centers.

The full Dorsey band, however, will not be waxing for the cheaper label, idea being to use a small combination similar to Tommy's original Clambake Seven. Latter tag will probably not be used, since the exact size of the combo has not been determined yet. The one disk a month for Bluebird will not affect Dorsey's regular wax outpourings on Victor.

While Dorsey goes on Bluebird, Larry Clinton, announced several weeks ago to make the switch from Victor to the 35-cent disks, will remain on the higher priced label. Unexpected developments nixed the intention to record the Dipsy Doodler on Bluebird, with the result that he definitely stays on the black label.

# Keyes, McShann Pull 2,200 In Sepia Battle of Music

KANSAS CITY, Mo., April 6. — Not since Bennie Moten set the town on fire in 1934 has the Roseland Ballroom here run up such a record gross as was established March 25 when 2,200 persons crowded the ballroom to hear the sepia outfits of Jay McShann and Laurence Keyes in a battle of music. Ducats to the race prom peddled at 40 cents per person, to make the total take \$880. The battle was decided as a draw.

The Keyes crew measured 18 pieces to McShann's 12, with Keyes featuring a rhythm sextet of the same instrumentation as Benny Goodman's.

# Refund for Wis. Dance Ops

EAU CLAIRE, Wis., April 6. — Local County Board has adopted a resolution authorizing the county to refund sums paid by dance hall proprietors for 1940 dance hall licenses in the towns of Seymour and Washington. These towns recently adopted dance hall ordinances requiring payment of \$10 annual license fees, similar to the county ordinance in effect last year.



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- ST. LOUIS, MISSOURI . . . . . Broadway & Delmar Blvd.
- LEXINGTON, KENTUCKY . . . . . 801 N. Limestone
- MEMPHIS, TENNESSEE . . . . . 627 N. Main Street
- NEW ORLEANS, LOUISIANA . . . . . 400 N. Rampart Street
- CINCINNATI, OHIO . . . . . 630 Walnut Street
- RICHMOND, VIRGINIA . . . . . 412 East Broad Street
- WINDSOR, ONTARIO . . . . . 403 Ouellette Avenue



# Lou Diamond Dies Of Heart Attack

NEW YORK, April 6.—Lou Diamond, head of Famous Music and Paramount Music, publishers to Paramount Pictures Corp., died of a heart attack last night while attending the opening of Orrin Tucker's Orchestra at the Hotel Waldorf-Astoria.

Diamond, who was 48 years of age, was stricken ill while sitting at his ring-side table and died a few moments later.

In addition to the music posts which he held, Diamond was also head of Paramount shorts department.

Further details in the Final Curtain this issue.

# Out-of-Town Bands Out Of Luck in New Orleans

NEW ORLEANS, April 6.—Everything possible to prevent out-of-town orks from "creating any unemployment among New Orleans musicians" will be done by Local No. 496, AFM, George W. Augustin, president, announced this week following a meeting of the local's board.

Augustin reports that dance halls of New Orleans have promised to co-operate with his local in helping to keep bands 100 per cent unionized.

# Jennings' \$400 Debut

MCPHERSON, Kan., April 6.—Al Jennings' Orchestra made its debut here Wednesday (3), playing for the annual McPherson Firemen's Ball at Convention Hall. Gross was estimated at \$400.

# Alberti Acquires King Ork

NEW YORK, April 6.—Jules Alberti, taking over the former Teddy King Band, was signed to a personal management contract this week by Abner J. Greshler. Alberti is making four changes in the instrumental set-up, but will maintain the tap-a-rhythm style of his former band. Greshler is presently negotiating for a location spot for the band.

# New Arbitrators Appointed

NEW YORK, April 6.—Six new members appointed to the national panel of the American Arbitration Association to handle theatrical cases primarily are Robert Sherwood, Russell Crouse, Rita Weiman, Philip Dunning, Elias E. Sugarman and A. E. Thomas.

# Some Sense of Humor

CINCINNATI, April 6. — Bobby Peters, maestro at the Hotel Gibson here, was the butt of a brutal April Fool gag pulled on him last Monday (1) by his own boys and Jack Foster, WCKY announcer. Told that his regular CBS remote had been moved up 15 minutes, Peters feverishly prepared for the sudden switch. At a faked signal from the engineer, Foster popped the opening announcement, the band polished off its theme and swung into the first number.

Then came the humor, depending upon how you look at such things. The drummer missed a beat, souring the rhythm; a clarinet went haywire; a sax bawled off key, and a trumpet joined the melange with a few well-chosen clinkers. Bobby, perspiration dripping from his brow, waved his baton frantically and threatened to quit the stand. Just before his final collapse the boys called a halt, let him in on the gag and apologized.

At press time no murders involving members of the Hotel Gibson band were reported.

# Alas, Poor Yorick—We Knew Him When

NEW YORK, April 6.—Joining the ranks of Tschalkowsky and DeBussy, the latest of the immortals to vie for jitterbug sainthood are William Shakespeare and Josef Haydn, as the result of a "double-steal" by Bert Shefter and Seymour Mann, owners of Modern Music, Inc.

In their latest ditty, *Under the Greenwood Tree*, Shefter and Mann politely confess that the music was "borrowed" from Haydn's *Serenade in C* and the lyrics from Shakespeare's *As You Like It*. If the song goes over, it's rumored that the team may do a piece next from Freud and Wagner.

## Five Per Cent Tax On ASCAP Royalties Proposed in Jersey

ASBURY PARK, N. J., April 6.—Regulatory legislation, which would make the American Society of Composers, Authors and Publishers fork over 5 per cent of the royalties collected in the State of New Jersey, has been introduced into the State Legislature in Trenton by Assemblyman Stanley Herbert.

The bill provides for a per-piece system of licensing public use and performance copyrights, imposing the 5 per cent tax on the gross taken in by music licensing groups in this State. It also provides that copies of sales contracts made by ASCAP or other "pools, monopolies and combines," be filed with the secretary of state.

Violation of the measure calls for a \$500 fine and six months in jail, in addition to the appointment of a receiver by the State to take over all copyrights and other assets. Herbert said that his action stems from "scores of complaints" from night club owners operating in this area.

# Orchestra Notes

By DANIEL RICHMAN

### Broadway Bandstand

**H**ORACE HEIDT will not return to the Hotel Biltmore's Bowman Room this spring . . . he's working his way back to town thru a string of one-nighters and theater dates, and is due back in about a month . . . some world's fair dates for the Brigadiers then, with a subsequent jaunt out to the Coast again to make the Jimmy Roosevelt flicker July 1. . . CHAUNCEY OLMAN takes over the business management reins on JACK DENNY. . . ABE LYMAN comes in from the Royal Palm Casino down in Florida to open what the Hotel Park Central is beginning to call its New Coconut Grove May 8 . . . spot is being redecorated and altered. . . WILL HUDSON is building still another new band . . . he starts off this time April 26 in New England, with the Shribman office doing the handling. . . BOBBY PARKS winds up a five-week run at The Beachcomber, with JOHN KIRBY coming in. . . Stepping down from a tenor sax seat with George Olsen, MAX PRUPAS is forming his own ork, to be styled along the lines of the late Orville Knapp's Band . . . 11-piece crew will probably preem the end of May at Club Edgewood, Albany, N. Y., with Prupas changing his moniker to the more romantic tag of MICHAEL PAIGE. . . EDDIE LE BARON celebrated his third year at the Rainbow Room this week . . . he's now handling the main music assignment at the Rockefeller oasis, where he played the Latin-American and waltz relief rhythms for so long. . . VAL OLMAN starts at La Martinique May 1. . . DAVE DENNIS, nee Herman, makes it his second Broadway location at Jack Dempsey's Broadway Bar on April 16 . . . new band, which had a recent run at the Fiesta, goes in for 10 weeks with a wire.

### Chicago Chat

**D**ICK JURGENS decided to drop his recently acquired femme warbler, GLORIA GILBERT, and adhere in the future to his all-male tradition . . . Jurgens leaves the Aragon Ballroom May 12, with the baton being picked up the following night by ENRICH MADRIGUERA . . . also on the docket for four-week stints at Andrew Karzas' dantsant are SHEP FIELDS and FREDDY MARTIN, probably in the order named . . . on the assumption that it has been forgotten long enough in the night clubs to make it a popular ballroom promotion, Karzas is starting a Candid Camera Night at both the Aragon and the Trianon. . . PHIL DOOLEY, who is skedded to leave the Palmer House May 15 for at least six weeks, is augmenting his four-piece combo to 12. . . CHARLES BAUM winds up a two-year run at New York's Hotel St. Regis April 27, and embarks upon his first Chicago engagement May 16 . . . the place is the Palmer House.

### Midwestern Melange

**H**ENRY BUSSE has a seven-day date at Eastwood Gardens, Detroit, com-

mencing May 24 . . . seven days before that, and also for seven days, GEORGE HALL will be at the Green Tree Inn, Wichita, Kan. . . CARL RAVAZZA takes his "stop-press" rhythms into the Chase Hotel, St. Louis, for a month, beginning May 10. . . LANI McINTIRE'S Hawaiian group follows the MIKE RILEY-EDDIE FARLEY Ork into the Lookout House, Covington, Ky. . . music-goes-round-and-round boys are alternating with JOSE MANZANARES' rumba outfit at the spot this week and next. . . CHARLIE SPIVAK takes his first location out of New York with his new band at Barney Rapp's Sign of the Drum, Cincinnati . . . he opened last Saturday (6), replacing TONY PASTOR, who takes his lads into the Boston sector for a string of one-nighters before hitting out for the West Coast . . . the golden Spivak trumpet will be heard at Rapp's nitery for a monther.

### Southern Symphony

**D**EAN HUDSON and five of his bandmen had a narrow escape when the leader's car got tankled up with another machine while the boys were en route to open a new Armory in Lumberton, N. C. . . Hudson got away without a scratch, a couple of the other boys were bruised and shaken, but no one was seriously hurt . . . Dean added GEORGE BARDEN, graduate of the New England Conservatory of Music, to his arranging staff, and also takes on GARLAND TAYLOR as road manager for the band. . . LON CHASSY gets himself a re-engagement at The Greenbrier and Cottages, White Sulphur Springs, W. Va., April 1 to December 1 . . . it's his 12th time at this resort. . . JERRY GILBERT is the new incumbent on the stand at the Windsor Room of the Hotel Thomas Jefferson, Birmingham, Ala., while PAUL SMITH returned to the Club Rex near that city for the Wednesday and Saturday tooling. . . EDDY ROGERS moves over from Consolidated Radio Artists to Frederick Brothers, with the Henry Grady Hotel, Atlanta, April 20 his first date under the new contract.

### Western Words

**T**ONY PASTOR takes in the six weeks starting April 26 at the Casa Manana Ballroom in Culver City, Calif. . . After some one-nighting thru Iowa and Minnesota, JIMMY BARNETT winds up April 9 at the Rainbow Ballroom, Denver, for a week's engagement, marking the band's third appearance there in the past two years. . . NICK PANI gets a nice break going into the Sir Francis Drake Hotel, San Francisco, April 9 . . . the band is in at the Golden Gate spot for a month and a half. . . JOHNNY WALKER and his ork are in the midst of an extended engagement at the Riverside Ballroom, Phoenix, Ariz.

### Comings and Goings

**F**UD LIVINGSTON left his arranging chores with BOB ZURKE to switch over to PINKY TOMLIN'S Band . . . latter is revamping his style. . . JOAN SAWYER replaced CARLOTTA DALE as vocalist with Will Bradley's Band, current at New York's Famous Door. . . JACK TEAGARDEN put in a hurry call to manager PAUL WIMBISH this week for a third trumpet to substitute for TOMMY GONSONLIN, hospitalized in Jacksonville, Fla., where the band is playing at the Hotel Roosevelt . . . the call reached Wimbish in New York at his doctor's office, where he was being told to pick out a hospital for himself and get right into bed . . . it's a kidney ailment in Wimbish's case . . . pinch hitting for Gonsonlin now is KARL WARWICK. . . MARIANNE DUNNE, Akron canary, takes over KITTY KALLEN'S vocal chores with Teagarden's crew . . . Kitty stepped out to marry CLINTON GARVIN, ex-Teagarden saxman now with Francis Craig at the Hotel Hermitage, Nashville, Tenn. . . GEORGE BRANDON, lead sax with Sammy Kaye, is back with the band after being divorced from his appendix.

### Of Maestri and Men

**H**AMID'S Million-Dollar Pier, Atlantic City, undergoes a change of policy this summer, intending to use semi-name bands and lesser knowns, and going on the free-lance booking market . . . General Amusement Corp. handled the account exclusively for the past two years. . . CAB CALLOWAY follows six

months of theaters and dance dates with a location at Boston's Southland Cafe . . . it's April 8 for a month. . . RALPH BARLOW, arranger turned band leader, steps out at the Olde Tavern, Springfield, Mass., as a break-in for a scheduled FBMC build-up. . . REGGIE CHILDS goes into the Tune Town Ballroom, St. Louis, for the May 7 week, thence to Washington's Wardman Park Hotel. . . GEORGE DUFFY is current at the Carlton Hotel, Washington, with a May 29 opening set aside for him at the Terrace Beach Club, Virginia Beach. Duffy was followed at Childs' Spanish Gardens, New York, by DON ALFREDO. . . FRANKIE MASTERS stays at New York's Hotel Roosevelt till June 1, then theaters and two Virginia Beach weeks. . . GRACE AND SCOTTY opened at the Lafayette Hotel, Portland, Me., this week. . . GEORGE KING follows his Club Edgewood, Albany, N. Y., stand with a location at Bill Green's Casino, Pittsburgh, starting the 8th.

### Eastern Echoes

**I**RVIN WOLF'S Rendezvous, a corner of E 52d street transplanted to Philadelphia, has a three-way swing session on tap with SLIM AND SLAM reunited again, the four LADIES OF NOTE and the UNIVERSITY TRIO . . . MARTY CARUSO takes rest at Cedarwood Log Cabin, Malaga, N. J. . . BETTY BARR, former Larry Fotin chirper, joins the KING'S JESTERS at Hotel Philadelphia in that city for the song selling . . . MILTON MANN is the new music-maker at Joe's Casino, Wilmington, Del. . . Songwriter MORTE BERK, with HERMAN GERNICK'S drum wizardry, woos the dancers at Philadelphia's Purple Derby . . . Leghorn Farms Ballroom, near Trenton, N. J., ushers in Thursday night dance sessions with RAY LONDAHL . . . HARRY WHARTON into Lido Venice Cafe, Philadelphia . . . RUSS MILLER making the dance music at Jack Moss' Jack and Bob's nitery at Trenton, N. J. . . BERT ESTLOW first in at the Hotel Ambassador's 22 Club, Atlantic City.

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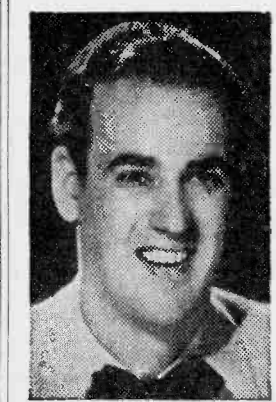
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# Music Items

## Songs and Such

JOE DAVIS' Georgia Music has two new numbers just released. Novelty ballad by Davis, Andy Razaf and Paul Denniker is titled *What's Cookin'?*; *The Lion and the Mouse* is an instrumental.

Noel Gay, responsible for last year's *Lambeth Walk*, has a pair of new ones, already popular in England, and now being brought out here by Mills Music. Titles are *Run, Rabbit, Run* and *I'll Pray For You*.

Lee Wainer and Robert Sour wrote two numbers especially for Molly Picon's new starring vehicle, due on Broadway April 11. Songs are *Under a Painted Smile* and *We'll Bring the Rue de la Paix Back to Old Broadway*.

Another Broadway production, *Medicine Show*, opening the 12th, has a special score written by Hanns Eisler, German refugee composer-conductor, who was represented on Broadway earlier this year with the music in the play, *Night Music*.

Victor Mitchell, of the Howard Lanin band booking office in Philadelphia has just completed a tome tagged *Tunes and Tunesters From Way Back*, which soon will be published.

Ernest Ford, of Rusk, Tex., fashions four new ones, *Beggars Can't Be Choosers*, *You Can Be So Charming* and *You're the Only Dream* with Doc Bechtel; and with Glory Casebier, *You Can't Do That To Me*.

*Dancing Deb* is the newest brain child of Philadelphia's Johnny Paris.

Jean Freeman, wife of Fred Freeman, the N. W. Ayer advertising agency artist and illustrator, turns to songwriting, *You're Looking Very Well*, her first.

Pete Doraine, formerly associated with Leeds Music and lately acting as personal manager for the Hylton Sisters, singing trio, now embarks upon a music publishing career of his own. Under the firm name of Doraine Music Publishing Co.,

and in association with Chick Kardale, Doraine starts out with three numbers—"Two Steps Down," by Buddy Kaye, Sam Brown and Al Frisch; "Y'aint as Smart as Ya Think You Are," by Mel Waters, Bob Carlin and Nat Lewis; and an instrumental by Jimmy Waters and Buddy Kaye, "Dinner For the Duchess."

## Publishers and People

PROFESSIONAL MUSIC MEN'S outfit stages its annual benefit on May 5 at the Alvin Theater, New York. Jack Yellen left for the West Coast this week.

Jack Erickson is now contacting for Mercer-Morris. He moves over to that firm from a plugger post with Bregman, Vocco and Conn.

A new music publisher comes to the fore in Murray Cohen. Acting as both writer and publisher, Cohen brings out *Peek-A-Boo* under the imprint of Rain-bow Melodies.

Willie Horowitz is starting to work on a brace of new tunes his firm has just released, *No More Rain* and *Don't Come Crying on My Shoulder*. Jack Richmond commenced contacting for Miller Music last week.

Mills Music song plugger, Mel Morris, turned songwriter again with the help of his son, Morton, and Gladys Shelley to produce *What Good Is My Love?* Miss Shelley also knocked out a comedy song, *Mr. Mozel*, with Irving Gellers and Otis Spencer.

Frances Drake Ballard and Lucella Kenyon Ballard combined their writing talents to manufacture a pair of violin solos, *Fiddle Dance and Gypsy Serenade*, Mills releasing.

George Jessel, Harry Ruby and Bert Kalmar got together in a songwriting orgy, with the result a ballad labeled *If I Ever Lost You*. Ruby, incidentally, is in New York with the finished script of a musical comedy he hopes will be in rehearsal soon.

A memorial concert in honor of the late Dr. Wilhelm Grosz was held in Car- (See MUSIC ITEMS on page 23)



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## The Billboard

COMPREHENSIVE GUIDE TO SONG POPULARITY\*  
FOR WEEK ENDING FRIDAY, APRIL 5

## SONGS WITH MOST RADIO PLUGS INCLUDING INDEPENDENT NEW YORK STATIONS

NATIONAL		EAST		WEST COAST		MIDWEST		SOUTH		Position Last Wk.	Title	Publisher	Net	Plugs Indie
2	1. WHEN YOU WISH UPON A STAR	2	1. When You Wish Upon a Star	1	1. When You Wish Upon a Star	6	1. When You Wish Upon a Star	9	1. When You Wish Upon a Star	8	1. LET THERE BE LOVE	Shapiro, Bernstein	37	22
1	2. IN AN OLD DUTCH GARDEN	5	2. On the Isle of May	2	2. In an Old Dutch Garden	1	2. In an Old Dutch Garden	2	2. On the Isle of May	16	2. ALICE BLUE GOWN (F)	Feist	33	20
3	3. ON THE ISLE OF MAY	1	3. In an Old Dutch Garden	4	3. The Starlit Hour	5	3. On the Isle of May	7	3. It's a Blue World	14	3. WIND AND RAIN IN YOUR HAIR	Paramount	29	28
5	4. THE STARLIT HOUR	4	4. The Starlit Hour	3	4. On the Isle of May	8	4. The Starlit Hour	4	4. The Starlit Hour	1	3. WOODPECKER SONG	Robbins	29	17
6	5. IT'S A BLUE WORLD	9	5. The Woodpecker Song	11	5. Wind and the Rain in Your Hair	7	5. The Starlit Hour	3	5. Indian Summer	5	4. WHEN YOU WISH UPON A STAR	Berlin	28	20
11	6. WIND AND THE RAIN IN YOUR HAIR	8	6. It's a Blue World	9	6. It's a Blue World	12	6. Indian Summer	10	6. It's a Blue World	4	5. SAY SI SI	Marks	24	6
8	7. LEANIN' ON THE OLE TOP RAIL	—	7. Wind and the Rain in Your Hair	12	7. The Singing Hills	10	7. Wind and the Rain in Your Hair	12	7. The Singing Hills	11	6. SINGING HILLS	Santly, J. & S.	21	9
4	8. INDIAN SUMMER	7	8. Leanin' on the Ole Top Rail	10	8. At the Balalaika	5	8. Leanin' on the Ole Top Rail	5	8. At the Balalaika	11	6. I'VE GOT MY EYES ON YOU (F)	Crawford	21	17
13	9. THE WOODPECKER SONG	3	9. Indian Summer	8	9. Indian Summer	8	9. Indian Summer	8	9. Indian Summer	8	6. ON THE ISLE OF MAY	Famous	21	16
12	10. THE SINGING HILLS	11	10. I've Got My Eyes on You	15	10. Leanin' on the Ole Top Rail	7	10. I've Got My Eyes on You	15	10. Leanin' on the Ole Top Rail	10	7. TOO ROMANTIC (F)	Paramount	19	12
7	11. CARELESS	14	11. The Singing Hills	7	11. The Woodpecker Song	2	11. The Singing Hills	7	11. The Woodpecker Song	8	7. STARLIT HOUR (M)	Robbins	19	10
9	12. AT THE BALALAIKA	15	12. Careless	6	12. Careless	7	12. Careless	6	12. Careless	9	7. IN AN OLD DUTCH GARDEN	Harms	19	7
15	13. THE GAUCHO SERENADE	—	13. The Gaucho Serenade	—	13. Darn That Dream	—	13. The Gaucho Serenade	—	13. Darn That Dream	13	8. HOW HIGH THE MOON (M)	Chappell	17	12
—	14. HOW HIGH THE MOON	10	14. Angel	—	14. How High the Moon	—	14. Angel	—	14. How High the Moon	7	8. YOU LITTLE HEARTBREAKER YOU	Red Star	17	5
10	15. DARN THAT DREAM	10	15. A Lover's Lullaby	—	15. Do I Love You?	—	15. A Lover's Lullaby	—	15. Do I Love You?	7	9. OOH WHAT YOU SAID (M)	Mercer	16	8
										2	10. GAUCHO SERENADE	Remick	14	14
										7	11. IT'S A BLUE WORLD (F)	ABC	14	16
										—	12. SO FAR SO GOOD	Miller	13	7
										16	13. TUXEDO JUNCTION	Lewis	12	12
										10	13. LEANIN' ON THE OLE TOP RAIL	Feist	12	11
										16	13. ANGEL IN DISGUISE	Witmark	12	3
										6	14. DARN THAT DREAM (M)	Bregman, V. & C.	11	5
										18	14. LITTLE GIRL	Olman	11	6
										18	15. MAKE LOVE WITH A GUITAR	Witmark	10	10
										12	15. INDIAN SUMMER	Witmark	10	9
										18	15. ONE CIGARETTE FOR TWO	Ager	10	9
										—	15. SAY IT	Famous	10	8
										10	15. MA HE'S MAKING EYES AT ME	Mills	10	6
										—	15. MY, MY	Famous	10	6
										—	15. SHAKE DOWN THE STARS	Bregman, V. & C.	10	5
										16	15. GOOD EVENIN'	Miller	10	1

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, April 5. Independent plays 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.

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

# Song Writing--Then and Now

**O**LDTIMERS in the song-writing business weren't hearing things when pieces like *Oh, Johnny* and *Indian Summer* were being heard again and again over the radio. For one thing, it turned out to be a call to action for tunesmiths who had abandoned this calling for other fields. Composers and lyric writers whose names had been erased from the catalogs of the publishing houses suddenly started calling on the publishing offices again, hopeful of having a nation whistle their songs.

The parade of oldies caused veteran songwriters to reflect on the fact that song writing hadn't changed much from the time they were hustling vaudeville acts to sing their tunes.

When a composer like Tchaikowsky, who never heard of Tin Pan Alley, proves to be the hit of the year with two best sellers, then it should be a pipe for those of us who were weaned on chords and arrangements. Anyway that's how we oldtimers feel about it, and we're once again composing.

My background in this field is fairly thoro. I had a million-copy tune published before I was out of high school. *Keep Your Eyes on the Girlie You Love* put me in the big money class in 1916. Orson Welles was surely never as precocious as that. Other songs that brought me comfortable returns include *Some Girls Do and Some Girls Don't*, *You Can't Stop Me From Loving You*, *At the Fountain of Youth* and *He May Be Old But He's Got Young Ideas*.

## Making a Comeback

Making a comeback is just like making a trip to the little red schoolhouse, only to find that an ultra-modern institution has supplanted the building where you learned the three R's. It's not as easy to get around a place like that and you must do a lot of groping before you can be sure of yourself.

Time was when, after you had written the song, you entered the publishing house, where you were greeted by about 20 pianos playing simultaneously. Acts were listening to new tunes and pluggers brought out their choicest adjectives to describe their merits. Floor managers would come out and theirs was a hail-fellow-well-met greeting.

Today the publishing house presents a different picture. A receptionist, often with no background in the business, stops your entrance and asks if you're connected with a radio station. The music industry is really centered not in those offices but in radio stations, night clubs and hotels. The medium of song introduction has radically changed. Pluggers now seek out band leaders, radio singers and personal managers. These are the contacts that mean life or death for a song.

## The Good Old Days

It used to be necessary for a songwriter to be a gag man and arranger. We were frequently called upon to write special arrangements for doubles, trios, etc., in vaudeville. I even wrote an



ALEX GERBER

## (Some Lively Thoughts by a Veteran Songwriter Making a Comeback)

By ALEX GERBER

entire act in order to spot one of my songs.

The biggest sources of publisher income were sheet-music sales and home phonograph records. Today sheet music is a negligible factor; the song is played to death on the air before the kids learn

ALEX GERBER published his first song, *Two Is Company and Three Is a Crowd* (Shapiro Music Co.), when he was only 13 years old. Before he was out of high school he had a hit on his hands, *Keep Your Eyes on the Girlie You Love*.

He became a full-time songwriter in 1916, was the first Broadway tunesmith to enlist in the army when the U. S. declared war, and drifted into vaudeville producing in 1924. This year, when producing flashes and units no longer was profitable, he thought he'd take another crack at the old game. Like many other veteran songwriters, he was encouraged by the revival of a lot of old songs and felt this was the time to try to resuscitate some of his own songs and perhaps place a few new ones. Feeling he represented a definite trend in the song field, *The Billboard* asked Gerber to put some of his then-and-now thoughts on paper. This article is the result.

Gerber wrote lyrics for five musical shows and interpolated songs in five others, besides having more than 110 of his other songs published before the war. And, altho he sounds like a bewhiskered oldtimer, he is only 44 years old.

to play it on the piano. Unless the song is exceptional, sheet-music sales will hardly pay the room rent. One of the brighter aspects of the picture, however, is the increasing sales of recordings, especially for coin music machines.

With the advent of radio the entire medium of song introduction changed. I remember when lesser known acts would flock to the Palace opening day. If the number was sung by Al Jolson, Eddie Cantor, Sophie Tucker, Belle Baker, Van and Schenck or Nora Bayes, the small-time singers would follow suit and in no time the tune would be heard from stages all over the country.

The process is faster today. A few network airings by one of the top-flight singers or bands are all that's needed. The song gets on the Hit Parade in a few weeks. If it's lucky, it stays there

## Himber in Friendly Settlement Over Sub Band With Pa. School

NEW YORK, April 6. — A misunderstanding arising from Richard Himber's sending a substitute band to play a date at Franklin and Marshall College, Lancaster, Pa., March 15 has been amicably and satisfactorily settled, according to Dr. John A. Schaeffer, president of F. and M.

Himber, who was playing at Beverly Hills Country Club, Newport, Ky., at the time, said the reason he sent the sub band was because conflicting dates were made by mistake and neither party would release him from the engagement. He said that after a telephone conversation with the college dance committee they agreed to accept a substitute band at a reduction in price.

Dispute grew out of the fact that the Interfraternity contracted for the band for \$900 and half of that sum was paid as a deposit. Came time for the dance, however, and Himber was booked for the Newport spot. He says he wanted to play the college date, but the nitery owners wouldn't let him open a day later.

Matter, however, according to both Himber and the president of the college, has been straightened out to the satisfaction of both parties.

for about a month and then it's forgotten. You can't make a fortune that way, since the song is forgotten before people can get the hang of the tune.

## Song Styles Change

The method of song writing has also changed. A score of years ago songwriters aimed at sheet-music sales. Thus the lyrics and music had to be commercial. Words couldn't be offensive or notes too difficult because the song was designed for home consumption. Now in many instances the words can be queer and the music difficult because they're written for the professionals.

But for the oldtimers, despite all the changes, it's a comfort to know that June still rhymes with moon and the same problem exists of finding a word to rhyme with orange.

## Lakewood Pk. Going After Biggest Season

MAHANOY CITY, Pa., April 6.—Come cold and high water the management of Lakewood Park here is determined to have its biggest season in years and has been booking most of the top bands in the nation. Bob Crosby played Thursday (4) with Jan Garber due next week and Kay Kyser on April 18.

In addition, Jolly Jack Robel will inaugurate the Friday night dance series May 10, with Georgie Martz and his Smoothies listed for Monday night dances starting April 29. Others on the list are Glenn Miller, Orrin Tucker, Woody Herman, Glen Gray, Richard Himber and Sammy Kaye.

The park management is now putting out a four-page tabloid paper boosting the bands and containing articles and pictures on all maestri skedded to play at the park.

## SUGAR'S DOMINO

(Continued from page 4)

musically to slip into the comfortable berths afforded in spots all over the country—in resorts, casinos, summer parks, beaches and roadhouses.

So things are booming in the band business and everything looks rosy until the summer is over and done with. Yet the business is still as chaotic, unsettled and unstable—and the men on the firing line in offices that they rarely use; these men who wear themselves out as quickly as they do shoe leather, are so dizzy that they meet themselves coming back. The business exacts a merciless toll from them. They cannot continue to pay it. A band booker is old far before his time. In the course of many a day he lives a thousand lives and dies a thousand deaths. His routine is as unnatural in its way as that of a cop in the Holland Tunnel. But a tunnel cop works only about four hours a day. A band booker does his arguing, bargaining, cajoling, tearing around and stomach somersaults in his sleep.

This is not intended as a sentimental tribute to the hardboiled gentry who sell bands. They are hardly qualified to be recipients of sentiment. It is a plea for the elimination of heartbreaking and backbreaking tussling in a business that is the hub of the theatrical wheel. We do not believe that it will be possible in our time to smooth out the wrinkles of the band mess. There are certain inherent evils that will probably never be straightened out. But the bookers can do many things that will help their business and help them live longer and healthier lives. There was talk not long ago of certain band offices combining in an organization for mutual advantage. We haven't heard any of this talk lately. While we did not concur in the basic idea of the projected organization we felt then and still are of the opinion that an organization of band-booking offices is sorely needed. If not an organization in the real sense of the word, at least some co-operative effort to eliminate certain elements of unhealthy competition and a process of letting down

the hair and checking guns at one and the same time.

There is room enough in the business for everybody that is now in it—and for quite a few more. But the business doesn't need more bookers or even more bands, despite the welcome news about the band shortage. What the business does need is a code of fair play; a clear understanding of the other fellow's problems and the realization that the solution of one man's trouble might well be the key to ironing out the troubles of all.

If somehow the business men of the band field can be sold on the idea of working together more closely and more often they might finally get around to the point of pooling their resources to sell talent buyers on the idea of using more and better music and then to take the next and comparatively simple step of providing it. Band exploitation is a tremendously important function, but even more important to the industry is the exploitation of bands as a whole. And this can be accomplished only by sincere and consistent co-operation.

## FILM NAME UNITS

(Continued from page 3)

vaude houses. Allen is also handling this unit.

Hattie McDaniels, sepiola film name and winner of this year's Academy Award for the best supporting player with her work in *Gone With the Wind*, is being offered as a single by MCA. Asking price is between \$1,750 and \$2,500.

Other film names soon to start in vaude include Freddie Bartholomew, being submitted at \$4,000 by Leo Morrison, and Laurel and Hardy at \$6,000 by the same office.

MCA announced this week that George Murphy has canceled vaude bookings to go back to films.

William Morris office has booked a unit headed by Billy Daniels and Mary Parker into the St. Regis Roof, beginning May 1. Another Morris unit, headed by Polly Carver and Billy Taft, goes into the Sir Francis Drake Hotel, San Francisco.

The Ed Sullivan unit, playing its first date in Dayton last week, contains Arthur Treacher, Bela Lugosi, Douglas McPhall, Nan Grey, Vivienne Gay and Marjorie Weaver. The unit will be at the State here April 18. It is being submitted at \$7,500 plus percentage.

Bob Hope's air show, containing Jerry Colonna, is set for the Chicago, Chicago, week of May 18. Asking price is \$12,500 plus percentage.

Film name juniors' unit, headed by Jackie Coogan and containing Noah Beery Jr., Edward Arnold Jr., Maxine Marx, Don Brown and Barbara Denny, will be at the State-Lake, Chicago, week of April 19. Asking price is \$6,000.

Guy Kibee and Rochelle Hudson are being paired by the William Morris office for a series of p.a.'s. Pair is asking \$3,000.

## TICKET CODE CLIMAX

(Continued from page 3)

cut the "strikers" off future allotment lists.

Passage of the Mitchell Bill in the State Legislature, giving the code's maximums legislative indorsement, tends to weigh the odds in favor of the league. The Associated Actors and Artists of America and Local 1 of the IATSE have sent telegrams to Governor Herbert Lehman urging him to sign the bill. There is a possibility, too, that the Code Enforcement Committee may act before the brokers, members of the Associated Theater Ticket Agencies, carry on their strike—cutting them off the list, regardless.

James F. Reilly, executive secretary of the league and a member of the Code Authority, said that the following producers and theater operators have called him, offering to stand by on the order to withhold ticket allotments from the agencies found guilty of violating the code: Lee and J. J. Ehubert, Gilbert Miller, Sam Harris, Herman Shumlin, Theater Guild; Brock Pemberton, Norman Pincus, the Empire Theater; Harry Sommers of the National Theater, and Martin Beck.



## Bands on Tour

### Advance Dates

**JOLLY COBURN:** Waldorf-Astoria Hotel, New York, April 13; Lakeside Park, Barnesville, Pa., 20; Essex House, New York, 27; Auditorium, Princeton, N. J., May 3.

**JOHNNY MCGEE:** Raymor Ballroom, Boston, April 13, 16, 17, 18.

**JOHNNY LONG:** Hotel New Yorker (Terrace Room), New York, April 14.

**WOODY HERMAN:** Pittsfield (Mass.) Armory, April 17.

**JIMMY SHIELDS:** Strand Theater, Syracuse, N. Y., April 19-21.

**BOBBY BYRNE:** Empire Theater, Syracuse, N. Y., April 19 (week); Williams College, Williamstown, Mass., May 10.

**JOHNNY GREEN:** Arcadia Ballroom, Providence, April 20.

**GLENN GARR:** Oberlin (O.) College, April 20; Greystone Ballroom, Detroit, May 8, 10, 11, 12.

**JOE VENUTI:** Castle Farm, Cincinnati, April 20-21.

**CARL DEACON MOORE:** Metropolitan Theater, Morgantown, W. Va., April 24.

**DON BESTOR:** Metropolitan Theater, Morgantown, W. Va., May 1.

**DUKE ELLINGTON:** Mission Beach Ballroom, San Diego, Calif., May 1; Shrine Auditorium, Los Angeles, 2; Civic Auditorium, Glendale, Calif., 3.

**BLUE BARRON:** Empire Ballroom, Allentown, Pa., May 8; Lakeside Park, Barnesville, Pa., June 1.

**WILL BRADLEY:** Williams College, Williamstown, Mass., May 10.

**NOBLE SISSLE:** Howard Theater, Washington, May 10 (week).

**JAN SAVITT:** Keith's Roof, Baltimore, May 19; Stanley Theater, Pittsburgh, 24 (week); Idora Park, Youngstown, O., June 15.

**LITTLE JACK LITTLE:** Metropolitan Theater, Morgantown, W. Va., May 22.

## 3 New Ones Hit Top Wave

NEW YORK, April 6.—Three new songs hit the top this week in the nation's coin-operated phonos, including *On the Isle of May*, *When You Wish Upon a Star* and *Say Si Si*. All three have had sensational rises in the past few weeks, but this week all of them won a blue ribbon.

For news of the climb of the above three songs turn to *The Billboard's* Record Buying Guide on page 154 of this issue.

## N. D. Towns Empowered To Rule Dances, Not Age Limit

BISMARCK, N. D., April 8.—Attorney-General Alvin C. Strutz has ruled that North Dakota cities have the power to regulate public dances by ordinance, but officials cannot permit persons under 18 years of age to attend such dances unchaperoned.

Strutz declared that city officials may set a higher age limit if in their discretion they see fit to do so, but they have no power to lower the age limit.

## MUSIC ITEMS

(Continued from page 21)

regie Chamber Music Hall, New York, this week. Featured on the evening's program was the first performance of a cantata by Dr. Cross, entitled "Fairy Tales." The composer is noted for his contributions to pop music, particularly "Red Sails in the Sunset" and "In an Old Dutch Garden."

### Hollywood Highlights

**JOHNNY BURKE** and Jimmy Monaco get the assignment to pen still another score for a Bing Crosby picture. This one is called *Ghost Music*, Paramount flicker which will have Mary Martin starred along with Crosby.

Connie Lee, script writer for Republic Pictures, tuned a number, *Give Out With a Song*, which goes into a picture on the home lot, Gene Autry's *Gauche Serenade*.

Eddie Ward has been signed to write an original score and modern ballet numbers for RKO's *Have It Your Own Way*.

Judy Garland is reviving *Nobody's Baby* in the new Judge Hardy picture, *Andy Hardy Meets a Debutante*. Harry Link, of Feist, has big plans for the old Benny Davis-Lester Santley-Milton Ager ditty.

### Conrad in Demand

A local outfit always in demand because of its ability to turn out sweet styled dance music, accent on phrasing, is Judy Conrad's Band, with Virginia Barrie vocalizing. This crew recently quit a profitable location at the Mayfair Club here to accept convention and ballroom dates, because the demand was great enough for the outfit to up its asking price.

Strangely enough, the smoother sepias outfits have piled up the greatest grosses at the race proms, staged in the Municipal Auditorium by William Shaw, prexy of the local colored musicians' union. Ella Fitzgerald, singing more pops than rhythm tunes, was the season's bell-ringer with a \$3,750 gross, attracting a crowd of about 5,000. The Ink Spots, traveling with their Sunset Royal Orchestra, a strictly ickie crew, had an advance sale of \$1,000 for their race dance here April 4.

### Two Votes for Swing

Two Kaycee operators, however, still place their bets on swing bands. These are John Tumino, manager of the Century Room, who helped start Harlan Leonard, and Milton Morris, manager of Milton's Tap Room, who has enjoyed enviable business for several years with Julia Lee and her band.

"I still think swing music has a place in Kaycee," Tumino said. "My Century

# Selling the Band

Exploitation, Promotion and Showmanship Ideas  
By M. H. ORODENKER

### Melodies for Maladies

**J. H. TROUP** Music House at Lancaster, Pa., strikes home in its institutional advertising to push the platter music with a "Treat Maladies With Melodies" appeal. Cleverly worded ad copy, which holds good for all other record retailers, reads: "When you're feeling low and the blues have got you down the remedy for that malady is melody. You'll find a 'hit' tune from a current musical that will quickly change your mood indigo! Or your 'cure' may be something in the classic vein that sends new life pulsing through your veins!"

"We can supply whatever you want in recorded music from symphony to swing!" Ad insert lists as well a song hit record of the week.

Also in Lancaster, a novel dance given at the Lambda Chi Alpha fraternity house on the Franklin and Marshall College campus is worthy of note for those promoting the club and private dances.

The college boys designed an "Old Clothes" dance. All the guests had to enter thru the back door and went into the dancing room via the cellar. Decorations featured novelty placards, and dress was in keeping with the theme. Music went way back for the selections.

### Numerology

**A** NOVEL numerology gag can lend a touch of novelty to radio dance remotes. Listeners are invited to send in name, address, age and phone number. Digits are added up and the total figure is used to select the correspondingly numbered tune in the band's books.

Another radio remote twist to heighten the interest of the band's session is a "Tangled Tune" twist, cashing in on the quiz craze.

Band plays four tunes, titles selected to make for some body story. Four titles given suggest a fifth song. The most appropriate fifth song title gets a cuffo admission to the band's location.

### Tie the Titles

**C**ARRYING the song title idea a step further, another stunt that's sure-fire to attract attention is a "Tie the Titles" contest for dialers. Listeners submitting the cleverest stories woven around, and using verbatim, the titles of a pair of tunes played come in for prize sharing. Again a treat on the house is the most appropriate lure.

Eddie Lieberman, who conducts the Sunday recoded shows on WDAS, Philadelphia, for the Parisian Tailoring Co., uses the recorded band numbers to good advantage. Each stanza is a battle of music between two bands, using recorded sound effects of crowds and applause to heighten the interest of listeners. Uses mostly the swing band platters, pitting one disk bunch against the other, with listeners acting as judges by sending in votes for the preferred band.

Week's winner is back a second week against another, the process of elimination to produce a swing king. It sounds so real, says Eddie, that people write in for passas to see the bands broadcast.

### A Punchy Poster

**S**OMETHING unusual in window poster presentations and one-sheet make-ups is brought to the attention of the barnstorming bands. Al Shanks, touring the Illinois pavilions, had this attention-getter. The musical clef and five-line staff serve as the message motif. Photo of the maestro is woven into the treble-clef sign, face cuts of the boy and belle singers embellish the flat signs indicating the key, and the single notes of the musical scale portray the individual members of the orchestra. The maestro points to the announcement with his baton.

Along similar lines, Loren Towne supplies promoters and ballroom managers with sheets the size of an ordinary restaurant menu. Sheet carries a candid shot of the band, mention of its outstanding features and recent engagements. At the bottom is space to announce the dance and an insert for the co-operating restaurant to fill. Angle that it builds eatery trade before and after the dance smooths the tie-up.

Room ballroom has done fairly well with colored hot outfits, and I have no complaint," Morris says. "I wouldn't have a white sugar band in my place."

various rostrums by Morton Downey and Edythe Wright, ex-Tommy Dorsey vocalist, for the lyricizing.

## Liberty Mag Sponsoring Dixie Dance Tour in May

RICHMOND, Va., April 6.—A series of dances, sponsored by Liberty magazine and financed by Southern promoters, starts here May 1, winding up in Norfolk on the 31st. Mag's idea is to promote Americanism by selecting a Miss Liberty Bell in each town hosting a dance. Affairs will be held one a night in 30 spots.

Bob Chester gets the call for the marathon music making, to be aided on the

## Benedict Cinches Plaza Job

CINCINNATI, April 6.—The most coveted summer job hereabouts, the Netherland Plaza Hotel, which local leaders woo with a vengeance, has been clinched by Gardner Benedict's Ork, which follows the Ran Wilde Band April 19. The hotel's Pavillon Caprice will remain open until the middle of May, when all dance activity will transfer to the Restaurant Continentale for the warm months.

# Kaycee, Sepia Swing Ork Cradle, Finds It's Schmaltz That Pays

KANSAS CITY, Mo., April 6.—Swing may be okeh in its place but it's schmaltz, tho not necessarily Mickey Mouse in type, that brings out the spenders in cafes and ballrooms, dansant operators here agree with few exceptions.

Despite the fact that some of the most renowned swing groups have originated here, including Count Basie, Andy Kirk, Harlan Leonard and Cab Calloway, these prophets of jamming and jiving were, sad to say, unhonored in their own city. While a scattering of hep cats worshiped at their shrine, the great majority of terps with dough in their pockets continued to frequent the temples of sweet music.

That schmaltz pays is well illustrated by the biz at the swank Pla-Mor Ballroom, managed by Will Wittig, this season. There sweet ofay outfits have continued to pile up heavy grosses, while swing crews barely broke even.

### Tucker Tops

The largest gross registered there for the season thus far was scored by Orrin Tucker, with about \$3,500 pouring into the cash registers. Henry Busse also lured in great crowds recently, as did Jimmy Dorsey.

"Swing bands generally attract nothing but jitterbugs," Wittig said. "The smoother dance bands bring in the middle-aged patrons who prefer to listen to the music and to waltz or fox-trot. Another thing, jitterbugs tend to use up too much of the dance floor and keep away other persons who wish to dance."

S. Bernard (Barney) Joffee, manager of the Terrace Grill in the Hotel Muehlebach, finds that the sweeter the music

## You can't beat these band arrangements . . .

CAROLINA MOON  
DREAM MOTHER  
IN A LITTLE GYPSY TEA ROOM  
IT LOOKS LIKE RAIN IN CHERRY BLOSSOM LANE  
ON THE SQUARE  
ROLL 'EM GIRLS  
THE OLD GREY MARE  
WHEN YOUR HAIR HAS TURNED TO SILVER  
ST. LOUIS BLUES  
ON WISCONSIN

NOTRE DAME VICTORY MARCH  
SWEETHEART OF SIGMA CHI  
ILLINOIS LOYALTY  
THE VICTORS (Michigan)  
OFFICIAL WEST POINT MARCH  
FIGHT ON (U. of So. Calif.)  
ACROSS THE FIELD  
IOWA CORN SONG  
GO U NORTHWESTERN  
WAVE THE FLAG (Chicago)  
MIGHTY OREGON  
DEAR OLD NEBRASKA

75c each

MERCER & MORRIS, INC.  
1619 Broadway



MELROSE MUSIC CORP.  
New York City

OUT-OF-TOWN OPENINGS

"There Shall Be No Night"

(Playhouse)

(PROVIDENCE, R. I.)

Drama by Robert E. Sherwood; presented by the Playwrights' Co. and the Theater Guild; staged by Richard Whorf. Cast: Alfred Lunt, Lynn Fontanne, Richard Whorf, Sidney Greenstreet, Brooks West, Montgomery Clift, Elisabeth Fraser, Maurice Colbourne, Edward Raguello, Charles Ansley, Thomas Gomez, William Le Massena, Claude Horton, Phyllis Thaxter, Charva Chester, Ralph Nelson and Robert Downing.

Providence again became a "tryout town" March 29 when the Lunts premiered their new Robert Sherwood vehicle before a distinguished audience of local and New York "names." General opinion is that the play is ripe and ready for Broadway.

This much is certain, the Lunts have a tensely topical vehicle which, with American sympathies as they are and everyone seemingly anxious to help the Finnish fund, should draw throngs of patrons to any theater to which they may take *There Shall Be No Night*. Propaganda it is, but played beautifully and in undertones.

Scenes are laid in the home of Dr. Valkonen, Nobel prize winner, in Helsinki, with the play opening as war looms over Finland; closing when war is completing its destruction in the land. Action revolves around the Doctor (Mr. Lunt), his family and household.

First and second acts seemed a bit talky at the premier, but the third act, (See *Out-of-Town Openings* on page 139)

Two More Loop Clicks

CHICAGO, April 6.—Two shows were added to the Loop roster this week and both are doing excellent business. Paul Muni in *Key Largo* opened Monday at the Selwyn for three weeks, and attendance so far indicates a profitable stay. On Tuesday Katharine Cornell opened a return engagement at the Grand in *No Time for Comedy*. No sellouts so far, but not far from capacity. Show is in for two weeks.

*Life With Father*, at the Blackstone, and *The Man Who Came to Dinner*, at the Harris, are rolling up excellent grosses and should continue for some time, the former possibly all summer. The Helen Hayes show, *Ladies and Gentlemen*, which closed Saturday, was not up to expectations.

Great Northern will be relighted April 12 when *Tropical Pinafore*, with Katherine Dunham Dancers and a Negro light opera company, opens. The Shuberts are still casting about for a show to open the Studebaker.

"Hot Mikado" Fair in K. C.

KANSAS CITY, Mo., April 6.—At the Music Hall of the Muni Auditorium here Bill Robinson's company of *The Hot Mikado* grossed a neat \$10,000 for a four-night stand, March 13 to 16, at \$2 top. This take is nothing sensational considering the record grosses made here previously this season, but was considered okeh considering inclement weather. Manager Jimmy Nixon made a bid to the septa trade by allotting them half the upper balconies for the performances.

Feagin Seniors Do "Young April," Two Coward Plays

NEW YORK, April 6.—*Young April*, a comedy in three acts, and *The Astonished Heart and Hands Across the Sea*, two one-act plays by Noel Coward, were offered by the senior students of the Feagin School of Dramatic Art on Sunday evening (31) at the Lyceum Theater. All three casts did well.

In *Young April* the work of Leon Smith and Jeanette Ogsbury was particularly (See *FEAGIN SENIORS* on page 139)

'Foxes' Brings SRO to Albany

ALBANY, N. Y., April 6.—Harmanus Blecker Hall here was an absolute sell-out Monday night for *The Little Foxes*, starring Tallulah Bankhead.

For the first time in years standing room at the rear of the theater was sold, the total seating capacity of 2,200 having been exhausted long before curtain time. This was the initial one-night stand of the road tour of the *Foxes*.

Brokers Sell 10 Per Cent Of Capacity, or 25,000 a Week, Managers Estimate

NEW YORK, April 6.—Despite the number of hits on Broadway, broker sales of theater tickets are averaging only 10 per cent of total available capacity among the tenanted houses, according to an estimate made by James F. Relly, executive secretary of the League of New York Theaters. In the broker line-up those listed with the Associated Theater Ticket Agencies account for about one-third of the agency sales, whereas the Big Three, McBride, Tyson and Leblang-Gray's, handle the major two-thirds.

At average capacity of 1,150, for the 28 houses tenanted fairly consistently, computation figured 257,600 available theater tickets weekly. Broker sales have averaged 25,000 weekly, with a high recorded at 26,900.

Most of the broker sales are, of course, concentrated among the hits. At the moment there are seven shows in the hit class. Brokers sell usually 75 per cent of the orchestra seats and, taking all the houses together, dispose of 25 per cent of the balconies.

An analysis of sales credited to the ATTA, broker group revolting against the code, indicates that between February 3 and 24 the independents totaled 29,781. Of that, 69.4 per cent, or 20,670 tickets, were for *The Man Who Came to Dinner*, *Life With Father*, *DuBarry Was a Lady*, *The Male Animal*, *Too Many Girls*, *Hellzapoppin* and *Two for the Show*. For the remaining shows in that period, ATTA averaged 14 tickets per performance.

Theater Talk

By SHERLING OLIVER

Lines and Business:

ED SULLIVAN is a good reporter. At present on a nation-wide tour he is interviewing veteran showmen and theater managers in the cities he visits. Excerpts from his column of April 2, are worth repeating.

"Once upon a time, and that not so many years back, if you passed thru the country the youngsters in the various towns asked you about Florenz Ziegfeld or Charles Dillingham or George White. . . . To date we have signed literally thousands of autographs, and we have yet to meet a single person who wanted to know anything about Broadway. . . . Remember when the whole country applauded ANN PENNINGTON'S shapely legs? Or commented on ANNA HELD'S milk baths? Remember when the Hippodrome was the epitome of stage spectacles? Today there are girls on the Broadway stage with legs even more shapely than those of MISS PENNINGTON, but the trouble is nobody propagandizes them. . . . The Radio City Music Hall is more magnificent than the Hippodrome, but nobody dramatizes it."

This was particularly interesting to us because the purpose of this column is to propagandize the theater and its people. Yet the number of theater people totally uninterested in getting publicity for themselves or their clients is astounding.

Actor's agents particularly are asleep to opportunity. In our own experience, of eight representative actor agencies only three have at any time considered the possibility of free publicity for their clients as worth the effort of mentioning even a single name over the telephone.

You figure it out. We can't.

Bits and Pieces:

BORIS DE TANKO, who co-authored *The Red Swan*, has completed another one, *The Autumn Song*, in collaboration with GEORGE WEINER. . . . If every producer in town did his job with the perfection which glosses GILBERT MILLER'S presentation of *Ladies in Retirement*, there would be no weeping for the state of the theater. . . . CECIL CLOVELLY and E. J. BALLANTINE have leased the Maverick Theater at Woodstock, and will run a theater school for 11 weeks this summer. EDDIE SENZ will instruct in make-up and BUD COLLYER will lecture on radio. No professionals. The students will be the whole works and play every week. . . . CHARLES BLAKE is back from a vacation trip to Nassau and Kentucky, which he decided on when the Miami Municipal Opera folded suddenly. . . . FAIRFAX BURGHER, the actor turned magician, is mystifying customers at the Fox and Hounds Club in the Hotel Navarro. . . . Unless something is done, there will be no more films like *The Plow That Broke the Plains*, *The River* and *The Fight For Life*, which is now thrilling movie goes. (MYRON McCORMICK is swell in it). The House Appropriations Committee scuttled the \$106,000 budget of the U. S. Film Service on a parliamentary technicality. . . .

Actors and theater people who speak at those Studio Theater Workshop meetings on Sunday afternoons have been wading into controversial subjects and pulling each other's fur. LOUIS SCHAFFER, of Labor Stage, who wanted Equity to investigate communism in TAC, will oppose JOHN O'SHAUGHNESSEY, of Actors' Repertory Co., in debate April 14. . . . IAN MCKENZIE, British Shakespearean actor and director, is in town, eyeing film and radio possibilities. . . . The proposed \$50 minimum for actors is meeting strong opposition in Equity Council.

WILLIAM SAROYAN, who seems always capable of a surprise, does it again in the published version of *The Time of Your Life*. He gives individual credit to actors who aided the play by suggesting lines and business. The description of characters and why they are that way is fascinating reading, too. . . . MAURICE COLBOURNE, who is in the LUNT-FONTANNE *There Shall Be No Night*, will have his book, *The Real Bernard Shaw*, published this month. He's a Shavian authority. . . . *Winter's Tale* is added to the Ann Arbor Festival list of five. . . . Radio script shows were plugging the census for Uncle Sam all last week. Keeping on the good side of FCC, eh? . . . CONNIE BENNETT, FRED STONE and HENRY HULL all looking for legit plays. . . . BUDDY EBSEN wants to go dramatic in summer stock. . . . JAMES R. ULLMAN, who used to produce, is doing well writing short stories for *S. E. P.* . . . PAUL PETERS, on the staff of *Life*, has done a play on the Nat Turner Rebellion. . . . ALAN HANDLEY is in Mexico on a six-week vacation. . . . NATE BEERS is laying plans for another venture in summer stock management. . . . ARDEN YOUNG did a nice job in the televised *Passing of the Third Floor Back*. . . . When asked for the perfect example of a picture scenario, Paramount hands out HARRY HERVEY'S *Shanghai Express*, in which MARLENE DIETRICH fitted across Siberia in Bird of Paradise plumes. . . . When *Easy Virtue* was announced to close on the road, CONNIE BENNETT asked to take over the production and guaranteed to keep it going for some 10 weeks. The producers wouldn't let her, and a lot of actors lost all that work. . . . When *Reunion in New York* played a benefit for the late EMANUEL EISENBERG'S family the other Sunday, GEORGE KAUFMAN was emcee. . . . After the show he made the actors go out front and the audience get up on the stage and entertain them. Chief contributors were HARRY VON ZELL, WILL GEER; GIOVANNI, the pickpocket wizard; IDA MAY BAILEY and EVERETT SLOANE. . . . DONALD BRIAN has switched his professional activities from the Boston Conservatory to the Chapel Playhouse at Great Neck, where he is his own boss.

According to the N. Y. Museum of Science and Industry it takes more energy to loaf than to run a typewriter. Hmhmhm.

New Plays on Broadway

Reviewed by EUGENE BURR

ETHEL BARRYMORE

Beginning Tuesday Evening, April 2, 1940

AN INTERNATIONAL INCIDENT

A comedy by Vincent Sheean, starring Ethel Barrymore. Staged by Guthrie McClintic. Setting designed by Stewart Cheney, built by T. B. McDonald Construction Co., and painted by Triangle Scenic Studios. Press agent, Richard Maney. Stage manager, Edward McHugh. Presented by Guthrie McClintic.

In New York

Smithers . . . . . Arthur Kennedy  
McClosky . . . . . Ben Lackland  
Ninette . . . . . Regina Vally  
Reggiani . . . . . Sidney Stone  
Photographers: Richard S. Bishop, Peter Scott, John Gage  
Mrs. John Wuthering Blackett. . . . Josephine Hull  
"Hank" Rogers. . . . . Kent Smith  
Mrs. Charles Rochester. . . . . Ethel Barrymore  
Miss Evadne Martin. . . . . Lea Penman  
Mrs. Thrush. . . . . Eda Heinemann

In Detroit

Mrs. G. Hiram Tracy. . . . . Josephine Hull  
Mrs. Burlingame. . . . . Lea Penman  
Mrs. Augustus Schultz. . . . . Eda Heinemann  
Riley . . . . . Arthur Kennedy  
Jaeger . . . . . Sidney Stone  
Witherspoon . . . . . Ben Lackland  
Photographers: Richard S. Bishop, Peter Scott, John Gage

The Right Honourable Charles Albert Clarke-Bates, C.B., etc. . . . . Cecil Humphreys  
Time: The Present Moment.

ACT I—A Sitting-Room in a Hotel De Luxe in New York. ACT II—Scene 1: A Sitting-Room in a Hotel De Luxe in Chicago. Five Days Later. Scene 2: A Sitting-Room in a Hotel De Luxe in Detroit. ACT III—A Sitting-Room in a Hotel De Luxe in New York. Several Weeks later.

Vincent Sheean, the foreign correspondent, had such a fine idea for his first play that it is doubly a pity that he didn't postpone writing it until he'd learned at least the rudiments of play-making. Called *An International Incident* and brought to the Ethel Barrymore Theater Tuesday night by Guthrie McClintic, with Miss Barrymore herself in the starring role, it is an occasionally witty and potentially provocative script that talks itself hoarse and never seems to be going anywhere in particular—except toward the warehouse.

It's about an Englishwoman (born in Indiana, it's true, but English by right of three successive marriages and many years of residence) who comes over here on a lecture tour. She has moved in the highest English circles, and her lecture subjects merely concern the English life she has known. If she has found it pleasant, if she has found the Empire (in her restricted view of it) an honorable and estimable entity, surely she is not to be blamed for saying so, publicly, over here.

But suspicious reporters persist in thinking that she is a propagandist, perhaps unconsciously but more likely with a full knowledge of what she is doing, even her personal charm being an influence on the minds of people who, for their own and their country's good, must remain uninfluenced. One reporter, a distant cousin from Indiana, tries to convince her that she should leave the land of her birth to decide its own problems and to keep out of a disastrous and filthily motivated European struggle in which it has neither stake nor interest. He tries to convince her—and ends by falling in love with her, which is an extremely false note in the somewhat sketchy symphony of the script.

In any case, he does take her to a strike demonstration in Detroit, and she gets hit over the head by a cop when a fight starts. This gets her labeled a Communist and starts something of an international scandal—a highly amusing situation that Mr. Sheean never manages to develop. It also somewhat miraculously clears her own charming head; she sees that a nation is composed of more than the little clique of socially gracious power-grabbers who made up her own view of the extremely tight little island; and she also realizes that America has its own war here, a finer and more important one than the stale political mass murders of Europe. So, when she meets an English politician who loves her and who has also come over here to make speeches, she promises to marry him and shepherds him straightway back to England—which is where, Heaven knows, he belongs.

Obviously, there's not much play there. And just as obviously, Mr. Sheean was making the finest and most important dramatic statement on current events that we have had since the late Sidney



Howard's *The Ghost of Yankee Doodle*. Mr. Sheean may be over-sanguine, perhaps; great as the danger is from foreign perverters of opinion, there is even greater danger from those office-holding malefactors of our own who are trying to plunge their countrymen to death in order to further their private ends; and Mr. Sheean's confidence that the American people will not be taken in by such treasonable propaganda cannot be justified until the November elections—if at all. Nonetheless, Mr. Sheean makes a gallant attempt to take up the torch of intelligent liberalism that was once so splendidly born by Mr. Howard. I sincerely hope that he finds someone who can teach him how to write a play.

The loosely knit, talky script isn't aided much by Mr. McClintic's slow direction—the high point of which is the use of the same sets of performers to play clubwomen and reporters in New York and Detroit, a pleasant satirical sidelight on the sameness of American types. Nice individual jobs are done by almost all the players, highlighted by the finely sincere work of Kent Smith as the chief reporter and Josephine Hull's highly amusing libel upon clubwomen. Eda Heinemann, Lea Penman, Ben Lackland and Arthur Kennedy all do good work, and the only weak point is the annoying overplaying of Sidney Stone as one of the minor reporters.

As for Miss Barrymore herself, she brings all of her great charm and huge fund of stagecraft to the aid of an unconvincing character in an unconvincing script, waging a gallant but losing fight against the tedium of her surroundings. Of course she might have had better luck with the customers if she had ad libbed—but she happens to be an actress. As she sweeps with charming assurance and consummate artistry thru an ungrateful role at her name theater, Miss Barrymore is really playing two shows simultaneously—*An International Incident* and *The Honor of the Family*.

**SAM S. SHUBERT**

Beginning Thursday Evening, April 4, 1940

**HIGHER AND HIGHER**

A musical comedy starring Jack Haley, Marta Eggert and Shirley Ross. Lyrics by Lorenz Hart. Music by Richard Rodgers. Book by Gladys Hurlbut and Joshua Logan, based on an idea by Irvin Pincus. Staged by Joshua Logan. Dances staged by Robert Alton. Settings designed by Jo Mielziner, built by Turner Construction Co., and painted by Bradford Ashworth, Inc., and Studio Alliance, Inc. Costumes designed by Lucinda Ballard, and executed by Mme. Karinska and Brooks. Orchestrations by Hans Spialek. Orchestra under the direction of Al Goodman. Press agent, Tom Weatherly. Assistant press agent, Howard Newman. Stage manager, Andy Anderson. Assistant stage managers, Robert Bentzen and Edward Brinkman. Presented by Dwight Deere Wiman.

- Hilda O'Brien ..... Eva Condon
- Byng ..... Robert Chisholm
- Dottie ..... Billie Worth
- Miss Whiffen ..... Hilda Spong
- Sandy Moore ..... Shirley Ross
- Zachary Ash ..... Jack Haley
- Mike O'Brien ..... Lee Dixon
- Minnie Sorenson ..... Marta Eggert
- Scullery Maid ..... Marie Louise Quevli
- Three Nursemaids ..... Gloria Hope, Hollace Shaw, Jane Richardson
- Soda Jerker ..... Robert Rounsville
- Ladies' Maid ..... Marie Nash
- First Cop ..... Robert Shanley
- Cops ..... Joe Scandur, Richard Moore
- Footman ..... Carl Trees
- Patrick O'Toole ..... Leif Erickson
- Ellen ..... Janet Fox
- Truckmen ..... Robert Rounsville, Joe Scandur
- Snorri ..... Fin Olsen
- Sharkey ..... Himself
- The Handyman ..... Frederic Nay
- The Cat ..... Ted Adair
- The Frog ..... Lyda Sue
- The Bat ..... Sigrid Dagnie
- Coachman ..... Frederic Nay
- The Gorilla ..... Joseph Granville
- Purity ..... Jane Ball

SINGING GIRLS: Kay Duncan, Gloria Hope, Marie Nash, Marie-Louise Quevli, Jane Richardson, Hollace Shaw.

SINGING BOYS: William Geery, Joseph Granville, Richard Moore, Robert Rounsville, Joe Scandur, Robert Shanley.

HIGHER AND HIGHER SPECIALTY GIRLS: June Allyson, Irene Austin, Jane Ball, Ronnie Cunningham, Sigrid Dagnie, Eleanor Eberle, Vera Ellen, Miriam Franklin, Marguerite James, Kay Picture, Lyda Sue.

HIGHER AND HIGHER SPECIALTY BOYS: Ted Adair, Cliff Ferre, Bonnie Hightower, Louis Hightower, Michael Moore, Frederic Nay, Burton Pierce, Harry Rogue, Jack Seymour, Billy Skipper Jr., Carl Trees.

ACT I—Scene 1: Section of Ballroom, New York Hotel. Scene 2: Kitchen, Drake Mansion, New York. Scene 3: Deborah Drake's Bedroom. Scene 4: The Kitchen. ACT II—Scene 1: The Kitchen. Scene 2: Zacky's Room. Scene 3: The Old Carriage House. Scene 4: Section of Ballroom, New York Hotel.

Broadway was a swell street once. You know that when someone like Jack Haley

BROADWAY RUNS		
Performances to April 6, Inclusive.		
Dramatic	Opened	Perf.
Fifth Column, The (Alvin)	Mar. 6	38
International Incident, An (Barrymore)	Apr. 2	7
Junjo and the Paycock (revival) (Mansfield)	Jan. 16	95
King Richard II (limited return) (St. James)	Apr. 1	8
Ladies in Retirement (Millers)	Mar. 26	15
Lady in Waiting (Beck)	Mar. 27	14
Life With Father (Empire)	Nov. 8	174
Lilium (revival) (44th St.)	Mar. 25	16
Male Animal, The (Com)	Jan. 9	103
Mamba's Daughters (return) (Broadway)	Mar. 23	17
Man Who Came to Dinner, The (Music Box)	Oct. 16	200
Margin for Error (Plymouth)	Nov. 3	179
My Dear Children (Belasco)	Jan. 31	72
Scene of the Crime, The (Fulton)	Mar. 28	12
See My Lawyer (Adelphi)	Sept. 27	222
Separate Rooms (Elliott's)	Mar. 23	17
Skylark (Morosco)	Oct. 11	206
Time of Your Life, The (Guild)	Oct. 25	182
Tobacco Road (Forrest)	Dec. 4	2693
Two on an Island (Hudson)	Jan. 22	88
When We Are Married (Lyceum)	Dec. 25	120
Musical Comedy		
DuBarry Was a Lady (46th St.)	Dec. 6	142
Higher and Higher (Shubert)	Apr. 4	4
New Hellzapoppin (Winter Garden)	Dec. 11	136
Pins and Needles (Windsor)	Nov. 27	1016
Reunion in New York (Little)	Feb. 21	53
Theater of the Puccini (Majestic)	Mar. 21	21
Too Many Girls (Imperial)	Oct. 18	188
Two for the Show (Booth)	Feb. 8	68

comes back to it after a long absence, for it's only then that you realize how much you've been missing. Back in the days when Haley was practically a one-man stock company at the Palace, 40 legit shows were running simultaneously and the Theater Guild was way uptown, there was a verve and a spirit along the crooked, bright-lighted cowpath that has been largely missing in the eight or nine years since.

But it's almost all back again now. On Thursday night Dwight Deere Wiman opened another in his series of beautifully produced, tasteful and terrific musicals. It's called *Higher and Higher*, it's playing at the Shubert—and Jack Haley is in the lead. Mr. Haley, for that matter—and despite the competition of a super-elegant cast—is practically the whole works.

It's a book show, but the book doesn't matter much, altho it might have mattered a lot if its incipient satire had been brought out to the full. As it stands, it's the tale of the servants of a once rich household who try to retrieve the family fortunes by claiming that one of the scullery maids is the boss' daughter, hitherto living in Iceland, and by forthwith turning her into glamour girl No. 1. Unfortunately, she falls in love with a poor lad; and the leader of the below-stairs conspiracy is so soft-hearted that he helps their romance. So, they make their money instead by turning the disused wing of the family mansion into a night club.

That doesn't sound like much—but that's only because you can't put Mr. Haley into print. This reporter, as a matter of cold record, laughed harder than he's ever before laughed in a theater, particularly in that interlude wherein Mr. Haley, Marta Eggert and Leif Erickson sing a trio to Mr. Haley's acute discomfort, and Messrs. Haley and Erickson throw Miss Eggert out of the window after each encore. That may not sound funny in print either; if it doesn't, I can only advise you go to the Shubert and catch it in the flesh.

Add to the hilarity a score by Rodgers and Hart written in their pleasantest vein, silken-smooth direction by Joshua Logan (who, incidentally, was responsible, along with Gladys Hurlbut, for the book), nice settings by Jo Mielziner, bright costumes by Lucinda Ballard, dances by Robert Alton in what can only be described as the Alton manner and a large bevy of pleasant and extremely talented players, and you have the ingredients of Mr. Wiman's newest hit.

Mr. Wiman, as usual, has been lavish. Not content with hiring chorus people for his dancing and singing ensembles, he has hired in each case what amounts to a group of soloists—and the results are breath-taking. Outstanding people like Kay Picture, Lyda Sue, Eleanor Eberle and others in the dancing division, like Hollace Shaw (who has probably the loveliest soprano voice in musical comedy today) and Marie Louise Quevli in the singing division, who make the ensembles visual and auditory delights. And Mr. Alton's dance routines defy description. In show after show he reaches heights that seem the absolute ultimate in dance designing—and then, regularly, in his next show he tops them.

The principals generally match the chorus in capabilities—which isn't really as usual as it sounds, especially in view

of this particular chorus. Miss Eggert, the lovely European singer, makes her Broadway debut and emerges as a charming, irresistible, merry sprite, willing and able to clown enthusiastically and to squeeze everything possible from even an ordinary role. Her voice, however, merely re-emphasizes the pernicious distortion of mechanical reproduction. In her films it sounded like one of the loveliest voices in the world; on stage it is adequate but no more, certainly nowhere near as good as, say, Miss Shaw's.

Shirley Ross, from Hollywood, is surprisingly willing and effective as Mr. Haley's love interest, doing a good, competent job of singing, dancing and comedy assignments. And Leif Erickson, hitherto associated with the more nearly dramatic stage, unlimbers enthusiastically in the merry-merry and, what's more, unleashes a really nice voice. Lee Dixon and Billie Worth handle the leading hoofing assignments nicely enough but fail to impress as solidly as some of the kids who hoof behind them.

There is also a trained seal named Sharkey. If Mr. Haley hadn't been around, Sharkey would probably have run off with the show—but Mr. Haley, thank Thespis, is around, clowning in the particularly ingratiating style that is all his own, turning dull lines into belly laughs and giving the most comical eyebrows in show business a beautiful workout. He's as swell as ever he was in the old Palace days. We mustn't let him get away again this time.

**ST. JAMES**

Beginning Monday Evening, April 1, 1940

**KING RICHARD II (Limited return)**

A play by William Shakespeare. Staged by Margaret Webster. Settings and costumes designed by David Ffolkes. Settings executed by Studio Alliance, Inc. Costumes executed by Brooks Costume Co., Eaves, and Helene Pons Studio. Incidental music by Herbert Menges. Press agent, S. M. Weller. Stage manager, Edward P. Dimond. Assistant stage manager, Walter Williams. Presented by Maurice Evans.

- King Richard, The Second ..... Maurice Evans
- Uncles to the King:
  - John of Gaunt, Duke of Lancaster ..... John Barclay
  - Edmund of Langley, Duke of York ..... Franz Bendtsen
  - Henry, Surnamed Bolingbroke, Duke of Hereford, Son to John of Gaunt, Afterwards King Henry IV ..... Donald Randolph
  - Thomas Mowbray, Duke of Norfolk ..... Sydney Smith
  - Duke of Aumerle, Son to the Duke of York ..... Lauren Gilbert
- Advisers to King Richard:
  - Bushy ..... Kurt Richards
  - Bagot ..... Everett Ripley
  - Green ..... Alexander Scourby
  - Earl of Northumberland ..... Charles Dalton
  - Lord Ross ..... George Keane
  - Lord Willoughby ..... Anthony Ross
  - The Lord Marshall ..... Rhys Williams
  - Mowbray's Herald ..... Walter Williams
  - Bolingbroke's Herald ..... Alfred Paschall
  - Henry Percy, Surnamed Hotspur, Son to Northumberland ..... Emmett Rogers
  - Earl of Salisbury ..... Howard Wierum
  - Captain of a Band of Welshmen ..... Rhys Williams
  - Bishop of Carlisle ..... Donald Cameron
  - Sir Stephen Scroop ..... Sydney Smith
  - Gardener ..... Rhys Williams
  - Second Gardener ..... John McQuade
  - Earl of Surrey ..... Alfred Paschall
  - Sir Pierce of Exton ..... Alexander Scourby
  - Servant to Exton ..... John McQuade
  - A Groom ..... Donald Cameron
  - A Keeper ..... Anthony Ross
  - Queen to Richard ..... Carmen Mathews
  - Duchess of Gloucester ..... Jackson Perkins
  - Ladies Attending on Queen: Izzetta Jewel, Jackson Perkins.

LORDS, LADIES, OFFICERS, SOLDIERS, MONKS, MESSENGER AND OTHER ATTENDANTS: Jessie Dimond, Evelyn Hope, Frederic Carney, Alexander Nicol, Melvin Parks, Alfred Paschall, Walter Williams, John McQuade and Howard Wierum.

England and Wales Between April, 1398—March, 1400.

ACT I—Scene 1: King Richard's Palace. Scene 2: Duke of Lancaster's Palace. Scene 3: The Lists at Coventry. Scene 4: Windsor Castle. ACT II—Scene 1: Windsor Castle. Scene 2: Wilds of Gloucestershire. Scene 3: A Camp in Wales. Scene 4: Bristol Before the Castle. Scene 5: The Coast of Wales. Scene 6: Wales Before Flint Castle. ACT III—Scene 1: The Duke of York's Garden. Scene 2: Westminster Hall. Scene 3: London, Street Leading to the Tower. Scene 4: Windsor Castle. Scene 5: Pomfret Castle. Scene 6: Westminster Hall.

At least the theatrical season of 1939-'40 isn't a total loss. On Monday night Maurice Evans brought the Webster-Evans version of Shakespeare's *King Richard II* back to the St. James Theater, and any season that sees the Webster-Evans version of *Richard* isn't entirely without dignity, excitement and stature.

When Margaret Webster first directed the play, cramming it with color, flowing movement, human insight and the abundant wealth of imaginative detail that

**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.)

**"King Richard II"—100%**

YES: Anderson (*Journal-American*), Brown (*Post*), Lockridge (*Sun*), G. R. (*World-Telegram*), Watts (*Herald-Tribune*) Mantle (*News*), Atkinson (*Times*), Coleman (*Mirror*).

NO: None.  
NO OPINION: None.

**"An International Incident"—31%**

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

**"Higher and Higher"—56%**

YES: Whipple (*World-Telegram*), Lockridge (*Sun*), Winchell (*Mirror*).  
NO: Brown (*Post*), Anderson (*Journal-American*).  
NO OPINION: Watts (*Herald-Tribune*), Mantle (*News*), Atkinson (*Times*).

she alone, it seems, can bring to a production; when Evans first acted it superlatively, supported by one of the finest Shakespearean companies of all time, it was one of the most profound theatrical experiences of this playgoer's career. It's still not very far from that, even tho the tremendous impact of a first viewing has naturally worn off, even tho Mr. Evans has settled down somewhat in his interpretation, even tho only a few members of the original cast remain. What defects there are in the current version occur for the most part at the start; as the drama gains momentum the production progresses along with it until it ends on a par with the original.

Mr. Evans has relaxed in the name role since last he played it here, and the result is a sometimes strangely uneven performance. Many little points are made with a surer touch; the reading of some of the more important speeches—notably the "Within the hollow crown" and the Flint Castle sections—is better than it has ever been, but there is, on other occasions, a less fortunate tendency to relax in the general direction of ham-fattening. Vowels are sometimes drawn out until they resemble sound effects, consonants are sometimes overemphasized, mid-speech pauses are sometimes lengthened out almost into change-waits, there is an occasional tendency to obtain easy effects by shouting, and Mr. Evans' voice sometimes tries to substitute higher range for power. But these things occur only upon occasion; taken as a whole, the performance is still one of the finest things our theater has to offer, and it suffers, if at all, only by comparison with Mr. Evans' own work when his interpretation was still new and fresh.

The substitutions in the supporting cast also vary, with two of the more important being entirely to the good. Donald Randolph is now the Bolingbroke, and tho, in the earlier sequences, he tries

(See NEW PLAYS on page 139)

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## Para, Strand, State Battling for Attractions; Rivalry Sharp; Every Angle Checked by Bookers

(Continued from page 4)

grosses are particularly disappointing, attractions have given refunds to the theaters, sometimes strictly on their own initiative, sometimes at the suggestion of agents and sometimes at the suggestion of the theater management.

In order not to be caught bidding higher and higher for big attractions, the Strand and the Paramount bookers are eager to book ahead up-and-coming bands and personalities. Bookers Harry Kalcheim (Paramount) and Harry Mayer (Warner) keep tabs on radio commercials, on grosses at other vaude houses, on phonograph record sales (particularly in music machines) and on publicity campaigns.

Kalcheim, Mayer, Piermont, Jesse Kaye (Fanchon & Marco) and scouts from the Music Hall are constantly making the rounds of theaters, hotels and night clubs on the lookout for new, promising talent and also to check on performance and popularity of established acts and bands.

Bookers also keep in constant touch with remote broadcasts of bands. In short, the circuit bookers have to be constantly alert in order to feed their houses with the right attractions. Circuit bookers watch, in particular, spots such as Meadowbrook in Cedar Grove, N. J., which has 40 shots of radio time a week and which can build up an unknown band, and also Glen Island Casino, New Rochelle, N. Y., each summer. The Famous Door, because of its air time and publicity, is also watched carefully.

Circuit bookers, especially Kalcheim, try to tie up promising young talent before it starts demanding exorbitant salaries. Dates are sometimes penciled in three and four months in advance.

In some instances Mayer has made agreements with agents that commit an act or band to his houses, with the salary to be agreed upon closer to the playing date and when the act's true box-office value can be ascertained better.

Attractions in a position to be choosy

## Radio and Vaude Acts Hypo K. C. Municipal Fair

KANSAS CITY, Mo., April 6.—The Food Fair held in the Muni Auditorium here March 23 to 30 was pronounced a success by fair officials, and it was decided the event would be held again next year. Main cause of this year's success was the introduction of radio personalities and vaude acts, and the reduction of admission prices to 15 cents afternoons and 25 cents evenings.

The closing session of the fair was celebrated with a party thrown by Glenna Strickland, mistress of ceremonies, upon the stage for radio actors Jeanne Taylor, Anne Hayes, Frances Casement, Dick Smith, Betty Lee, Beulah Karney, Martha Hunter, Bob Caldwell Jr. and Pat Dunn.

A floor show was also presented, consisting of Kirtley and Rankin, Elroy Peace, Dick Ware, Zang and Todd, Le Beau and Louise, Stover Lane Starlets and Donald Gene Hogan.

Bob McClung, one of the Dead End Kids, made a personal appearance.

## Sligh and Tyrrell Change Minds Again

CHICAGO, April 6.—The Phil Tyrrell-Eddie Sligh merger, recently announced, has been declared off. Tyrrell and Sligh say they have decided it would be to the best interests of both to continue to operate separately.

Tyrrell says he will go ahead organizing a circuit of supper clubs where small talent can be booked with a view to schooling acts for the bigger time.

BOB RIPA left the Roxy, New York, to sail April 5 to fill an indefinite engagement at the Casino Atlantico, Rio de Janeiro.

usually prefer to play the Paramount or the Strand because it usually means a two, three or even four-week run. That makes it tough for the State, which is a one-week stand (second-run films) with exception of a two-week run of *San Francisco* a couple of years ago and of *House Across the Bay* (first run) last month. However, there are certain show bands like Rudy Vallee and Ted Lewis which play the State two and three times each year and which feel they get better publicity that way. The State spends around \$5,000 a week for vaude, topping each bill with a film, radio or stage name or a \$2,500 class band.

The State, which has been making a box-office comeback the past three months, often has to book vaude on short notice from the film-booking department. Piermont booked the Jessel-Hartmans-Carlisle two-week bill on three-hour notice last month.

The Paramount, which spends as high as \$12,000 for a show, has had some very weak films and has had to depend on names more and more the past couple of seasons. It has done exceptionally well with swing bands and musical attractions and has consistently played top attractions. Its rival, the Strand, brought Eddy Duchin's Band back this week for a repeat within nine months, unusual for this house. It is also dickering for Wayne King, Kyser and Horace Heidt. The Ritz Brothers, incidentally, are being offered to the Broadway spots, but all bookers feel the \$7,500 asking price is too high.

Mitchell Ayres' Band, Red Skelton (held over) and Lupe Velez follow the current four-week show at the Paramount April 10. Danny Kaye later this month and Tito Guizar in June are some of the acts booked ahead. Gene Krupa Band, doing a return, and Connie Boswell open at the Para April 24 with the new Jack Benny film, *Buck Benny Rides Again*.

Loew's State has the DeMarcos coming in April 11. The Ed Sullivan unit April 18 and Milton Berle heading the bill April 26.

## It Was Chilly

CAMDEN, N. J., April 6.—Miss St. Clair is the gal who is hypnotized nightly during the floor show at Weber's Hofbrau here, and kept under 2,000 pounds of ice for 30 minutes.

Last Saturday Miss St. Clair was to help swell the Elks' Crippled Kiddies Fund by appearing at the Court House Plaza. But the affair had to be called off when she failed to appear. She caught a cold.

## Kaliners Reopening The Bum's, Philly

PHILADELPHIA, April 6.—Benny the Bum's operated for years by Benny Fogelman, closed Monday (1). Business had been on the decline for some time. The three Kaliner brothers, who operate the next-door Little Rathskeller, will reopen the spot on their own within three weeks.

Name of the club will be changed and an outsider brought in to front, the Kaliners continuing their Little Rathskeller. Spot will be renovated to allow for greater seating capacity and a rising dance floor. Emphasis will be on the floor show. Also, prices will be cut to make it a mass rather than class spot.

## Palumbo Opening 1,000-Seat Club

PHILADELPHIA, April 6. — Frank Palumbo, operating Palumbo's Nitery here, will extend his operation to the Avalon in Wildwood, N. J., which will increase seating capacity from 600 to 1,000 for a June opening.

In Atlantic City, Palumbo will be the overseer at Renault's Tavern, also opening after Memorial Day. Uses floor revues and bands at both summer spots.

## Lincoln House Drops Vaude

LINCOLN, Neb., April 6.—Bids were let here Thursday (28) by Howard Federer, general manager of the Nebraska Theaters, Inc., which will take the Liberty, oldest legit and vaude stand, built in 1892, completely over to pictures. House is now a 900-seater.

# The Broadway Beat

By GEORGE SPELVIN

**S**IGN of spring: Harry Gilbert, Local 802 delegate to the world's fair, getting his feet into condition for the long trek this summer. . . . Anybody asking Bobby Sanford to indorse a note will probably find himself in the middle of a case of assault and battery. Two weeks ago Sanford's bank account was tied up as the result of a note he signed so that an agent (who was once his friend) could get new stuff for his office. The original note was for just a bit more than \$100, but interest and attorney's fees have brought the bill up to \$480. . . . Probably the unhappiest announcer in the history of radio was the lad who did the part of the Greater New York Fund show that was broadcast over CBS Monday night. Only the section from 10:30 to 11 went on the air—and it was the lad's luck that during that time the Gracella adagio troupe appeared. At a loss to fill time until the sight number was over, he started describing the adagio, and got himself all wound up. His repeated statements that an adagio was very difficult to describe were not only self-evidently true but also pitiful to hear; and the sigh with which he finally announced the finish of the act had enough relief in it to support the Federal Theater for a year. . . . Study in extremes: Dave Alber, who is press agent for such names as Sammy Kaye, Mark Warnow, Bea Wain, Johnny Green, Dinah Shore and others, is now on the publicity pay roll of Dr. Stephen S. Wise.

**WHO'DA-THUNK-IT DEPT.:** More than 50 song pluggers threw a lunch for work leader George Duffy at the Hickory House before his departure for a Washington spot. . . . and they don't even know whether he'll have a network wire from the capital. What's more, he didn't even have to pay for his own lunch. . . . Bill Neel, of the NBC press department, is now growing plants without soil. It's called soil-less planting or something equally apt, and is very, very scientific. Neel has his home all cluttered up with flowers mysteriously growing out of bottles, and also uses some diabolical plant food which makes a plant grow so fast that it's practically a tree before you can say "Luther Burbank." It'd be funny if Neel got home one day to discover that the stuff had sprouted a squirrel family in the midst of his miniature forest. . . . Tom Fizzdale is now handling Jimmy Roosevelt's publicity. . . . Dick Bard, of WNEW, lost 18 of his tropical fish recently. The door of his office was closed, and the room temperature went up to 90 degrees. It killed them. . . . Whaddaya mean, tropical?

**UNCLE TOM'S CABIN IN SWING,** vaude unit, solicited Charles Freeman, of Consolidated Radio Artists, for some dates, and included a one-sheet describing the virtues of the show. Said one-sheet boasted of the music by Steven Foster, so Freeman answered, "This is to point out the error in the spelling of Stephen Foster's name. That's all, boys." . . . The practice of advertising legit shows on the air seems to be spreading. The Shuberts started using spot announcements on WHN a couple of weeks ago, copy placed thru Blaine Thompson Co. . . . Ben Pratt, former NBC publicity exec, is back in town after a three-month hiatus in Florida, complete with a new haircut and a heavy coat of tan. . . . You don't have to believe it, but one of the column's stooges swears that, on the way to work, there's a sign that reads, "Lucerne Fake, Councillor-at-law."

## Best Business for New Orleans Clubs In Years and Years

NEW ORLEANS, April 6.—Stimulated by the heaviest influx of winter vacationists in history, local night clubs have generally enjoyed a great winter. The betterment in the Vieux Carre (Old Quarters) is contributing to local color. The Spring Fiesta, held each year in mid-March, packs the city's only Class A spot, the Hawaiian Blue Room of the Roosevelt.

The Nut Club, Pete Herman's, La Lune, Marty Burke's and other Vieux Carre spots are doing the best business of the year.

Lou Lemier, maitre d'hotel at the Roosevelt, reports the Hawaiian Blue Room's best season and spot may not be closed late this spring for annual renovation.

## Ice Show Returns To N. Y. W. Fair

NEW YORK, April 6.—An ice show will return to Sun Valley at the New York World's Fair this year, but will be under the direction of Winter Wonderland, Inc. Al Shaffer, with Old New York Village at the fair last year, is general manager. Renovations at Sun Valley extend seating capacity to 2,500.

See *On the Flushing Front* in the General Outdoor Section for further particulars on this ice show and other World's Fair news.

## ARA Bars Members From Other Groups

NEW YORK, April 6. — The Artists Representatives' Association at a meeting Thursday (4) forbade its membership to join any other agents group. The resolution was aimed at the Entertainment Managers' Association of Chicago, which has not yet affiliated with ARA after preliminary negotiations held in Chicago by I. Robert Broder, ARA attorney.

The order will specially affect Music Corp. of America and the William Morris Agency, the only ARA members having Chicago offices.

## Kitty Brando Takes Over Brown Derby

BOSTON, April 6.—Kitty Brando took over the Brown Derby nitery this week, renaming it Kitty Brando's. She booked the shows when she and her ex-husband, Tony Brando, owned the club.

She is again the only woman running a local major club. It is expected she will again favor name attractions. Spot probably will remain open for three or four weeks, will close for alterations and open for summer season.

Paul Sutton, who managed the spot since Mrs. Brando left, will remain on as maitre d'hotel.

## Portuguese Flyers Launch Cincy Club

CINCINNATI, April 6.—George and Albert Monteverde, Portuguese flyers, who in 1933 attempted a transatlantic flight which ended in a crash at the take-off, have acquired the Club Wonder Bar on Central avenue.

Spot reopened Monday with a show that included Barbara Blake; Georgie Stalla, emcee; Jalna, Lee Noble and Shelley and Neff. Bill Moreland has the band.

Opening was marred by the absence of Manager Frank Beit, who was in General Hospital as the result of a stroke suffered last Sunday. Raywood Ellis has been brought in from the Cat and the Fiddle as assistant manager.

## Joe Kerns Sues Club

BOSTON, April 6.—A suit charging breach of contract has been brought against Popeye's Club by Joe E. Kerns. The case will be heard in the Small Claims Court in Quincy, Mass.

The club is operated by Morey Pearl. Kerns opened Monday at the Lourier Club, Lowell, Mass., a repeat engagement.



# From Ice Floor to Floor Shows

By DOROTHY LEWIS

**I**CE-SKATING entertainment has had a phenomenal growth in the past few years. A whole new group of skilled and specialized performers has been added to the roster of figure skaters. Hollywood makes ice pictures. Road shows make the rounds of stadiums equipped with ice floors. Others take tanks along. Ice shows have been a feature of two world's fairs. And the latest development is the ice floor show in hotel rooms and night spots.

To cover the history of professional skating and "dancing on ice" would take many pages. Here I can tell only something about its growth in recent years.

Sonja Henie's brilliant work as a world champion figure skater, and later as a professional ice dancer, started the ball rolling.

The first big shows on ice were launched in the winter of 1935-'36. In these many skilled skaters performed in turn, in their own particular styles. It was new to the public. One number followed another and, on the whole, made a good impression.

Then Hollywood took a hand and staged ice shows to which were added glamour, lighting, costuming and staging and definitely established skating in the entertainment as well as in the sporting world. Following this progressive step the public expected more of ice shows. This gave rise to Ice Follies, with girl lines, jitterbugging, trucking and general "dancing on ice."

### Sonja Henie Starts It

Sonja Henie presented lovely spectacles, adding glamour and showmanship to skating in order to keep up with the improving public taste in the art. These successful shows soon attracted the attention of hotels and night clubs. First, the College Inn in Chicago put in an ice tank and met with success. Then the Hotel New Yorker, New York, staged an ice floor show. Next, New York's International Casino—ice comes to Broadway—ran an impressive production for five months. The St. Regis Hotel, New York, has had an exceptionally successful two seasons with ice and skate-dancers in its Iridium Room.

Naturally, the public at these spots expected skating such as it was familiar with in the big shows, on big ice. The job now was to adapt sensational skating to small-tank work. Our first season at the St. Regis, last year, was a success. Good costuming, splendid music and exceptionally skilled skaters, each doing his specialty in rotation, did the trick. I might add that I can't include myself among the exceptional skaters. I'm a dancer who learned to skate, spin, jump and perform acrobatics on ice. Skating technique is important to me only insofar as it assists "dancing on ice."

It was Manager Gaston Laurysen of the St. Regis who first realized the necessity of improving the show. A series of individual routines with a finale, such as had been presented in the Iridium Room during its first year with ice entertainment, was no longer enough. The rather choosy patrons of the Iridium Room would soon tire of it, it was realized.

Consequently for this year's show Mr. Laurysen suggested a skate line of six dancers known as "Le Roy Prinz Six Paramount Starlets" from Hollywood, who were in the Roof show of the hotel. These six beautiful and talented girls, who were excellent dancers, could not skate. But I had always had a theory that a trained dancer could learn to dance on skates in short order. I did myself. Here was a chance to prove my theory, and so I undertook to teach the girls how to "dance on ice."

### Teaching Skate-Dancing

Instead of giving them directions in skating terms I used dancing terms. Within four weeks the girls had learned the necessary routines, some of them fairly elaborate figures. When the new

show opened last October the girls were a lovely sight to behold. They skate well and their dance training showmanship puts the show over.

At first I made the mistake of trying to teach the girls to skate. They were, of course, very unsure of themselves, and the usual instruction, beginning with figures eight, didn't pan out. Then I remembered my own experience and told them to forget about skating and began giving them a dance routine—with skates on. After the first simple

**DOROTHY LEWIS**, tho only 19 years old and skating only four years, has achieved a top position in professional ice skating. She attributes her success, particularly on the small, intimate tanks, to her training as a ballet dancer.

She started her dancing lessons at the age of four. One year after she donned skates she turned professional and appeared with Sonja Henie, and later with the *Ice Follies*. When she switched from large arena exhibition work to entertainment on small tanks, she began building up a reputation for herself in that field in an engagement at the International Casino, New York, and subsequently to hotels.

At the Iridium Room of the St. Regis, New York, Miss Lewis put into practice her theory that ice skating, to hold its position as a means of entertainment in hotels, night clubs and eventually theaters, must be produced along the same lines as regular floor shows. Skaters must be dancers and must be aware of showmanship. Skating alone is not enough.

In this accompanying article she sets forth in greater detail her approach to the subject of preparing ice-skating entertainment.

steps they forgot their fears. There was no need for me to count their rhythm or to worry about a straight line. They were dancers and knew all about those things. After only two days they were dancing a full routine with perfect body movements, tapping on their toes and doing Spanish foot work—with their skates still on. Now, in their ballet numbers, I'll put them up against any group of skaters for rhythm, unit motion, grace and "ice confidence."

The next step in assembling the new ice show for the Iridium Room, later to be called *The St. Regis Bustles*, was to add the Heasley Twins, Bob and Jack. Dancers both, they have been skating only two years and have exceptional talent. Their twosome routines are perfectly timed and have a terrific audience appeal. Then we needed a producer. Not one who could merely outline skating routines, but one who could also do choreography. We got about the best there is in James Mitchell Leisen, producer-director for Paramount Pictures. He sketched a row of grand costumes, devised subtle lighting and worked out fetching pantomimes, such as can be done only by an accomplished movie director. In a word, the St. Regis got itself a small edition of a lavish Hollywood production. The white ties and décolletés have eaten it up.

### New Ideas Needed

But the bogey man is here again. What next? Where are the new ideas coming from? All we can do is to be on the alert to snatch them as they go by and try everything that is novel. How long can skate shows last? My answer is: As long as we can keep one step ahead of the ever-tiring public.

Now for something about the tank itself. Club tanks usually roll on to the dance floor. The dimensions of the St. Regis tank are 18 by 24 feet. It is really two tanks—outer and inner, separated by insulating cork and drip-preventing canvas. The inner tank contains coils that circulate brine for freezing. Beneath the tank carriage are rubber

rollers, 26 inches wide. On both sides cables are attached to ride the tank in and out. Two electric motors and a rheostat, controlled by a main switch, move the tank in and out of its hiding place under the terrace of the floor in 30 seconds flat. Permanent tanks, such as I have described, are regulated according to both room and outside temperatures.

Portable tanks, such as I will use on tour this summer, are much the same in construction, except that they are built in sections for transportation. The portables require eight hours for installation and another 24 to freeze. They come to around \$2,500 a unit, cost \$900 to install, and in most instances can be put under the band stand when not in use. This seems expensive, but since ice show engagements are from 8 to 10 weeks, the installation cost is spread out.

### Skating on Tiny Ice

Now about the business of skating on tiny ice. It has little in common with arena skating. You've got to get used to sharp angles, because there is small chance of staying upright and getting any kind of speed. As it is, you have to work hard to get up enough speed for jumps, and distance calculations must be sharp—or you'll find yourself in somebody's lap, with a Lobster Newburgh on yours. Everyone in tank work has had falls, some bad ones, but considering the small surfaces they are remarkably few.

The secret of skating for entertainment, especially on a small and intimate ice tray, is to make it look easy. Grace can only be achieved by lack of apparent effort. I can do three Axel Paulsons, difficult body flips, in succession. But I do only one in my routine. It then looks completely effortless and doesn't detract from audience effect. Three of them in a row would make the stunt seem less of a high point as well as hard work. Similarly, there are many different kinds of spins that should be distributed thruout a routine and not follow each other too closely. In one of my present acts I do three spins: a spiral, a one-foot scratch and a change-foot sit-spin. But I don't do them one after another, for the effect of each would be lost with the start of the next.

Likewise with tapping. When the music goes down to bare audibility for this section of the routine, the skate taps almost fill the room. The steps are varied and the audience gets just a taste of contrast when the time is changed and a series of long rhythms is introduced.

### Patrons Frightened Easily

Of all things, the audience should not be frightened, especially on small ice, with muscle-straining and seemingly dangerous tricks. For example, last year I did a routine that included several breathtaking tricks: a handspring followed by a split, nip-up and spin. Several guests in the room went to the management and complained about my working too hard and too dangerously. Of course it wasn't so, as far as I was concerned. But one can't make an audience nervous or uncomfortable. That's why contrast is so important. The audience likes to be thrilled by a difficult stunt, but not by a series of them. You've got to surprise the spectators, but at the same time not let them worry about you.

Ice condition is very important to a skater. One can ruin a nice clean ice sheet. Often, deep ruts and spin holes are a real hazard. The only thing you can do is try to miss them and not your routine. On the other hand, the ice may be as hard as quartz. That's almost as bad. Unless your skates are razor sharp you skid around and fail to get lift into your jumps.

Smart music, a slick band and a thoroly competent leader are essentials

to an ice show. It's difficult music to direct, and the leader must spot everythings that happens. Charlie Baum, of the Iridium Room, is especially well adapted to ice show accompaniment. He gets the finest rhythm out of his band and has shown fine taste in musical selection. Our best luck has been with music of the better kind, yet not unfamiliar to listeners. Debussy and Ravel seem to be well suited to the skate-dance. Many times I have heard people at the ringside tables humming some familiar tune along with the band, and I have the feeling that they can give



DOROTHY LEWIS

more attention to the skating if they are not distracted by unusual music.

### Importance of Music

The leader of an orchestra, as I have pointed out, like Charlie Baum, must spot every part of the ice routine he is accompanying. For any number of reasons the routine may not be exactly the same each night. The ice may not be in good condition. A guest may have dropped a match on it by accident, thus leaving a spot on the rink to be avoided, because a match can throw the gliding blade of a skate. Spins may make you travel so much that you wind up in a different corner of the ice tank.

All these unexpected occurrences affect the music. The leader must keep his orchestra going—he mustn't run out of music when a spin or other trick takes a few beats longer to complete than the musical score calls for.

In our show at the St. Regis I do a trio with the Heasley Twins to the music of Ravel's *La Valse*. The music is very accurately scored, and when occasionally an abrupt stop is halted for one reason or another Charlie Baum always sustains the last note so that the usual effect is given. Or, in the case of a spill, sometimes he stops the music till we're all back on our feet again. In this way he keeps the music going right with us, and in the finale of the number, skaters and music finish together. He could never do that if he didn't feel our routine with us. And likewise we, the skaters, have to follow the music as much as possible and take the orchestra's problems into consideration, just as it does ours.

That, ladies and gentleman, is a diagnosis of the new art of risking your neck on a small piece of ice; and, as Sonja would say, "Thank you!"

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## Colony Club, Chicago

With Lent past the Colony has taken on new life and there are few slim nights at this swank near North Side spot. New show, backed by Carlos Molina's Band, is a sock hit, with Al Siegel's latest find, Joan Merrill, doing a terrific singing job.

Molina no longer uses European music, confining himself strictly to "Music of the Americas," his lively Latin numbers being interspersed with current sweet hit tunes. His audiences give vociferous approval. Bobby Ramos, handsome young singer, continues to do a good job.

Miss Merrill, attractive and appealingly fresh young singer, possesses a beautiful voice. Schooled by Siegel, who plays her piano accompaniments, Miss Merrill sells her songs with superb showmanship, handing hot and sweet tunes with equal facility. Audiences couldn't get enough of her.

Carla and Ferrando, dance team with gobs of Latin verve and color, have some unique routines which they interpret entertainingly and with pleasing Spanish authenticity.

Carmen Miranda, Brazilian star of *Streets of Paris*, will double at the Colony during run of the show here.

Nat Green.

## LaMarquise, New York

One of those small, classy restaurants and bar with just enough entertainment and a small dance floor to please patrons.

Food and service are the important thing here and the dinner from \$1.50 is really superb. Tony Vietro is the owner, Sylvio is the gracious headwaiter and Dorothy Kay the press agent.

Music is supplied by a piano-guitar-violin male trio led by Bill Palermo. The guitarist lends his tenor voice to pleasing rendition of pop tunes. The trio handles its assignment very well. Youngish and attractive Muriel Welch plays a rippling piano and occasionally sings a large variety of tunes with expertness.

Frances Connolly, in her second year, was off the night this show was caught.

Paul Denis.

## Embassy Club, Philadelphia

Sam Silber's Embassy continues to pace the other intimate spots, all of them on sites of former lavish homes.

New show is topped by Dolores Anderson, songbird de luxe, whose outpourings are devoted to the semi-classics and French chansons. For the music-comedy selections, Juanita Miller cuts clear contralto tones. And running the song gamut, sepia Billy Maples chants the ballads and jive songs. Carlye Sisters, Sue and Betty, break up the song selling with neat rhythm tap and conga routines. It's all paced in expert fashion by George Clifford, emcee, who is making a long run of it here.

Curt Weller (4) and Pedro Blanco (4)

## Night Club Reviews

alternate for the rhythmic and rumba dance incentives, respectively. Chiquita, the senorita type, added to sell the south-of-the-border wordage with Blanco's Band. Florence Hallman, piping to her own pianology, plugs the waits and keeps things tuneful for the afternoon cocktail stanzas.

Show goes on for diners and during the after-midnight sessions. Tariffs scaled at higher levels.

H. H. Orodener.

## Browning Lane Inn, Belmar, N. J.

It takes a gas buggy to get out to this roadhouse in South Jersey, but the fun and good food are worth the trip. Secluded, the setting takes full advantage of nature. Goings-on are made all the more congenial by the hosting of Abe and Edna.

Bert Lynn heads the show with magic and card tricks. Mary Joyce, a looker, making a long run of it here, carries the torch in her song. Dixie Hey and Ginger Ford, whirlwind dancers, make most of the South American routines. Divertissement rounded out nicely by the songs and dances of Dot Wade and Babbett Young.

Browning Lane Serenaders supply the musical settings.

Show presented at dinner and supper, with an extra session added Saturdays and Sundays. Sabbath night is *Celebrity Night*. As the season progresses, additional specialties will be added to make it a 10-act show. No cover and no minimum.

H. H. Orodener.

## Hotel Pennsylvania, Cafe Rouge, New York

Sharing the opening night spotlight with Orrin Tucker and Bonnie Baker at the Waldorf-Astoria Friday (5) were Jimmy Dorsey and his band in this beautiful dinner and supper room.

Dorsey outfit comes in after the exceptionally profitable three-month run of Glenn Miller, and judging from the ropes that were up all evening Friday, Jimmy should maintain the high business level set by his band-stand predecessor here.

Band is in for 13 weeks, and will journey upstairs to open the Penn Roof May 30. As is usual with this spot, there is no floor show, nor does the ork do any specialty spotlight work. It's straight music all evening, but it's music out of the top drawer, with Dorsey picking up where Miller left off in the matter of providing first-class ear-and-hoof appeal.

Featuring Jimmy's sax and clarinet

virtuosity, and the lyricizing of Bob Eberly and Helen O'Connell, the band is capable of taking care of the whole entertainment pattern. With Ralph Rotgers, one of the better Latin-American relief combos around, to take over the between-sets sessions, it makes for continuous music and dancing in one of the loveliest settings in town.

The Cafe Rouge is in a class by itself, visually and audibly.

Daniel Richman.

## Travelers Club, Wilkes-Barre, Pa.

Featuring Georgie Hunter (Hunter's the name), who is completing his 16th week here, the show was enjoyed by a good crowd.

Hunter, who imitates Al Jolson, sang *Toot, Toot, Tootsie, Goodbye, April Showers, Avalon*, and encoored with *It All Depends on You* and *Sonny Boy*. His singing was well done and so were most of his gags.

The Four Modernaires were the line attraction, with well-costumed jitterbug number. Individually, they did well, with Janet Arnold doing a rope tap; Dolores Fisher, an Arabian dance; Pat Wynne, a rumba, and Peaches Moore, a jive tap.

Vocalist was Elsie Serhan, who has a good voice and pleased with such tunes as *Last Night, I'll Remember* and *Solitude*.

Jimmy Matzer and orchestra supplied pleasing musical accompaniment.

Milton Miller.

## Hotel Bismarck, Walnut Room, Chicago

Coincident with the opening of the Walnut Room's *Springtime Revue*, Art Kassel and his *Kassels in the Air* returned with better-than-ever music and received a royal welcome for the start of his ninth consecutive year here. Sticking to the sweet style, Kassel has become increasingly popular, and the greater part of his repertoire is made up of dancers' request tunes.

New show is brief but excellent. For the opening, the Jane Hadley Dancers, in abbreviated black and orange costumes, offered an entertaining novelty routine featuring pseudo-magic hocus-pocus. This quintet is well trained, attractive and pleasing.

Arthur Wayne vocalized *Make Love With a Guitar* and other popular numbers. Has an excellent voice and pleasing personality.

Frank Payne, mimic who got his start several years ago in Sherman Hotel amateur nights, has developed into one of the best of imitators. He is constantly adding to his repertoire and improving his technique, and his impersonations of Charlie McCarthy, Mortimer Snerd, Fred Allen and others put him over solidly.

The youthful dance team of Marian Nolan and Edward Noll is exceptionally good. Engaging personalities and novelty routines that pack plenty of entertainment put them over to a big hand.

Mary Holmes, attractive band warbler, offered several blues numbers, and show closed with the Hadley Dancers and Nolan and Noll in an attractive floral number to the tune of *Sweetheart*.

Near-capacity house on opening night attested the popularity of the Walnut Room both from an entertainment standpoint and excellent cuisine.

W. H. Padgett is the p.a.

Nat Green.

## Hotel New Yorker, Terrace Room, New York

Only two acts for this show, with a new ice show due early in May. Acts are Don Giovanni, a holdover, and Don Loper and Maxine Barrat, first-grade ballroom duo. On for two numbers, the terpers gave a good account of themselves and were nicely taken by the first night mob.

Giovanni, of course, is a show-stop in any amusement emporium, whether he's swiping a man's suspenders—as he did to orchestra leader Joe Rines—or relieving others of watches, wallets or what have you. Even the fact that he tends to chatter a bit too much is nothing—his

routine is one of the greatest novelties in show business.

Al Donahue and orchestra are on the band stand and handled several novelties nicely, with the maestro an engaging emcee.

Terrace Room's service and cuisine, of course, are still among the very best available in the city. Dinners range from \$2 up, with a supper cover of 75 cents.

Max is host.

Jerry Franken.

## Hotel Waldorf-Astoria Empire Room, New York

The much-publicized Orrin Tucker Ork—not to mention its equally talked-about fem vocalist, wee Bonnie Baker—had its much-heralded big-time opening at this swank spot Friday (5). Both lived up to advance expectations, and the size and the appreciativeness of the opening night crowd would seem to augur a profitable run here for the crew that made a 27-year-old song a household word.

The Tucker aggregation finds a perfect setting for its class commercialism in this room. Musically, the band delivers the subdued sweet rhythms demanded by the society patronage, and it offers enough novelties to take care of the entertainment quotient. Ork is the whole show here, with a number of specialties from within its ranks providing a half hour of spotlighting twice a night.

La Baker is, naturally, more than a little bit of the band's attraction. Opening night ringsiders couldn't get enough of her single-chorus baby-talk warbling, with everything leading up to the now inevitable *Oh, Johnny*. It's not all baby talk, however; there's an innuendo in Bonnie's delivery that can aptly be labeled sex-in-a-high-chair. It makes good listening, tho, and the young lady will help to pull them in here in large droves. What's more important, they'll go away satisfied.

Band has a couple of glee club numbers and a musical novelty involving lights and band imitations that is particularly good. It's smart, commercial music entertainment that doesn't let down the curiosity-seekers or the regular customers.

Mischa Borr supplies the relief rhythm.

Daniel Richman.

## Greenwich Village Casino, New York

Frank McCormick, who enjoyed a long run here last year, is back and will probably stay on until the club closes as usual for the summer. McCormick is a friendly hard-working emcee who does a good job pepping up a scattered dinner audience. His method is attention-demanding and he intersperses gags with sight comedy. After pushing the show ahead nicely he does a few comedy impressions and then brings on Ruth Kidd, a blond looker.

Miss Kidd does pleasing singing of *Darn That Dream*, followed by a nice tap routine joined in by McCormick. Then they do a Russian satire on the unfaithful wife theme that's amusing and refreshing. They make a good combo.

The rest of the show has brunet vivid Diana Del Rio singing Latin numbers in rhythm style. Her colorful costume and headdress, slick appearance and

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★ The Trade Press Agrees On

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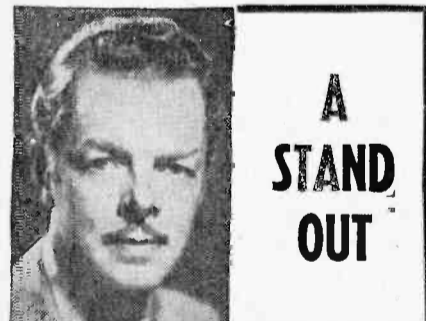
confident style put her over nicely. Mary Jane Brown, a young brunet who suggests Eleanor Powell in appearance and dancing style, impresses as a possibility for better things. She does good impressions of star tap dancers and then does some fancy, nimble routines on her own. Fine technique.

Brunet Linda March returns to sing again ballads in sure, effective style. Has good appearance, on the sexy side, and gives lyrics expression and proper phrasing and diction. The eight-girl line does three numbers. First is a spring-tra-la affair in flowery costumes, then a parade in revealing costumes and the closer a queer combo of a finger cymbal routine and a Conga.

Jules De Salvo, former trio, now has a seven-piece band that plays the show well but the dancing only so-so. Irving Fields plays Sundays, when De Salvo is off.

Jim Riley's the owner-manager. Jim Pettis the p. a. Paul Denis.

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Club Talent

New York

CARLTON AND JULIET have returned from a four-month tour in the Midwest with Freddy Martin and orchestra and are negotiating for a local spot.

MARLYNN AND MICHAEL have been renewed indefinitely, after two years at the Rainbow Grill.

PAUL AND PAULETTE are holdovers at Leon and Eddie's. So is Carol Rhodes.

RANDALLS set by MCA at the Belmont Plaza Hotel, beginning April 9. The Colstons also open the same date.

CAROL RHODES, after her stay at Leon and Eddie's, goes to 885 Club, Chicago.

UNA WYTE, after the Rainbow Room, is set by Miles Ingalls for the Somerset House, Beverly Hills, Calif.

PAUL DRAPER is out of the Hotel Plaza show because of illness; Paul Haakon subbing.

ROSITA ROYCE goes into Leon and Eddie's, April 26.

CESAR AND ROSITA are featuring the Rumba Jamboree, a cross between rumba and jitterbugging, at the La Conga.

THE BILLINGTONS, Orrin and Betty Lou, and Vickie Allen open Friday (12) with the new show at the Blackhawk.

FRANCINE is the new flash stripper at Harry's New Yorker.

ALICE CAVAN opened in the Hotel Sherman Panther Room Friday (5) and will remain in the new show opening April 12.

DAVE O'MALLEY has signed Gillette & Richards to open at the Edgewater Beach Hotel May 3.

CHARLES CARMAN, of the Four CARMANS, has completed an engagement with the Shell Oil Co. show. Carman while working at the Lookout House, Covington, Ky., last fall, was badly injured and spent several months in a hospital.

BETH CHALLIS heads the new 1523 Club line-up.

JACK ROSENBLITT has lined up for his Gay '90s Cafe Vernon Guy, emcee; Naki and Sakie, dancers; Kathryn Forbes, Charlie Harman and Skippy Williams.

MARTIN BARLOW marks his first year of bonifacing the Tally-Ho Tavern.

SAUL BOGATTIN has taken over the Peach Orchard Inn on Pine road and is lining up a new show.

EDDIE KRAVIS' Paddock International headlines YVETTE and her Moon Dance, cast including Lucille Lawrence, Dorothy Adelle and Marie Kibbie.

WILFRID DU BOIS and BERNICE STONE opened Friday (5) at the Hotel Gibson Rathskeller, Cincinnati, for a fortnight.

AUDREY WARNER, Lamar, Mickey Sherman, Hazel Callo-way and Angie Litz comprise the new bill at the Primrose Country Club, Newport, Ky.

FRANK C. KARETH, manager of the Netherland Plaza's Restaurant Continentale, Cincinnati, departed Friday (5) to manage the Hamilton County Golf Club, same city.

MARCO AND MARSHA postponed their opening at the Wiltshire Bowl, Los Angeles, due to a two-week holdover in Seattle.

IGOR, formerly of Igor and Tanya, and now ballrooming with Grace Poggi, opens at the Biltmore Bowl, April 25.

FONDA AND ST. CLAIR opened at the Bolton Hotel, Harrisburg, Pa., April 7.

EDITH ROGERS DAHL will do a single at the Chez Ami, Buffalo, beginning April 19.

DICK BAUER, emcee; Margie Dale and the Four Golden Gate Girls are new at Kelly's, Cincinnati, set by Jack Middleton.

GEORGE JESSEL started at the Bowery, Detroit, after two weeks at the State Theater, New York.

ROYAL Casino, Washington, week of April 16. YEVO AND DORO are set at the Chez Ami, Buffalo.

FREDDIE PHILLIPS is doing his mental act at the Show Boat, Philadelphia. On the bill with him are Luana Lahua, Mitzi, Sonny LaRay and Bobbie Dean, emcee.

JACK MARSHALL opened Friday (5) at the Club Royale, Detroit, immediately following a six-week engagement at the Brown Hotel, Louisville.

SELMA MARLOWE opened Friday (5) at the Club Royale, Detroit.

LOUIS AND CHERIE, now playing Midwestern dates after a Florida stay, go into the Silver Slipper, Louisville.

BOB ALLEN'S new show at the Club Washington, East Liverpool, O., has Jaques Mahra and Waneta Lane.

JULIO AND JEAN TUDELL have completed a run at the Palm Island Swiss Chalet, Miami, Fla.

STONE AND VICTOR are current at Pat and Don's, Newark.

DOROTHY DE HOGHTON, after five months in Florida, is at the Nut Club, New Orleans.

JERRY MANNING is emceeing the Square Tavern, Brownsville, Pa., for the sixth week.

PHILADELPHIA, April 6.—In a tie-up with Lee Shaw, head of Continental Orchestra Service here, Open Door Cafe, North Philadelphia, blossoms out as a big-time nitery Friday (12).

Spot is being enlarged to a 450 capacity. Ted Oliver with a 12-piece band comes in and already set for the floor show are Ben Perry, emcee; the DeMayos, ballroom team; Charles Arthur, dancer, and the six Music Hall Girls, line. Show's policy holds for 10 weeks, until June 29, getting in the Republican convention coin, with a six-month option to start September 6.

Open Door is situated near the vaudeville Carman Theater, Oakes Ballroom and the Carman Skating Rink.

CHICAGO, April 6.—Mike Fritzel, co-operator of the Chez Parce, is looking around for a near North Side spot with a small capacity, intending to run it on the order of the Beachcomber in New York.

Fritzel has been looking over Henry's restaurant as a possible site.

Chicago is believed ripe for a small spot with a foreign atmosphere.

BUFFALO, April 6.—Harry Wallens is preparing for the opening of a new downtown swank spot, The Glass Bar. It is expected to be ready early in May.

Entertainment, of the intimate type, will consist of a novachord, singers and strollers. Capacity will be around 160.

R. S. Ponish is contractor and Melvin Morris designer.

BUFFALO, April 6.—Hollywood Restaurant, near here, was destroyed by a fire of undetermined origin early Monday (25).

The 50-year career of this once-promising spot was thus ended. Damages are estimated between \$30,000 and \$40,000. During the last decade it operated on a lavish entertainment scale, featuring name bands.

At present there are no plans for rebuilding.

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

SHELDON STARK—writer, now on the staff of WXYZ, Detroit. Is well known as a writer in radio, and has been in his present post for more than a year, having previously held down several other writing assignments. Now writes the Green Hornet air series and Inspector Wade, syndicated cartoon strip. Should make a valuable addition to a Hollywood scribbling staff.

EVELYN ANKERS—English actress who made her Broadway debut in Ladies in Retirement, now running at Henry Miller's Theater. Does a beautiful job in an important role, bringing sympathy, understanding and a fine knowledge of stage effect, and offering work that compares favorably with that done in the same play by such a stellar performer as Flora Robson. Also, she's very good looking, and should screen excellently.

For NIGHT CLUBS

BOB BROWN—NBC announcer working in Chicago studios and caught as emcee of the Tin Pan Alley Ball at the Morrison Hotel recently. He should be a great emcee bet for smarter clubs and hotel rooms, for he displays a bright, personality, makes a top appearance and has a clear, highly entertaining delivery.

Hollywood Nitery Near Buffalo Burns

BUFFALO, April 6.—Hollywood Restaurant, near here, was destroyed by a fire of undetermined origin early Monday (25).

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# Problems in Operating Small Big-City Night Clubs -- Pertinent Angles on Managing the Club Gaucho, New York (Capacity 70), and the Minuet, Chicago (Capacity 50)

## The Gaucho, New York

**T**HE problem of providing intimate atmosphere for a night club with a maximum seating capacity of 70 and a bar capacity of 10 is about the only item the operator does not have to worry about, according to Pedro Valli, who for six years has directed the Club Gaucho, one of the most successful of small New York niteries.

Contrary to popular belief that a quick turnover is especially essential to a small club, Valli discourages large parties and will not make reservations for a group of more than 25. He has found that large parties create bedlam, making regular patrons uncomfortable. He also finds that after the receipts are counted the gross is usually less than on an ordinary night. This is due to the natural reluctance to order a drink when there's danger of having to buy for the entire group.

Instead he finds that attention to small groups, couples and individuals brings the best returns. By concentrating on a small house, Valli can get the maximum spending out of those present. Having made it a point to know his patrons by name, Valli is sufficiently entrenched in the good graces of his clientele to assist them in ordering.

Naturally he calls attention to the excellence of the more expensive dishes and suggests a wine, usually sparkling, that will do the entree justice. These tactics, he claims, get him off the nut in the early part of the evening.

### 35 Per Cent to Talent

The talent, music and publicity budget, he believes, should never exceed 35 per cent of the average gross.



FRANK SHERMAN, operator of the Minuet Club, Chicago, is a former well-known Chicago tenor who gave up professional singing when he turned night club operator. He still, however, entertains at the club when friends request numbers he featured years ago.

Since the club's capacity is small, name acts are out of the question, therefore a careful selection must be made among talented unknowns and a build-up by the club's press agent follows. When an entertainer clicks in his spot Valli attempts a long-term inking at a salary increase. Three entertainers, besides the lull players, are sufficient. Under this set-up the floor shows do not run more than 30 minutes.

Valli is a staunch believer in creating a distinct atmosphere, preferably one of a foreign decor. He has been successful with a Latin policy.

Promotion stunts, he says, are quick death to a tiny room. Valli is particularly against dance contests which attract jitterbugs, notorious for being non-spenders. Also, elder and regular patrons resent the invasion of the youngsters.

The jitterers spend little and, at the end of an evening with them, the only mementos are dirty ashtrays and soiled tablecloths. If the boss still thinks a promotion is necessary, a lucky number award based on the amount of the check, with the winner getting a good bottle of wine, will do the trick.

Above all, he thinks, a small spot should seek only one type of clientele. He finds that socialites and wealth resent intrusion by the middle and lower classes. Like all night club owners, Valli likes people who don't worry about the size of the check, and goes after them. If the room is geared to that policy, the management should not go out of the way to get those with thinner bankrolls, even tho a larger turnover will make up the deficit, he feels.

### Owner Must Glad-Hand

It's always a good idea for the owner to do all the greeting, encourage the friendship of patrons, and attempt to build himself up as a personality.

He claims that people with no background in the restaurant or night club field should stick to other endeavors. Valli was born of a family of restaurateurs, and went to work in hotels at the age of 15. Starting as a bus boy, he worked up to room clerk in one of the larger hotels. He also knows the entertainment field, having been a hooper, and has sufficient background to emcee his own floor presentations.

And not least is his ability to handle drunks or obnoxious patrons. While he is a believer in diplomacy, he is a capable bouncer in his own right. During his early days, he was a fighter of some repute.

## The Minnet, Chicago

**O**N RUSH street in Chicago's near North Side district, Frank Sherman operates a club that seats only 50 persons. It is fittingly called the Minnet Club, and has been in existence for more than 10 years.

Catering to small parties, it has developed a following among a small group of the more local and visiting night rounders who are better than average spenders. Sherman goes out of the way to serve those regular customers, most of them men, and tries to please their individual tastes in both food and entertainment.

The room itself is a take-off of an intimate living room, with a fireplace background. A little space is given to the stamp-sized dance floor and a corner to the four-piece band used for both shows and dance sessions. In the back of the room is a small, hideaway bar which serves a wide variety of drinks.

Girl dancers and singers predominate in the floor shows, which cost an average of \$400 per week. An extra \$200 or so goes to the musicians. Entertainment budget is stretched during the convention season, particularly in January. During dull periods shows are trimmed considerably.

### Appearance Important

A floor bill, as a rule, includes a soubret, blues singer, one or two strippers and a mistress of ceremonies. Youth and appearance are dominating requisites and, tho talent is most essential, no top performers are demanded, because of the salaries.

Once an act wins favor with the regulars, it can get unlimited repeat engagements. An outstanding example is Del Estes, mistress of ceremonies. She is a big favorite with the club's customers and, because of her following, her services are in heavy demand here. As a rule she is on hand during the entire convention season, topping the shows and arranging the weekly line-up most suitable for Minnet patrons. Another is Alvira Morton, prima donna.

Because of the comparatively low general nut, spot manages to pull thru

with this policy despite the small seating capacity. It boils down to the old fact that it is not the number of people that gives a spot its profit but the number of good spenders. And the trick in getting its share of those spenders by catering to them individually keeps the niteries in the black.

The Block & Hyman booking office of Chicago has been servicing the spot.



PEDRO VALLI, operator of the Club Gaucho, New York, knows his night-club business, having worked his way up from bus boy. In addition, he is a former professional light-heavyweight boxer—and this doesn't do any harm when operating a night club. He not only manages his little club, but also emcees the shows, sings, shakes the maraccas and beats the bongo drums with the band.

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Aces, The Two (Morrison) Chi, h. Ackerman, Al, & Seven Tip Tops (Police Circus) St. Louis 10-21. Aileen & Bobby (Travelers) Wilkes-Barre, Pa., nc. Alan & Anise (Cotton Club) NYC, nc. Alberto, Hector & Roberto (Weylin) NYC, nc. Alexander & Santos (Sherman) Chi, h. Allen, Roberta (McAlpin) NYC, h. Allen & Lee (Hofbrau) Lawrence, Mass., nc. Alvarez, Aida (La Conga) NYC, nc. Andre, Oscar (Algonquin) NYC, h. Andre, Anita (Matteoni's) Stockton, Calif., nc. Anthony, Allyn & Hodge (Riverside) Milwaukee, t. Arden's, Don, Artists Models (Lookout House) Covington, Ky., nc. Armengod, Ramon (Fefe's Monte Carlo) NYC, nc. Arnez, Desi (La Conga) NYC, nc. Arnold & Appell (Casino) Chi, nc. Ashburns, The (Blackhawk) Chi, nc. Austin, Bertie (Thomas Jefferson) Birmingham, h.

Baker, Bonnie (Waldorf-Astoria) NYC, h. Baldwin & Bristol (Roosevelt) Jacksonville, Fla., h. Ballard & Rae (Tic-Toc) Montreal, Que., nc. Banks, Sadie (Old Rumanian) NYC, nc. Barclay, Irene (Barney Gallant's) NYC, nc. Barnett, Peggy (Kelly's Stables) NYC, nc. Barrett & Loper (New Yorker) NYC, h. Bartel, Marie, & Van Ness Bros. (Cocoanut Grove) Boston, nc. Bates, Lulu (Diamond Horseshoe) NYC, nc. Bates, Pegleg (Stanley) Pittsburgh, t. Beauchaire, Pierre (Parisien) NYC, nc. Beauchaire, Pierre (Monte Carlo) NYC, nc. Beckwith, Babs (Pierre) NYC, h. Bell, Nora & Jimmy (Hofbrau) Lawrence, Mass., nc. Bellet, Marion & English Bros. (Chicago) Chi, t. Bell's Hawaiian Polies (Star) Richlands, Va., 10; (Zephyr) Abingdon 11; (Granada) Bluefield, W. Va., 12-13; (Sevier) Johnson City, Tenn., 14-16; (Strand) Covington, Va., 17; (Murphy) Front Royal 18; (Wayne) Waynesboro 19-20, t. Bennett, Ethel (Old Rumanian) NYC, nc. Benson, Roy (Palmer House) Chi, h. Bergen, Jerry (Colosimo's) Chi, nc. Bernard, Ben (Gay '90s) NYC, nc. Bernard, Lil, & Flo Henrie (Alabama) Chi, nc. Berry Bros. (Latin Quarter) Boston, nc. Blake, Gloria (Fefe's Monte Carlo) NYC, nc. Blanchard, Jerry (18) NYC, nc. Bland, Jack (Tony's) NYC, nc. Bodan, Margot (Gypsy Camp) NYC, nc. Bogue, Josie (9 o'Clock) NYC, nc. Borg, Inga (Colosimo's) Chi, nc. Boshore, Dora (Russian Kretchma) NYC, nc. Bowerettes (Bowers) Detroit, nc. Bruder, Rudy (Weber's Hofbrau) Camden, ro. Bryant, Betty (Coq Rouge) NYC, nc. Buckmaster, John (Algonquin) NYC, h. Burnell, Billie & Buster (Leon & Eddie's) NYC, nc.

Cadets, Four (Holland) NYC, nc. Callahan Sisters (Lyric) Indianapolis, t. Calypso Singers (Vanguard) NYC, nc. Campillo, Puppy (La Conga) NYC, nc. Cardini (Riviera) Ft. Lee, N. J., nc. Carlo & Fernanda (Colony) Chi, nc. Carlisle, Charlie (Bowers) Detroit, nc. Carlson, Violet (State-Lake) Chi, t. Carmen, Lillian (Earle) Washington, t. Carmen, Rodrigue (El Chico) NYC, nc. Carrell, Helene (Lexington) NYC, h. Carter & Bowie (Barney Gallant's) NYC, nc. Carter, Rochelle (Swing Club) NYC, nc. Cascade, Billy (Bertolotti's) NYC, nc. Cassandra (Chez Harry) NYC, nc. Cavan, Alice (Sherman) Chi, h. Cerf, Alyse (606 Club) Chi, nc. Chadwick (Blinstrub's Village) Boston, nc. Chandler, Arline (Hollywood) NYC, nc. Chick & Lee (Chicago) Chi, t. Clark, Coleman (Tower) Kansas City, Mo., t. Co-Eds, Four (San Diego) Detroit, nc. Cohan, Mary (9 o'Clock) NYC, nc. Cole, Frank & Peggy (Barn) Warwick, R. I., nc. Coleman, Jerry (Hofbrau) Lawrence, Mass., nc. Colomo, Aurelia (Weylin) NYC, h. Condos Bros. (Palladium) London, mh. Connolly, Frances (La Marquise) NYC, nc. Consolo & Melba (365) San Francisco, nc. Conway & Parks (Kit Kat) NYC, nc. Cook, Ralph (Harry's New Yorker) Chi, nc. Cook, Aileen (Brevoort) NYC, h. Cooks (Westminster) Boston, h. Corbett & Lorraine (Harry's New Yorker) Chi, nc. Corday, Renee (Howdy) NYC, nc. Corliss, Jack (Radio Franks) NYC, nc. Costello, Diosa (La Conga) NYC, nc. Costello & Lennon (Trocaadero) NYC, nc. Cortellos Hollywood Canine Mimics (Astor) Reading, Pa., 15, t. Cotts (Barlum) Detroit, h. Courtney, Leonora (Swing Club) NYC, nc. Craig, Reginald (Earl Carroll's) Hollywood, nc. Craig, Vernon (Ackie's Grill) Schenectady, N. Y., nc. Crook & Dutton (Coq Rouge) NYC, nc. Curran, Vincent (Club 18) NYC, nc. Curtis & Perry (Bowers) Detroit, nc.

D'Acosta, Lina (Havana-Madrid) NYC, nc. Dalton, Jack (Talk o' the Town) Chi, nc. Dancing Debutantes (Earle) Washington, t. Daniels, Muriel (Westminster) Boston, h. Datska, Jascha (New Russian Art) NYC, nc. Davis, Roy (Palmer House) Chi, h. Dawn, Dorothy (Harry's New Yorker) Chi, nc. Day, Barry (Gamecock) NYC, nc. Debutantes, The (Arcadia Grill) Canton, O., nc. Decker, Don (Hi-Lo Gardens) Bay City, Mich., nc. DeFlores, Felipe (Rumba Casino) Miami Beach, nc. De Karlo, Sergio (La Conga) NYC, nc. De La Conde, Zedra (Havana-Madrid) NYC, nc. De LaPlante, Peggy (Jimmy Kelly's) NYC, nc. De Marcós (El Morocco) NYC, nc. De Meranvilles (Casino Russe) NYC, nc. Del Carmen, Maria (Club Gaucho) NYC, nc.

(For Orchestra Routes, Turn to Music Department) Acts-Units-Attractions Routes Following each listing appears a symbol. Fill in the designation corresponding to the symbol when addressing organizations or individuals listed. EXPLANATIONS OF SYMBOLS a-auditorium; b-ballroom; c-cafe; cb-cabaret; cc-country club; h-hotel; mh-music hall; nc-night club; p-amusement park; ro-road house; re-restaurant; s-showboat; t-theater. NYC-New York City; Phila-Philadelphia; Chi-Chicago.

Del Gray Girls (Imperial) Detroit, nc. Delahanty Sisters (Eagle's Club) Tippecanoe City, O., nc. Dell, Lillian (18) NYC, nc. Del Rio, Diane (Village Casino) NYC, nc. Del Sol, Dorian (El Chico) NYC, nc. Dennis Sisters (Beverly Hills) Newport, Ky., cc. Dione, Valerie (LaCava) NYC, nc. Don Julian & Margery (Jefferson) St. Louis, h. Donnelly, Harry (Bill's Gay '90s) NYC, nc. Dooley Twins (Gold Coast) NYC, nc. Dorraine & Ellis (Edgewater) Chi, h. Draper, Paul (Plaza) NYC, h. Drayton & Kathleen (Capitol Bluff Club) Ely, Nev., nc. Drew, Charley (Taft) NYC, h. Drysdale, Grace (Cocoanut Grove) Boston, nc. Drysdale, Grace (Shoreham) Washington, h. DuBois, Wilfred (Gibson) Cincinnati, h. Dumont, Herb (Walton) Phila, h. Dumont, Marie (Crisis) Phila, nc. Duncan Sisters (Music Box) San Francisco, nc. Durant, Diana (Club 15) Phila, nc. Dwyer, Agnes (Hollywood) NYC, nc.

Eames, Wally (Gay '90s) NYC, nc. Earl & Josephine (Lexington Casino) Phila, nc. Early, Jacqueline (Brown Derby) Boston, nc. Easterbrook & Farrar (Queen Mary) NYC, nc. Ebsen, Vilma & Buddy (Capitol) Washington, t. Elia & Elio (La Conga) NYC, nc. Elena & Helen (Chittenden) Columbus, O., h. Elin, Marita (Trocaadero) NYC, nc. Elvera & Romez (Tony Pastor's) NYC, nc. Embassy Boys (Biltmore) Atlanta, h. Emerson, Hope (Lombardy) NYC, nc. Englemann, Otto, & Viennese Ensemble (Alpine Village) Canton, O., nc. Enters & Borgia (Matteoni's) Stockton, Calif., nc. Estelle & Papo (Havana-Madrid) NYC, nc. Estelle & Leroy (Latin Quarter) Boston, nc. Estes, Del (Minuet) Chi, nc. Evans, Fred, Girls (Chez Paree) Chi, nc. Evans, Bobby (Cotton Club) NYC, nc. Evans, Dale (Blackstone) Chi, h.

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

Fabian & Ehlen (Commodore) Detroit, nc. Faconl, Norbert (Brevoort) NYC, h. Falvo, Ann (St. Moritz) NYC, h. Fairfax (Navarro) NYC, h. Fanslau, Connie (606) Chi, nc. Farleys, Four (Blinstrub's Village) Boston, nc. Farrell, Bill (Place Elegante) NYC, nc. Farrell, Jack (Broadmont) Chi, nc. Fawn & Jordan (St. Moritz) NYC, h. Faye, Gladys (Jimmy Kelly's) NYC, nc. Faye, Vivian (Stanley) Pittsburgh, t. Fears, Kay (Diamond Horseshoe) NYC, nc. Fernando & Fair (Chez Ami) Buffalo, nc. Fields, Reba (Pirates Den) NYC, nc. Finnell, Carrie (606 Club) Chi, nc. Florence & Alvarez (La Conga) NYC, nc. Floretta & Boyette (Schroeder) Milwaukee, h. Flowerton, Consuelo (Queen Mary) NYC, nc. Fontasia (Rumba Casino) Miami Beach, nc. Ford & Lewis (Cappy's) N. Easton, Mass., nc. Foster, Gae, Girls (Roxly) NYC, t. Foster, Gae, Girls, Sixteen (Earle) Washington, D. C., t. Francine, Anne (Coq Rouge) NYC, nc. Francine (Harry's New Yorker) Chi, nc. Franey, Dot (Book-Cadillac) Detroit, h. Franz, Ernest, Continentals (Place Elegante) NYC, nc. Fraser, Bill (Blue Lantern) Detroit, nc. Frazee Sisters (Clover) Los Angeles, nc. French, Eleanore (1 Fifth Ave.) NYC, re. Friar, Jimmy (Brown Derby) Boston, nc.

Gainsworth, Marjorie (Capitol) Washington, t. Gale, Betty (Shelton) NYC, h. Gale Sextet (Lookout House) Covington, Ky., nc. Gali Gali (Rainbow Room) NYC, nc. Garcia, Lucio (La Conga) NYC, nc. Gardner, Marcelle, & Willa Runyan (Minuet) Chi, nc. Gardner, Tony (Cocoanut Grove) Boston, nc. Garth, Bobby Jean (Blackhawk) Chi, nc. Gates, Bob & Maxine (Oasis) Detroit, nc. Gaynes, Leila (Club 18) NYC, nc. Georges & Jalna (Chez Paree) Chi, nc. Gerhardt & Morley (Brevoort) NYC, h. Gibson, Virginia (Bertolotti's) NYC, nc. Gilbert, Ethel (Gay '90s) NYC, nc. Gilbert & Howe (State-Lake) Chi, t. Gilbert & Murphy (Commodore) NYC, nc. Gilroy, Bill (Seven-Eleven Club) NYC, nc. Giovanni (New Yorker) NYC, h. Gleason, Jack (18) NYC, nc. Glover, Ralph (Seven-Eleven Club) NYC, nc. Gomez & Minor (Versailles) NYC, nc. Gonzalo & Christine (Jimmy Kelly's) NYC, nc. Gory, Gene & Roberta (Orpheum) Los Angeles 10-16, t. Graham, Inez (Old Fashioned) Boston, nc.

Gray, Billy (Colosimo's) Chi, nc. Greer, Jane (Spatola's) Phila, re. Gregory, Raymond & Cherie (Gibson) Cincinnati, h. Grey, Winnie (Chateau Moderne) NYC, nc. Grisha & Brona (Colosimo's) Chi, nc. Guerlaine, Annette (Navarro) NYC, h. Gypsy Romaje (Casa Marta) NYC, nc. Hackers, The (Beverly Hills) Newport, Ky., nc. Haddon, Harriette (St. Regis) NYC, h. Hadley, Jane, Dancers (Bismarck) Chi, h. Hadreas, Jimmy (Palladium) London, mh. Hager, Clyde (Diamond Horseshoe) NYC, nc. Hall, Nancy (Barney Rapp's) Cincinnati, nc. Hamilton, Ruth (Holland) NYC, nc. Handler, Shirley (Colosimo's) Chi, nc. Harmon, Ginger (Riverside) Milwaukee, t. Harris, Russ (Baker's) Jacksonville, Fla., nc. Harris, Mary Lou (Old Fashioned) Boston, nc. Harrison & Fisher (Walton) Phila, h. Harrison, Spike (Bill's Gay '90s) NYC, nc. Hart & Allison (Miami) Milwaukee, nc. Hart, Gloria (State-Lake) Chi, t. Hasburgh, Rabana (Radio City) NYC, mh. Havin, Bee (Blue Lantern) Detroit, nc. Hawaiians, Three (La Cava) NYC, nc. Haynes, Mitzi (Brown Derby) NYC, nc. Hayworth, Seabee, Revue (Broadway) Fayetteville, N. C., 10; (Carolina) Wilson 11; (Gem) Kannapolis 12; (Carolina) Lumberton 13, t. Heasley Twins (St. Regis) NYC, h. Heffer, Hal (Spatola's) Phila, re. Hendricks, Marcella (Astor) NYC, h. Henri, Harri (Chanticleer Inn) Rockyhill, Conn., nc. Herbert, Grace & Charles (Tony's) NYC, nc. Herbert, Hayes & Ginger (Marty Burk's) New Orleans, nc. Herne, Patricia (Chateau Moderne) NYC, nc. Herzogs, Five (Earle) Washington, t. Hild, Dorothy, Ballet (Chicago) Chi, t. Hilton, Frankie (La Salle) Battle Creek, Mich., h. Hollis, Marie (Beverly Hills) Newport, Ky., cc. Holtz, Lou (Chez Paree) Chi, nc. Honnert, Johnny (885) Chi, nc. Hope, Pat (Woodruff) Watertown, N. Y., h.

Horvath, Louis (Gypsy Camp) NYC, nc. Hot Shots, Four (Earl Carroll's) Hollywood, nc. Houston & Harden (Commodore) Detroit, nc. Hoveler, Winnie, Girls (Harry's New Yorker) Chi, nc. Howard, Joe E. (Diamond Horseshoe) NYC, nc. Howard, Russ (Crawford) Boston, h. Hunter, Grady (Mayflower) Jacksonville, Fla., h. Hutton, Marian (Pennsylvania) NYC, h.

I Isles, Stephen (Gay '90s) NYC, nc. Jackson, Leo & Mae (Cappy's) N. Easton, Mass., nc. Jamison, Bonnie (St. Paul) St. Paul, h. Jarvis, Sammy (Book-Cadillac) Detroit, h. Jaynes, Betty (Stanley) Pittsburgh, t. Jeanne, Phyllis (Biltmore) NYC, nc.

POLLY JENKINS And Her PLOWBOYS Apr. 12-13, Rialto Theater, Albion, N. Y. For bookings address personal representative, JOHN SINGER, 48 W. 48th St., N. Y. C.

Jessel, George (Bowers) Detroit, nc. Joel & Annette (606) Chi, nc. Jones, Marion (State) Columbus, O., re. Jones, Owen (Leone's) NYC, re. Jordan, Joanne (Harry's New Yorker) Chi, nc. Joyce, Marian (2 o'Clock) Baltimore, t. Juliette of France (Chanticleer Inn) Rockyhill, Conn., nc.

Kalmus, Bee (Belmont Club) Miami, nc. Kanazawa Troupe (Capitol) Washington, t. Karre-Lebarron Dancers (Royale) Detroit, nc. Kavanagh, Stan (State) NYC, t. Kaye, Danny (La Martinique) NYC, nc. Keller, Greta (Algonquin) NYC, h. Kellerman, Mimi (Chez Paree) Chi, nc. Kelly, Paula (New Yorker) NYC, h. Kidd, Ruth (Village Casino) NYC, nc. Kiess, Anne (Stork) NYC, nc. King, Charlie (Gay '90s) NYC, nc. King, Bob (Netherland Plaza) Cincinnati, h. Krechmer, Billy (Jam Session) Phila, nc.

Large & Morgner (Capitol) Washington, D. C., t. Lassen, Sigrid (El Morocco) NYC, nc. Lawrence, Martha (Ackie's Grill) Schenectady, N. Y., nc. Lawrence, Paula (Le Ruban Bleu) NYC, nc. LaZellas, Aerial (Roxly) Cleveland, t. Lazier, Frieda (Blue Lantern) Detroit, nc. Leary, Gordon (Book-Cadillac) Detroit, h. Leary, Johnny (Palumbo's) Phila, nc. Lee & Lah (Pastor's) NYC, nc. Lee, Bob (Wivel) NYC, nc. Lee, Sen (Leon & Eddie's) NYC, nc. Lee & Ardo (Purple Derby) Phila, nc. Lee, Honey (Hollywood) NYC, nc. Lehr, Raynor (Hofbrau) Lawrence, Mass., nc. Leighton Sisters (Brown Derby) Boston, nc. LeRoy, Del (Frontenac) Detroit, nc. Leslie Sisters (Purple Derby) Phila, nc. Lewis, Dorothy (St. Regis) NYC, h. Lewis, Joe E. (Clover) Los Angeles, nc. Lewis, "Hank" Henry (Matteoni's) Stockton, Calif., nc. Lewis, H. Kay, & Hollywood Varieties: Corning, Ark., 12-13; Sikeston, Mo., 14-15; Poplar Bluff 16. Lewis, Ralph (Lookout House) Covington, Ky., nc. Libuse, Frank (Diamond Horseshoe) NYC, nc. Linden, Sherry (Westminster) Boston, nc. Lit, Bernie (Silver Dollar) Baltimore, c. Lita, Jai (606 Club) Chi, nc. Lloyd & Willis (Casino Balneario Atlantico) Rio de Janeiro, nc. Loblov, Bela (Algonquin) NYC, h. Lolita & Hamilton (Venice) Phila, re. Lord, Carole (606 Club) Chi, nc. Lord, Ed (Brown Derby) NYC, nc. Lorraine, Billy (Gay '90s) NYC, nc. Louise & Mitchell (Boulevard Tavern) Elmhurst, L. I., nc. Lucas, Estrellita (Seminole) Jacksonville, Fla., h. Lucas, Nick (Royale) Detroit, nc. Lugosi, Bela (Stanley) Pittsburgh, t. Lynn, Ethel (Boulevard Tavern) Elmhurst, L. I., cb. Lynn-Lane, Beverly (606) Chi, nc. Lynne, Don & Betty (606) Chi, nc.

McCormick, Frank (Village Casino) NYC, nc. MacFarlane, George (Village Brewery) NYC, nc. McGee, Truly, Girls (Beverly Hills) Newport, Ky., cc. McKay, DeLloyd (Hickory House) NYC, nc. McKenna, Joe & Jane (Colonial) Dayton, O., t. McNaughton, Virginia (Queen Mary) NYC, nc. McPhail, Douglas (Stanley) Pittsburgh, t. Mack, Ernie (Nut) NYC, nc. Mack Bros., Three (Tower) Kansas City, Mo., t. Madison, Rudy (Bill's Gay '90s) NYC, nc. Mangan Sisters, Four (Diamond Horseshoe) NYC, nc. Mann, Dupree & Lee (State) NYC, t. Manning & Class (Music Hall) NYC, t. Mansell, Margie (Imperial) Detroit, nc. Marco & Romola (Bal Tabarin) NYC, nc. Mardoni & Louise (Royale) Detroit, nc. Marlynn & Michael (Rainbow Grill) NYC, nc. Martel, Arthur (Bob Berger's) Boston, re. Mason, Lee (State-Lake) Chi, t. Masters, Dow & Rose Marie (Colosimo's) Chi, nc. Matvienko, Dmitri (Casino Russe) NYC, nc. Maurice & Cordoba (Plaza) NYC, nc. Maurine & Norva (Stork) Phila, nc. Maurice (Warwick) NYC, h. Maurice & Cordoba (Netherland Plaza) Cincinnati, h. Mercer, Maryann (St. George) NYC, h. Merrill, Joan (Colony) Chi, nc. Mitchell, Frankie (Silver Dollar) Baltimore, c. Moana (Lexington) NYC, h. Moana Hawaiians (Ackie's Grill) Schenectady, N. Y., nc. Mona, Jean (Latin Quarter) Boston, h. Monolita (Casa Marta) NYC, nc. Montez & Maria (Silver Lake Inn) Clementon, N. J., ro. Montez, Mona (Havana-Madrid) NYC, nc. Morton, Peggy (Petite) Pittsburgh, nc. Moscovians, Royal (Onesto) Canton, O., h. Murray, Steve (Parkway) NYC, nc. Murray, King & Roberts (Mayfair) Boston, nc. Murphy, Senator (State-Lake) Chi, t. Music Hall Girls (Stamp's) Phila, nc. Myers, Timmie (Cogan's) Erie, Pa., nc.

Nani, Nino (Spatola's) Phila, re. Neller, Bob (Capitol) Washington, t. Nelson, June & Kay (Ambassador West) Chi, h. Nichols, Howard (Riverside) Milwaukee, t. Nimon (Westminster) Boston, h. Niva, Vera (Stage Door) Phila, nc. Noll & Nolan (Bismarck) Chi, h. Nordstrom, Dagmar (Chez Harry) NYC, nc. Norman, Karyl (Frontenac) Detroit, nc. Norman, Patricia (Colonial) Dayton, O., t. Novak, Wilma (Stamps) Phila, nc. Novelties, Four (Venice) Phila, re.

O'Connell, Alice (Neptune) Washington, D. C., nc. Old New York Quartette (Hunter's) NYC, re. Oliver, Jule (Travelers) Wilkes-Barre, Pa., nc. Opalita & Garcia (Hi-Hat) Washington, D. C., nc. Oppenheim, Harold (Chez Harry) NYC, nc. Ortega, Helen (El Chico) NYC, nc. Osborne, Phil (Gay '90s) NYC, nc. Oxford Boys, The (Chez Paree) Chi, nc.

Page, Gloria (Morocco) Detroit, nc. Page & Nona (Beacon) Vancouver, B. C., t. Palmer, Gladys (Bartel's) Chi, re. Palmer, Margie (Howdy) NYC, nc. Palofox & Harlo (La Fiesta) San Francisco, nc. Parker, Dorothy (Nut) NYC, nc. Parker, Al (Flamingo Park) Miami Beach, t. Parks', Frances, Debutantes (Gayety) Cincinnati, t. Parks, Eddie (Brown Derby) NYC, nc. Parrish, Helen (Stanley) Pittsburgh, t. Parrish, Johnny (Embassy) Phila, nc. Paul & Paulette (Leon & Eddie's) NYC, nc. Payne, Billy (Cocoanut Grove) Boston, nc. Pedro & Olga (Fifth Ave.) NYC, h. Peppers, Three (Stork) Phila, nc. Phillips, Jimmie (Small's) NYC, nc. Pickard, Roy (McVan's) Buffalo, nc. Pickens, Jane (Plaza) NYC, h. Pierre & Renee (Chicago) Chi, t. (See ROUTES on page 136)

**Strand, New York**

(Reviewed Friday Evening, April 5)

Eddy Duchin and band are back in a quick repeat, their last engagement here being nine months ago. The film is a slow comedy drama featuring Ann Sheridan, *It All Came True*.

A screen trailer, showing a pair of hands at the piano, fades as the pit stand comes up to reveal the Duchin Band (four sax, three brass and four rhythm), with Duchin at the piano. Harry Gourfain has given the show a smart setting, Duchin and his piano dominating the center foreground flanked by two large prop pianos, and with a piano silhouette effect for the background. Doubling from the Persian Room of the Plaza Hotel, the band was apparently tired but managed to put over a good, solid musical performance.

Duchin emceed and pushed the show fast, altho he spoke too rapidly at times and cut into the applause. He is still a charming, good-looking fellow whose piano sessions reveal that excellent technique now so familiar to audiences. He reserves most of his own piano performance for the closing, when he asks for requests and then offers an engaging medley that gets good lighting all the way and builds into the flashy closing number, *Stormy Weather*.

June Robbins, blond eyeful, is on for a couple of numbers, her contralto voice registering effectively. Baritone Stanley Worth leaves his sax for a few acceptable ballads. Trumpet man Lew Sherwood also doubles as vocalist, doing amusing dialect and comedy lyrics. Sax man Johnny MacAfee baritones *Basin Street Blues*, returning to do a comedy version of *Oh, Johnny* with Miss Robbins.

The show has three outside acts, Gil

Lamb, Lewis and Van and the Del Rios. Lewis and Van, spotted first, are two youths doing fast tapping, also using two five-flight sets of stairs for special effects. They are unusual hoofers, doing applause-getting stuff.

The Del Rios, two men and a girl working in formal dress, drew applause with complicated stands, balancing and acrobatics. Their stunts look dangerous and scared some of the audience, but the total effect was punchy. Gil Lamb was on next-to-closing, playing his first Strand date, and had them laughing almost from the first moment. His eccentric dancing and posing, gags and harmonica bits, assisted by Tommy Sanford, a swell harmonica player, put the act over solid.

Wayne King's Band is the next attraction, followed by Guy Lombardo, Horace Heidt and the Sammy Kaye Bands.

**Chicago, Chicago**

(Reviewed Friday Afternoon, April 5)

Following Orrin Tucker and Bonnie Baker, who had a terrific week, might be considered a tough spot for Wayne King and his band, but his first show was greeted by an almost full house, and both the band and the three-act bill found a receptive audience that was far from stingy with applause. To that portion of the audience beyond the jitterbug age King's melodious playing was tops, and his sweet swing tunes satisfied the younger element. With three each of brass, rhythm, sax and violins, the band is well balanced and offers a satisfying variety. It carries no entertainers and the only departure from straight playing is a bit of comedy antics in one number. King is unspectacular but has a friendly attitude that sets him solid. The oldsters gave his singing of *I Wonder Who's Kissing Her Now* a cordial hand.

Lynn Royce and Vanya, comedy adagio trio, have a laugh-provoking routine. Accomplished dancers, they also are adroit comedians and their efforts garnered plenty of laughs and applause.

The Tanner Sisters, three attractive youngsters, have excellent voices and put their numbers over effectively. Four well-chosen songs, *Rubber Dolly*, a blues number, *Rancho Grande* and a revival of the old favorite *Carolina in the Morning*, won the trio a big hand.

Chick Denton and Lee Simons, opening with a hillbilly burlesque, really got going when they launched into comedy impersonations. Their burlesques of a sports announcer, an American, Chinese and Italian tobacco auctioneer, Winchell, Mussolini and Hitler were excruciatingly funny and had the audience in an uproar. These boys are exceptionally clever.

Screen fare is Columbia's *Too Many Husbands*.

**Loew's State, New York**

(Reviewed Thursday Evening, April 4)

Vaude bill to accompany *The Shop Around the Corner* is fairly diverting, altho not especially punchy. The show is long, what with the feature, the vaude, a Fitzpatrick travelog, a Pete Smith novelty with Maxie Baer, the newsreel and trailers.

Mann, Dupree and Lee, two men and

a girl, open with their standard hoofing offering and got a moderate reception. Best acceptance went to the chap who does a rubber arm and leg routine, his arms undulating for a really snaky effect. Open with the trio, then into a team doing an assortment of dances, the solo and the team again.

Benny Ross and Maxine Stone have what it takes for a really good comedy act but they haven't the material. Miss Stone does a lazy dame and dancing to fit, with Ross singing at the piano and gagging. The lazy routine does fairly well in getting laughs, but the whole package doesn't come up to expectations. They need smarter lines.

Stan Kavanaugh's expert juggling and his comedy touches accomplished the usual result of thoroughly pleasing the customers. Kavanaugh is a sock performer in any entertainment field.

Closing is the Count Basie Band, with Helen Hume and James Rushing as vocalists and Bill Bailey tapping. Opening hand indicated a good number of customers came to hear it, but the chances are they were disappointed. Basie's Band has fallen off lately, losing some of its class, and now entirely too much reliance is placed on blaring brass—enough to blow the balcony loose. Basie plays one of the best jazz pianos in the band business today, and should do considerably more in his stage shows, instead of limiting himself to working with Bailey and in the closing, a full rendition of his sock theme, *One o'Clock Jump*. The rhythm section, three pieces in addition to the leader, is superb, with a really corking drummer.

Miss Hume is an average band vocalist, but Rushing and Bailey, between them, got the best hands of the night. Bailey is a nifty hooper, with a rapid-fire pair of feet, and his imitation of Bill Robinson is almost show-stop stuff. Rushing, a mountain of a man, did several numbers familiar thru phonograph records. Despite a wooden style and his mammoth size, he punches a tune across.

Next to the theme, the band's swing version of Rachmaninoff's *C Sharp Prelude*—which again has too much brass—is the best number. Basie, incidentally, should introduce his solo instrumentalists, especially the drummer. Band has seven brass (three trombones), four reed and the rhythm.

Ruby Zwerling in the pit. Trade okeh. Jerry Franken.

**Dominion, London**

(Reviewed Thursday Evening, March 14)

This ace Gaumont-British house's current program consists of three acts accompanied by Bayco at Wurlitzer and house ork.

Georgie Hayes, "America's Little Miss Rhythm," starts off with brief mike warble and neat toe-tap, following with rhythmic toe-taps to music of *Poet and Peasant* overture. Her final item is a 12-step stair on which she essays toe ascents and descents, getting a big hand for her final come-down two steps at a time, rounded off by a toe jump over the bottom four.

Morris and Cowley, standard British comic team, make their mark with jog-trot cricket number and memories of days gone by in garb of old soldiers.

With a regal setting, Pepino shows highly trained ponies, dogs and monks, in miniature circus ring, sock hit being terrier jumping over three others as they run round ring fence in opposite direction.

Pix are *Band Wagon*, based on BBC's most popular feature, and *Fifth Avenue*. Biz very good. Edward Graves.

**State-Lake, Chicago**

(Reviewed Friday Afternoon, April 5)

Showing of *Uncle Tom's Cabin in Swing* here is practically a tryout, as the show has played only a few out-of-town stands. It's fair entertainment, but anyone who expects to find the slightest semblance to *Uncle Tom's Cabin* will be disillusioned. The *Uncle Tom* theme is merely a hook on which to hang the talents of Violet Carlson and Senator Murphy, and they make the most of their limited opportunities. There is no pretense of a plot. Setting is the portico of a Southern mansion, with magnolias and other such appurtenances and the costumes follow the hoopskirt

and Southern dandy pattern. Show opens with Hank Lischon and orchestra on the portico and the chorus in brilliant raiment singing *Great Day a-Comin'*, and four dance teams, Jack and Judy Sherman, Dietrich and Dean, O'Neal and La Marr and Crewe and Summers, on for ensemble numbers and specialties. Lee Mason gives an excellent rendition of *Swing It High, Swing It Low*. There follows a parade of the various *Uncle Tom* characters in succession, each announcing his or her identity. Violet Carlson plays Little Eva; Senator Murphy, Marks the lawyer; Lee Mason, Simon Legree; Joy Severin, Little Eva, and Billy Severin, Uncle Tom. Balance of the show is a succession of vaude acts interspersed with ensemble numbers. Violet Carlson gets in some entertaining licks when she sings *I'm the Hottest Tamale in Spain*, does a burlesque dance and lets loose some funny quips. Later she scores a lot of laughs in a comedy dance with Lee Mason.

Gilbert and Murphy, comedy acrobatic team, come on as a pair of inebriates and proceed to some clever balancing and knockabout comedy. Senator Murphy, as Marks for President, puts over his familiar monolog, which is always good for laughs. Billy and Joy Severin get no opportunity to do their very good dance routine, Billy alone doing a bit of acrobatic dancing. Gloria Manners sings one number, *Great American Home*. And the 12 Bennett Plantation Singers give an excellent rendition of *Lonesome Road*. Entire company on for an *Old Folks at Home* finale.

With a bit of ironing out, show should make good family time entertainment. Hank Lischon and his band do a good job. Show produced by Al Borde. Henry Catalina is road manager.

On the screen Warner's *British Intelligence*, with Boris Karloff. Nat Green.

**6 Consecutive Years of Vaude For Canada Spot**

WINNIPEG, Man., April 6.—Henry A. Morton's Beacon, only consistent vaude-filmer here, will complete six unbroken years of three-a-day Thursday (11) under Tom Pacey, manager, and Bill Moore, supervising stage and music.

The Beacon survives after a dozen live shows folded in eight houses. With a stock company, the Beacon holds its own against 40 film houses.

Competition includes the Playhouse, one-time circuit house which Max Freed will reopen in the spring, and the Walker, stage-concert hall which National Theaters, Inc., Ltd., will renovate for a September opening.

The present policy at the Beacon is a 50-minute bill of five or six turns, headlining an American act booked thru the WCCO Artists' Bureau. A house band plays for dancing, stage change-over and effects. A double feature bill of films attracts patronage. Dineware premiums are also given.

House seats 1,030. Prices are 25 cents; matinees, 15 cents. Averages \$200 daily.

Local kids often appear. Among those who started at the Beacon are the Del Rio Trio, Dorothy Ault, Pearl Hales, Jean May and George Pollock.

Morton took over the Beacon in 1930. He ran three-a-day vaude that winter and closed for the summer. Pacey, with Morton 16 years, reopened August 14 with pics and a Saturday flesh show, and arrived at the present policy two and a half years later.

**Bridgeport Resumes Vaude**

BRIDGEPORT, Conn., April 6.—Sunday vaudeville resumed at the Loew-Poll Lyrice (Hirst) March 31, after a layoff during Lent. House, booked by Arthur Fisher, uses 10 acts, including a line of 18 girls from circuit show playing the house during week.

**Betty Kapp on Free-Lance**

CINCINNATI, April 6.—Betty Kapp, for the last year press agent for Paul Penny's Old Vienna exclusively, has left her post to free-lance, altho she will continue handling Old Vienna publicity.

EDDIE ROECKER, his voice allment over, returns to the stage April 12 at the Carman, Philadelphia. MAJOR BOWES' UNIT, headed by Ted Mack, set April 26 week at Towers, Camden, N. J.

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Who Helped To Make Our Stay in Australia So Pleasant

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Direction: PHIL OFFIN, Radio City, N. Y. Personal Management: G. PISANI, San Francisco, Calif.

## AGVA Spreading ARA Terms To Cover Los Angeles Agents Also

NEW YORK, April 6.—Agents belonging to the Amusement Agencies Employees' Union in Los Angeles, whose AFL charter was revoked last week because of pressure applied by the Associated Actors and Artists of America and the musicians union, have been ordered by the American Guild of Variety Artists to sign a pact similar to the one now in effect with the local Artist Representatives' Association. AGVA has set April 13 as deadline.

The Los Angeles group was ordered disbanded by William Green, AFL head, after Kenneth Thomson had written

Green urging that its charter be revoked on the ground that agents are primarily employers.

The AGVA in Los Angeles recently announced that agency licenses would be divided into four classifications. Class A was to consist of agents; B, producers; C, private club bookers, and D, night club bookers.

It is expected that Class A agents will come under the terms of the ARA agreement. The others will be governed by terms to be agreed upon in New York after negotiations with the Associated Agents of America and the Entertainment Managers' Association are completed. AGVA seeks to have all agreements signed here also apply nationally.

The discussions on the absorption of the Brother Artists' Association by AGVA have been delayed until the next meeting of the AAAA. The matter was to have come up at the AAAA meeting Wednesday (3), but the absence of Thomas Phillips, BAA head, caused postponement.

Hoyt Haddock, AGVA executive secretary, is seeking to absorb the BAA, claiming that approximately 60 per cent of those playing burlesque are AGVA members who also work night clubs and vaudeville. AGVA maintains that the burly field would fare better if AGVA's organizational facilities were used in towns where BAA maintains no offices.

BAA spokesmen maintain that their agreements with houses in New York, which were signed with assistance of the New York Board of Censors, are as good as any which can be obtained by AGVA. BAA refuses to surrender its national identity by amalgamation.

Unofficial opinion at AAAA favors the amalgamation.

AGVA last week signed the Hurricane night club to a contract calling for \$60 weekly minimums for principals and \$35 for chorus.

A walkout at the Apollo in Harlem was avoided, after the cast demanded payment for four extra shows played Easter week. The show was delayed 20 minutes, after which the management

granted the extra coin. Another walk-out was avoided at the Barrel of Fun when the performers demanded several weeks' back pay. A compromise was also effected.

SAN FRANCISCO, April 6.—AGVA here has announced that organization of all burlesque theaters will get under way shortly.

It was reported that AGVA will insist on one day off a week for all performers. Scale is \$29.50 minimum, with union likely to compromise for \$20, which is paid line at the Capitol Polies, top burly house here. House is reported to be paying \$35 to principals.

Eddie Skolak, manager of the Capitol, said he was willing to throw open his books to union investigators showing house is losing money and owing \$4,000 in rent. Only two burlesque spots are now operating. Liberty closed several weeks ago, but is expected to reopen shortly under new management.

## Wildwood Clubs Start Week-Ends

WILDWOOD, N. J., April 6.—Opening this week for the Saturday and Sunday entertainment and dancing are Lou Booth's Chateau Monterey, Pyrott's Cafe, El Dorado Hotel, Mrs. Elizabeth Russo's Gingham Club, Michael Jordan's Jordan Cafe, Irene Lynch's Muriel Cafe, with Gordon Knapp once again managing; Ernest Stonley's Stonley Hotel Cafe, with Irene B. Kirk managing; Norman Land's Land Cafe, Charles Herrman's Herrman Cafe, Mrs. S. Werner's Werner Cafe, with Estelle Waldron managing; the Oak Cafe, and at near-by Cape May, J. Wallace's Anchorage Cafe.

## More Names for Bowery, Detroit

DETROIT, April 6.—Bowery Cafe has steadily been drawing the top business here. Records were broken by Lou Holtz last week, and manager Frank Barbaro is carrying right thru the spring with names.

Eddie Garr is current, and subsequent bookings thru Peter J. Iodice, of Amusement Booking Service, are George Jessel, Rufe Davis and Bert Wheeler.

## Those Bowes Units Are Still Going

NEW YORK, April 6.—Major Bowes' Sixth Anniversary unit will get under way April 26 with a week at the Towers, Camden, N. J., booked by Eddie Sherman. (Actual celebration date for Bowes' amateurs is in June.) Following Camden date, unit goes to Philadelphia, Utica and Rochester. Addition of the Sixth Anniversary unit brings total to four.

Bowes' Fifth Anniversary unit, in a Holy Week stand at the Orpheum, Los Angeles, grossed \$10,800. Booking represented the 19th Bowes' unit in the Orpheum.

## Elyria Club Owner, Dancer Pinched for Indecent Show

ELYRIA, O., April 6.—Charles Sternberg, proprietor of the Hilltop Tavern night club, and Dorothy Waldron, 24, dancer, both charged with presenting an indecent entertainment, pleaded guilty when arraigned before Common Pleas Judge Guy B. Findley here.

The court fined Sternberg \$500 and Miss Waldron \$50.

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Don't be skeptical about what Wheaties is doing for the Big-Time Ball Players. Look what Jello has done for Jack Benny.  
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6 Brand New Monologs, \$1; 6 Brand New Talking Acts, \$1; 24 Brand New Parodies, \$1; 12 Comic Brand New Recitations, \$1. All the above, \$3.50. Catalogs of Plays, Minstrels, Musical Comedies and Operettas for Stamp.  
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Rates from \$1.50 single and \$2.50 double. Special weekly and monthly rates to the profession.  
Every room has combination tub and shower. Reasonable-priced restaurant and cocktail bar. Completely rehabilitated throughout. Convenient to all booking offices and downtown district.  
**HOTEL WOLVERINE**  
Frank Walker, Manager,  
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(Same management as Hotel Chicagoan, Chicago.)

## Four B'Way Hold-Over Combo Bills; Music Hall 116G

NEW YORK.—Most Broadway vaude-film houses continued to pull excellent grosses last week, with Music Hall doing a standout \$116,500 with the film *Rebecca* for the week ended Wednesday (3). Of the five vaudefilmers, four had holdover bills. *Rebecca* is credited with being one of the heaviest draws in the history of the Music Hall. Record is held by Fred Astaire-Ginger Rogers film, *Top Hat*, which hit around \$138,000 one week in 1935.

Stage bill with *Rebecca* included Nir-ska and Betty Bruce, in addition to house acts. Previous attraction, *Young Tom Edison*, grossed \$82,000 and \$96,000 for the first and second weeks, respectively.

Paramount, with *Road to Singapore* on the screen and Tommy Dorsey Band on stage, grossed a very good \$38,000 for the third week ended Tuesday (2). First and second weeks' figures were \$56,000 and \$48,000, respectively. Attraction is slated for one more stanza.

Strand, with *Virginia City* on screen and George Olsen's Band on stage, did a fair \$29,000 for its second week ended Thursday (4). First week's take was \$40,000. New film, *It All Came True* and Eddy Duchin Band on stage opened Friday (5) to good business.

Roxy, for the second week ended Thursday (4), grossed a good \$38,000, with *Primrose Path* on screen and a stage show including Bob Ripa, Marjorie Gainsworth, Con Colleano and Billy Wells and the Four Fays. First week did \$40,000. Bill is holding over a third week, with Miss Gainsworth and Ripa having been replaced by Walter Cassell and Raymond Wilbert, respectively.

Loew's State, which has been doing very good business lately, drew a so-so \$19,000 for the second week, ended Wednesday (3), of George Jessel stage show and pic, *House Across the Bay*. Total take for the two weeks is \$49,000. New show opened Thursday (4), with Count Basie Band, Stan Kavanagh and others on the stage and pic, *Shop Around the Corner*. Seemed set for good business.

## Milwaukee Gives King Socko 16G

MILWAUKEE, April 6.—Wayne King and his revue turned in a \$16,000 gross at the Riverside Theater for the week ended April 4, at 30, 35 and 40 cents admission prices. Show included Pierre and Renee, Bellett and English Brothers, Three Tanner Sisters and Chic and Lee. Average biz at 25, 30 and 35 cents admissions is \$7,000. Pic, *Five Little Peppermints at Home* (Col.).

## L. A. Para Diving

LOS ANGELES.—Paramount, for the week ended April 3, grossed \$14,000 with Buddy Pepper Orchestra and Fanchon & Marco Revue on the stage. Pic was *Road to Singapore*. House average is \$18,000.

# Vaudefilm Grosses

## Fay, Philly, Up; "Girls, Gags" 76C; Carman Near 4G

PHILADELPHIA.—The Frenchie female specialty spicing the vaude portion of the stage show has perked up grosses at Fay's Theater. For the week ended Wednesday (3), the *Casino De Paree* unit pulled a neat \$7,360, with a three-way split in the billing between Wanita Marcia and Mariya. Vaude lineup had Dick Nash and Janet Evans, Mazonne and Abbott, Three French Coeds, Don Rice, Harry Cohen's ork and the house ponies. *The Marines Fly High* on the screen.

With the first half of the week already in on *Girls, Gags and Gaiety*, with Valerie Parks, the solo sexy siren and familiar to local followers, gross should hit even higher, a profitable \$7,600 in the offing. Vaude contingent includes Marty May, Barr and Estes, Doris Mae, Motter and Davis, with the screen showing *The Man Who Wouldn't Talk*.

Booked in for four days only stage show at Carman Theater, with *The Man Who Wouldn't Talk* on the screen, accounted for an oke \$3,900 for the stand ended Thursday (4). Bill comprised France and Lapell, Everett Sanderson, Cortello's Canine Mimics, Fenwick and Cook, the Neiss Troupe and Louis Basil's Band.

## "Easter Fantasy" Clicks in Springfield

SPRINGFIELD, Mass.—*Easter Fantasy* revue, which played the Court Square Theater three days, March 28 to 30, drew near-capacity at all performances.

Best act was Four Sidneys, bicycle balancing. Close second was Manny King, comedian, assisted by From and Lee and Masters and Young. Elaine Dowling was singer and Carr and Marge presented a well-rounded exhibition of tap and ballroom dancing. A 12-gal chorus was also presented.

Picture, *Dr. Erlich's Magic Bullet*.

## Ed Sullivan Big 10G in Dayton, O.

DAYTON, O.—Ed Sullivan, New York and Hollywood columnist, broke in his new unit here by skyrocketing the week's gross (ended April 4) at the Colonial to \$10,200, being exceeded only this season by Martha Raye.

The troupe, which included Arthur Treacher, Bela Lugosi, Marjorie Weaver, Betty Jaynes, Douglas McPhail, Vivian Fay and Helen Parrish, made a favorable impression here.

Colonial brings its stage show season to a close this week with a vaude bill headed by the Three Stooges.

## Whiteman Not So Good; Fields Okeh

WILKES-BARRE, Pa., April 6.—Altho Paul Whiteman and orchestra didn't do so well at the Capitol b.o., the first half of Easter week, the second three-day show of the week, featuring Shep Fields' Orchestra, Low, Hite and Stanley and the Mills Brothers, did a good business.

Meanwhile the Irving continued its three-day-a-week shows and did a good business (28 to 30) with a show featuring Estelle Kew, Bert Sloan, Eve Fleming and Her Escorts, Valentine Vox, Ruth Denning and Shaing Hai Wing Ensemble.

For time being, Capitol drops stage shows.

## Lunceford Good 10G in Denver

DENVER.—Despite the fact that this town has had colored bands two weeks in succession, Jimmie Lunceford was able to do a \$10,000 gross at the Denham Theater immediately following a week of Duke Ellington at the Denver Theater. Picture with Lunceford for week ended April 2 was *Adventure in Diamonds*. Denver is Lunceford's home town and proved conclusively to the home folks that he has a fine outfit. Aided by vocals and novelties of Willie Smith, Trummie Young, Elmer Crumbly and Dan Grisson, the band's solid sending kept audiences shouting for more. Lunceford's show included the Miller Brothers and Lois, Three Dandridge Sisters and Swan and Lee. An A. B. Marcus unit follows Lunceford at the Denham, which will mean three successive vaude weeks in Denver.

## Davis and Yost Hit Camden Towers Par

CAMDEN, N. J.—While falling below expectations, Rufe Davis pulled an okeh \$6,700 to match the house par for the seven-day stretch ended Thursday (4) at Towers Theater. Supporting cast included the Five Jewels, Wally Brown and Annette Ames Roy, Lee and Dunn, the Del Rios and Joseph Milekof's house band, with *Wolf of New York* on screen.

Week previous, Easter holiday bill headed by Ben Yost's 12 New Yorkers came thru nicely for \$6,800. Bill included Betty Crocker, Dale Rhodes, Maxine Brothers and their dog, Bobby; Masters and Rollins, Milekof's ork and a house line. Screen showed *Married and in Love*.

## Chi Looks for 38G With King; "Tom" Only Fair

CHICAGO.—The Chicago Theater should run up a sizable gross this week with Wayne King and Orchestra and a better-than-average three-act bill. Opening show was near capacity. A nice gross of \$38,000 is indicated. Picture, *Too Many Husbands*, is only fair. Orrin Tucker and Bonnie Baker rolled up an even better gross than was expected, hitting around \$56,000. On Saturday and Sunday seven shows were given; six on other days. Tucker bettered the mark set by Eddie Cantor on his last appearance here.

*Uncle Tom's Cabin in Swing* is drawing only fair attendance at the State-Lake. Show is new and requires some doctoring. A first-run Warner picture, *British Intelligence*, is the screen fare. Week probably will hit around \$12,000. Last week's show with Little Jack Little wound up with close to \$16,000.

## Weather Hypoes Buffalo Grosses; Vaude Take 17G

BUFFALO.—The beginning of spring weather has hypoped vaudefilm house attendances even beyond the fine takes of Easter week. Strong pictures are partly responsible for the good grosses. Despite a layout of top-rating pictures at all downtown movie emporiums, vaude-film biz stands out by a goodly margin.

The Buffalo opened to an excellent crowd April 5 week, due to a beautiful day and the strong picture, *My Son, My Son*. On the stage, D'Artega and band, the house ensemble plus Gertrude Lutzi, Peggy Stewart and the Eight Ben Yost Varsity Singers, a holdover bill. Gross expected to reach \$17,000, an exceptional take.

For the week ended April 4 the Buffalo scored well with a picture attraction, *Rebecca*. Box office showed a swell \$17,500, one of the finest takes in months without a main attraction. Stage layout had D'Artega and band, Peg Stewart, Gertrude Lutzi, Varsity Singers and Bono. Buffalo's average is \$12,500.

The Century opened April 5 week with promising screen fare, *Primrose Path*, which is expected to bring a \$11,500 take, far above average for pics. Second feature on double bill is *The Marines Fly High*. No vaude this week.

For six days ended April 4 the Century did not do as well as anticipated. *Abe Lincoln in Illinois* did only \$7,000. Second pic, *Little Orvie*, didn't help.

## Cincy Shubert, 8Gs

CINCINNATI.—RKO Shubert, with Dixie Dunbar heading the vaudeville and *Marines Fly High* on the screen, grossed a weak \$8,200 for the week ended March 30.

House average is \$10,000.

# Reviews Of Units

## Ed Sullivan

(Reviewed Friday, March 29, at the Colonial, Dayton, O.)

Starting his seven-week tour here, Ed Sullivan, newspaper columnist, brings with him a group of seven movie names who can do considerably more than answer a roll call. At their first performance all the participants were right on their toes and each one had something attractive to offer.

Arthur Treacher is the comedian of the show, wandering in and out and remarking and commenting in his befuddled English fashion to the consternation of the balance of the troupe and the utter delight of the audience.

Bela Lugosi causes the lights to flicker and the others to shake in their shoes when his gruesome voice is heard offstage to herald his approach. Sullivan's contribution is a very calm and collected job of emsaying and a showing of a reel of "Famous Firsts" that has interesting oldtime movie and stage shots.

The balance of the cast is youth, good looks and talent. Douglas McPhail and Betty Jaynes, heard last with Mickey

Rooney in *Babes in Arms*, sing *Student Prince* selections and a duet from their picture. McPhail has an unusually powerful baritone, with well-placed tones and his partner and wife sings sweetly.

Marjorie Weaver and Helen Parrish come on to do a song on forgotten women of Hollywood, wives of horror men, that has clever lines. Vivien Day does swell toe dancing, ending with a long round of pirouettes.

The presentation could stand a little more of Lugosi, but otherwise appears ready to tackle the big center. The only other act on the bill is some expert dancing by Peg-Leg Bates, one-legged Negro dancer.

Picture was Ann Sothern in *Congo Maisie*. *Rex Ballman*.

## Norvell

Reviewed Nebraska Theater, Lincoln, Neb. Style—Astrology. Time—20 minutes.

One of the smoothest, up-to-date jobs of selling astrology from the stage. Dealing out personal data in entertaining

fashion, all the while making handsome appearance. His 20-minute solo act definitely shades the old school mental telepathy, mindreading and crystal gazing stunts.

Norvell's assistant calls off the questions, giving the birth date of the person who wrote the question, and from astrological signs under which the person was born Norvell gives the answer.

He opens his act with several big predictions—that Hitler will die violently this year, that the Allies will win the war, that Russia will not progress much further into Finland, and that the U. S. will not become involved. Having been introduced by a trailer as the "adviser to the stars in Hollywood," he takes two minutes to tell what will happen to various film personalities. Then he breaks into the local questions.

With a few plants in the question box to lend his show humor, Norvell makes them count as originals by a show of being fussed.

Doing well here with heavy competition. *Oldfield*.

## "Hollywood Variety Revels"

Reviewed Thursday Evening, March 26, at Weller Theater, Zanesville, O.)

Short on quantity, but long on quality is the newest Charles Goodale unit, play-

ing the Gus Sun Time in Ohio. Well framed and fast, unit has plenty of entertaining ability, altho only two of its cast, Donald Novis and Judy Starr, rate big type. Unit has been catching on at most every stop.

Novis, who gets a big build-up in advance press notices for his Fibber McGee and Molly programs, wins his audience after one rendition. He sticks to present-day song hits and revives an occasional one he has recorded. Went over big with the femmes. Judy Starr likewise wins favor from the boys up front. She has lost none of her ability as a warbler of pops and still uses some of those who made her popular, including *Trees*, *Lindy Lou* and *Sylvia*.

Baldwin and Ames, clever dance team, score heavily with their own version of jitterbug as well as other popular routines.

Credit also must be given "Mousie" Powell and band, from which is recruited the balance of the turns which fill out a full hour's program. Powell, formerly of the Britton Band, has assembled a highly capable crew of musicians who also can step out and entertain. Andriani Brothers started with the unit, but were out here.

Screen, *Sued for Libel* (RKO).

*Rex McConnell*.



# Magic

By BILL SACHS  
(Communications to Cincinnati Office)

MR. AND MRS. GROVER G. GEORGE (The Great George) have concluded their stay in Montevideo, Uruguay, and are en route back to the States. Their journey to South America included a visit to Mrs. George's home there. . . . MAURICE THE MAGICIAN is showing his wares at the Hotel Warwick, New York. . . . THEODOR MEGAARDEN JR. has closed in advance of George LaFollette's Spook Party to begin his third season as general agent of the Burro Ball Co., a donkey baseball opry. LaFollette will again manage attractions for Bill O'Brien at Revere Beach, Mass., this summer. . . . THE GREAT NICOLA still hasn't been able to untangle the British red tape regarding the salvaging of his show equipment, which went to the bottom of Singapore harbor last fall, when the ship on which he planned to make his first hop toward the States struck a mine. In a recent communication, Nicola stated that the assumption of the steamship line and the salvage company is that his effects no longer belong to him, and they claim to have the law to back them up, but he still contends that they cannot appropriate his property just because they sank it in the harbor. "I am being strongly advised by my lawyer to give up the battle and return home and forget it, but it isn't as easy as that," he writes. . . . McDONALD BIRCH and wife, Mabel Sperry, were tendered a party at the home of Ralph L. DeShong in Wichita Falls, Tex., March 30. Sixty people, 38 from out of town, were served a barbecue dinner, and the show was staged in the little theater in the DeShong home. Among others present were Harry McDaniel, Gus Neindorf and Gloria Jerome, from Dallas; Seymour Davis, F. C. Haenchen and Dr. Stackpole, from Oklahoma City; Val Seewald, Mysterious Howard, Moreno and Adolph Boldt, of St. Louis. . . . DOC MAHENDRA, presently working westward thru Mississippi with his mental turn, is slated to spend a week in Wichita Falls, Tex., beginning around April 25. . . . RICKEY RIED (Ricardo) and partner, Bob Hart, have recently teamed with Judith Zeldia Johnson, mentalist, and her partner, H. M. Langhorn, and the quartet has been meeting with success on club dates, reports say. The foursome is currently at an Akron, O., nitery.

WILL ROCK'S *Thurston's Mysteries* has been set by Eddie Sherman to show the Carman Theater, Philadelphia, week of May 3. . . . DORNY DORNFIELD played the Colonial, Detroit's only vaude house, last week. . . . WILLIAM C. EARLE CO. under the management of W. L. Bostick, opened the new season at Nicky's Shadowland, Houston, March 29. Unit consists of Milly Ann and Donna Lee, Grover Bostwick, who does a 15-minute magic routine, and the Earles, who close the show with their mental turn. . . . HERMES, mentalist, who has been working theaters in the Pacific Northwest, has just concluded a three-week stand at the Coconut Grove, only nitery in Bellingham, Wash. He was originally booked in for a week. Writing under recent date, he says: "Bellingham is not so good now, as Canadian trade has slumped considerably, due to the high exchange rate. So far, astrologers have not been bothered in this territory, as it is not classified as fortune telling. Any act working this neck of the woods should go to the city attorney's office and explain that it is working astrology and working it clean. In this way, there will be no kickback or interference." . . . HARRY WILLARD, whose Willard the Wizard Magic Show is playing auspice dates thru Texas under canvas, is reported to be enjoying highly satisfactory business. Willard cuts quite a figure in the Texas country with his long hair and mustache, and his performance is said to hit the high standard hit by his dad back in the balmy days. . . . A LIFE-SIZE wax figure of

## Hirst Unit Review

### Naughty Nifties

(Unit 22-B)

(Reviewed at Troc Theater, Philadelphia, Monday Evening, April 1)

The unit's billing is descriptive of its running, this new Marcelle Love production (scenes by Johnny Kane) being another nifty for the wheel.

Show is rich in comedy, altho most of the material is on the blue side. Billy Ainsley, putty-nosed tramp comic, shares the fun-making with Shuffles LeVan and Mac Dennison, roly-poly gents working mostly as a team. Up-roparious results are attained when the three work together, especially in the insane asylum skit.

Unit is rich in epidermis display, limited to torso mostly. Amy Fong, Oriental beaut and a local fave, tops the revealers. But making 'em wilt on the walk is Pat Parea, a divine disrober in looks and form. Nadine Marsh, brunet beaut, is on first to shed her fineries.

Chorus of 15, nine ponies and six for show, make up in enthusiasm what they lack in ensemble finess. A youthful bunch, their routines should shape up brighter as the gals get their collective bearings. Ruth Cavanaugh captains, adding story-telling songs to the routines.

Ballet numbers get a nice gloss in the dancing of blond Kay Austin, whose foot work is devoted to high kicks, hand springs and cartwheels, performed in big-time style. Also turns in a nice rhythm tap for the first act finale.

Of the two specialties added, Grace O'Hara is a show-stopper. Gal was a last-minute substitution. A swing shouter in good voice, she pleases 'em no end with *Are You Having Any Fun, Goody Good-By* and *Laugh Your Way Thru Life*. Marvin Lawler, youthful rhythm expert, is no novice at tapping.

Straight men are ever capable, Wen Miller and Mel Bishop handling that assignment. Bishop is also responsible for the nice off-stage singing in the ballet productions. Miss Cavanaugh, Austin, Parea and Marsh take turns serving as fem foils for the comics.

Merrick Valinote conducts the show music. Biz holding up well here, house better than half full when caught.

Margie Hart heads the next unit in, along with Jean Carroll, Fred Binder and Jack Rosen. M. H. Oudenker.

## Midwest Unit Review

### Road Show No. 33

(Reviewed at Rialto Theater, Chicago, Friday Afternoon, April 5)

A good show this week, with comedy, strip stuff, specialty and production all vying for honors.

Comedians Greenman, D'Arca and Sevier rang the bell with a looking-for-the-hospital scene. Brenna and Buckley joined D'Arca and Sevier in a census-taking scene that was very funny. Greenman and D'Arca dished out some good comedy, which the audience went for, including a drum-banging scene that offered more noise than nonsense. A *Nudist Colony* scene, featuring Brenna, Buckley and Cissie Lee, was a good example of how to combine flesh and farce.

In the strip department three cheers to Vilma Joczzy for her smile and the delicacy of her wardrobe, to Cissie Lee for her beauty of face and figure, to Cleo Canfield for her lesson in how to disrobe via exercise, to June Marshall for her ability to dance as well as strip. She joined Ned Welsh for a couple of numbers that received a nice response. Welsh is nimble on his feet, a graceful dancer.

Production by Fred Clark was top-notch, particularly the *White Waltz*, introduced by Louise's pleasant warbling. Norman Modell.

Harry Blackstone will grace the Magic Room of the new National Frontiersmen Museum now under construction in Houston. W. F. (Doc) Palmer made a death mask and a cast of Blackstone's hand during the latter's recent engagement in Houston. . . . C. THOMAS MAGRUM has completed his new show to replace the one which was stolen from his car in Cincinnati some months ago. He has been showing recently in Illinois and Iowa. While he still is building new effects, he can run 75 minutes without a stop with his new layout, he says.

## Staff for Bridgeport

BRIDGEPORT, Conn., April 6.—Newly reorganized house staff at the Lowe-Poli-Lyric Theater, which reopened last week with Hirst shows, includes Lester Al Smith as house manager; William McDermott, assistant; Jack Ray, stage manager; Charles Ferron, orchestra leader; William Zuckerman, treasurer; Lena Smith, box-office treasurer, and Hugh Fox, advertising.

## Milwaukee Cuts Prices

MILWAUKEE, April 6. — Empress Theater has cut admission prices from a 55 to a 35-cent top; matinee prices from 25 and 35 cents to 25.

## Globe, Baltimore, Burly

BALTIMORE, April 6. — Globe Theater has added burlesque, along with films. The Gayety Theater is still operating with Hirst units.

## Seattle Theater Unions Condemn Burlesque Dirt

SEATTLE, April 6.—Echoes of the recent darkening of the Rialto, burlesque house, were heard when the Seattle Theatrical Federation, comprised of local unions, indorsed the city's action.

Basil Gray, public relations representative of the federation, said the stand was taken because "it is to the best interests of the theatrical profession that theatrical entertainment be kept clean and decent at all times."

## Pitts May Stick It Out

PITTSBURGH, April 6.—Heartened by record gross during Lent, George Jaffe is considering installation of stock burly in Casino for summer.

# Burlesque Notes

(Communications to New York Office)

### NEW YORK:

JEANNE PARDUE RAYNOR writes from Miami, Fla., that she has been playing nurse to husband, Sam, who is now convalescing and also picking winners at the local track. . . . JULIE ARLIS, manager of the Troc, Philadelphia, and Maxine DuShon were best couple at the wedding of Mary Joyce and Bob Carney at the Senator Hotel there March 19. Cleo Valentine was bridesmaid. . . . ROSALIE GORE, strip teaser, is billed as "The Female Mad Russian" at the Miami Club, Baltimore, while Abe Gore, comic, who finished eight weeks at the club, has shifted to the Main Theater, burly stock house in the same town. . . . JUNE LACEY and Steve Mills replaced Sunny Lovett and Billy Mack at the Eitinge April 5. . . . HAROLD RAYMOND is pushing repairs to the fire-damaged Star, Brooklyn, hoping to reopen it before the end of the month. . . . FLORENCE SCALLA, who doubled last week at the Republic between the line and an Oriental dance specialty, soon to elevate herself to principal ranks under the name of Ramona.

DAVE ROSEN, Coney Island property owner and former freak show operator, will this summer operate a grille show. Opening planned for some time early in May. . . . SMITH HOWARD, new drummer in the Gaiety's pit last week, is also a vocalist. . . . FRANK PENNY and Lou DeVine, who left here via auto for the Coast, postal that they stopped off for a few days in Phoenix, Ariz., and reached Los Angeles March 19. . . . TOM FOWLER, scenery expert, recalls about a decade back when he helped comedian Jack (Tiny) Fuller, then just itching to become a pro, to land a berth at the Fifth Avenue, Brooklyn, burly stock house. Tiny, at Tom's urging, was given the opportunity, made good, stayed on for a record engagement of six months and established himself a hot favorite with South Brooklyn audiences. UNO.

PAGE AND KUHN, after six weeks at the Main Theater, Baltimore, will open at the Roxy, Knoxville, Tenn.

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CHICAGO: AFTER 21 years in the same building Milt Schuster will be forced to move May 1, when the upper stories of the old structure are torn down. . . . FOUR EXTRA strip women have been added to Gayety's show in Cincinnati in order to increase the competition in Arthur

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# Religious Shows During Lent Profitable to Roadshowmen

NEW YORK, April 6.—The nation responded favorably to religious films during the Lenten season and many roadshowmen reported the largest takes in the history of their activities. Typical of those operators who cashed in on the Lenten season is David Powell, who returned here recently following a 5,000-mile barnstorming trip that took him from New York to St. Louis and from New York to Haverhill, Mass., and Providence. Shows were staged at all hours during the tour, with one being held as early as 9 in the morning, and two days he ran continuous shows from 1 in the afternoon until 11:30 at night.

## Carried Two Subjects

Powell carried his projector and two films, *Don Bosco*, an Italian language film with superimposed English titles, and *Ben Hur*. First stop was Philadelphia. Shows were staged at Washington, Mount Washington section in Baltimore, and Norristown, Nesquehoning, Rochester, Wampum, Erie, Clearont, Charleroi and Fayette City, all in Pennsylvania. The route then took him across West Virginia to Cambridge, O., and then 250 miles to the Cincinnati area, where he

showed two days. He then drove to St. Louis. In that section he gave one show at 9 in the morning at an academy, and in a church hall he ran continuous shows from 1 p.m. until 11:30 p.m. Afternoon attendance was about 200 children, and night adult crowds surpassed 400, he said.

After he had shown in Missouri, he returned to New York and started northeast, putting on shows at Albany, N. Y.; Schenectady, N. Y., and Haverhill, Mass., and Providence.

## List Available

Powell said that while he carried only two films, he had made arrangements to show others if they were requested. His catalog included, in addition to those already mentioned, *St. Theresa*, *St. Bernardette*, *St. Anthony of Padua*, *Thou Art Peter*, *The Eternal Light*, *Crown of Thorns* and *King of Kings*. Comedies and cartoons were used to vary the program. In all cases, programs ran at least two hours.

Publicity was secured with one-sheets and mimeographed heralds. A booker, who left New York about a month before the roadshowman, arranged for the distribution of advertising. With the exception of St. Louis, bookings were on a flat fee basis for every day in the week, Powell said.

## \$190 Covers Cost

Expenses for the trip, including repairs to the automobile following two breakdowns, amounted to \$190. Powell plans to show in and around New York this summer, and next season plans to make a longer tour with religious films.

Upon his arrival here, he began immediately to plan for summer shows which, he said, will be operated, among other places, on the boardwalk at Coney Island, where he will be associated with Herbert Faske in a firm known as the Parkway Motion Picture Co., and in the vicinity of New Haven, Conn., with Irwin Hoffman as representative in that area. Old-time movies will be shown on the boardwalk. The Powell-Faske combination has signed a contract, Powell said, for a series of weekly shows sponsored by a young people's group to be held in the East Flatbush Jewish Community Center in Brooklyn. Pictures to be shown here include *Tillie's Punctured Romance*, with Charlie Chaplin, the late Marie Dressler and Mack Swain; *Our Gang* comedies, *Laughing at Life*, with Victor McLaglen, and *Little Pal*, with Ralph Bellamy and Mickey Rooney, Powell said.

April 26, were reported "virtually completed" by Laurence Saltzman, publicity chairman. After a business meeting at which officers will report on activities and accomplishments of the first year, elections will take place and current problems affecting the industry will be discussed.

Saltzman said several hundred representatives from leading film distributors and libraries, as well as representatives of equipment manufacturers, laboratories, visual education specialists and other related branches, are expected to attend. A special feature will be a direct 16mm. sound motion picture recording demonstration in which members and guests will participate. The film will be subsequently circulated among ANFA members for showing in their communities.

# Welfare Group Shows 16mms For Five Years

FLUSHING, L. I., N. Y., April 6. — Roadshowmen operating in urban areas are offered an opportunity for additional bookings with welfare organizations, it was revealed here when John Paulson, who as Jack Reynolds, has appeared on the stage in *I'd Rather Be Right*, *Of Thee I Sing*, *Swing Your Lady* and others, reported that the Child Service League of Queens Boro, Inc., had shown 16mm. films every Thursday evening for the less fortunate colored children of the boro for five years. The plan was so successful that two months ago similar shows for white children were started.

Paulson said that the movie programs begin promptly at 7:30 p.m. With the show running two or two and one-half hours, the children are out at about 10 o'clock. Recently *Alias the Deacon*, with Bert Lytell, Jean Hersholt and Ned Sparks, was shown and there was an attendance of 122. While there are 132 children on the rolls, attendance at the shows ranges from 122 to 160, as they are allowed to bring their friends. Other films that have been shown include *Oh, Yeah*, *See America First*, *Let's Not Forget* and *Oh, Doctor*. While Paulson doesn't make a practice of showing gangster pictures, he said that he finds they do attract the crowds. Since films of this type tend to show that crime doesn't pay, they can be used on the programs. However, films with morals, travelogs and comedies are considered the best programs.

Mrs. Smith Alford, executive director of the work, said that the new program for white children was also meeting with success. The enrollment for these shows is upward of 250, she said.

Roadshowmen working in areas that have Child Service Leagues will find this type of show profitable. While the policy here is believed to be one of the most progressive in the nation, other leagues are seen as likely prospects for weekly shows. In some sections merchants are reported contributing for the shows held on Saturday afternoons, to allow the mothers an opportunity to do their weekly shopping.

# Complete Plans For ANFA Event

NEW YORK, April 6.—Plans for the dinner meeting of the Allied Non-Theatrical Film Association, to be held at the penthouse of Hotel Picadilly here,

# New and Recent Releases

(Running times are approximate)

**OUR CONSTITUTION**, released by Academic Film Co. Portrays causes and events leading to the Constitutional Convention in 1787. Based on an original by G. A. Durlam and Harold Baumstone. Running time, 20 minutes.

**WILLIE WHOPPER CARTOONS**, released by Post Pictures. New series of six titles includes *Play Ball*, *Spite Flight*, *Stratos Fear*, *Robin Hood Jr.*, *Vulcan Entertains* and *Davey Jones' Locker*. With musical background. Running time, 10 minutes.

**CONEY ISLAND, A NATION'S FUNLAND**, released by Castle Films. A film of America's own amusement center. A swinging whirl of upside-down fun and merrily mad excitement. Running time, 10 minutes.

**FABULOUS MARSEILLES**, released by Nu-Art Films. A picture visit to Marseilles, the oldest city of Western

Europe. Shows the Bourse, the Palace of Longchamps and other famous buildings. Running time, 10 minutes.

**SINGAPORE**, released by Nu-Art Films. This picturization of Singapore, founded by an Englishman, Stamford Raffles, in 1819, steers clear of military matters, except for a brief view of the British fleet, and features interesting activities, buildings, river craft and scenery. Running time, 10 minutes.

**CHILDREN OF GOSSIP**, released by Nu-Art Films. Based on the Voice of Experience, Radio adviser to millions. Film presents a pathetic story, chockful of events. Running time, 10 minutes.

**MICKEY'S VACATION**, released by Nu-Art Films. Mickey and his pal, Hambone, are beset by a rival gang, whose leader is the town's sissy. A

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WOODSIDE, L. I., N. Y., April 6. — Non-theatrical shows in halls and at private parties are partly paying for his education in electrical engineering, Lawrence Morales, of Lawrence Morales Productions, said. Altho he has two more years in school, the showing of old-time movies is earning money for him and serving as a hobby.

Morales' interest in films dates back to 1930, when his father, also a part-time roadshowman, died and left him a collection of pictures. Not realizing the value of the programs, young Morales sold part of them. During the past few years money received from the films has been turned into 16mm. shows. Among films in the Morales collection is *Phantom of the Opera*.

At present Morales' road-show operations are being enlarged, and by mid-summer he hopes to add another projector. With this a Presidential campaign year, he is looking forward to additional showings before political organizations. Pictures starring the late Lon Chaney are featured, and shows run about two hours, Morales said.

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# What To Buy in a Projector

*Editor's Note: This article on 16mm. equipment was written by one of the foremost authorities on the non-theatrical film business. The writer has treated the equipment problem from all angles and the article is one that roadshowmen will find invaluable now and in the future. It is suggested that operators clip and file it for future reference. For personal and business reasons, this expert has requested that his identity remain a secret.*

THERE is no set answer to the roadshowmen's question, "What kind of a projector should I buy?" Yet this is asked every day, and the operators seem a bit peeved when they do not receive a specific name in answer. Were the question to be answered by the name of a certain make of projector, there is always that problem of what model of the machine to buy. There are certain things every roadshowman should seek in a projector and these points will be discussed here. Sixteen mm. sound projector prices range approximately from \$150 to \$1,000, and in this case, as in all others, operators get the value they buy.

#### Classifications

For my own use I have divided sound equipment into the following classes:

**SMALL AUDITORIUM:** This generally consists of one suitcase, making the equipment very portable. Projector is generally equipped with 750-watt lamp and is capable of projecting an image up to 6 by 8 or 7 by 9 feet, depending upon the distance between projector and screen and size of lens used. Amplifier and loudspeaker supplied as standard equipment are sufficient for audiences of approximately 300-400 people without distortion. The volume may be increased to take care of larger audiences, but by so doing the operator runs the risk of sound distortion and objectionable background noises. Projectors for use in small spots are, of course, the cheapest models.

**INTERMEDIATE AUDITORIUM:** The chief difference between this type and those used in small halls is that the equipment is not so portable. Generally the projector is in one case and the speaker in another. Better material is used and the equipment is better constructed. Illumination is with a 750 or 1,000-watt lamp. Projection lenses are

faster, increasing the efficiency of the light source. Amplifier is capable of larger wattage output, as is the loudspeaker, which allows greater volume without distortion. A larger picture can also be obtained. This is the type generally recommended, for the average auditorium.

**LARGE AUDITORIUM:** Projectors of this type come equipped with arc lamp instead of incandescent light. It has still larger capacity amplifier and loudspeaker, sometimes two loudspeakers. Because of the increased size of the various units as well as the addition of the arc lamp house it is necessary to pack this equipment in trunks rather than suitcases, removing it from the "very portable" class. The arc lamp employs DC current and necessitates the use of a rectifier to convert the current from AC. Is capable of projecting a 9 by 12-foot picture.

These are my classifications but they must be explained. It was stated that the small auditorium set would show to approximately 300 people and that this set used a 750-watt lamp. I have used a 500-watt bulb in a projector and shown to 700 or 800 people. The machine did a very good job and carried the load well despite the fact that it was operating over the upper limit. The largest set was said to give a 9 by 12 image. Some roadshowmen wonder why this size is given as maximum for such equipment when the smallest of my classifications gives a 6 by 8 or 7 by 9. It is my opinion that 9 by 12 is the upper limit of magnification that can be obtained from the average 16mm. print and obtain satisfactory picture quality and detail regardless of lens or throw.

#### Drapes Necessary

Since roadshowmen never know when they are going to be called upon to put on a daytime show, they should have drapes for darkening halls. Light shining directly on the screen reduces screen visibility. Where a 750-watt lamp would be more than adequate for an evening show, roadshowmen will find it difficult to obtain clear projection in a building that has not been sufficiently darkened. On one occasion I put on a show at which it was imperative to put the screen on an east wall. It was late afternoon and the slanting sun was aimed

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# The Billboard

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Vol. 52 APRIL 13, 1940 No. 15

right against my screen. It was necessary to put up drapes to block out this direct light before the show could proceed.

Speaking of matinees, the roadshowman is offered an opportunity to earn money and build good-will thru these shows. Since he has rented the film for a definite period of time, generally a week or more, it behooves him to get all possible revenue from it. Matinee shows can be put on and the children charged 5 cents admission. This gesture pleases the school-teachers and reduces overhead. When the picture is discussed that evening at supper, it will tend to bring adults to the show.

NOTE: NEXT WEEK THE SAME AUTHOR WILL DISCUSS THE IMPORTANCE OF SCREENS, FILM CAPACITY AND MANY OTHER IMPORTANT ANGLES.

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## Cole Folk Losers When Hotel Burns

BRIGHTON, Ia., April 6.—The local hotel which served as headquarters for the King Cole Players headed to the ground Monday night (1) with the showfolk heavy losers in the conflagration. King Cole succeeded in saving all his belongings, but other members of the troupe weren't so fortunate. Fire is believed to have been caused by defective wiring.

Mr. and Mrs. Clyde Cole lost everything but a few clothes, including a sum of money. Mrs. Cole's daughter and son-in-law, Mrs. and Mr. J. F. DeCuir, were hardest hit. They lost everything, including a new fur coat. Sonny Dexter and wife, who were helping out for four weeks on the Cole company before joining up with Ward Hatcher, were heavy losers, but were unable to estimate their loss. The trunks belonging to Laura and Bill Guthrie, who had gone home for a few weeks' visit, were saved from the flames.

Members of the Cole Players motored into town in time to see the hotel roof cave in. The unit will continue as usual until the closing date.

## Gene Austin Tenter Begins Tour May 1

GAINESVILLE, Tex., April 6.—Manager Hoxie Tucker and Contracting Agent Tom Clark, of Gene Austin's motorized musical show, arrived in Gainesville last weekend, and the show's trucks and equipment have been moved from the winter-quarters building to the fairgrounds, where motors are to be overhauled and all trucks and equipment painted.

Clark said the show would open about May 1 and that Austin had lined up an entire new company for 1940.

Austin had a part in the W. C. Fields-Mae West picture, *My Little Chickadee*, and is now making personal appearances before coming here to begin rehearsals of his show.

## Hayworth in 30th Week In Wilby-Kinsey Houses

WILSON, N. C., April 6.—"SeaBee" Hayworth's rotary unit is now on its 30th week in Wilby-Kinsey theaters in North Carolina.

Recent changes include Gus Schulze, Art Farley and Jimmie Doss, who closed March 31, to be replaced by Foyle Craig, Buddy Cannon and John Fox.

Marion Andrews is out of the show this week, confined to her hotel in Goldsboro, N. C., with laryngitis. Ducky Vernum is pinch-hitting for her.

Hayworth has added a new Studebaker sedan to his fleet. He reports business as holding up well.

## Kinsey Doing Okeh Biz

CANTON, O., April 6.—Madge Kinsey Players, after a satisfactory Holy Week opening at the Grand Opera House here, have hit their stride, with to date pointing to a sound season here. Bills are changed twice weekly. Thursdays and Sundays. Harry Graf, business manager, reports week-end business capacity the past two weeks. Jean Kinsey, youngest daughter of the Grafs, is recovering from an operation at her home in Fostoria, O., and will resume her high-school studies next week.

## By Gosh Set on Auspices

BUTLER, Ky., April 6.—By Gosh Tent Show, which cracks its canvas season early in May, will play its first 12 weeks in Maryland, Pennsylvania and West Virginia under fire department and Boy Scout auspices. Gosh announced this week. Show will confine itself to week stands, with double-feature movies and five acts of vaude plus Gosh's country store giveaway feature.

## Tucker Circle Ends April 16

CINCINNATI, April 6.—A report reaching *The Billboard* this week stated that Jimmie Tucker's Rotary Players will wind up a 26-week season of circle stock April 14. Business, the report said, was anything but good. The communication failed to mention what territory the show played. With the troupe are Jeff and Beth Unruh, Chester Brown, Billy Graves, Betty Haley, Jack Dare and Edna, Jimmie and Muriel Tucker.

## Plays for Rep

By E. F. HANNAN

A MONTHLY magazine recently ran several articles on plays for tent rep and circle stock shows. The idea in the mind of the writer of those articles apparently was to encourage budding playwrights to try their hand at getting out plays for rep shows.

If I know anything about it, this is the most limited and poorly paid field of any open to aspiring scribblers. In the first place, one must thoroly know this branch of the business to get anywhere at all, and in the second place, after knowing the business, he or she wants to be sure of a living at something else or starvation stares them in the face.

For many years I have been content to let sentiment sway me in the matter of rating the future of the rep field, while I feared that this smaller end of show business may be at its last fling. Like many others, I like this particular branch of the game too much to admit defeat. A tent-show manager recently said to me: "You are playing a horse that has already ran its race. Changing show business is the answer to both rep and stock."

If this is so, then anyone bothering about plays for those fields will be caught in the same way as have been hundreds of vaudevillians who refused to admit the decline of vaude and stuck along till shelved on the welfare rolls. Playwriting for rep is an uncertain proposition from all angles and would be the last that I would advise for anyone interested in the writing game.

It's tough enough for promoter and performer, but for the writer—well step into the next rep show you happen onto and after counting the house and watching the play, then look for the most

worried face in the tent or hall. That will be the manager—and he will tell you the rest. I wish it were not so, but there it is.

## Billroy Comedians Begin Canvas Trek

TIFTON, Ga., April 8.—Billroy's Comedians, this season under the joint ownership of Billy Wehle, its old boss, and Jimmie Heffner, formre head of the Heffner-Vinson Show, begins its 16th annual tent tour here tonight. The mammoth tenter has been in rehearsal in Valdosta, Ga., the last two weeks.

The Billroy organization, which again will play all one-nighters, is set in Georgia until April 18, when it moves into Tennessee at Cleveland. After seven days in Tennessee the show leaps into Virginia, opening at Bristol April 26.

## Rep Ripples

EVA LaREANE, of the team of Harry and Eva LaReane, is in a sanatorium at Savannah, Ga., for treatment of cancer of the breast. She is under the care of the Actors' Fund. Eva expects to be ready to resume her stage duties by May 1.

MR. AND MRS. W. H. BYRD, for the last seven seasons with the Ollie Hamilton Show, have signed with the Byron Gosh Tent Show for the 1940 season. Byrd will serve as boss canvasser and Mrs. Byrd will handle concessions. MERTON CRAIG, now in Maryland with the Craig Bros.' Show, wants to know what's become of Billy Blythe, George Bishop and Barnes Mills. PIPER'S COMEDIANS, after a profitable season in schools and halls in Eastern Oregon, have jumped into Calgary, Alta., Can., for a summer hall tour in Western

# Endurance Shows

(Communications to BILL SACHS, Cincinnati Office)

## Peoria Jitterthon Plays To Okeh Biz With 13 and 4

PEORIA, Ill., April 6.—The Jitterthon Endurance Derby, playing in Fernwood Gardens here under the guiding reins of Maxie Capp and King Joy, has played to satisfactory business so far.

Jackie Richards' recent revue showed to a good house recently, and Frankie Donato and the Palooka Brothers are going well with their funmaking. Moon Mullins handles the air show broadcast twice daily over Station WMBD.

Contest started March 28 with 22 teams and two solos and has 13 couples and four solos remaining. They are Stan West and Margie Bright, Eddie and Toni McBride, Frankie and Alice Donato, "Pee Wee" Collins and Pauline Boyd, Mary Kaye and Leo Riddle, Harry Hudson and Alice Sims, Jack Murray and Betty Laucke, Jimmy Fox and Joan Davis, Jackie Richards and Lois Moran, Larry DeCorrado and Hilda Ludwig, Jimmy Stone and Babe Perry, Steve Roberts and Hazel Dietrich and Bobby Cain and Georgiana King. Solos are Eddie Grayson, Larry Kindell, Johnny Guilfoyle and Bobby Jackson.

Lewis Jarvis is heat judge and Lew Brown day judge. Music is furnished by Jimmy Bell and his Gentlemen of Swing.

## Coliseum Show Closes, But R'bo Gardens Unit Holds On

CHICAGO, April 6.—The Coliseum walkie here came to the end of a long run March 28, with Eddie and Bernice Tompkins beating out Itsy Bacharach and Helen Caldwell in an 18-minute pursuit sprint. Hughie Hendrixson and Roma Terry wound up in the show hole.

The Rainbo Gardens contest, which merged with the Coliseum show March 17, has six teams and one solo left. They are Billy Willis and Ruthie Carroll, Duffy Tarantino and Tillie Sweet, Jimmy and Minnie Firenze, Whitey and Margaret Helm, George Bernstein and Leona Barton, Marvin Ellison and Gladys Maddox and Patsy Patterson, solo.

Emsee staff is composed of Phil Murphy, Chuck Payne and Jimmie Bittner. Judges' duties are divided between Ernie Bernard and Jimmy Farrell. Artie Stark's Orchestra furnishes the music. Broadcasts are made over Station WIND.

## Pughe Denied Dismissal; Derby Show Still Running

SHREVEPORT, La., April 6.—Motions to quash two bills of information charging George W. Pughe with operating a "physical endurance" contest in violation of a State law were overruled early this week by Judge J. F. McInnis in Bossier Parish District Court at Benton, La. Pughe, operating a Derbyshow at Bossier City, La., under sponsorship of the Lions' Club, is under two \$500 bonds as result of the bills.

Attorney R. H. Lee indicated, after Judge McInnis had overruled his motions, that he would apply to the State Supreme Court for writs on the judge's ruling this week that the law was constitutional. Pughe's case meanwhile will be tried April 12 unless other developments intervene. The Derbyshow continues.

CULTIVATE A HABIT of watching the Letter List. There may be mail advertised for you.

AN INQUIRY was received last week as to the longest walkathon on record, how many contestants started in it and where it was staged. Some of you old-timers should be able to furnish that information. Who knows?

JACK STANLEY is reported working as emsee at the Club Cal, Chicago.

Canada... BUDDY AND LOIS LEAVELL, formerly with the Madcap Players, recently joined the Kennedy Sisters' Show at Bishop, Tex. THE CRAWFORDS are making a swing thru Canada with their school show. They're currently in Manitoba. MAC JOHNSTON, well-known repster, April 11 winds up a fortnight as emsee at the Avalon Club, Hot Springs, Ark. "The baths and spring water here really do things to you," Mac postals. J. F. GAFFNEY has a combination mystery and picture trick showing under auspices around Arlington, N. J. GREGG ROULEAU, back as leading man with the Madge Kinsey Players at the Grand Opera House, Canton, O., is reported clicking handily with his magic specialties.

DONALD MARLOWE, who closed recently with the Shaddock Players, is currently working clubs in Cleveland but expects to be back with a rep troupe soon. DON PHILLIPS, rep and tab pianist, was a visitor at the rep desk last Friday (5), having, jumed in from Dayton, O., where he spent the previous night in an all-night bout with Harry Rollins. Don expects to be back with a carnival girl show this summer. TOM (WILD CAT) AITON, veteran agent and manager, is sojourning in Cincinnati. JACK AND MARGARET GRIF-FITH, who have been wintering at their Tennessee home, will take to the road soon. RUBE BRASFIELD is with Bisbee's Comedians, which this week launches its tent tour of established stands in Tennessee and Kentucky. AL COOPER'S Dixie Queen Showboat, now showing in the New Basin Canal at South Clairborne street, New Orleans, last week entered its 53d week without a close. JUANITA LORETZ is visiting her folks at Des Arc, Ark., prior to lining up with a tent opry for the summer. She recently concluded a 16-week season with the Favorite Players, who worked a circle out of Kansas City, Mo.

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O'Brien, Mrs. Ruby
O'Connell, Elizabeth
O'Connell, Mrs. T. O'Dare, Bonnie (Dutchess)
O'Neal, Babe
Osborn, Mrs. Nora Louise
Osborne, Mrs. Paul
Pallesen, Cynthia
Palmer, Mrs. Margie V.
Pamplin, Mrs. Mabel
Pani, Pola
Park, Vera
Parker, Boots
Parker, Miss Ray
Paulie, Mzie
Pascley, Mrs. Frances
Pence, Mrs. Cora M.
Pendergrass, Frances
Phillips, Miss Jerri
Piacentini, Frances
Piedmont, Alta
Pierce, Ruth
Pine, Madelyn
Pinkston, Mrs. Wm.
Plummer, Mrs. Mae
Pomeroy, Rose
Poplin, Mrs. Jewell
Potts, Miss Sammie Lou
Princepenni, Miss Princh
Rugh, Mary E. Cook
Pulley, Mrs. Ora
Rae, Ramona
Raynolds, Mrs. Jackie
Reno, Mrs. Ruth
Reinzeld, Joy J.
Reynolds, Mrs. Dorothy Marie
Reynolds, Jane
Rhodes, Pearl
Rhodora, Miss Jade
Richardson, Eva
Rice, Mrs. Clara
Rice, Maile E.
Richter, Naomi
Rieffenach, Marie
Robbins, Mrs. Virginia
Roberts, Mrs. J. H.
Rodgers, Miss Smiles
Rogers, Bessie Gray
Rogers, Sue
Rome, Mrs. Jack
Rooney, Minnie H.
Rowen, Mrs. Walter
Sales, Mrs. Ruth (Diggers)
Savers, Ethel
Schwebke, Mildred M.
Scott, Mrs. Eileen
Serpentine, Miss Shantling
Shanley, Lillian
Shelton, Jeanne
Sherry, Patsy
Sickel, Carri
Silvey, Jewel
Sleman, Mrs. Ivan
Smiley, Bessie
Smith, Elaine
Smith, Mrs. J. A.
Smith, Myrtle
Smith, Peggie
Smith, Mrs. W. N.
Smucker, Marie K.
Snodgrass, Mrs. Nona
Snyder, Mrs. Katherine L.
Sparks, Miss Bobbie
Spince, Marie
Stanley, Joan
Star, Stella
Staring, Mrs. Barbara
Starkey, Luella
Stebbins, Mrs. Bertha
Stebler, Mrs. Jos.
Stephens, Mrs. Catherine
Stephens, Estelle
Stevenson, Mrs. Curley
Stillman, Froncine
Stone, Miss Billie
Stone, Josephine
Swain, Mrs. Daisy A.
Taylor, Audry
Taylor, Mrs. Margaret
Thornton, Mrs. Robt.
Tood, Thelma
Trenell, Vee
Trivandy, Mrs. E.

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.

- Turner, Mary
Tuthill, Mrs. Margie Edw.
Valairo, Mrs. Stanley
Varner, Mrs. Paul
Vaughn, L. Mae
Veneko, Mrs. L. J.
Vogt, Mrs. Jessie
Wade, Mrs. Ernest
Walters, Jamie
Ward, Electa
Warden, Marion
Warren, Dixie
Warren, Mrs. Frances
Wasson, Grace
Waters, Esther
Watson, Mrs. O. C. (Curly)
Weiner, Mrs. Herman
Weir, Lucille
Whittaker, Miss Billie
Williams, Jeanne
Williams, Myrtle
Wilno, Mrs. (Cannon Ball)
Wintz, Wanda
Woodard, Catherine
Worman, Mrs. N. C.
Worth, Collett & Bobbie
Yoshida, Mrs. Echo
Zouman, Maye
Zurlington, Teny
Brownell Jr., W. H.
Bruce, Clarence
Bruce, Edgar B.
Bruce, Walter, Players
Brundage, B. B.
Brunk, Glenn
Brunk, Henry L.
Brun, Ray
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Buck, Ambrose
Buck & Chickie
Buffington, C. D.
Burkin, Emmett
Burchman, W. M.
Burke, Billie (Jo-Ann)
Burke, Bob
Burke, Lester
Burke, Wm. Jos.
Burner, Chas.
Burnett, Roy
Burns, Bobbie (Armless)
Burns, G. N. & Mickey
Burns, James J.
Burns, Richard
Burrell, Jerry L.
Burrell, Michael
Buson, Henry
Butler Jr., J. P.
Butterfield, Fred
Buxbaum, Edw.
Byers, Greater Show
Cabby, Thomas
Cagan, Frank
Caiburi, Johnnie
Caiburi, J. P.
Cain, Frank
Cain, John
Cain, Mr. & Mrs. Williams
Caldwell's Comedians
Caldwell, J. E.
Calendo, James
Calvert, E. M.
Campbell, Francis E.
Campbell's One-Ring Circus
Campbell & Stenward Circus
Campbell, Vic
Cannon, Frank & Alex
Cannons Tent Show
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Carter, Clyde
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Cantrell, Dallas
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Carl, Frank
Carl, Frank Mitt
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Carl, Irwin J.
Carlin, Robt.
Carner, J. Bill
Carnes, Cliff
Carr, J. H.
Carroll, Jack
Carson, Kenneth
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Carter, Hank
Carter, H. C.
Carter, Nick
Carter, W. L.
Caruso, John J.
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Cassidy, Jack (High Diver)
Cassidy, W. R.
Casson, Louie
Casteel, H. W.
Caulk, Fred
Chanos, Jimmy
Chambers, Harold M.
Chambers, Ingram E.
Charon, Billy
Chase, Vadis
Chatlosh, Johnnie
Chatwell, Lee
Chavonelo, Roger
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Chickrelli, Jimmy
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Chinnely, Andrew
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Christy, T. E.
Clark, Art K.
Clark & Clark
Clark, Edgar F.
Clark, F. C.
Clark, Flo
Clark, Geo. (Coonie)
Clark, Jack (Clint Clark)
Clark, J. G.
Clanson, Ralph
Clayton, Barkley
Clayton, Clarence
Clayman, Robt.
Clements, Ouis
Cleet, Tuffy
Clen Corn Rodeo
Cling, Pete
Clouder, Capt. Trainer
Cody, Capt. J. Bob
Cohoe, Rex
Cohen, N. H. Pres
Cockelberg, Alphonse
Cogozzo, Jos.
Cohen, M. V.
Cohn, Abe
Cohn, Ben
Cole, Ben (Strings)
Cole & Rogers
Coleman, Robt. C.
Coley, E.
Coley Jr., Jefferson J.
Collander, Wm. E.
Collins, Roba
Collins, Willie
Colorado Slim
Collins, Tom
Condon Players, Mgr.
Cone, Harry
Connors, Al, Mgr.
Connors, Arthur (Bub)
Converse, Arthur LeRoy
Conway, Jack
Conway, James
Cooke, Geo.
Cooper, Arthur
Cooper, Robt.
Cooper, Thomas J.
Copland, Dick
Corbett, A.
Corey, Peter
Corey, Ralph
Corry, Harry
Cota, Eugene
Cota, Steve
Costello, Frank
Costello, Robt.
Cota, Eugene
Couch, Cash
Couture, Leo J.
Cowan, Tiny
Cowan, John
Cox, Walter B.
Cuzzett, Joe
Crawford, C. V.
Crosby, Doc. W. C.
Crounion, H.
Crawn, Matthew
Creedon, James L.
Cross, "Skeets"
Crowley, Dr. J. B.
Crownson, W. P.
Crull, Robt.
Cudney, Charlie
Cundiff, A. B.
Curtis Jr., Geo. H.
Custer, R. P.
Cycle, Ed
Dabney, Ted
Daley, Ed
Dakota Bill's Circus
Daleo, Teddy
Darden, Robt.
Dare, Jack
Dare, J.
Darlinton, Cyrus
Darling, Del
Darling, Gene
Darnell, H.
Dawn, L. T.
Davidson, B. H.
Davidson, Morris
Davis, Blackie
Davis, Earl M.
Davis, Eddie
Davis, Louie
Davis, (Cook House)
Davis, Everett
Davis, Floyd
Davis, Fred
Davis, James H.
Davis, Gabe
Davis, Ray E.
Davis, Stanley
Davis, Wm. B. (D. Kays)
Dawson, Kenneth D.
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Day, D.
Day, Elmer (Operator)
DeBeaux, Paul
DeKalb, Prof. E.
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DeShon, Jack
DeMott, Geo.
DeMouchelle, Jules P.
DeShon, Mortimer
DeVoe, Jack
Decco, F. L.
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Deem, R. R.
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Delmaque, Leo
Demars, Lawrence
Demetro, Tom
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Devere, Chas.
Devore, Harry R.
Diaz & Dani
Dick, Bill J.
Dickson, B. L. (Happy Bill)
Dilliard, W. E. "Bill"
Dinton, John
DiSanti, Jos.
Disco, Dick
Dittrich, Eugene
Dixie Attractions
Dobney, Tex
Dodd, W. H.
Doebber, H. M.
Donahue, Mickey
Donaldson, Robt. F.
Donofio, Frank
Dornau, C.
Dougherty, Red
Douglas, Edw.
Douglas, Ivan S.
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Drake & Marche
Drury, Leo
Dubin, Nicholas P.
Duffy, Clarence
Duke, D. D.
Dunavani, James (Bud)
Dunbar, Jack
Duncan, Edw. J.
Duncan, Phil
Dunkel, Harry W.
Dunlap, Claud E.
Dunneidin, Jim
Dunning, Larry
Dupler, Merle F.
Dyer, Bob
Eabo, Rocco
Earle, Bobbie
Earle, Wm. C.
Easter, Leroy (Curley)
Easton, E. C.
Eberstein, Moses C.
Eder, Chief Roy
Edlin, Ted
Edwards, Gus
Edwards, Capt. Jerry
Eiler, R. E.
Elam, Whiby
Elbie, Floyd O.
Eli, Pete
Elk Valley Show
Elliott, Harry
Elliott, L. W.
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England, Al M.
Engel, Arthur
Erwin, C. H.
Estoes, Jim
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Ethin, M. E.
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Evert, Harry
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Farrell, Lester
Farrington, J.
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Faust, Ike
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Faust, Mike
Faust, Vic
Faye, Art
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Fendrick, Boyd S.
Fenton, Robt.
Fetta, L. Tex
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Fineman, Dave
Finerty, Patty
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Finlay, Homer
Finn, Huckleberry
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Ford, Carl J.
Ford, Chester
Ford, Joe
Ford, Marty
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Francis, Jamio
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Frank, Morris
Frank, Abe
Frazier, Jerry W.
Freddie, Armless
French, James
Fried, Harry
Carnival

- Friedel, Chas.
Friend, Don
Friend, Orrie F.
Frith, Eugene
Fritts, W. A.
Fritz, Marvin L.
Fuchitt, Harold
Fulmer, Harry
Gabby, Bros.
Gable, Dick
Gaines, P.
Gallagher, Frank
Gallus, Ben (Fire-Eater)
Galloway, Eddie Lee
Galvan, Don
Gamble, Eddie
Garber, Edward
Gardner, Richard
Gardner, Roy
Garner, R. B.
Garrett, Pat
Garretson, Garry
Gary, Gene & Roberta
Gates, Roy
Gatewood, Col. A. L.
Gavin, Joe L.
Gellman Bros.
Gentry, John H.
George, James
George, Joe
Gerouard, Anthony
Gessinger, Lewis Glenn
Gibbons, Tony
Gibbons, Tony
Gibbs, Eddie
Gibson, Henry
Gibson, Raleigh
Giest, Thorney
Gilbert, Pat
Giles, Vern
Gill, Steward
Gill, Possum
Gilliland, Johnny, Mgr.
Gilliland, R. W.
Gillis, Sol
Gillmore, Paul
Gillburn, Charlie
Glassman, Nathan
Glnca, Morris
Gloth, Robt. (Bobby)
Goffas, Geo.
Goldberg, Murray
Golde, David
Good, John P.
Goodenough, Johnnie
Goodman, David
Gogins, Bert W.
Gordon, Art
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Gorman, Abe
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Gouda, Leo (Whitey)
Gough, Bill (Jack)
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Ethin, M. E.
Eubanks, Paul
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Evans, Frank S.
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Fendrick, Boyd S.
Fenton, Robt.
Fetta, L. Tex
Fields, Benny F.
Fiendburg, Sam
Finester, Cack
Fineman, Dave
Finerty, Patty
Finzer, L. V.
Finlay, Homer
Finn, Huckleberry
Fishburn, Irving
Fisher, Albert
Fisher, Geo.
Fisher, John
Fisher, Dr. John
Fisher, Wm. T.
Fitzpatrick, G. T.
Flesner, J. B.
Flynn, Frank (Shorty)
Flynn, Pat
Foley, Joe (Concessioner)
Ford, Carl J.
Ford, Chester
Ford, Joe
Ford, Marty
Forsythe, Fred M.
Fort, Bill
Fossee, Booker T.
Foster, Ray
Foster, Victor (Rusty)
Foulis, Gordon
Fowler, Lloyd (Frog Boy)
Fox, Benny
Fox, Chas. D.
Fox, Fred
Fox, Gerald
Francis, Jamio
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Frank, Morris
Frank, Abe
Frazier, Jerry W.
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French, James
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Carnival
Helms, Frank
Helvey, Neale
Henderson, Fletcher
Henderson, Tommy
Hendricks, John A.
Henke, Otto
Hennings, Earl
Henri, P.
Henry, S. S. (Magician)
Hern, Christy
Hertz, Walter
Heth, Louis
Hickley, "Dutch"
Heyer, W.
Hicks, James
Hiebard, H. B.
Higgin, Red
Higgins, Woodrow
Hilbur, Dick
Hilbreth, Watson
Hill, Grover H.
Hill, Melvin C.
Hinkle, Milt
Hinnart, Art
Hodges, Al G.
Hoff, Rudy
Hoffman, J. H.
Hoffman, Pete
Holder, Elmer
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Holfield, H. D.
Holstead, J. Glenn
Holston, John
Holt, Archie
Holtzhauser, Gordon
Hooker, Joe
Hooper, Homer
Hope, Jack
Horn, A. E.
Hopkins, Dorace
Hopkins, Jim
Horn, Jack
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Howard, Al
Howard, Gary
Howard, Johnny
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Howell, Shackles
Howe, Clyde
Hoxie Circus
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Hudson, DeWitt
Hudspeth, Fred W.
Huff, Harry Rodeo
Huff, Geo.
Huggins, Jess
Hughes, Al R.
Hughes, Harold
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Hunley, Don
Hunter, Charlie
Hunley, Joe
Hurst, Scott
Huskins, Jack
Hutton, M. C.
Ingram, John S.
Irving, Martin
Irwin, Ray
Isacks, Henry
Isakowitz, Max
Jackson, Frederick
James, Harry
Jaquath, Will
Jasper, Chas. W.
Jeffers, Wm. E.
Jefferson, E. E.
Jenkins, Harry
Jennings, L. W.
Jennings, Red
Jensen, Gil
Jergen, Gus
John, Getty
Johns, Vincent C.
Johnson, A. F.
Johnson, Ernest
Johnson, Frank
Johnson, Dr.
Johnson, Jack
Johnson, James
Johnson, Howard (Tex)
Johnson, Prof. J.
Johnson, Parker
Johnson, Russell
Johnson, Swede
Jones, Chuck
Jones, Clyde
Jones, Glen
Jones, Harry
Jones, Howard
Jones, Percy M.
Jones, Ray (Doc)
Jones, Robt. (Americo)
Jones, Shelby
Jordan, Red
Joyer, Jimmie C.
Judd, H. W.
Jones, Owen
Jump, Chief D.
Kalin, Noe
Kamaret, Tattoo
Kammerit, Toney
Kaplan, Sam
Karns, Clifford
Karras, Sam
Kasner, Vanev
Kaslin, Tom
Keating, Babe & Bob
Kelly, E. A.
Kelly, Mr. Kitty
Kelly, Pop
Kelly, Ralph
Kelly, T. W. Slim
Kemp, Johnnie
Kennedy, Frank
Kester, N. B.
Ketrov, Frank
Kimball, Dude
Kimball, Lede
Kimmel, Bill
King, Bill (Waiter)
King, Frank
King, Tom
Kinko the Clown
Kinsler, Lew
Kirschner, Frank
Kiswan, Joseph
Kisser, Sydney
Kitcher, Lonzo
Kitchens, Josh
Kline, Moine
Knight, Hugh B.
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When Writing for Advertised Mail, Please Use Postcards. Also state how long the forwarding address is to be used.



# The Final Curtain

**BARRETTE**—Wilfred, 61, wrestler and former tumbler, in Detroit, March 2, of a heart ailment. Barrette met most of the outstanding challengers in the 155-pound class in Detroit for two years from 1912. He had wrestled in nearly every State in the Union and *The Police Gazette* once made a \$1,000 wager that he could beat any man in his class in catch-as-catch-can. Survived by four daughters, Mrs. Anna Frazer, Mrs. Louise Roberts, Mrs. Emma Streeter and Mrs. Alice Page.

**CAMERON**—Mr. and Mrs. Pop, both 58, known in private life as Mr. and Mrs. Cameron Thomas McNutt, found dead March 31 in an auto in Boynton, Fla. Justice of Peace W. F. Riedel termed their deaths suicide. They were formerly trick bicycle riders with circuses and in vaudeville, and operated a summer resort at Clayton, N. Y. Survived by a daughter, Helen, and two sons. The bodies were cremated at Miami, Fla.

**CAMPBELL**—Argyle, 53, once prominent stage actor, found dead at his home in Shreveport, La., April 5. He had been in ill health over a year.

In loving memory of my husband  
**DENNIE CURTIS**  
Who passed away April 13, 1938.  
Two years have passed  
When one I loved passed away;  
God took him home, it was His will,  
Within my heart he lives still.  
EDNA CURTIS.

**CLARE**—Mrs. Arthur Evans, 71, mother of Gladys George, stage and screen actress, April 1 of a stroke at her home in Hollywood. Pending a memorial service later, when her daughter and husband return from the East, her ashes were placed in the Forest Lawn Mausoleum, Hollywood.

**COHN**—Joe, 69, financial secretary of the Chicago local of the Billers Alliance, in that city March 25. Active in show business for many years, he once owned his own theaters and until his death was advertising agent for the State-Lake and Palace theaters, Chicago. Survived by a brother, Al.

In Memory of Our Mother  
**MRS. BEN GUSTIN**  
Who Passed Away April 14, 1937  
And Our Brother  
**DENNY L. CURTIS**  
Who Passed Away April 13, 1938  
MYRON, BERT, ROBERT, RUBE CURTIS

**COOPER**—Mrs. Jean Lyman, Troy, N. Y., former grand opera singer, in that city last week. A native of Troy, deceased studied at the Empire School of Opera and in Belgium and Italy. Survived by a daughter, Jean, of Troy, and a sister, of Columbia, S. C. Services April 3 in Holy Cross Church, Troy, where she often sang. Burial in Oakwood Cemetery there.

**DEMOUCHELLE**—Joe, 46, prominent West Coast outdoor showman, of coronary thrombosis while on the lot of Clark's Greater Shows, Fresno, Calif., April 1. DeMouchelle was temporarily with the Clark organization, pending opening with several attractions with the E. O. Douglass Shows. Several years ago deceased had trouped with the Sam Dill and John Robinson circuses. Survived by his mother, Elizabeth DeMouchelle, Escanaba, Mich.; sister, Mrs. Dorothy Aseltine, Los Angeles, and two brothers, Leo, of San Bernardino, Calif., and Edward Chester, captain on the President steamship line. Interment in Showmen's Rest, Los Angeles.

**Lou Diamond**  
Lou Diamond, 48, president of Famous Music and Paramount Music, publishers of music for Paramount Pictures Corp., of a heart ailment March 5 at the Waldorf-Astoria Hotel, New York, while attending the opening of Orrin Tucker's Orchestra. Diamond had been with Paramount Music interests the past seven years and also headed its shorts production department. Prior to that time he was active in the picture industry. A member of the American Society of Composers, Authors and Publishers for a number of years, he had served on several of its committees. Diamond was also one of the leading figures in the establishment of the new Music Contactmen's Union. Survived by his widow and two sons.

**DUNLAP**—Mrs. Louise, 80, former musical comedy and vaudeville singer and mother of Scott R. Dunlap, vice-president in charge of production at Monogram Pictures Corp., March 31 at her home in Hollywood after a long illness.

**FLEISCHMAN**—Gilbert, 44, head booker for 20th Century-Fox motion pictures in Philadelphia March 31 at Graduate Hospital, that city, after a long illness. Survived by his widow, Sarah, and a daughter, Ilene.

IN MEMORIAM  
Of a Loving Husband and Father  
**Chas. C. Foltz (Blue)**  
Who Passed Away April 12, 1937  
Sadly Missed by His Wife and Family.

**FLORESQUE**—Costica, aerialist, March 31 in Abbott Hospital, Minneapolis, of injuries sustained in a fall March 28 while performing at the Northwestern Sportsmen's Show in that city. His fall, which occurred when he attempted his iron-jaw act, was attributed to the extraction of several teeth a few days prior, made necessary when an infection set in after a publicity stunt wherein he pulled a large truck with his teeth. Survived by his widow, Naomi. Services and cremation in Minneapolis April 2.

**GAFFNEY**—Thomas B., pioneer theater operator and owner of Casino Theater, Springfield, Mass., in that city April 1.

**GORIN**—John T. (Big Top), 63, at his home in Bowling Green, Ky., March 29 of pneumonia after a week's illness. Gorin was connected with the Outdoor Advertising Service 40 years, retiring about six years ago. He was a leader in civic work and took an active part in various charitable enterprises sponsored by the B. P. O. E., of which he was a member. Gorin acquired the name Big Top from his interest in circus life. He was a friend of many circus men and was Bowling Green's principal contact man for circus organizations. Burial in Fairview Cemetery, that city.

**GROMAN**—Edward S., 80, musician and bandmaster, March 26 at his home in Bethlehem, Pa., after a long illness. He was leader of the one-time prominent Fairview Band.

TO MY DARLING SON,  
**AL GOLDEN**  
ON HIS BIRTHDAY  
He has solved it, life's wonderful problem.  
The deepest, the strangest, the last,  
And into the school angels  
With the answer forever has passed.  
How strange he should sleep so profoundly,  
So young, so unborn by the strife,  
While beside him brimful of life's nectar  
Untouched stood the goblet of life.  
God knew all about it—how noble,  
How gentle he was and how brave,  
How bright his possible future,  
Yet put him to sleep in his grave.  
God knew all about those who love him,  
How bitter the trial must be,  
And right through it all God is loving  
And knows so much better than we.  
This is your birthday,  
Not as it used to be;  
The gladness of the day is gone;  
You are not here to see,  
For you are in your lonely grave,  
And our tears are all in vain;  
But, O! How happy we would be  
If we had you back again.  
Your Sad and Loving Mother.

**GUNN**—W. F., 84, father of Leon Gunn, Dallas, member of the Madcap Players in Dallas, at his home in Fort Worth, Tex., March 27. Deceased was a retired railroad engineer. He also leaves his wife, another son and daughter. Services in Fort Worth March 28.

**HAVERSTICK**—George E., 74, Gary, Ind., penny arcade operator with Franks Greater Shows, in Macon, Ga., April 3. His body was found with skull fractured on a street three blocks from the show-grounds. A coroner's jury expressed belief that he had been murdered. A former railroad engineer, he had trouped with carnivals about 30 years. Survived by three daughters.

**HERRMANN**—Axel, 63, stage carpenter at the Gayety Theater, Minneapolis, since 1908, in that city March 27. In compliance with his request, his body was cremated and the ashes scattered over the theater on opening day, March 30, from a plane.

**HORTON**—J. Murray, 45, former prominent Cincinnati orchestra leader, in his apartment at the Broadway Hotel,

that city, April 1. Horton, who retired as an orchestra leader several years ago, was assistant to Oscar Hild in the management of the Cincinnati Musicians' Union the past four years. Services in Cincinnati April 3.

**HYDE**—Frank George, 71, Torrington, Conn., photographer and former circus and vaudeville trouper, in his studio in that city recently.

**HYDEMAN**—Edwin M., 70, philanthropist, known for having arranged gratis admissions to the circus and rodeo for underprivileged children in New York, at his home in New York March 31 after a lingering illness.

**KAPLAN**—Mrs. Lena (Sattenstein), 65, mother of Milton Satten, scale man formerly with Morris Glenia and Max Goodman, April 4 in St. Joseph's Hospital, Paterson, N. J. Buried at Passaic Junction Cemetery. Besides this son she leaves another son, Daniel Fred, and a daughter, Helen.

**LACY**—Edward M., 62, checker for Metro-Goldwyn-Mayer, Detroit, the past four years, March 26 in Receiving Hospital, that city, of injuries sustained in an auto accident. His widow and son survive. Interment in Roseland Park Cemetery, Detroit.

**LEHN**—Nicholas A., 64, stage electrician for many years at the old Grand Opera House, Youngstown, O., March 28 in Bashline Hospital, Grove City, Pa., after several months' illness. He was a stagehand at the Youngstown house when a youth and later was with the State, Paramount and Palace theaters in Youngstown. He was a member of Local 70, International Association of Theatrical Stage Employees, and the Eagles. Survived by three brothers and six sisters. Services and burial in Youngstown.

**LEMIRE**—Dorothy, billing clerk at 20th-Century Fox Picture Exchange, Detroit, in that city recently of cancer. She was ill eight months.

**LIVERMORE**—Wendell Brackett, 63, retired actor, suddenly at his home in Babylon, L. I., April 2. He had appeared in *Dancing Mothers*, *The Bat* and *Window Shopping*. He was a member of Actors' Equity Association. He leaves his wife, the former Marie Countremarsh; a sister and a brother.

**MCGRATH**—Mrs. Kate, 80, mother of E. V. McGrath, for 15 years manager of Knickerbocker Amusement Co., Detroit, and for five years general agent and manager of Cap Emerson's Cotton Blossom Showboat, in St. Anthony's Hospital, St. Petersburg, Fla., March 23. Burial in Dale Cemetery, Connerville, Ind., March 28, with services under auspices of Eastern Star.

**McMILLAN**—Lida, 71, actress and wife of Bert Snow, vaudeville, in Fordham Hospital, New York, March 30. Mrs. Snow's first stage appearance was in Leonard Grover's *Lost in New York* in Chicago in 1889. She played with the Dearborn Stock Co. and later appeared with Stuart Robson in *The Comedy of Errors*, *The Henrietta* and *She Stoops To Conquer*. She was engaged for the original production of George Ade's comedy, *The College Widow*. She appeared with Richard Carle, Walter Huston, Hattie Williams and George M. Cohan. In 1912 she toured the country in a vaudeville sketch, *The Late Mr. Allen*. Her last appearance on Broadway was in 1938 in the Federal Theater production of *Prologue to Glory*. Burial under auspices of the Actors' Fund of America.

**MILLER**—Walter C., 48, vaudeville and motion picture actor, suddenly in Hollywood March 30. Born in Dayton, O., Miller's stage career began at the age of 17 with the Roe & Stanley Stock Co. He also appeared with the Hall Stock Co., of Jersey City, N. J., and the Lyceum Stock Co., of Brooklyn and Troy, N. Y. His screen career began with the old Biograph Co., under D. W. Griffith. Some of his early films were *Miss Robinson Crusoe*, *The Marble Heart* and *The Mothering Heart*. Miller played with Mary Pickford, starred in 12 serials with Ellean Ray and was one of the first actors to receive a \$1,000-a-week salary. His appearances in talkies were confined to the thrill variety, including *Sky Raiders*, *Hurricane Horseman*, *Rough Waters*, *The Famous Ferguson Case* and *The Face on the Barroom Floor*. He had worked for Universal Studios in recent years. Survived by his widow, Edith Schofield, one-time headline vaudeville dancer. Burial in Chicago April 3.

**PERKINS**—Guy, vaude agent in Chicago for the past 20 years, in that city April 5 of a heart ailment. His widow, Peggy, and a son survive.

**PHILLIPS**—Ephraim, 95, father of E. Lawrence Phillips, owner of the Johnny J. Jones Exposition, at his home in Washington March 17. Despite his advanced age, he had frequently traveled long distances to visit his son while on tour. He was well known to many showmen and fair executives. Interment in Arlington Cemetery.

**RUSSELL**—Jack, Henry Bros.' Circus employee, at Prescott, Ariz., recently of injuries sustained when attacked by two lions as he was pushing a child from the danger zone in front of the cage.

**SEAMAN**—Milton Waldron, former owner-manager of the Baker Theater, Portland, Ore., at Astoria, Ore., recently after brief illness. His widow, a sister and a brother survive.

**SEAMANS**—Milton, 9, son of Crayton Seamans, of Providence, employee of Ideal Exposition Shows, by drowning in an abandoned rock quarry in Charlotte, N. C., April 3.

**SINGERMAN**—William, 57, former actor and director, in Jewish Hospital, Cincinnati, April 1 of a heart ailment. Born in England, Singerman came to this country when a child and in his youth appeared in several dramas and musical comedies. After the World War he appeared in a number of plays in England. He had been associated with the Wise Center, Cincinnati, and the past few years with Pep Golden Dance Studios there. Survived by three brothers, Benjamin, Cincinnati; Isaac and Harry, Buffalo, and a sister, Mrs. Rebecca Zackheim, Buffalo. Crematory services in Cincinnati, April 3.

**STREAM**—Eloise, 35, actress, at her home in New York March 29 after a brief illness. She had appeared in *Broadway*, *Butter and Egg Man* and *Paradise*. She leaves a daughter, mother and two sisters.

**TAUBEL**—Clarence H., 48, pioneer in the radio broadcasting industry in Philadelphia, March 29 at his home in that city after a long illness. He acquired Station WPEN, Philadelphia, some years ago and then WRAX, a foreign-language station, which he combined as WPEN. He was forced to give up his radio and other business activities several years ago because of illness. Survived by his widow, the former Lillian Erbe, beauty prize winner in several Atlantic City national beauty contests; a daughter, Doris, by a former marriage, and his parents. Services in Philadelphia April 1.

**THOMPSON**—Mrs. Lizzie, 71, widow of Jerry Thompson, who carved the parade tableaux for many of the larger shows, including Barnum & Bailey, Forepaugh-Sells Bros., Wallace, Burr Robbins, Walter L. Main and Pawnee Bill, recently in Camden, N. J. Deceased traveled for many years with Frank B. Hubbin's road organizations. Survived by a daughter, Mrs. Walter Frenzel. Services and burial in Camden.

**WESTMORE**—Montague, 39, member of the family of Hollywood make-up experts, in a Hollywood hospital March 30. Death was attributed to a coronary occlusion. Trained in the art of film make-up by his father, the late George Westmore, he had reached the front rank of his profession. He was in charge of all make-up for *Gone With the Wind*, and recently had been preparing players for their roles in a new picture, *Torrid Zone*, when he became ill. Westmore served Rudolph Valentino three years. Survived by his widow, Edith; three children, Montague Jr., Marvin and Michael, and five brothers, Perc, Ern, Walter and Hamilton, all make-up experts, and Frank.

**ZAVATTA**—Mantova Ricardo, 90, dean of European equestrian circus directors, in Rome April 3.

## Marriages

**BEERY-JONES**—Noah Beery Jr., screen juvenile and son of Wallace Beery, film star, and Maxine Jones, photographic model and daughter of cowboy actor Buck Jones, in Van Nuys, Calif., March 30.

**BUCKNER - MOFFETT**—William P. Buckner Jr., stock broker, and Adelaide Moffett, night club singer and daughter of former Federal Housing Administrator James A. Moffett, February 8.

**CONN-KINGSTON**—Joseph Conn, RCA television engineer, of New York, and Lenore Kingston, radio actress, formerly of Los Angeles, in Chicago April 1.

**FITE-PENUUEL**—Buster Fite, leader of the cowboy staff at Station KOY, Phoenix, Ariz., and Wanda Penuel, non-pro, in Phoenix recently.

**FLEMING-GODDARD**—E. K. Fleming, (See MARRIAGES on page 135)

## Big Show and Workers' Union In Tangle; Pickets in Line As Garden Engagement Begins

NEW YORK, April 6.—Its ultimatum spurned, the circus and carnival workers' union commenced picketing at each of the three entrances to the Garden at 7 o'clock last night. Signs bore the words "strike" and "lockout." Matthew Woll, vice-president American Federation of Labor, with which the CCFRIU is affiliated, went thru the picket lines and stayed thruout the entire performance in Box 72. Asked whether his passing thru the lines had any significance, he made no comment at first but then told reporters that he did not see any pickets when he entered the building and that he would not have entered if he had seen them. Tho he was surrounded by numerous celebrities in adjoining ringside boxes, Woll was continually besieged by newspaper photographers to the point where he finally covered his face with his hat.

NEW YORK, April 6.—As Ringling Bros. and Barnum & Bailey Circus prepared to open its season in the Garden it was embroiled in a tangle with the outdoor workmen's org, the Circus, Carnival, Fair and Rodeo International Union and Ralph Whitehead, international president. Union held a meeting on Wednesday to work out a plan in the event John Ringling North, circus head, refused to confer on a closed shop, working conditions and other matters. It voted to refer the matter to its executive board.

Idea behind the union-circus confusion is that Whitehead insisted on a conference prior to show's opening, with the union leader claiming that North has repudiated an earlier statement to the union that he would participate in such a huddle. Whitehead also claims that the show's attorney, Leonard G. Bisco, told him that he recalls a statement to that effect made by Mr. North. Mr. Bisco could not be reached for comment on this point.

Meantime, the American Guild of Variety Artists, the performer union whose outdoor division is headed by Paul Sander, an associate of Mr. Whitehead in the defunct American Federation of Actors,

## Anderson, Autry Lead Historic Parade at Lawrence

EMPORIA, Kan., April 6.—Bud E. Anderson and Gene Autry led a large historic parade at Lawrence, Kan., April 4. It was a feature of the celebration staged by Republic Pictures for the world premiere of *The Dark Command*, which depicts the sacking and burning of Lawrence by the Civil War rebel, Quantrill. Newspapers estimated that 100,000 people saw the parade.

Kansas has been the home of the Bud E. Anderson Circus for over a quarter of a century. The press staff of the show captured the romanticism of the plains by building the show's publicity around the sentence, "Out of the Heart of America Comes Bud E. Anderson's Jungle Oddities and Circus." All the paper and publicity feature the slogan, also a picture of Anderson framed in a red heart background.

Claude Morris joined the Anderson advance this week. Tom Kirk is to go with the show as second banner man. The Echo Yoshada Troupe arrived this week.

A fire broke out in a manure heap along the north side of the main animal barn early Wednesday evening. Flames reached 50 feet high and threatened the main barn. The fire was discovered by the crew and quickly put out before any damage was done. It was caused by spontaneous combustion.

## R-B To Play Canton, O., First Time in Five Years

CANTON, O., April 6.—Al Butler, contracting agent of the Ringling-Barnum circus, has been granted a permit for the show to appear here June 11, first time in five years. The Stark County Fair grounds will be used.

The show will appear in Youngstown the following day, probably on the regular circus lot, Wright field.

announced that it had signed an agreement with Mr. North in which the latter recognizes the union as exclusive bargaining agent for circus performers. Hoyt S. Haddock, AGVA executive secretary, and Mr. Sander acted for the union in the negotiations, with Mr. North and his brother, Henry, representing the show. "It was agreed in writing that because of the press of activity attendant on the circus premiere, North and AGVA will meet to work out complete details covering wages and working conditions within one week after the circus opens." (See *Big Show-Union Tangle* on page 47)

## H-M, First Indoor Circus at Altoona, Is Excellent Draw

ALTOONA, Pa., April 6.—The Hamid-Morton Circus, playing here this week for the Jaffa Shrine at the Jaffa Mosque, opened Monday to only a fair house. On Tuesday there was a three-quarter house, on Wednesday filled in spite of a rainstorm, three-quarters Thursday night and on Friday a sellout.

This is an excellent record for the first indoor circus here and, in consideration of the flood, extraordinary. Most of those in the Buffalo show, including Clyde Beatty, were used here.

Howard Y. Bary, Henry Cogert and Art Deutsch were in charge of exploitation and publicity. Baron Nowak, midget, was in the concert.

## Chapman Show Sold; Brings Only \$8,000

LONDON, March 30.—The 10-year-old circus established by the late George Bruce Chapman ended its career March 12 when animals and effects were sold at auction in winter quarters at Cheshunt. About 2,000 people attended but prices ruled low, total result being around \$8,000.

With the exception of the high-school horse, Locust, bought by Chessington Zoo-Circus for \$293, all equine stock went to a woman who, supplied with funds for the purpose by Dumb Friends' League and other anti-performing animal people, will have them destroyed to prevent further work with circuses. This lot, comprising 8 horses, 18 ponies and 2 donkeys, went for \$1,000. Six kangaroos fetched only \$96; two large performing elephants, \$600; one small elephant, \$580; three tigers, \$280, and a polar bear, \$40. No bids were made for a lioness and three cubs. Big top, seating 2,000, went to a dealer for \$460.

## Rare Leopard Dies After Attack at R-B Rehearsal

NEW YORK, April 6.—Doushka, prized Siberian snow leopard in animalcade of Alfred Court, new French wild animal trainer of Ringling-Barnum circus, died during a rehearsal Thursday at the Garden following an attack by an Indian leopard.

Incident was dramatically pictured on page one of local press and was news-serviced around the country on eve of Big Show's 1940 bow. Victim rallied after oxygen treatment but then succumbed to a deep throat incision.

Doushka was a black-spotted white leo regarded highly by Court because of its physical virtues and responsiveness to training. It was a part of Court's act as pedestal leaper and also furnished a climax by draping itself around the trainer's neck. It is considered a rare animal in the cat fraternity. Another leopard made a temporary escape, a fact which added to the pandemonium and also served to feed the lintoype machines in heavy doses.

## 25,000 See Elks' Show in Bismarck; Performers Hurt

BISMARCK, N. D., April 6.—More than 25,000 people viewed the eighth annual Elks' Circus here last week, Walter Clark, lodge secretary, announced. One business firm bought 15,000 tickets at a substantial discount for distribution to school children of Burleigh and Morton counties. General admission was 25 cents, with reserved seats 35. The gate was estimated in excess of \$3,500.

A series of accidents had performers jittery before the week ended. Gordon Smith, animal trainer, suffered a badly lacerated hand that required six stitches when a rhesus monkey bit him. Vivian Nelson plunged 20 feet from a trapeze but emerged with nothing more than a severe shaking up and bruises. Ruby Fisher Haag was kicked by a three-year-old elephant as it stepped across her body. Bus Owens, of the Olympia Boys, triple bar and trapeze performers, strained muscles in an arm when he missed a partner hanging from a trap.

Other acts were Harry Haag's dogs, Chris Cornalla's clowns, Morris Troupe of teeterboard performers; Joe Melvin, veteran manipulator; Rue Enos, contortionist, who performed with two cracked ribs taped; Bob Atterbury, tight-wire dancer, and the Nelson Sisters.

Emsee was Gil Gray. His show opened an eight-week tour in Bismarck. Will play Aberdeen, S. D.; Fargo and Grand Forks, N. D.; Hibbing and Duluth, Minn., and Sioux Falls, S. D.

ROMY LAWRENCE, protegee of Billy Schultz, of Manitowoc, Wis., has been booked with the Flying Campbells.

## Yankee-Patterson Sells Opening Date And Does Capacity

LOS ANGELES, April 6.—The Yankee-Patterson Circus opened the season here to capacity business. Two performances were given to very swanky and appreciative audiences, despite a rainy night. The lot was located near the high-class Beverly Hills-Hollywood district. The Pi Beta Phi alumni bought the circus for this date to raise money for its settlement house. All ticket sellers, gatemen and concessioners were furnished by the alumni. Programs were sold at 10 cents each.

The afternoon crowd received an added thrill when a lion attacked Mabel Stark. She fought the animal back to its pedestal and then finished her act. The lion retained her cape in its mouth until it reached its cage.

Miss Ernestine did a very fine principal riding act. Elizabeth Hanneford amazed the audience at both performances when she did a fourth jump onto a horse while dressed in formal attire, in the big Clarke riding act.

### The Program

The program, in order: No. 1. Entree. No. 2. Mabel Stark's mixed group of lions and tigers. No. 3. Clowns. No. 4. Cloudswing, Billie Dale. No. 5. Clowns. No. 6. Riding dogs and monkeys, Fred Foster. No. 7. Swinging ladder, Elnore Velarde. No. 8. Clowns. No. 9. Risley act, Penny Parker. No. 10. Clown Spark Plug act. No. 11. Slack wire, Manuel Velarde. No. 12. Clowns. No. 13. Principal riding act, Miss Ernestine. No. 14. Traps, Billie Dale. No. 15. Contortion on high trapeze, Penny Parker. No. 16. Dog act, Doc Cunningham. No. 17. Clowns. No. 18. Heel catch, Elnore Velarde. No. 19. Bareback riding, the Clarkes. No. 20. Upside-down walk across the top of the tent, Billie Dale. No. 21. Bounding rope, Louis Velarde. No. 22. Clowns. No. 23. Revolving ladder, Avalon and Wallace. No. 24. Frank Whitbeck's military elephants, worked by George Emerson and Bernice Brown.

Crown ally included George Perkins, Jack McAfee, Curly Phillips, Everett Land, Wallace, Bozo, Fay Avalon, Gene Molloy, Penny Parker and Billy Hoffman.

Big show band: Charles E. Post, leader; Nick Schwarz and Charles Clemenson, trumpets; Al Mitchell, trombone; William Taggart, clarinet; George Thomea, bass; Miley Thimes, drums.

The staff: Jimmie Wood, manager and announcer; Bob Thornton, equestrian director; Ova Thornton, secretary-treasurer; Bob Wallace, Side-Show manager; Louis Roth and Eddie Trees, Mabel Stark wild animal act; Slim Wiseman, Whitbeck's elephants; George Fabun, Clarke's horses; James Fisher, back-door man; Lloyd Cheeler and Bud Chandler, electricians; Ishmel Escalante, boss canvas; Cal Owens, boss props.

Mrs. Thomas Phillips Herbert was chairman of the benefit.

## Nation-Wide Publicity Campaign for Gainesville

GAINESVILLE, Tex., April 6.—A nation-wide publicity campaign for the Gainesville Community Circus, which opens here with a three-day engagement April 24, was in prospect this week, following the annual camera men's day Sunday at Fair Park.

The personnel of the circus assembled for its annual picnic and during the afternoon the official 1940 group picture was made, as well as pictures of the new acts in this year's program.

Among those who made pictures were Jimmy Laughead, of the Associated Press bureau, Dallas; Will Downer, McKinney, magazine writer; Cecil H. Tinsley, of Gainesville, on assignment for World-Wide Photos, and Kenneth Blanton, of *The Daily Register*, working on magazine assignments. In addition, there were dozens of amateur photographers and several movie men on the lot.

Everything is in readiness for the opening, and rehearsals with the band twice weekly are now under way, with dress rehearsal set for April 22.

The show has just received a four-pony drill from Hugo, Okla., and it will be worked by Equestrian Director Roy Stamps, along with the show's two sixty-pony drills.

The show has been contracted for the Henrietta, Tex., Home-Coming Celebration, which will be the closing engagement of the season.



ONE of the most significant and important documents in the history of outdoor show business is being signed and attested in the picture above. It is the contract for the new Hamid-Morton Circus and Clyde Beatty's Wild Animal Features, which will go out under canvas this summer under auspices of the New York State Council of Shrine Temples. Seated at the table, left to right, are Robert H. Morton, vice-president and general manager of the National Producing Company, and Henry P. Bronkie, Past Potentate of Buffalo's Ismailia Temple and President of the New York State Council of Shrine Temples. Standing are Carl Elyon, assistant director-general of Ismailia Temple's Circus, and Major E. G. Ziegler, recorder of Ismailia Temple. Over 100,000 Shriners in New York and neighboring States are supporting the new venture.





## With the Circus Fans

By THE RINGMASTER  
OFA

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 Tops," care Hohenadel Printing Company, Rochelle, Ill.)

ROCHELLE, Ill., April 6.—Circus Fans of the District of Columbia greeted the Ringling-Barnum train on arrival in the Potomac yards March 30. Fans, at the request of the show, made preliminary arrangements for milk, bread and other supplies.

Circus Fans of Bradford, Pa., under the leadership of Art Haggarty, are planning a welcome for R-B there June 13. They are going to announce a Coast-to-Coast gathering of Circus Fans with country club breakfast, Mighty Watson Show stunts and a typical Bradford welcome.

William H. Judd, national president, had a page write-up in the Shrine Cir-

cus program at Hartford, Conn. Walter M. Buckingham, national secretary, and wife were there to meet the performers upon arrival and spent the afternoon and early evening in greeting old friends and making new ones. On March 20 they attended the matinee performance and afterwards were guests of Mr. and Mrs. Jorgen Christiansen at dinner in their trailer.

Mr. and Mrs. Frank H. Hartless were at the home of Col. C. G. Sturtevant in San Antonio, Tex., for dinner Sunday night, March 24. Hartless left shortly after that for Atlanta, Ga., but will be back in San Antonio to spend some time before returning to Chicago.

By the time this appears in print, *White Tops* will be in the mail. The issue is very late, caused by illness and other circumstances beyond our control.

## Seventh Annual Palm Springs Show Best Ever

LOS ANGELES, April 6.—The seventh annual Palm Springs (Calif.) Desert Circus, held March 27-29, is credited with having been the most successful and colorful show in its history. This is an outstanding affair, as Palm Springs is the home and playground of millionaires from all over the country and the great of the moving picture industry.

No expense was spared in presenting the show. There was a great diversity of entertainment, including, besides the circus, parades, kangaroo courts, a three-day carnival at the swank Field Club, a Mexican fiesta, 30 acts of vaudeville and the Desert Inn dance orchestra. To Earl Gibbs, of Dowagiac, Mich., goes credit for a wonderful show. Although never having been identified with amusements before, he organized a fine staff and handled the amusement end in a highly creditable manner.

Scale of prices for the circus ranged from \$1.10 to \$5.50, drawing a reported gate of \$13,021. Ted Le Fors handled the midway attractions, which were provided by Earl (Spot) Kelley's De Luxe Shows. Kelley now enjoys the distinction of being the only carnival ever sponsored and presented in the swanky Field Club.

The Friday program was a long one, combining with the circus acts introductions of noted personages, a historical pageant headed by the Trojans' University of Southern California band, Salvation Army band, Loyola College band, the famed Sherman Indian band and sheriff posses of Los Angeles, Riverside and San Bernardino counties, with several hundred horses in the turnout.

Art Manning was arena director and Frank Bogert and Frank Bennett announcers.

### The Program

The program, excluding some of the acts of minor importance, follows: Calf roping; Indian bareback race, one-half mile; Cowboy Pony Express, in which cowboys left boots in a disorderly pile, rode from a given starting point to the pile to pick them out, mounted and rode to the finish line; Roman chariot race, four abreast, with Trav Rogers and Frank Bogers charioteers; open musical chairs contest; second section of calf roping; pack horse race, two teams each of two cowboys, two saddle horses and one pack horse—unpack, lay fire for breakfast, then at signal start fire, cook and eat two eggs, saddle horses, load and tighten pack and with pack horse ride to finish line; Evers and Dolores, tight-wire act; Rin Tin Tin Jr., famous dog actor of the movies, presented by Owner Lee Duncan; the Bimbos, table-rock clowns; the Reddingtons, acrobats; Five Jays, aerial bars; the Clarkontians, riding act featuring Ernestine Clark; Osaki and Taki, foot jugglers and perch; the Excellos, perch; Flying Jays, trampoline. Charley Soderberg, fire diver, was billed but did not appear, and Jack Brick, high act, substituted.

Many novelty acts were omitted from the program. Tom Mix, Bill Gargan and C. A. Swinnerton, noted cartoonist, were introduced in this part of the program.

On Saturday there was a pet show in main plaza downtown. The closing doings was the big top ball at the Racquet Club, owned by Charley Farrell, with Frank Bogert managing. For this affair, by invitation only, tickets were \$10.80 each. Trav Rogers, of the Rogers Ranchero, entertained with a barbecue, all participating in the parade and program.

## Circus Saints AND Sinners' Club

By FRED P. PITZER  
(National Secretary)

NEW YORK, April 6.—We recently visited the Australian Waites, whip snappers and boomerang throwers. Billy Waite is a very sick man. Write him at the Hotel Mansfield Hall. Sinner Doc Knapp, of the Dexter Fellows Tent, has been appointed a lieutenant colonel in Georgia. We were lucky in having two of our members at the Big Show's quarters at Sarasota, Fla. Sinner Bill Dun, an exec of the show, and Edwinston Robbins, representing Pic, came back with glowing accounts of the show. The blue and red big top, the improvement of the air-conditioning, the newly painted silver cars and the Alfred Court animal act will startle the circus lovers, they say. Dedication of the Dexter Fellows memorial will take place at the New Britain (Conn.) Cemetery April 24. A special train will leave the Grand Central Station at 12:10 p.m. and the services will be held at 4 p.m. This will be followed by a banquet at the Hotel Burritt. The train will return to New York at 9:15 p.m. Over 100 members will make the trip.

Sinner Art Pierson is now president of the Calico Food Products, Inc. Jack LeVan, the explorer, visited the other afternoon and stated that he was readying a trip from Fairbanks, Alaska, to the Argentine. He will take movies along the way preparatory to lecturing next winter. Members from the Buffalo Bill, Lillian Leitzel, W. W. Workman and Will Rogers tents will trek to Hotel Astor to attend the John Ringling North luncheon April 10.

Lillian Leitzel Tent, Jim Schonblom, press agent: "Five of us will trek to New York to the John Ringling North initiation. Then we will go over to the Big Show. Flash: Just had a wire from Al Butler, received by Art Haggarty, our Mighty Watson contact man, and it looks as if the Big Show was planning to show here (Bradford) in June. If so, that will mean a big Saints and Sinners party. Hugh Grant returned from the Southland to enjoy some real winter sports. Prexy Lew Mallory is down at his winter home in Pinhurst. Jack McDowell is in the thick of a primary fight, so I doubt if he will be with us this trip."

We want to thank Mabel Stark for that beautiful photograph of herself autographed to the Circus Saints and Sinners' Club. It will find a prominent place on the walls of the tent.

Thru the efforts of Sinner James Strobridge, the Strobridge Lithographing Co., of Norwood, O., donated a 16-sheet and a 24-sheet poster, mounted on canvas, to the Dexter Fellows Tent for its John Ringling North initiation. Several of the executives of this organization will attend.

In answer to inquiries, the Dexter Fellows monument was made by the Rock of Ages Co. and the Meehan-Weld Monumental Works, New Britain. Any time after April 24 we would advise CSSCA-ers or CFA-ers who touch the New Britain cemetery on their tours to be sure to see this great piece of work of the sculptor's art.

## Peru Pick-Ups

PERU, Ind., April 6.—Terrell Jacobs Jr., infant son of Terrell and Dolly Jacobs, made his wild animal debut the past week when news and photo hounds saw the child seated on perch with Sheba, roll-over tiger.

Stated that plans are being pushed by Cole Bros.' officials and attaches to stage a circus performance and rodeo here April 28.

Harry J. McFarlan, equestrian director of Cole Bros.' Circus, and wife, wardrobe mistress, are here from Rochester, Ind., measuring props.

A zebra, property of Jacobs, was brought here by truck from the Milwaukee Zoo. Four new all-steel semi-trailers have been purchased by Jacobs to move cats and props. Trucks are beauties, painted red, with gold lettering, and will transport 40 crates of wild animals. In case of road accidents cats cannot escape, as structure of trucks has been especially built and designed. New props were used in moving Jacobs' animals to St. Louis for the Police Circus. (See PERU PICK-UPS on page 138)

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# Under the Marquee

By CIRCUS SOLLY

ERNIE WISWELL has returned to Erie, Pa., from Florida and is getting his Funny Ford oiled up for early still dates. Later he will play fairs.

ROXY FIBER will be at the Stadium Circus in Chicago with his floss machine and with Gene Weeks on tour with Cole Bros.' Circus.

HARRY MILLS, past three years on novelties with Cole Bros.' Circus, will have the candy stands with Mills Bros.' Circus.

AERIAL SOLTS, who played the Kiwanis Circus at Detroit and the Shrine Circus at St. Paul, have four more weeks of indoor circus dates.

ROY G. VALENTINE writes that Valentine's Aerial Romas were forced to cancel the Hamid-Morton Shrine dates at Buffalo, N. Y., and Altoona, Pa., because of salary differences.

BUD E. ANDERSON'S CIRCUS will make its first appearance in McPherson, Kan., this year. Date is April 16. John D. Foss, advance agent, made preliminary arrangements.

PEDRO AND LUIS, who were at the Alpine Village, Cleveland, for three weeks, are now at the El Commodore Club, Detroit, and from there will go to the Sax's, Detroit.

FRANK PETERS and wife, who had concessions with Kay Bros.' Circus, will manage Sea View Rink at Salisbury Beach, Mass., this summer. Peters is a brother of William Ketrow.

HENRI (SADIE) WESTIN, drummer, formerly with Schell and Zellmar Bros.' circuses and now in Minneapolis, plans on trouping after remaining off the road several seasons.

GEORGE KING and wife and son will soon leave Alexandria, La., where King has been employed at the City Park Zoo

this winter, to join Russell Bros.' Circus. King will be Side Show manager.

CHUCK AND SLIM DALTON were at the Campbell - Fairbanks sportsmen's shows as one of the feature tank acts in Boston, New York, Detroit, Indianapolis and Buffalo.

J. M. (MARTY) YATES, contracting press agent with the Parker & Watts Circus last year, will contract the country newspapers and handle radio with Cole Bros.' Circus.

HARRY WILLIAMS and wife had a chicken dinner for the Kenneth Waite Troupe when it played the Shrine Circus at Lansing, Mich. In the party were 35 performers and Shriners.

GAY PURDY, formerly with Ernie Wiswell's Funny Ford act, is working night clubs out of Dayton, O. He was at the Erie, Pa., Moose Club week of March 25. Purdy expects to be with the Wiswell act again for the fairs.

SLIVERS JOHNSON was the featured clown in the Bill Blomberg Rodeo and Thrill Circus at the Coliseum, Columbus, O., March 29-31. He went from there to Indianapolis to participate in an indoor circus.

ERNIE SYLVESTER and wife have returned to Clyde Beatty's Jungle Zoo at Ft. Lauderdale, Fla., from a fishing trip to Key West and St. Petersburg, Fla. In the latter city they visited at the home of Doc and Mrs. Partello.

CHARLES SMITH, old-time Ringling animal man who is with the San Diego (Calif.) Zoo, is now in Africa and will bring back a cargo of animals. The zoo has two big gorillas, presented by Martin Johnson and wife, Osa, several years ago.

PERCY (ABE) RADEMACHER, clown, who worked Florida spots all winter, has left for the North to play the Shrine Circus at Indianapolis and the Chicago Stadium Circus, after which he will join Jimmie Lynch and his Death Dodgers. It will be his second season with Lynch.

PETE AND FLO MARDO, for many years with leading circuses, have been engaged by the Massillon (O.) Country Club to operate the grill, kitchen and dining room. They will live in quarters at the club. Pete has been operating a service station in Massillon since 1938.

A NUMBER of circus musicians were in the audience when "Red" Bird's Washington High band played its annual concert at Massillon, O., March 29. "Red" formerly played with Frank Simon's Armco Band and the Cincinnati Symphony.

WHEN THE JIM WONG TROUPE played the Los Angeles Orpheum Theater week of March 27, Phil Escalante had the members thereof at his home for a Mexican dinner. The Escalantes will leave the Coast soon to join Cole Bros.' Circus. Jack Grimes has already left.

MRS. JACKIE WILCOX, for the past eight seasons in advance of Seal Bros., Russell Bros. and the Bud E. Anderson circuses, will not be on the road this season, as she is connected with the act booking department of the Vic Allen Theatrical Enterprises, Kansas City, Mo.

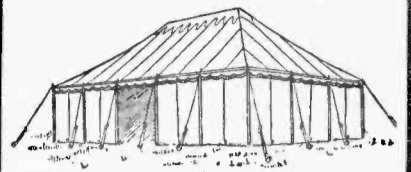
THIRTY YEARS AGO on May 27 the Ringling Bros.' Circus played Johnstown, Pa., according to the "Thirty Years Ago" column in *The Johnstown Tribune* of March 12. Clarence E. Pflifer, of that city, says it will be exactly 15 years on May 25 since the Big Show exhibited in Johnstown.

L. B. GREENHAW, with Cole Bros.' Circus, was in Cincinnati last Friday and Saturday, contracting the city for May 5 and 6. Show will again be on the Fourth and Smith streets lot. Max Fletcher is the other Cole contracting agent.

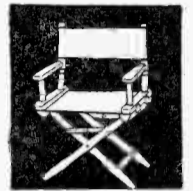
CLYDE WILLARD, of the Ringling-Barnum advance, who suffered a heart attack several weeks ago, is improving. He is located at Greenville, S. C., instead of Greenville, N. C., as mentioned in last week's issue. His address is 2809 Bun-

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combe road. Letters from friends will be appreciated.

A PRIZED possession of Clint W. Finney, of Aurora, Ill., is a crumpled letter from William F. Cody (Buffalo Bill). It is believed to have been the last communication penned by Cody, who was an intimate friend of Finney. The picture, *Gerontimo*, which was at the Tivoli Theater, Aurora, recently, brought to Finney's mind many of the exploits of Buffalo Bill.

H. BARROWS recently visited Bud E. Anderson's winter quarters in Emporia, Kan. He says the show has five new semi-trailers and three baby elephants. Anderson's new Hollywood saddle is reported about 80 per cent silver, mounted on black leather. It is on display in a downtown store window. Barrows says the advance started billing in Emporia April 1.

JAMES J. WHITE, former clown, promoted an indoor circus for the Boy Scouts in Attleboro, Mass. House was sold out for the matinee and evening performances. Outstanding acts were the Cloutier Sisters, yodelers; George Leary, emcee, and juggling and magic, and Mitchell Pion, clown. White has been contracted to promote another show.

IN THE ARIZONA DAILY STAR, Tucson, March 30, George Hall had an interview with Jacob A. Wagner, a past president of the Circus Fans' Association, who has been in that city for his health. The interview concerned not only Wagner but the CFA and its aims and purposes. Wagner is improving and expects to return to his home in Des Moines, Ia., soon.

MARION WALLICK'S knife and whip acts were one of the features at the sportsmen's show at the YMCA, Dover, O., March 28-30. Among other acts were Chief W. L. Collier, bait caster, and the Shooting Mansfields. The acts which appeared at the Cleveland and Akron sportsmen's shows will be at the Columbus show for nine days this month. Wallick was in charge of the Eagles' convention program at Hotel Dover, Dover, O., April 6.

THERE is a line (in boldface type) at the bottom of that section of the Ringling-Barnum newspaper advertising referring to the Alfred Court animal acts which, Solly is afraid, will not set so well with other animal trainers, including those previously with R-B. The line reads: "A sight that makes all other wild animal trainers feel like nincom- (See Under the Marquee on page 138)



SEE PAGE 5

### WANT

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# Taps for Circus, Unless---

By F. A. SULLIVAN

ALL deference to Frank (Doc) Stuart and his "Hey Rube," to William Judkins Hewitt and his "Baggage Stock" and to all who have said their sincere bit, in tribute, at the demise or "Final Curtain" of C-I-R-C-U-S in *The Billboard* for these past many, many months. More the pity that circus managements are still groping, with the obvious so apparent to all but them!

I remember Oscar Babcock's first appearance as a "trap-loop" rider with the Gaskill Shows in San Antonio and the star-studded cast of that show's great Roman Stadium, which included Joe LaFleur, Steiner Brothers (aerial triple bars), Prince Youturkey (slide for life) and others equally tops. That's been many moons ago.

I remember the golden age of Norris & Rowe, the two Gentry shows, Sells-Floto, 4-Paw-Sells Bros., Barnum & Bailey, Ringling Bros., John Robinson 10 Big Shows, Carl Hagenbeck Wild Animal Show, Great Wallace Shows, Gran Circo Trevino (Mexico and Texas), Yankee Robinson and others of equal brilliance, all of which I almost revered and each of which cost me nights of sleep awaiting their early-morning arrival in the freight yards at or before dawn on circus day. Yea, I even played "hookey" from Sunday school to sit in the rain and watch the 6, 8 and 10-horse hitch of the baggage, property, pole, canvas and parade wagons (and those were the days of "matched teams") proudly yet effortlessly pull their loads from yards to lot—yea, I even went 10 blocks out of my way, en route from school to home (daily and afoot), weeks after a show's departure just to look and wonder at the size and depth of the bull herd's tracks left indelibly in the mud on the lot on circus day.

I never missed a performance, a tear-down or a loading at the runs, regardless of weather, and most times had to work and save weeks ahead to make my admission, plus a red lemonade and at least one cone of fresh-roasted, honey-coated pop corn (all wrapped in pink oil paper). Years later I was at Alfredo Codona's wedding in San Antonio to his second ill-fated wife, and also to Bombay's on the same day. I have raised lion cubs for Clyde Beatty's fighting act and Hugo Zacchini has done my portrait. I mention these things only to show that I am circus-minded and just one of thousands who today lament the terrible bungling which has brought our most cherished amusement institution to its very knees in shame and disgraceful failure.

### Why

(1) Modernization of the circus in the wrong departments, with retention of the old ideas in places just as wrong.

(2) Much could be said for the parade, but we mean parade as the five Ringlings did it when they featured tableaux of the nations, and most certainly we do not mean parade of the poverty and spiritless morale of the average current gasoline get-up.

(3) I must necessarily include the "policy" which has failed to recognize the import of "big name promotion" in performer, band and trainer. To me this is one of the most serious "overlooks," and one has only to review the Blitzkrieg advance of Sonja Henie in a field of UNKNOWN amusement enterprise to realize just how powerful is the press and its relation to public when properly processed with the right material. And the public is so thoroly trained today to follow "name promotion" that it cannot even be expected to "budge" without it, regardless of the field.

(4) The public's complete lack of understanding of the art and ability required to achieve the perfection it is witnessing in practically every act of the modern aerialist, equilibrist, tumbler, gymnast and other performers who make

**EDITOR'S NOTE—**The author of this article is a former director of San Antonio Zoo Park and a real circus lover. He hopes he has not trampled on toes and run amuck with the sensitive feelings of the harassed. He assures us that such was neither his objective nor intent. He greatly regrets the present status of the circus and all it means to so many, from trouper to townier.

"There is so much, to me as well as others, impressively wrong that we would like to see righted," he says, "that I could not appease the impulse to try to constructively criticize and maybe even cry on the shoulders of those who are responsible for taking away a most vital and irreplaceable source of real enjoyment."

up a top-flight circus program—and its consequent inability to appreciate them and to thrill to them as it does today to a football, basket ball or tennis game. And the public relations department of the circus does nothing to remedy the situation, either before, during or after circus day! Would encouragement and fostering of gym work in schools be asking too much? Think of prize contests and the many other inducements which could do inestimable duty toward making the younger set more appreciative and thereby more circus-minded, which it is a cinch they are NOT today.

(5) Many other minor defects are so obviously in need of correction that it seems folly to mention them, but we cannot refrain from mentioning lack of courtesy to the public, a more substantial front to the public, less sameness in performance and presentation, an entire relegation of the silly antiquated type of newspaper advertising copy and, certainly, a new crew of press agents who have a more accurate understanding of public pulse and a higher regard for public intelligence and city desk. A bank roll that can afford to take the bad as well as the good and that can afford an occasional new wagon, plenty of gold leaf, mirrors, good horseflesh, Belgian saddlery and harness, and all the other things which are so important toward giving the show a real chance to live up to what Mr. and Mrs. Circus Public have been taught to expect in luxury, spectacle and the unusual from horse tents to performance.

### Public's Respect Lost

The circus needs an intelligently directed, honest and financially able groundwork, motivated by the same will and unflinching optimism, by the same sense of greatness and the same integrity to circus ethics as lifted the one-time "big one" to what it was and what we all are terribly afraid it or any of its past contemporaries will never be again.

The public is too fed up with news of stranded troupers, bankrupt gasoline caravans and starving animals to have any respect for CIRCUS or its management, and unless the miracle of CAPABLE AND EXTRAVAGANT MANAGEMENT is somehow performed, there's sure to be "taps" for the circus—very, very soon, air-conditioning, streamlining, unionizing and what have you notwithstanding, to say nothing of the "Save-the-Circus" propaganda.

Imagine a press agent running an article in San Diego, Calif., papers last year to the effect that a circus coming to town had as one of its greatest features "the largest living and only adult gorilla in captivity," when every child and grown-up in that town is fully aware that in his own San Diego Zoo he not only has two gorillas in captivity but two much larger and finer than the one he read about.

Now I ask you: How can such wholly unjustifiable asininity in promotion possibly hope to achieve anything but contempt? And I quote this one incident just as an example of what a circus has to resort to in order, those in charge misguidedly think, to get the customers or create a desire on the part of the customers to partake of its product.

berts, please. And let's give them the build-up they're entitled to—on fashion pages as well as press pages.

Let's see a combo elephant and zebra act and last, but not least, for God's sake, let's have a menagerie or let's forget it; and also, please, fewer hook boils on the bulls!

Let's drop the "cheapening effect" of giant rag banners monopolizing the whole interior of menagerie tents, exploiting, of all things, a "masterbaker" auto, and instead, if we can, let's have an expertly groomed stable of Liberty Lippizans, or the biggest bull caparisoned and howdahed and "jang-belled" exactly as they do them in Delhi—or anything else that is interesting or educational and NOT so ghastly irrelevant in that spot.

Let's cut some or most of the reeking antiquity out of clown alley antics and go Hellzapoppin, or anything but midget fire department and rag giraffes.

I'd like to see the town's comely drum "majorettes" leading the spec and, for the utmost in distinguished local interest, I'd have every debutante in town spotted, costumed and perched in an open howdah in that same spec. Boy, how that would "sing" in the news and pictures of the day and how the debs would eat it up if they were properly sold. (Or maybe they'd take floats or horseback.) And with the combination of "Legionnaire" and deb, there'd be no chance of snobbery or high hat, since both classes of citizenship would be represented.

### Summing up:

- More "NAMES" to be MADE!
- More HORSES—and better.
- More GLAMOUR in all departments.
- More CIRCUS.
- More INTELLIGENT NOVELTY.
- More MUSIC, named and famed.
- More ANIMALS.
- More COURTESY.
- MORE GOLD LEAF—and GOLD BRAID.
- More BEAUTIFUL GIRLS AND COSTUMES.
- More PEP.
- No more GASOLINE FUMES.
- No more ASININE PUBLICITY.
- No more PARADES OF POVERTY.
- No more EXECUTIVE GRUMPS.
- No more ANTIQUATED ADVERTISEMENTS.

### A Few Suggestions

Give us three rings and two stages, or two rings and three stages, but give us a show.

Give us horses and more horses, from baggage to high school, but horses.

Give us the glamour, the pep, the Americana and the old story of a better (maybe a bigger and better) circus mouse-trap and we'll burn a trail back to the white or the red ticket wagon—and we'll all bring our friends.

Give us "Rockettes" in military, eye-filling movements, in color spots.

Give us a midget bare-back act on the Shetlands.

Give us back our steam calliope and some of Hagenbeck's really trained wild animal acts.

Give us something in place of much-played acts just for a change.

Give us 40 elephants when 40 are advertised, and let's have more and more principal riders.

We'd even revel in Aurora Zouaves (and a Congress of the Riders of the World if it weren't saved for the concert).

We'd like to see a thorobred six-horse hitch of Clydesdales and one of Percherons hitched to a swell turnout of a float (a la Swift or Budweiser) and maneuvered and driven in real teaming style.

And what with the great revival of interest in bicycles among the young folks everywhere, I don't know but that Oscar Babcock's Loop and Leap as a finale would hold the audiences in their seats today just as Zacchini did in past years.

Also, there's no modern combination of appeal that can beat a pretty girl on a prancing steed, so more Dorothy Her-

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J. D. COOK, Ketchum Hotel, TULSA, OKLA.

# R-B Start Unusually Large

## Running Order As Caught at Opening Performance

(Continued from page 3)

especially Court, completely subordinate themselves to their jungle charges, which is somewhat of a new wrinkle in this country. The subjugator, if he could be called that, in view of his reputed horror of cruelty to animals, works with a small pole and whip and moves about noiselessly and without any of the dramatic-fervor gags aimed at audience milking. His props are in blue, red and silver motif and he himself appears in cream uniform and helmet with maroon trimmings.

Other new acts, billed as first time in America, are the Ritters, comedy acrobats; Elly Ardely, solo spot over center ring, trapeze performer whose top tricks are a monopod stand and head balance; Douglas Whyte, center ringed with ponies and basketballing dogs; Rola Rola, Brazilian foot balancers; Lopez Trio, casting troupe working with a leaper's trick; Adrianna and Charly, center-ring trampolinists; the Akimotos, Oriental acrobats, jugglers and balancing artists; the Wolthings, perchists, and Roberto de Vasconcellos, known as the Visconte Ponte da Barca, featured in the menage and dressage display with his multiple-gaited equine, Belmonte, supplemented by the high-school horse numbers of Los Aserveras-Konyot Troupe, Czechoslovakian equestrians.

New to the show but veterans around the fair-park circuits is the Albani troupe, high aerial gymnasts working on bar and trap suspensions from a super-structure, featuring a captive, revolving motorcycle moving around a latticed saucer. Turn has also been known under the name of its leader, Reilmut. Eric the Great, high polist, assisted them momentarily on their ascension. Great Yacopis, for several years featured springboard troupe, came thru with a new one, a five-man high formation produced by means of a balancing prop held by the middle mount.

Fred Smythe is in charge of the Side Show, succeeding the late Clyde Ingalls.

### New and Imported Acts

#### Spec

In all the years that this reviewer has been catching Big Show premieres at the Garden this year's spec marks the first time within memory that there has been a radical change made in the production of the show's curtain-raising display. Even last year's loudly ballyhooed streamlining of Charles LeMaire as applied to the spec as well as the show itself was at best a brisk cleaning of old furniture. There seems to be some of the old furniture, to carry the figure further, in the new spec, *The Return of Marco Polo*, but there is a minimum of stuff taken down from the Sarasota garret. This spec for which Max Weldy, of *Folies Bergere* fame, receives entire credit is colorful, packed tight with cultivated taste and appropriate production ideas and as bereft of what has come to be called the circus touch as Big Boss North's tails and gold-headed evening baton. Something rather novel is prologuing of spec by a symbolical procession and tableau on Stage One. There are several unusually appealing novelties in the queue of items, including a dragon grotesque and Oriental palanquins.

#### Alfred Court

Under the major billing of Alfred Court there is presented in a half hour's running time a most interesting array of wild animal pacing routines in the three rings. Court runs the works in the center ring and in the companion end rings a conglomeration of wild and domestic mammals is paced by May Kover and Frederic Olsen; their work being almost identical. Court is not the spectacular, breathless type of wild animal showman. But his results are

in several respects far more effective than many of his predecessors in the Big Show center ring because he overwhelms by the terrific array of animal flesh—quantitatively as well as from the thrill angles. It is not often that even the "biggest show on earth" can present an act that fills the three rings and calls for a chef's salad of lions, black bears, polar bears, tigers, jaguars, leopards, Great Dane dogs, pumas, panthers and some giant ocelots thrown in. Not only does Court and his colleagues mix these naturally unfriendly animals but there is woven into the 30-minute offering plenty of stunting, effective tableaux that are tastefully and ingeniously lighted and fearless maneuvering with the beasts by the three trainers. One of Court's highlights bits is that of using a leopard as a neckpiece and promenading about the cage with non-chalance.

#### The Great Fernandos

The leaps this year are performed by a group of young fellows who might or might not be doubling from various acts in other displays and might or might not be derived from or identical to last year's Pilades Troupe. It is impossible for a reviewer who wants to stick to front-of-the-house observing to tell. Leaving that for the gods to settle, the boys yclept Fernandos are fast, graceful workers and make a nice impression especially because they are spotted early in the show. They use thin air and later two bulls as hurdles.

#### Mlle. Elly Ardely

The Ardely lady is comely, graceful and daring. And she possesses a brand of showmanship that reflects training in cafes as well as under canvas tops. She is spotted as the centerpiece of the aerial ballet. Works on a single trap without a net. First presents a series of straight trap stunts, then works on a chair, balancing on the backlegs, then on a single ladder and takes the first bows with a knee-balance stunt climaxed by a hanky pick-up. The thrill wind-up is a headbalance. Gets an added boost in audience appreciation by her iron-jaw descent.

#### Massimiliano Truzzi

The bright and particular star of this year's show—regardless of what is done about it by the Ringling-Barnum press department—is this Truzzi feller with the forbidding first name. He is a showman par excellence and about the only one we can remember in recent years to match him in ability to sell in the Garden center ring is Con Colleano. Truzzi is imposing in physique, carriage and visual personality. He is sensational as a painter of effects, flourishes and all the big and little things that go towards selling a performance. Juggler he is an excellent one. We have seen far better soloists but none that sell as well as this dynamo of pep. He works with an attractive girl assist and so magnetic is his personality that when he worked we felt for the first and last time that premiere evening that the center ring was not too far away from the excellent seat in which we sat. Truzzi employs what looks like scepters, combos of knives, pellets and spheres; balls and sticks; saucers, sticks and ball—and then into his finale of having the audience participate in the stick and ball stunt. This is an old and good idea in theaters but entirely new to our gaze in circus and a swell idea. With this gesture alone Truzzi reduces the size of the Garden by at least half. That's how it felt to us anyway. He winds up juggling three torches in a blacked-out arena. He received the best hand of the show—and worth it to say the least.

#### Douglas Whyte

This is one of about 14 acts exploited as appearing first time in America with

the Ringling show. Probably act wasn't quite set at this hastily put together premiere—hastily because of brief tenancy of Garden occasioned by hockey game conflict. However, all that was revealed was several fleeting stunts by ponies and then a basketball take-off by what seemed to be eight bull terriers, evenly divided in costume get-up and apparently trying during their scuffles in the center ring to shoot a balloon into one of the two baskets. Unfair to comment in too much detail on this turn. It will probably shape up as one of show's better items when it is properly routined.

#### Mei Fu

The Oriental gent billed as the Great Mei Fu is evidently one of the Akimotos, who are reviewed below. He is the sole protagonist of Display 10 and climbs in Malay fashion a taut rope at about a 45-degree angle running from the south end of Stage 2 up to the second balcony on the 50th street side. He climbs halfway up and slides down backwards. A neat stunt and well received.

#### Rola Rola

This billing belongs to a mixed team that works in Display 11 in the center ring. Man does greater load of stunting on a pyramid-like rigging not so very high above the ground cloth. Takes a long time on board balanced on a cylinder, rocking back and forth and rolling from side to side of the flat top. Winds up with various balancing stunts with the swarthy woman, still being balanced on the board and cylinder.

#### The Wolthings

In the same display with the Rola Rola team and working in Ring 3 are the two men and girl forming the Wolthing Trio. They perform exclusively on a metal scaffold or ground perch. Their balancing stunts are staged on a bicycle and they manage to crowd a good deal of action in a small space.

#### High School and Menage Acts

This is the first time in years that there has been a radical change in personnel and routine in the show's high-school horse display. The change is for the better not because of the superior high-school horsemanship (this year's definitely not being superior) but simply because the show has at last thrown out of the window a lot of fossilized blah that had died years ago but waited until this year to be buried. The premier riding is done by Roberto de Vasconcellos on his mount with the moniker Belmonte and the Aserveras-Konyot Troupe of Czech-Slovak dressage masters. A well-staged interlude is the period number, *An Afternoon in the Bois*, which serves as the opening and provides a novel touch with display of open barouches and the like. For about 10 minutes Vasconcellos gives an exhibition in the center ring on his ebon steed. He is a splendid horseman but those whose images still hover over the arena from mental camera clicks of years ago need not fear extinction. Interesting part of this display is stunting by three riders in center ring dressed in glorified Arabian costumes. Nice clean horse work here.

#### Adrianna and Charly

In Display 13 are two new aerial turns, Adrianna and Charly and the Lopez Trio. Former work in center ring on a trampoline with heavier load of activity carried by the serio-comic man. Girl works solo, too, but straight. Pair also works in linked combos. Nicely received.

#### Lopez Trio

The male trio works over stage one in a low flying and casting routine. Two of the stuntsters are identically dressed; the third does a light comedy twist in rube habiliment. The flying is neat and fast.

#### Albanis

An aerial apparatus act well known in fairs. Works about 60 feet up on a contraption consisting of a tilted saucer on which is a captive motorcycle. Male rides the motor bike, a girl balances on an arm projecting from the bike, a man defies gravity on the arm's middle and a girl does trap stunts from the very end of the arm or crane. The cycle is later released from the track but still attached to its crane, with various members of the company balanced

\*DISPLAY 1.—INAUGURAL PAGEANT, Max Weldy's *The Return of Marco Polo*.  
\*DISPLAY 2.—ALFRED COURT'S MIXED WILD ANIMAL GROUPS, assisted in the other rings by May Kover and Frederic Olsen.

DISPLAY 3.—COMEDY ACROBATS, Bell Trio, \*Ritter Troupe; Dean, Bardo and Paul troupes did not work this performance.

DISPLAY 4.—LEAPING, Great Fernandos.

DISPLAY 5.—AERIAL BALLET, featuring \*Mlle. Elly Ardely; Belmonts, Fioretta Troupe, Palmeros and, Melbourne; all feminine.

DISPLAY 6.—MASSIMILLIANO TRUZZI, juggler.

DISPLAY 7.—ELEPHANTS, worked by Walter and Evelyn McClain, Bobby Warriner and Ericka Loyal.

DISPLAY 8.—HUBERT CASTLE, tight wire.

DISPLAY 9.—DOMESTIC ANIMALS, \*Douglas Whyte, ponies and dogs; Ernest Firth and Dan Gorton, sea lions; Estelle Butler Clark and Ericka Loyal, Shetland ponies.

DISPLAY 10.—\*MEI FU, foot slide.

DISPLAY 11.—AERIAL AND PERCH, \*Rola Rola, Ed and Jennie Rooney, the Davisos, Albert Powell and \*Wolthing Troupe.

DISPLAY 12.—MENAGE AND DRESSAGE, \*Roberto de Vasconcellos, \*Los Aserveras-Konyot Troupe, Ella Bradna, Norma Humes, Tex Elmund and others.

DISPLAY 13.—BARS AND CASTING, \*Adrianna and Charly, \*Lopez Trio, Iwanows.

DISPLAY 14.—BAREBACK RIDING, Cristiani Troupe.

DISPLAY 15.—ARTURO (Arthur Trostl), high wire.

DISPLAY 16.—LIBERTY HORSES, worked by Tex Elmund, Tommy Cropper and Gordon Orton.

DISPLAY 17.—\*ALBANIS, aerial gymnasts.

DISPLAY 18.—TEETERBOARD AND ACROBATS, \*Akimotos, Great Yacopis, Orfans, Gauchos, Picchianis.

DISPLAY 19.—FLYING RETURN, Concellos, Randolls, Comets.

DISPLAY 20.—HIGH JUMPING HORSES, Bobby Steele, Ann Hamilton, Roberta Warren, Norma Humes, Hilda Voorhees, Robert Thomas.

DISPLAY 21.—HIPPODROME RACES, racing sulkies driven by G. A. Raby and Anna Marsh; Roman standing by Andrea Gallagher, Estelle Butler Clark and Ethel Winton; chariots driven by Margaret Garner and Otto Gordon.

\*Imported or new.  
Note—Jennie Rooney, cloudswing, and Wolthing Troupe, triple trap, were sandwiched between spec and Display 2 owing to delay in shifting wild animals thru the pens to the cages.

Note—PARADE OF THE FREAKS followed the Court cage numbers, taking up the slack during dismantling.

NOTE—CLOWN STOPS-WALK-AROUNDS-RUNAROUNDS between displays.

Credits—Costumes for spec and *An Afternoon in the Bois* (menage) and other production displays, by Max Weldy, Paris. Liberty Horse harness by Barras, Paris. Saddles, bridles and harness by Hermes, Paris; Hubert Bontems, Ghent, Belgium; H. Kauffman & Sons, New York; Carletti, Rome, and R. E. Fennell, Lexington, Ky. Shoes by I. Miller and Laray Boot Shop, New York. Special wardrobe by Brooks Costume Co., New York. Program, Joseph Mayer, Inc., Publisher, New York. Music by Merle Evans and his Ringling-Barnum Band.

Injury—Right side of face of Alfred Court was severely lacerated Friday afternoon by the same leopard which killed his snow leopard day before. Court appeared in cage that evening with a big plaster beneath the eye.

in precarious ways midst the din of gun shots. A showmanly act that might not play well under canvas because of physical limitations.

#### Akimotos

An Oriental troupe of two men, a boy, a woman and a wisp of a child. Balancing and juggling are the backbone of the act and the highlight and finale has one of the men balancing a ladder of eccentric shape while one of his male colleagues performs typical Oriental contortions on its rungs. Act works in center ring of Display 18.

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# The Corral

By ROWDY WADDY

DIAMOND TED LEWIS says he has received a prize show dog, Rusty, from Samuel Davis. He will use the dog in his shooting act.

K. E. BURLEIGH heads the committee surveying opinion of business and professional men as to whether rides and other entertainment concessions will be permitted to operate during the annual rodeo in Glendive, Mont., under auspices of Glendive Rodeo Association.

TWO of the Texas ranch girls who took part in the rodeo at Southwestern Exposition and Fat Stock Show, Fort Worth, Tex., in March have been invited by Col. J. R. Kilpatrick to take part in the 1940 Madison Square Garden Rodeo in New York. Girls are Anna Belle Edwards and Margaret Owens.

LOUIS TINDALL is the latest Fort Worth, Tex., rodeo performer to become a night club manager. He operates the Black Cat nitery there. For part of the floor show, during the recent Southwestern Exposition and Fat Stock Show, Tindall had his performing horse, Lad, do his act. Rube Roberts, former champion bulldogger, operates several taverns and night clubs in Fort Worth.

JUANITA GRAY, cowgirl trick rider, was awarded the contract to provide the trick riders and ropers at Cheyenne (Wyo.) Frontier Days this summer. Among those who will participate are Chester Byers, Frank and Bernice Dean, Earl and Veledeine Strauss, Polly Mills, Jean Allen, George Marshall, Weaver and Juanita Gray. The Grays plan to make the T. E. Robertson rodeo at Shreveport, La.

BEVERLY HARTNETT & CO. and Col. Bill Noble were among features at Columbus, O., Rodeo and Thrill Circus in the Coliseum at State Fairgrounds March 29-31. Miss Hartnett received good newspaper publicity in advance of the three-day event, which was directed by Bill Blomberg, of Gus Sun office. Publicity included a three-column picture in *The Columbus Dispatch*, and Noble was the subject of a lengthy interview.

RODEO, Wild West and Thrill Circus at the Coliseum on State Fairgrounds, Columbus, O., on March 29-31, under VFW Post auspices, drew about 25,000 to three night and one matinee performance. Show was booked with Al Rauer, producer, by the Gus Sun Booking Agency, with Bill Blomberg as arena director. About 35 events were on the program, with 25 head of stock on hand. Jelly Bean Duke and clown troupe proved popular, as did Captain Seline and his troupe of Cossacks. Others on the program included Capt. Lucky Chance, Colonel Blomberg's Alaskan Huskies, Capt. H. H. Hill's elephants and Imperial Kouban Cossacks.

DIXIE WILLIAMS, who will play one more week of school dates in Tennessee before heading for Cleveland, recently visited the Adams-Monnett Rodeo Co., Greencastle, Ind., and caught its first show of the year. Unit worked Mule Day in Greencastle and clicked. It was a four-day show and a large crowd turned out. Two performances were given each day except Mule Day, when four were presented. Billy Crosley, advertising and publicity man, also does trick shooting. Among features was Shirley Adams, 10-year-old trick roper and rider, Pete Adams announced. Chip Morris and his wonder horse, Black Fox, were popular. Mrs. Morris does trick riding, and Pearl Byron presents her ropes and bull whip act. Roster includes: George V. Adams, owner-producer; Mrs. George Adams, secretary-treasurer; Cliff Monnett, co-owner of stock; Mick McHarry, arena director; C. L. McLaughlan, advance agent; Frank Henderson, sound truck and pick-up man; Cherokee Hammonds, clown; Alice Adams, bronk rider; George Daniels, bronk and steer rider and bull fighter; Doc Blackstone, bulldogger and bronk rider; Tuffy Grant, bronk rider; Ken Boen and his trick horse, Tony; Mrs. Ken Boen, Pee Wee Morris, Ralph Clark, Eddie Guy, Bobbie Smith Hack Tolan, Jack Beeble, Harry Butler and others.

WAR AND other causes are expected to have a disastrous effect on the Alberta, Can., Stampede circuit this summer, according to word from that sector.

Among the missing will be the Lethbridge Stampede, which in former years had been timed with the local exhibition. Both shows have been canceled for the duration of the war. There also is a possibility that the MacLeod Stampede will not be held, altho the matter has been taken under consideration by the MacLeod Board of Trade, which is attempting to prevent the cancellation. Event for years has been operated by MacLeod Stampede Association, a privately-owned organization, with directors coming out on the right side, while giving the public a popular show. They prefer not to continue the show on the old basis, however, believing the show should be operated as a community enterprise, MacLeod is said to have one of the most complete stampede plants on the Alberta circuit. It is generally felt in MacLeod that it would be a mistake if the show set-up was dismantled and sold, hence the demand that the show be continued under the regular set-up. Raymond and Cardston plan to conduct their Stampedes as usual, but the veteran Ray Knight will not be the director, as he has resigned. Herman Linder again will manage the Cardston date.

RODEO held in connection with Houston Fat Stock Show and Exposition, March 23-31, altho encountering a couple of days of rain, played to bigger crowds and grossed more money than last year. Stock from World's Championship Rodeo Corp. was used and 169 contestants were entered. Cash prizes, to which entrance fees were added, totaled more than \$10,000.

Top money of \$605.60 went to Everett Shaw. He totaled 83.1 seconds for tying down four calves during the nine-day event. Second place went to Buck Sorrels. Ray Matthews was third, and Clyde Burk, fourth. Consolation prize, \$35 pair of cowboy boots, went to Homer Pettigrew.

James Kenney is believed to have set a calf-roping record with a 15-second fall. Foghorn Clancy handled the publicity. Other officials were W. A. Lee, and Frank Y. Dew and Reese Lockett, managers and arena directors; Joe D. Hughes, W. B. Warren and Tom Booth, committeemen; Dan Hines and Earl Theode, judges; John Jordan, announcer; Mrs. John Jordan, arena secretary; Mrs. Nellie Harleston, office manager, and Nat D. Rodgers, advance ticket sales. Contracted performers included Junior Eskew, Buff Brady Jr., Estelle Clark, Vivian White, Vaughn and Gene Creed, Margie Turk, Bill and Alice Greenough, Mary Keen, Lucille Richards, Blanche McBee, Alice Sisty, Jeff Reaves, Bob Murray, Eddie Curtis, Tom Hogan, Cecil Henley and Jake McClure. Jimmie Nesbitt sustained only slight injuries altho twice trampled by bulls, while Alice Sisty suffered a cut lip in her automobile jump. Lawrence Melton was slightly cut when charged by a bull.

Finals: Bareback Bronk Riding—Chet McCarty; Frank Finley and Kid Fletcher split second and third; Paul Carney, Brahma Bull Riding—Kid Fletcher, Fritz Becker; Elmo Walls and Jimmy Hazen split second and third. Consolation Albert McEuen. Steer Wrestling—Dave Campbell, Hub Whiteman, Everett Bowman, Hugh Bennett. Consolation, Rusty McGinty. Saddle Bronk Riding—Gerald Roberts, Fritz truon, Bart Clennan, Vic Schwarz, Paul Carney. Bulldogging—Kid Fletcher, Fritz Becker; Elmo Walls and Jimmy Hazen split third and fourth.

## Lewis Bros. To Open Latter Part of April

JACKSON, Mich., April 6.—Fifty men are at work in quarters of Lewis Bros.' Circus here preparing for the season's trek, which will start the latter part of April.

Ten modern buildings are in quarters and house horses, elephants, camels, trucks, etc. On the second floor of the bull barn are sleeping quarters for some of the workmen. The Lewises have a 10-room house on the winter-quarters site.

## Mills Fixes Prices At 35 and 25 Cents

TALLULAH, La., April 6.—Price of admission to Mills Bros.' Circus will be 35 cents for adults and 25 cents for children.

Jerome E. Smith, superintendent, is finishing a fine cookhouse truck. All trucks are being overhauled and painted red.

Manager Jack Mills will use pictorials

and dates for billing. Jimmy DuBoise, brigade agent, arrived from Monroe, La., where he wintered, and is lining up paper for the advance.

Shorty Ware, midget clown, arrived from Grand Rapids, Mich., and is getting clown numbers and props ready. A five-piece band will be in the side show. Harry Mills will have the candy stands. C. C. Smith and John Willander were recent visitors to the show.

## Tom Mix Back to Films

HOLLYWOOD, Calif., April 6.—Tom Mix is going back to his first love—motion pictures. The vet circus operator, after turning down a Ringling concert offer and denying he had any plans which would involve his heading his own show, said he has formed a company called Tom Mix Productions, which will make six pictures, starring him, annually, for independent release.

## BIG SHOW-UNION TANGLE

(Continued from page 42)  
ing in New York City on April 5," the statement read. Agreement will be retroactive to the opening date and also stipulates that any dispute which may arise shall be referred for arbitration to the Hon. Frederick E. Crane, former Chief Judge of New York State Court of Appeals, "and that his decision shall be binding."

"Many circus employees other than performers have asked AGVA to represent them as their collective bargaining agent in negotiations with the circus, but AGVA has taken no action on this matter," the statement concluded. This is interpreted as a veiled hint by AGVA that it is interested in non-performer coverage, tho its outdoor jurisdiction in general was eliminated by Jean Muir, Mr. Haddock's predecessor, but picked up by Mr. Haddock as soon as he took office. To some observers it does not add up with a letter sent by Four A's President Frank Gillmore to AFL President William Green in which Mr. Gillmore, writing in behalf of the Associated Actors and Artistes of America, parent of actor unions, said: "My international board has instructed me to inform you that the AAAA has no intention of organizing workers in the circus and carnival fields other than performers, and that it hereby relinquishes any claim of jurisdiction which it may have had over workers in these fields other than performers."

In a formal statement on the subject Mr. Whitehead said, "It is difficult to reconcile the most recent newspaper statements of President Gillmore of the AAAA to the effect that the AGVA, one of the AAAA subordinate unions, is claiming jurisdiction over the miscellaneous workers in the outdoor amusement fields," in view of Mr. Gillmore's letter to William Green. The AFL's executive council granted a charter to the circus-carnival union on February 19, about a month after Mr. Gillmore's letter to Mr. Green.

Members of Mr. Whitehead's union claim that they have been discriminated against by the circus management "because of their union membership and have been replaced by 'First-o'-Mayers' brought up from Florida as a 'union-busting' measure." The union charges that "employment of these 'First-o'-Mayers' brought up from Florida as a 'union-busting' measure." The union charges that "employment of these 'First-o' Mayers may jeopardize the public's safety and, consequently, may reflect discredit upon the entire circus and carnival world to which the union members belong."

Workers' union attempted to bring Mayor Fiorello H. La Guardia into the picture by dispatch of a letter to him Wednesday by Mr. Whitehead which read: "I know of your interest in re circus dispute which we had in 1938 and I am sorry to report to you that a similar situation will arise this year judging by the attitude of Ringling Bros. and Barnum & Bailey Circus. This corporation is raising technicalities that cannot be determined until after the show opens, as an excuse to spar for time to destroy our organization. This unfair attitude of John Ringling North has prompted our membership to take drastic action. In the interest of the public, we are appealing to you to intercede to get North to sit down around the conference table before the circus opens to find a solution to offset any inconvenience to the public such as happened in 1938. (Picket line in New York and eventual closing

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of show in Scranton, Pa., June of that year.—Editor's Note.) We depend upon your good offices to bring the parties together, which we have not been able to do."

One of the technicalities appears to be Mr. North's insistence that Mr. Whitehead show proof of majority membership, but this the union refuses to do, claiming that "when the time comes to talk of a closed-shop contract, then we will present proof of our membership."

Whitehead, with pickets and picket signs ready a few days in advance, threatened to call a strike if a conference were not agreed to by North by mid-afternoon of yesterday. North reportedly did not even acknowledge the ultimatum. Herbert Thatcher, counsel for the union, yesterday dispatched a letter to Ringling counsel Leonard Bisco, of Newman & Bisco, setting forth a new procedure as follows: "In the interest of averting a strike, the executive board has authorized Mr. Whitehead to make this final proposal: The circus is presently obligated to rehire no one (prop men, etc.), to expend no moneys, to make no disarrangement in any of its present plans as to the putting on of the show. All that is required to do is to agree to start negotiating at a certain day, such day to be not later than April 10. This is the absolute limit to which the union can go. If this is not acceptable the union will be forced to call a strike and commence picketing." The union asked for an answer to this before 5 o'clock yesterday.

# History of Famous Parade Wagons

By ROBERT D. GOOD\*

FROM the early wagon show days down to the day of the modern railroad circus, the great free street procession, commonly called the circus parade, has been accepted as an integral part of our American life. In no other country in the world has the circus parade attained the splendor and magnitude it once presented to our American public. The only thing to faintly approach their magnificence is the procession given periodically by the wealthy Indian potentates and maharajahs.

The elaborately carved, gold-leafed bandwagons, tableaux and allegorical floats, drawn by 4 to 40 finely matched equines, were easily the most impressive part of the circus parade. From 1920 to 1930 the circus parade had all but vanished from our American streets, because, with few exceptions, most shows enjoyed such good patronage that the parades were dispensed with. Modern traffic conditions were also conducive to the elimination of them.

In the last decade, however, the general depression all over the country changed the picture to such extent that many circuses and Wild West shows were forced out of business thru lack of patronage. A few of the remaining circuses revived the parade, and there is no doubt that the revival was a decided stimulus to the circus business, as the youth of America never had the privilege of witnessing a real circus parade.

To make these parades possible, a great many of the old wagons were literally dug out of obscurity in winter quarters yards and other places, and a great deal of patching, repairing and refurbishing was necessary to make them again serviceable and presentable. Some of the wagons were so badly rotted that it was impossible to repair them.

The oldest and most widely traveled is the old Forepaugh bandwagon built in 1878 by the Sebastian Wagon Works of New York City for Adam Forepaugh. This wagon was in continuous use longer than any other wagon, having been with Forepaugh, Forepaugh-Sells Bros., Barnum & Bailey, Ringling Bros., Ringling-Barnum, and was last used as the No. 1 bandwagon in the Hagenbeck-Wallace parade in 1934. This wagon was also used at the head of the Barnum & Bailey parade in all the countries where that circus exhibited on its European tour.

On the European trip the famous 40-horse team drew this wagon at the head of the parade, driven either by Jim Thomas or Jake Posey. It was with this wagon that Posey drove the 40-horse team when it tore the corner out of a "pub" in King's Lynn, England. The accident probably never would have occurred if Tom Lynch, boss hostler, had been riding ahead of the team as he usually did on a short turn. The leaders were for a time out of Posey's sight as they turned the corner. The street Posey turned into was barely wide enough for the four horses abreast, and being paved with concrete, the team started to crowd and slide around. The man at the brake became excited and made

(\*The writer is greatly indebted to William Woodcock, veteran circus man and elephant trainer, for much of the information in this article.)

matters worse by jamming it on. Posey called to him to loosen the brake but it was too late and the right front hub of the wagon struck the "pub." It being a frame structure, the whole side came out, carrying with it a lot of women who had been viewing the parade thru windows. Luckily no one was injured. George Arlington squared the damage for 30 shillings.

Several seasons later Posey again visited King's Lynn with the Buffalo Bill Wild West Show and dropped in to see the proprietor of the newly named Forty-Horse Inn, who said that the bandwagon accident had brought him much extra business. By a strange coincidence the proprietor's name was James Bailey.

On another occasion Posey drove the Forepaugh bandwagon with the 40-horse hitch thru the streets of Paris from 1 p.m. until 9 p.m., with only one short stop to rest his hands. This stop was made while he was feted in the Mayor's office and presented with a medal from the city. As a result of this drive Posey's arms and shoulders swelled to such proportions that it was necessary to cut his uniform off him. Posey is now 76 years old, hale and hearty, and lives in well-earned retirement in Baldwin Park, Calif.

Another old bandwagon built by Sebastian in 1878 for the Forepaugh Circus was the St. George and Dragon, later rebuilt by Moeller Bros., of Baraboo, Wis., and since known as the Lion and Mirror. Used by Forepaugh for many years and later by Ringling Bros.' Circus, it was still later acquired and used by George Christy in his Christy Bros.' Circus parades. This was one of the wagons that Zack Terrell and Jess Adkins got from Christy and used as the No. 1 bandwagon in their Cole Bros.' parade from 1935 to 1937. Fred Seymour told the writer this wagon is so full of dry rot that it is beyond repair and its tramping days are over.

The Golden Age of Chivalry float was built in the '80s for Barnum & Bailey by

Sebastian and was used by it many years. It was in the line-up of the famous Barnum & Bailey parade of 1903.

The allegorical floats, Mother Goose, Cinderella and Old Woman in the Shoe, were also built by Sebastian in the '80s for the Forepaugh Circus. They were with Barnum & Bailey, Buchanan's Robbins Bros., and graced the parades of Cole Bros. in the last few years. These little floats, drawn by pony hitches, were a great delight to children.

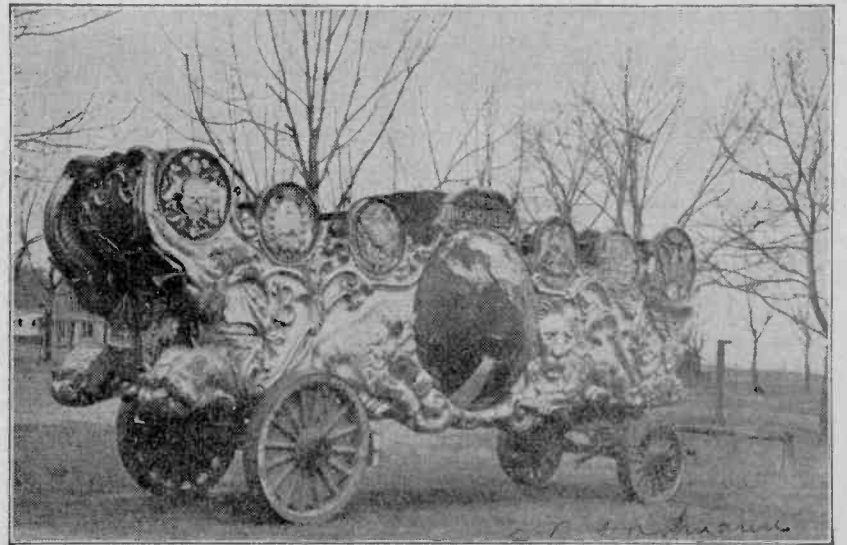
The Carillon Chimes or Bell Wagon, an unusual piece, was built by Moeller Bros. in 1892 for Ringling Bros.' Circus. It was later rebuilt and was one of the features of the 1934 Hagenbeck-Wallace parade.

One of the largest ever built was the Great Britain bandwagon, built in the '90s by Moellers for the Ringling circus

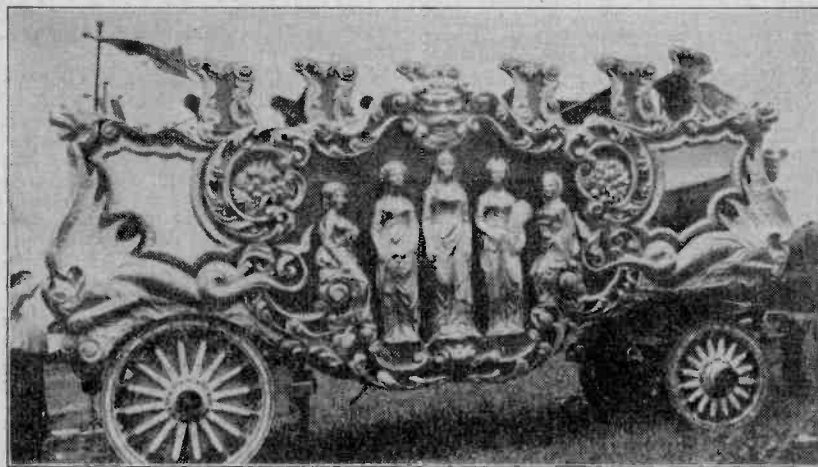
and used with that show many years, by Ringling-Barnum in 1919 and 1920, by Walter L. Main (Downie) Circus in 1924 and last by the 101 Ranch Wild West Show from 1925 to 1931 as the No. 2 bandwagon.

The big United States bandwagon was made by Moellers in the same decade for the Ringling circus and was used by it and Ringling-Barnum until the parade was discontinued. This is the only old bandwagon retained by Ringling-Barnum. It can be seen at the Sarasota winter quarters.

The Columbia bandwagon was another Moeller product of the '30s, made originally for the Ringling circus. From 1908 until 1918 it was with Barnum & Bailey, where it was used as the side show bandwagon, with P. G. Lowery and his Ethiopian Troubadors riding atop. Ringling-Barnum used it in 1919 and 1920 and it was later sold to George Christy. Terrell and Adkins got this



TWO HEMISPHERES BAND WAGON, the only wagon ever carried with a circus for sole parade use. It was used for the last time on Cole Bros.' Circus in 1936—at Des Moines, Ia., for one day only.



THE OLD NO. 1 FOREPAUGH BAND WAGON, the oldest and most widely traveled parade vehicle. It was last used in the Hagenbeck-Wallace parade in 1934.

wagon from Christy and used it as the No. 2 bandwagon in Cole Bros.' parade and as side-show property and ticket wagon.

The Russia tableau was a Moeller wagon built in the '90s for Ringling Bros.' Circus. In 1919 and 1920 it served as the clown bandwagon on Ringling-Barnum. It was later with King Bros., Gentry Bros., Walter L. Main and Buchanan's Robbins Bros.' Circus in 1930 and 1931. Terrell and Adkins got this wagon from the Hall farm at Lancaster, Mo., where all the Buchanan equipment had been sent at the end of the 1931 season. The Russia wagon is still at the Rochester, Ind., winter quarters of Cole Bros.' Circus.

George Christy at one time had many old bandwagons in his possession, having bought them from Ringling-Barnum shortly after that show discontinued parading. The old Swan bandwagon was one of the largest ever built. For many years it headed the Forepaugh-Sells Bros.' parades and later was used by (See Parade Wagons on page 74)



AMERICA, tableau, which was on Cole Bros.' Circus from 1935 to '38.



LION AND MIRROR BAND WAGON, which was formerly known as the St. George and Dragon. Cole Bros.' Circus used it last in 1935.



## 3-House Flesh, Revised Tabs On Deck for Hamid M-D Pier

NEW YORK, April 6.—Act bills in its three theaters and a new wrinkle in price structure have been announced for Hamid's Million-Dollar Pier, Atlantic City, by Operator George A. Hamid. Third house in the string, heretofore given over to movie oldies, will go the way of all flesh. In-the-blood presentations will add up with the circus at end of pier. Band policy in Ballroom of States will be the same as previous years.

Under consideration by Hamid and his general manager, S. W. Gumpertz, due to arrive in AC on May 1, is a new two-price schedule for midweek and week-ends holidays instead of the three or four shingles which have prevailed heretofore. Understood there may be a slight gate reduction. Kid tab will be the usual two bits.

Hamid announced concession book-

ings, including Gilbert (World's Fair) Noon, two shooting galleries and an archery, also a sportland; Esther Rubin, roller rink, with floor show planned, and exhibits from State government agencies, closely linked by his operation of State fair, Trenton. Idea based on selling the Skeeter State to the U. S. via pier traffic.

Hamid said the bathhouse, included as part of one-admission idea, is being greatly enlarged with almost double accommodations, outings are on the up and a bright season is expected. Hamid's son, George Jr., will assist Gumpertz.

### Riverside Is "Sold" In Exposition Exhibit

SPRINGFIELD, Mass., April 6. — A novel note in park merchandising was struck here on Monday when Riverside Park opened a special exhibit at Chamber of Commerce Forward Springfield Exposition in Municipal Auditorium. Event, a feature of the 50th anniversary of the chamber, got plenty of drum-beating. Practically all exhibitors being industrialists in business for many years, Riverside went in as the baby industry. Edward Carroll, new owner of the park, saw possibilities of seeing about 50,000 people during the four days and nights and knocked off fine space.

Riverside's art director built a replica of the new entrance and had in relief a large architect's drawing mounted and framed, ribbons running from locations on the map to a large table where miniatures symbolic of park features were displayed. An attendant was in charge and wide distribution of blanks was made in a contest to name the elephant just acquired. Director Carroll and lieutenants, Tommie Morrissey and Harry Storin, were on hand to line up clam-bakes and picnics.

A break in weather has allowed park work to progress rapidly. Concrete for the new front has been poured and soon it will be seen by traffic on the highway between Springfield and Hartford. An architect has prepared plans for modernizing the midway.

### Long Beach Spot Expanding

LONG BEACH, Calif., April 6.—Good business in 1939, first year of operation for Virginia Park here, justified the operating company's large expansion program which is now under way, said Manager H. A. (Pop) Ludwig. Park operates 52 weeks a year. It now has under construction a Sports Way, including an outdoor ice-skating rink and elaborate bowling center with 24 alleys. Rides are being added.

Best Sales Service has an entirely new chandelier type of lighting effect which the management feels will be a big dance hall business stimulant.



S. W. GUMPERTZ, who will again be general manager of Hamid's Million-Dollar Pier, Atlantic City, is due to arrive for the summer season on May 1. The widely-known showman and President George A. Hamid are considering a new two-price schedule for mid-week and week-end holidays and there may be a small gate reduction. Manager Gumpertz will be assisted by George Hamid Jr.

## Changes in AC Agitated To Up Crowds and Biz

ATLANTIC CITY, April 6.—The Easter invasion apparently again brought home the need of Boardwalk rest spots, many visitors complaining that there are too few places to sit down. Many civic leaders oppose return of Boardwalk benches, holding that it would tend to attract the "wrong type of people." However, Major William Casey, commissioner of streets and public highways, was quick to express approval, urging that benches be returned to the Walk.

Others declare that the city should give more attention to leisure of tourists and localites, mindful that other resorts make a feature of "seating" patrons. Boardwalk merchants and showmen express the belief that giving people more opportunity to relax would make the city more attractive as a resort. Moving crowds here, as business people have found, are not buying crowds as a rule. Travel on the Walk, both pedestrian and roller chair has been stepped up considerably in recent years, observers say. It is felt that leisurely atmosphere (See CHANGES IN AC on page 134)

### Des Moines' Riverview Aims At Special Events, Dancing

DES MOINES, April 6.—Major improvements in Riverview Park here this year, said Manager Irving H. Grossman, are a new ballroom to accommodate 1,000 couples and sweeping changes in picnic grounds, which it is hoped will attract larger groups and make entertainment more complete.

Several large special events and picnics never before held in the park have been booked, indicating a swing toward more and heavier traffic in the special events department. National Moose conclave, expected to attract 10,000 to Des Moines, has been booked for an outdoor barbecue.

### Carlin's Baltimore Spot To Have Added Attractions

BALTIMORE, April 6.—Three rides and funhouse are to be new attractions in Carlin's Park here, scheduled to open its season on May 5, said Owner John J. Carlin. Special attention is being given landscape features and workmen are refurbishing old attractions.

Indications are that turnaway crowds will attend on April 7-9, he said. On those dates the Orioles, park hockey team which drew heavily during the past winter while winning the championship of Eastern Amateur Hockey Association, will play Detroit for the United States championship. Other successful winter attractions in the park were ice skating, boxing, wrestling and roller skating.

OCEAN CITY, N. J.—With seasonal rentings well ahead of previous years, this resort expects an unusually good summer. Construction will soon begin on a series of jetties which engineers believe will prove effective in prevention of erosion.

## Old Fort Wayne Center to Ennis; Plans Big Outlay

FORT WAYNE, Ind., April 6.—West Swinney Park here, known as Trier Park for the past 20 years, has been leased by the city park board to Frank Ennis, Fort Wayne, who will continue to operate the spot as an amusement park and plans to use the name of West Swinney Park.

Manager Ennis, who was given a one-year lease with option of four more years, has been engaged in amusement business 42 years. For 20 years he operated a Whip and game concessions in Trier Park and previously was in Fort Wayne's old Robinson Park 11 years. He was connected with amusement enterprises in Detroit before coming here.

Extensive plans have been made for alterations to cost between \$12,000 and \$15,000. There will be construction of new buildings and remodeling of old ones in preparation for opening, tentatively set for the week of May 20. Municipally operated pool will be free to swimmers except for locker and towel fees. Construction of a comfort station near center of the park at estimated cost of \$2,500 will be a major improvement. Another \$2,500 will be spent on repair of the Roller Coaster, operated by Public Amusement Co., New York, owner also of the Funhouse and Swings, which are to be remodeled and painted.

Manager Ennis plans to lease space for erection of a roller rink. Dance hall is being demolished but a new building may be substituted for it later in the season. Other improvements will be lunch and confectionery stands, three picnic shelters, soft-drink building, construction of white stone walks and complete lighting of the park.

## Eastern Spots Line Up Flesh Schedules

NEW YORK, April 6.—Most Eastern-Canadian parks with a free-act policy are about set for their season's layouts. Among them are Playland, Rye, N. Y.; Enna Jettick, Auburn, N. Y.; Sea Breeze, Rochester, N. Y.; Roseland, Canandaigua, N. Y.; Riverside, Agawam, Mass.; Pallsades, N. J.; Olympic, Irvington, N. J.; Belmont, Montreal; Paragon, Nantasket Beach, Mass.; Kenywood and West View, Pittsburgh; Coney Island, Cincinnati, and White City, Worcester.

Enna Jettick, with W. B. (Bill) Haefner at helm, is giving special attention to act bills by employment of announcer-exploiter. Riverside, highly touted under new management of Ed Carroll, has selected season's bills with emphasis on week-end names. Olympic, Henry Guenther's playground, will continue its circus policy. George C. Tilyou's Steeplechase, Coney Island, will probably also resume with one-ringer. They're George Hamid bookings.

### Good Weather in Dallas Brings Out Fair Park Ops

DALLAS, April 6.—Taking advantage of good weather, operators in Fair Park here opened rides and concessions recently and did good week-end business, said State Fair Secretary Roy Rupard.

Ray Stinnett's Kiddieland opened more than two weeks ago and Sammy Bert's skating rink and concessions are doing good business. Preparations are under way to open the soft-ball park. Charles Maxwell's miniature golf course has been open in the day time and he expects to remain open for night play soon. McFall's shooting gallery is getting under way and Morris Harris is preparing his jitterbug palace at Riorita for opening. Museums on the grounds have been crowded during the past few week-ends.

Plans are being pushed for an open-air operetta in the band shell. Jake Shubert and Sam Gerson spent a week here in connection with this feature.

### Richard Lusse Joins Eyerly

SALEM, Ore., April 6.—Appointment of Richard F. Lusse as eastern representative for Eyerly Aircraft Co., was announced on March 27 by Abner K. Kline, sales manager. Lusse is a former member of Lusse Bros., Inc.

## Tumino Again Pilot Of K. C. Fairyland

KANSAS CITY, Mo., April 6.—John Tumino, who has been reappointed manager of Fairyland Park here by Victor and Mario Brancato, owners, served his first year as manager last season after several years as ballroom manager and general assistant. As park manager, he has put the spot in the black, it is said.

He announced the park will open on May 11 with added modernizing. At least one name band will play the open-air ballroom weekly, with location bands alternating.

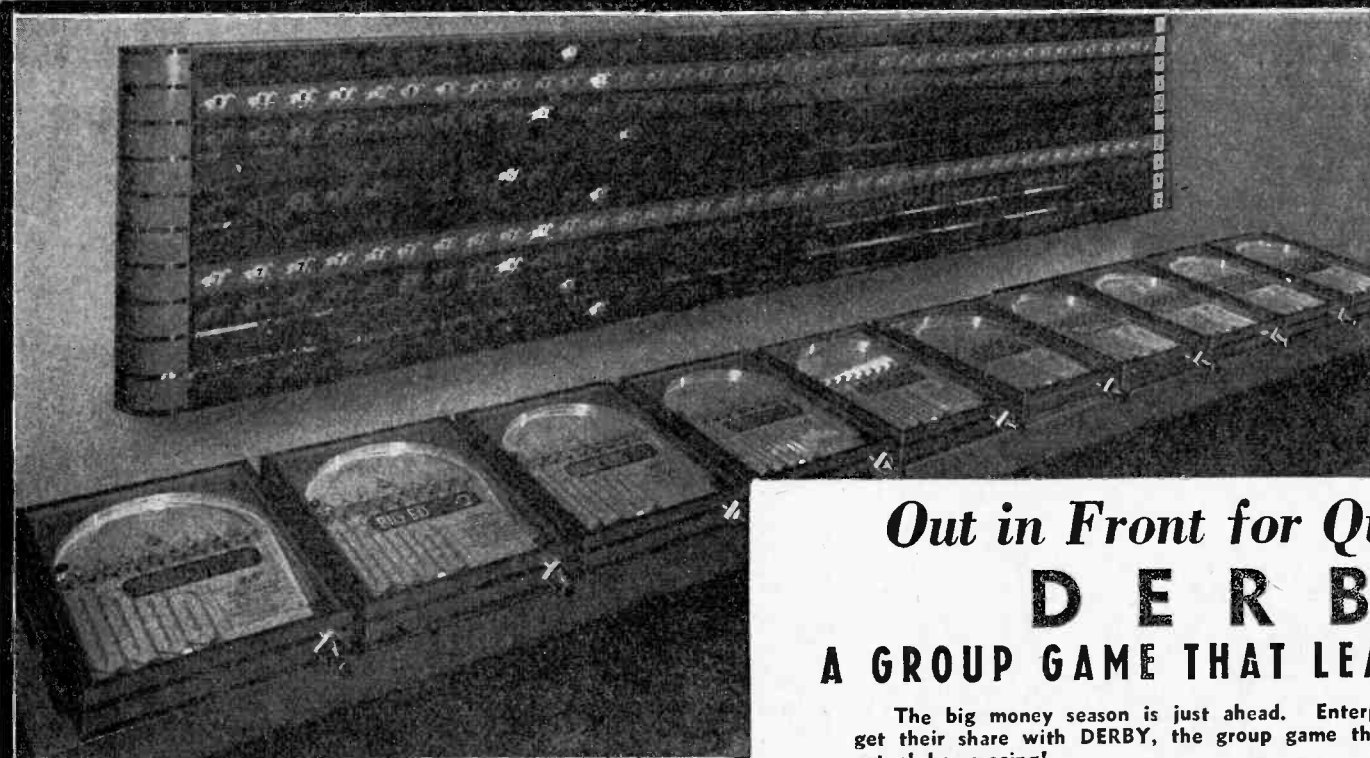
Manager Tumino is co-operating with Parent-Teachers' Associations in presenting school picnics, all dates being taken from May 11 to June 1. It is planned to bring out organizations of the city for political picnics and rallies.

### Galveston Bill Extensive

GALVESTON, Tex., April 6.—This is Splash Day at Galveston Beach, with a program for operation of concessions until Labor Day. Season events will be most extensive in history of the beach, said John W. Young, general manager of Galveston Beach Association. More than \$1,500 in cash and merchandise awards were announced for today and Sunday with special events and fireworks. In addition to progress for a \$2,000,000 pleasure pier thru RFC support, a move is well under way for construction of a four-lane super highway from Houston.



X-RAY POKER GAME stand operated by Harold Gorman on the Boardwalk at Wildwood, N. J. Gorman is readying the spot for the new season.



A 10-unit DERBY installation ready for operation. DERBY'S snappy color combinations, famous horse names, and easy, faultless operation gets AND HOLDS players for hours at a time. 1,000 games are possible in a 12-hour day!

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## American Recreational Equipment Association

By R. S. UZZELL

The widow of the late Will White, of Norumbega Park, Playland, Rye, and Acushnet Park, New Bedford, Mass., and also the first secretary and one of the organizers of the New England Park Men's Association, has turned poetess after having kept "A Rendezvous With Death." Only Mrs. Danny Bauer, of our fraternity, can tell of Dorothy's long suffering. How this frail little woman ever endured so much is beyond our comprehension.

It will be remembered that Mr. and Mrs. Danny Bauer took the two children and Mrs. White into their own home and cared for them during the illness and funeral of Will and further until a home could be obtained for them. Like parent birds, Mrs. Bauer and Danny plucked the down from their own breasts to make a comfortable home for these who were in need. Their kindness and sympathy to the distressed lives on and has inspired this poem:

### A SHRINE TO FRIENDSHIP

(Dedicated to Mr. and Mrs. Bauer)  
In my heart there is a shrine,  
Just for you, dear friends of mine,  
Built on faith and loyalty,  
Truth, kindness and honesty.

Nothing can remove this shrine,  
The symbol of souls so fine.  
Loving thoughts will always reign;  
Grateful memories remain.

Your friendship has stood the test.  
With time, change, you gave your best.  
Many share life's merry way,  
But few share its weary way.

When with sorrow my heart bled,  
Many things were left unsaid.  
With tender, quiet kindness,  
You saw thru human blindness.

A truth so worth revealing,  
I do not lack in feeling.  
Knowing you has made amends,  
Losing these fair-weather friends.

They were tinsel; you were gold.  
Your goodness was manifold.  
Suffering was not in vain;  
My adversity brought gain.

The splendid name of Bauer,  
To me, means "Friendship's Flower."  
Your affections, deep of range,  
Like God's love will never change.

In this shrine within my heart,  
You will live and ne'er depart.  
No time, no space can efface  
This temple that is your place.

—BY DOROTHY GALLAND.

(Her maiden name)

Others of her poems that are gems are *I Had a Rendezvous With Death*, *Sonnet to Dream Mothers* and *The Miracle of You*. Mrs. Bauer can tell how and where Dorothy's poems can be obtained. We can cheer and encourage her by manifesting an interest in her work. How fortunate that she did not despair! Only from the crushed grapes do we get the finest of wines. Let us hope that we may get her to appear on the next New England park men's program and put the life into some of her work as none of us could do. Like the brilliant glow of the maple tree in autumn, Dorothy's declining years are to be the brightest. Let us give her a cheering hand.

### Darling Near Williamsburg

Otto Wells writes that he had his first white Easter at Ocean View, Norfolk, Va. He has been there 40 years. It got so cold down there that he had to stop all outside work.

It is reported that Frank W. Darling will become a gentleman farmer down in Virginia. He has owned a Virginia farm many years. It is not a great way from Williamsburg, where he did such splendid work in the old Virginia Capitol City restoration. The work is progressing with a greater appropriation for 1940 than for any previous year of the work. Frank W. will surely be glad to be near, where he can see dreams come true.

PHILADELPHIA.—In a tie-up with Station WPEN, Philadelphia Zoo has further exploitation facilities in a weekly radio program. Program, provided by zoo officials, is called "Jungle Journal," giving news and highlights of activities at the Garden and presenting guest speakers. Show is designed to bring the message of the zoo's features directly to homes.

## X-Ray Poker Games at Many Eastern Resorts

NEW YORK, April 6.—Scientific Machine Corp.'s X-Ray Poker Games will be spotted at numerous Eastern parks and resorts this season, according to President Max D. Levine. Two new outfits are being installed in Asbury Park for Arthur A. Seger, dean of amusement ops on the Jersey seacoast. Layout destroyed in Steeplechase, Coney Island, fire is being replaced.

Another Coney installation, 48 games, will be for Nat Faber, who also operates in the Rockaways and Long Beach. Already operating on Surf avenue is the corner spot of A. Rapps. In New England X-Ray will be in action at Fox's new building, Revere Beach, Mass., operator being Abe Shore, who has overcome the handicap of blindness.

Other spots with the games are Ames' store, Old Orchard Beach, Me.; Mrs. Helena Fuller's stand, Hampton Beach, N. H.; Bernstein & Gugliotti's store, Long Beach, and Louis Rifkin's corner in Coney.

## Vets Return to Chippewa

CHIPPEWA LAKE, O., April 6.—Ray Ehret, vet concessioner in Chippewa Lake Park, back from Florida, is readying for opening next month. He will have pop corn, caramel corn, peanuts and taffy again, Mrs. Ehret assisting. W. A. (Doc) Kerr, Wooster, O., will again have souvenir and novelty concession. John Bast, formerly superintendent of Meyers Lake Park, Canton, O., will return with several concessions.

## Bisch-Rocco Installing Flying Scooters in East

CHICAGO, April 6.—Alvin Bisch, president of Bisch-Rocco Co., maker of the Flying Scooter ride, left this week for Pittsburgh to install one of the rides in Kennywood Park.

He will then go to Washington, D. C., to install a scooter at Glen Echo Park for Andy Anderson.

FORT WORTH, Tex.—Harry Jackson, Denver, reopened his snake pit in Forest Park Zoo here for summer. Opened last season, he now has 60 snakes.

## Long Island

By ALFRED FRIEDMAN

Amusement people are now firmly dug in, determined to complete their preparatory work by the end of the month, regardless of weather impediments. Rockaway evidently is undaunted by the failure of benefits from last year's New York World's Fair, for Rockaway Chamber of Commerce has just announced that \$6,500 is to be set aside for exploiting the community at Flushing fairgrounds.

Most inappropriate name: Short Beach, one of the longest stretches of beach on Long Island, exceeding in length the bathing area of Long Beach. Town-owned bathing beach at Smithtown is in tip-top order after considerable work. Rockaway Point, one of the nation's largest bungalow resort colonies, bans amusement concessions within its boundaries, and is considered one of the most promising regions for that purpose on the eastern seaboard.

Many of the beach concessioners will be found this season at Jamaica, Aqueduct and Belmont race tracks, with enterprises, as racing dates do not conflict with the beach season.

## Fishy Gift for AC Neptune

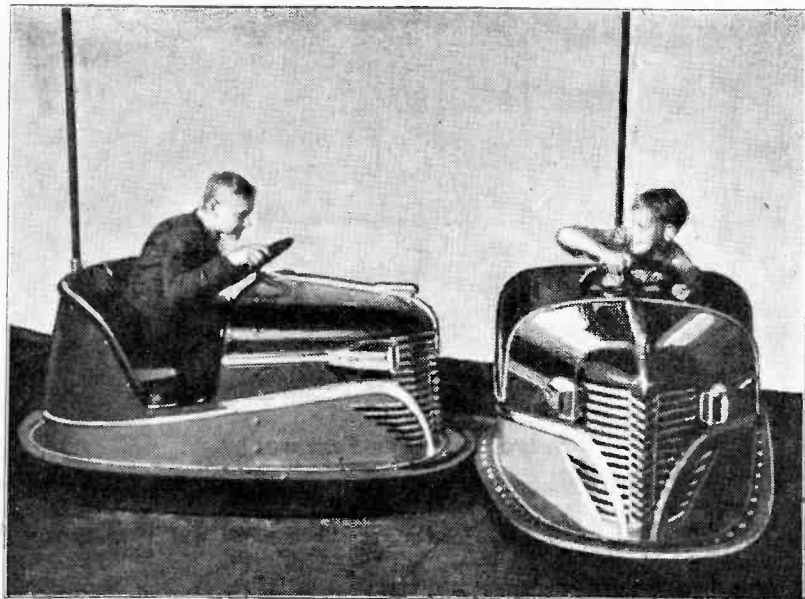
ATLANTIC CITY, April 6.—In seeking a pretender to the throne of King Neptune, who will lord it over Atlantic City Beauty Pageant early in September, Bennett E. Tousley having abdicated in favor of the pageant presidency, a novel suit is promised the chosen one to go with the usual dry-cleaned whiskers. The King Neptune costume will be made of shiny, nicely matched tarpon scales, gift of Mayor Ian V. Boyer, St. Petersburg, Fla., who has invited the local King Neptune to represent this city there at the Festival of States, week of September 25.

WILDWOOD, N. J.—In addition to construction of a new Boardwalk pavilion, Commissioner Benjamin C. Ingersoll said efforts are on to provide new steps from walk to beach.



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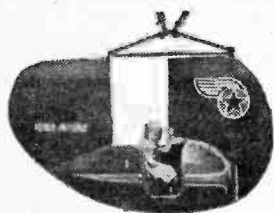
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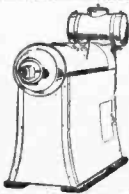
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 On the Jersey Shore Overlooking Sandy Hook, 20 Miles to Park Pier by Boat From Battery, N. Y.  
 Central R. R. of New Jersey Run Special Excursion Trains to Park.  
**WANT** Ferris Wheel, Tilt-A-Whirl, Octopus, Loop-O-Plane, Pony Track, Kiddie Rides, Speed Way Cars. Any Ride not conflicting. Fun House, Skating Rink. **CONCESSIONS**—Bingo, Wheels, Photos, Frozen Custard, Skee Roll, Pop-Corn, Hoop-La, Balloon Darts, Scales, Striker. Anything new and novel. **SHOWS**—Big Snake, 10-in-One, Illusion, Glass Blowers, Hawaiians. Any show of merit. Complete renovation of park, modernistic and streamlined. Rents reasonable. New five-wire organization. **FRED H. PONTY**, 507 Fifth Ave., New York, N. Y. Tel.: Murray Hill 2-0020.

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Fastest Money-Making Spot in the Country!

Here's the chance of a lifetime for a real money-making season. 60,000,000 people came to Coney Island last season—outdrawing the World's Fair more than 2 to 1.

1940 will be still better for the new LUNA PARK will be the show place of Coney Island.

Here are some of the crowd-getting attractions scheduled for LUNA PARK this year:

- ★ Name Bands in Ballroom
- ★ Finest Free Acts
- ★ Boxing Bouts Weekly
- ★ Swimming Contests
- ★ Scores of other Features

**NEW FEATURE: 10c gate redeemable in trade on anything inside the park!**  
**WHAT HAVE YOU TO OFFER?**  
**SPACE IS GOING FAST — SO WRITE, WIRE OR PHONE TODAY!**

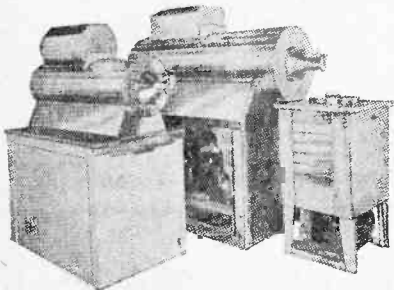
## LUNA PARK HOLDING CO., Inc.

Milton Sheen, Pres.

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## The Pool Whirl

By NAT A. TOR

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

Via Farley's Men

James Klarnet, press department head of St. George indoor plunge, Brooklyn, N. Y., writes about one of the most unusual stunts ever conceived for a swim pool. He types: "World's champion surf fishermen will pit their skill and talent against each other in a series of novel competitions. Ray Strom, South Shore Anglers Club and champion of the 1940 National Sportsmen's Show, and Bill Anderson, Astoria, 1939 Sportsmen's Show champion, will compete for Martin Samuels' trophy. Both anglers will 'fish' for their mermaid simultaneously so that element of active rivalry and competition will add interest to the show from point of view of participants and audience. St. George pool spectators' gallery which holds more than 1,000 spectators will open to the public at no charge. Champion women swimmers will act as 'human fish' and will be chosen from strong and able winners, competent to give champion anglers a spectacular tussle. Competition will be held on April 15-22."

New Swim Book

Frances A. Greenwood, instructor in physical education at University of Alabama, writes about a new reference book she has just published. To quote her: "It includes material gathered from 63 countries on 608 subjects, 10,000 titles and 19 languages. Book, which required nine years to complete, contains reference to swimming in Biblical times and traces subject to June, 1939. Volume also includes four appendices dealing with organizations promoting swimming, diseases and infections from water, drowning and pool construction and regulations."

Aquatic Tour

Sam Ingram, coach of Colgate swim team, with whom we spent some pleasant hours last December in Fort Lauderdale, Fla., scribbles: "Pan-American Sports and Physical Educational Association (See POOL WHIRL on page 130)

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MAY 26 TO SEPTEMBER 2

Can also use non-conflicting Rides. Have  
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 DAVID STONE, Nantasket Beach, Mass.  
 S. AMES, Old Orchard Beach, Maine  
 HAROLD GORMAN, Wildwood, N. J.  
 HELENA M. FULLER, Hampton Beach, N. H.

and hundreds of others who will sincerely tell you that X-RAY POKER is America's No. 1 Game.

**SEE THESE NEW INSTALLATIONS**

ARTHUR A. SEGER, Asbury Park & Pt. Pleasant, N. J. (3 outfits)  
 ABE SHORE, Revere Beach, Mass.  
 J. KRASNER, Lakeside Park, Denver, Colorado  
 LOUIS RIFKIN, Steeplechase, Coney Island  
 A. RAPPS, Surf Ave., Coney Island  
 NATHAN FABER, Boardwalk, Coney Island (4th outfit)  
 HAROLD GORMAN, Wildwood, N. J. (4th outfit)

These operators KNOW what X-RAY POKER means.

**YES! Responsible operators can actually buy X-RAY POKER Games on liberal terms. We'll finance you. That's what we think of X-RAY POKER. The down payment is your entire investment. X-RAY POKER does the rest.**

**THE PUBLIC LOVES X-RAY POKER**

Millions of nickels are spent each summer in the thousands of X-RAY POKER Games that are grossing top receipts everywhere.

**BE FIRST** in your territory. To be sure of Decoration Day delivery you must act NOW. We were obliged to turn away late-comers last season.

NOTICE: We are also the manufacturers of **KENTUCKY DERBY**, the Group Game sensation of the East. If you have the right spot, we have an interesting proposition for you. Write or wire for details.



**THE IDEAL CONCESSION**

No money leaks with X-RAY POKER. The coin chute and the cash box guard your receipts.

**SCIENTIFIC MACHINE CORP. 21-27 STEUBEN STREET BROOKLYN N. Y.**

**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.

*Asbury Park, N. J.*

By GEORGE ZUCKERMAN

Pre-season activity on improvements and introduction of new amusement features along the boardwalk here exceeds anything since 1929. Major changes under way include \$20,000 additions to Abe Ruben's Radio layout at Second and Ocean, where seating is being upped from 250 to 450, with new entrances on Ocean avenue, giving the spot frontage on two streets, a new departure for boardwalk concessions. Walters' Amusement, operated by Ike Harris and Harry Walters, is spending an estimated 10 G's beautifying and enlarging the flasher arcade. When completed it will occupy frontage on Ocean avenue as well as boardwalk.

Rod Ross and Bob Fountain, Wesley Amusement Co., are installing two new games in their block fronting on Ocean between Third and Fourth. Installations are pneumatic machine guns and indoor skeet shooting. Most noticeable trend in spread of amusement area is a promotion by Meran de Morjian, operator of shuffle-board set-up at Eighth and boardwalk, who recently acquired control of a square block on Ocean avenue between First and Second, where outdoor bowling and shuffleboard are being installed. Plans call for installation of 20 shuffle units and 10 concrete alleys.

Dave Tewel, who successfully inaugurated outdoor bowling on the boardwalk last season, plans to increase his alleys at Seventh and boardwalk from eight to 12 in number.

"Your name in headlines" craze, which got heavy play at the World's Fair and in Florida, is due to hit here within next few weeks with two installations along the walk.

Business outlook for the season finds the boys highly optimistic, based in part

**SWIMMING POOL OPPORTUNITY**

One of the three largest concrete, sterilized Swimming Pools in the world for only \$35,000. Present replacement cost at least \$140,000. Located within six miles of the best city of its size in America. Trading population 450,000. No other amusement or recreation park here. Terms \$11,000 cash, balance \$1,600 annually. You may furnish acceptable park equipment worth \$25,000 and purchase it for \$3,500 annually with no down payment.

**C. A. FRENCH** Box 1027, Charleston, W. Va.

**STREAMLINED ROCKET CARS**

Your Old Aeroplane or Circle Swing — Three of Our New Rocket Cars — a Modern New Ride. CIRCLE SWING AND AEROPLANES OUR SPECIALTY SINCE 1903.

TODAY AND TOMORROW—ROCKET CARS. CIRCULARS ON REQUEST.

**FROLICKING SCOOTA-BOATS**

1933-1940 — EIGHTH YEAR. All Fleets Still Operating at Original Locations and Showing Excellent Net Profits. INSTALL ON YOUR MIDWAY Where the Crowds ARE Instead of Attempting to Get Crowds to Isolated Body of Water Off the Midway.

**R. S. Uzzell Corporation** 130 W. 42d St. New York City  
 Since 1903. One Ride or a Complete Park. Largest Exporters of Amusement Rides and Equipment. Unsurpassed Facilities for Reconditioning and Rebuilding Used Rides.

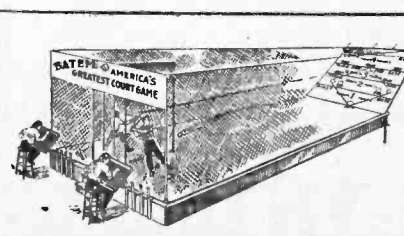
**U-DRIVE-EM MIDGET AUTOS**

"EVERYBODY RIDES 'EM"  
 ORIGINAL STURDY STEEL FRAMED CAR  
 PLENTY OF LEG AND SEAT ROOM FOR ADULTS  
 4 CIRCLE SWING H.P. MOTORS  
 BUILT TO STAND THE GAFF  
 EASY TO OPERATE  
 LOW OPERATING COST  
**Leo L. M. & Kenzie BODY WORKS.** WICHITA KANSAS.

**FOR SALE TUMBLE BUG**

Operated at New York World's Fair, 1939. Excellent Condition — Price \$2,500  
**PARK & BEACH SUPPLY CO., Inc.**  
 205 East 42d Street, New York City.

Tell the Advertiser in The Billboard Where You Got His Address.



**120,000,000 PEOPLE CAN'T BE WRONG. NO PARK IS COMPLETE WITHOUT A BATEM BASEBALL GAME**

AMERICA'S FAVORITE SPORT. Be the first in your territory to own one. Within reach of all at a New LOW PRICE. Gets the money all the year round. Made portable. Installed anywhere. Manufactured Exclusively by **JOE ARONOFF**  
 2935 Park Row, DALLAS, TEXAS  
**DON'T DELAY. WRITE TODAY.**

on sharp upswing in number of conventions booked for April, May, June, July and August. Number of conclaves is about double last year's 85 for same period. City officials are completing extensive boardwalk improvement program, with reconstruction of walk from

Convention Hall north to city limits. Installation of parking meters being carried out thruout the city and along the beachfront by city officials is being watched keenly by boardwalk ops, a majority of whom believe the devices will not seriously affect patronage.

# Cross-Section of Park Operations

## A Symposium From New Englanders and Others

ON MARCH 12, at its 12th annual convention in Boston, the New England Section of the National Association of Amusement Parks, Pools and Beaches introduced a new technique in the handling of discussions and addresses. Formal presentations of papers or oral speeches gave way to discussion from the floor of papers authored long in advance, bound in a 41-page job and distributed at the registration desk. This enabled delegates and others to digest the book's contents prior to the session, which was held in the afternoon, and to offer their ideas. Contributors in attendance at the convention were asked by the chair to enlarge upon their formal articles.

Principal advantage of the new idea was the elimination of long-winded papers and speeches. Each paper in the book averaged three standard, double-spaced sheets of material. The chair first gave a synopsis of the paper and then called upon the floor. This re-

sulted in lively discussion and interest which was sustained to the finish without an apparent letdown.

Cy Bond, sales manager of the Dodgem Corp. and a veteran of amusement park operations, conceived and directed the plan from start to finish, and as program chairman was also commentator and inspirational leader.

The following, presented as a symposium, represents condensation of papers in the book. Due to space requirements, many technical aspects as well as statistical passages had to be unfortunately eliminated. *The Billboard* believes, however, that the used portions will be found to be of wider general interest and the editing has been done with that in mind.

## ATTRACTIONS

### (FREE ACTS)

By **GEORGE A. HAMID**  
George A. Hamid, Inc.

A common mistake on the part of many is the delay in securing a program

## Program Head

CY BOND was born in Portland, Me. . . . Attended public schools there and then took special courses in Massachusetts Institute of Technology. . . . Worked for Portland Gas Light Co. from 1906 to 1910. . . . Head gasfitter for Quincy (Mass.) Gas Light Co. the next year. . . . With Lester Cleo, New Jersey gubernatorial candidate and fiery pulpitier, who was boys' work director of Quincy's YMCA, he started the American Boy Scouts. . . . The next summer he conducted a scout school for scout masters at Silver Bay, Lake George, under the International Committee of the "Y." . . . In 1912 he became general secretary of North American Civic League for Immigrants, Providence, R. I., and was again associated with Cleo, then boys director of Providence YMCA. . . . Joined George P. Smith, Jr., now co-director of the World's Fair amusement area, as sales manager of the old Colony Gas Co., East Braintree, Mass. . . . When this country entered the war they both became expediting engineers for the government's nitrate department, helping to build the nitrate plants at Muscle Shoals. . . . Following the war Smith became general manager of Philadelphia Toboggan Co. and Bond general manager of Frederick Road Park, Baltimore, and during this two-year period was president of Play Equipment Corp. and sales manager of Philadelphia Toboggan. . . . In 1927 he held down his biggest berth, general manager Erie Beach, Ont., along with operation of the only steamship line between two countries for five cents—The New York-Ontario ferries operating between Buffalo and Fort Erie. . . . Park was sold a few years later for a real estate development and Bond went to Mid-City Park, Albany, for two years. . . . For the last few years he has been sales manager of the Dodgem Corp. and managing director of Fair Rides, Inc., Dodgem's operating wing at the World's Fair.

worked out program, checked and double-checked, weighed and analyzed, for its appeal and dividend-paying possibilities.

## (POOLS)

By **HARRY A. ACKLEY**  
Ackley, Bradley & Day

An amusement park gets more support from the pool than the pool gets from the park, and the park needs the pool more urgently than the pool needs the park. Stated in another way, a pool can be located along the road and be successful without any association with a park, but the park certainly needs the pool as one of its principal attractions. A good pool with good accommodations and smart design and with the equipment provided to offer patrons the last word in summer recreation will, in every case, show a good operating profit—given good management. And good management includes promotion and publicity.

As a feeder for a park, we doubt if any one item has the value and the long life that a good pool will possess. Picnic committees inquire very closely about swimming facilities in any park soliciting their summer outing. A great many people will come to a good pool from classes who do not patronize a park at any time and the management will soon notice parties taking in the midway and the various attractions. This indicates that the pool is feeding the midway and bringing indirect returns to the park management.

To meet competition, any park needs a pool. The park management must meet the competition of independent pools which continually add amusement features around their pools until each resembles a small-sized amusement park.

The pool proves itself a real asset in publicity value. With a good pool publicity can be had almost without the asking—pictures of beautiful local girls in the latest model swim suits, scenes showing the youngsters learning to swim, water pageants, local socialites cooling off, etc.

We know of pools that started out profitably but because of Rip Van Winkle management were allowed to go to seed. Owners cannot afford not to make improvements unless they choose to lose their investment. He who cannot keep up with the procession must necessarily fall by the wayside. The public has no pity and shows no sympathy. It goes to the new, up-to-date place.

Remember that successful old politician of years ago in Tammany Hall who said, "Boys, if you can't beat 'em, join 'em." We say to you, if you must meet the competition of other parks and roadside pools, by all means incorporate a pool in your park and make it a real one: A modern pool, a sparkling natatorium, one about which your publicity agent can wax eloquent and employ those dazzling superlatives which he loves to use—but which must have backing in fact!

## (PORTABLE RIDES)

By **C. V. STARKWEATHER**  
Allan Herschell Co., Inc.  
Pres., American Recreational Equipment Association

During my 15 years in the ride business I have always been connected with devices of the so-called portable type, and naturally I may be somewhat single tracked in viewpoint. It is apparent, however, that parkmen are coming to realize many fundamental requirements of profitable operating methods, some of which are made quite possible and simple where portable rides are employed.

Several years ago the late George Schott, of Coney Island, Cincinnati, told me he had found it very profitable to use portable rides. Install one for a season or two; if it holds up receipts,

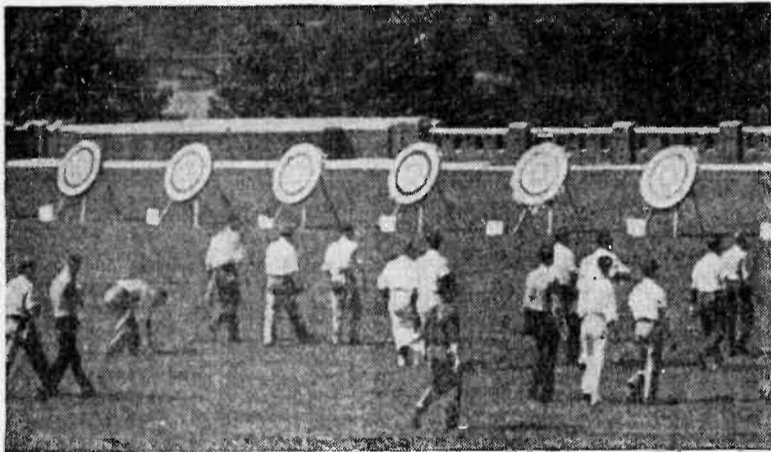
or the working out of a summer schedule in advance. Courage and foresight are needed, and early planning is necessary to extend the proper co-operation to publicity, picnic and other departments. Many wait until it is too late—until they have either lost their clientele or are on the very verge of losing it; and then they hastily try to secure an attraction to save the day.

I have been in this business long enough to know that there is no such animal as an attraction that can be called upon at a moment's notice to save the day and pay dividends. Your success will be gauged by the amount of attention you give to a policy of good will, to the securing of a well-rounded program of attractions well in advance of opening date, on a carefully laid out budget.

Some concessioners complain that patrons are gathered at the free-act location for 20 or more minutes and that because of this they lose business. You can very easily correct this warped reasoning by explaining that the majority of patrons are there because they want to be entertained and amused, and while it may appear that attractions detract from the concessions, they remain the chief reason why most of the people are in attendance. Without appealing programs there would be much smaller crowds for the concessioners.

You cannot trust to luck and good weather for complete success, and neither can you place your trust in inferior attractions and mediocrity in your amusements and shows. The public has too good an understanding of what it has a right to expect today. Their cars will roll along until they get to where they want to go, with a radio dial at their fingertips to bring them a variety of entertainment. You can stop them and turn them into your park and so provide for your dividends. Accomplishing this requires a carefully

## SET UP AN ARCHERY RANGE



### Cash in on America's Fastest Growing Sport

Here's something new and different that appeals to all classes, all ages, all types. Cheap. Low Operation Cost. Sure Big Profits. The Perfect Concession for

### PARKS — BEACHES — POOLS — RINKS — RESORTS — FAIRS — HIGHWAYS

Installations last season at New York World's Fair; Coney Island, N. Y.; Asbury Park, N. J.; Brighton Beach, N. Y.; Long Beach, Calif.; Hartford, Philadelphia and other parks, beaches, carnivals, etc.

#### CARNIVAL OWNERS

Give your midway added flash. Set up an archery range. Equipment fully portable.

#### GET THE FACTS

Write for  
**FREE CIRCULAR**  
on Archery Range Operations Today.

### NOBLE ARCHERY RANGES

General Agent: Bertha Greenburg  
Hotel Kimberley, 74th St. & Broadway, New York City

## SEE OUR KIDDIE RIDES

AND

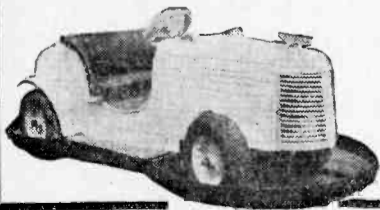
## AUTO SPEEDWAY CARS

(Gasoline Driven)

Before Placing Your Order

We are always prepared to make prompt delivery on all types of Kiddie Devices.

**PINTO BROS.** Coney Island, New York



## 150 USED ARCADE MACHINES

DROP PICTURES, MUTOSCOPES, ATHLETIC, FORTUNE-TELLERS, SCALES, ETC.  
Every Kind Used in Arcades.

### ONE 22-FT. WIDE MOVING SHOOTING GALLERY

Ideal for Amusement Parks. Originally \$1,500 — Now \$450.

### 5 CLEVELAND GRANDMOTHER PREDICTION MACHINES

Amusement Park and Dance Hall. Greatest Money Maker. While they last — \$150 Each. Quitting Arcade Business after 30 years. Must vacate premises May 1. Come with truck, select what you want, at prices you cannot resist. Don't write. Phone MR. LINICK, Cadillac 0526, when coming.

**DETROIT AUTOMATIC, 70 Monroe Ave., Detroit, Mich.**



# EXHIBIT'S NEW 1940 MONEY MAKERS FOR SPORTLANDS and PENNY ARCADES

**BIG BANNER SEASON AHEAD**  
Get Set NOW! with Exhibit's NEW LINE of LEGAL PENNY AMUSEMENT MACHINES. NEW FUN! NEW THRILLS for the Summer Crowds.

Write for Large Illustrated Folder with complete description of our Entire Line.  
**IN FULL PRODUCTION—IMMEDIATE DELIVERIES ON ORDERS PLACED NOW!**



**EXHIBIT SUPPLY COMPANY 4222-24-26-28-30 W. LAKE ST., CHICAGO**

keep it another year, but, if possible, move it to a different location or at least change its appearance, so that the picture will not become monotonous to patrons. When patrons begin to tire of the device, as signified by a drop in revenue, remember that what is old to your customers will be new to another's—so sell it, swap it or trade it in.

I am not suggesting installation of devices covered with bunting and canvas. I do say install rides which fundamentally are portable and which may be erected or dismantled with a minimum of expense. Dress up these structures with paneling and lighting effects consistent with balance.

Rex Billings (manager of Belmont Park, Montreal) wrote a most commendable article that appeared in *The Billboard* on June 25, 1938, and nothing I would write could stress the subject more than what he said:

"It is not likely that the park of the future will consist so much of the so-called permanent devices as it will the smaller, more portable ones. And this will not only be because of the expense involved, but for the additional reason that heavy investment in the former presents too much temptation to continue them in operation too long, and in this manner providing a handicap to the essential policy of change. I am very much in favor of portable rides. If properly selected from an earning viewpoint and kept in good condition, they will readily return their cost and can easily be changed as to location and very likely be sold for cost or better when they begin to decline in appeal."

should be, can I afford not to streamline my old rides? In many parts of the country we have convincing proof of old rides come to life simply by means of a new color scheme, lighting arrangements and streamlining.

Present structures if properly maintained will sustain new cars with perfect safety. The load is not increased perceptibly while each new car will have eight cables instead of four as now prevails on the old type swing.

The picture houses and the exhibitions are educating the people to symphony in color, up-to-date, restful lighting and modern "lines" of artistry which we call streamlining both in design and arrangement.

The carnivals are making the grade in all of these new requirements of amusement seekers and unless we meet the picture houses and traveling amusement parks we shall surely fall out of the profession.

We cannot make less noise than the old cars with their high-speed propellers, but must use this useful adjunct to simulate reality and in our new cars use the same volume of sound as in the old but make it different, which multiplies the attraction. We simulate the constant discharge of rockets which appear to drive the car forward, all of which arouses curiosity and gives renewed patronage.

**PUBLICITY AND ADVERTISING (ADVERTISING)**  
By BERT NEVINS  
Palisades (N. J.) Amuse. Park

Most important thing to remember in advertising and ballyhooing a park

Nature's Own



**HOM OZONE**  
ODOR DESTROYING AND AIR PURIFYING  
**OZONE**

For Every Purpose and Any Purse  
NOW . . . man-made for use in every Home, School, Church, Theatre, Lodge, Club, Hotel, Kitchen, Restaurant, Tavern, Office, Store, Bank, Washroom and Lavatory . . . plugs in any lighting socket . . . costs less than 1 cent per day to operate!

40 Models to Choose From  
PRICED FROM \$18.50 UP F. O. B. CLEVELAND  
Write for Special Folders. Please Tell Us Your Problem and the Size of Your Room.

**BEST SALES SERVICE**  
15445 Lake Shore Blvd. Cleveland, O.

**NOW BOOKING CONCESSIONS  
CEDAR POINT-ON-LAKE ERIE**

1940 Season . . . June 8 to September 2  
1,000 Rooms in Hotel Breakers . . . Dancing in New Ballroom to the finest "NAME" bands . . . Finest Bathing Beach in the world . . . Popular Amusement Section . . . Some locations left for new attractions.

**THE G. A. BOECKLING CO., Cedar Point, Sandusky, Ohio**

is to hit as many different types of advertising media as possible. It is important to remember that, besides newspaper advertising, there are store, radio, weekly amusement guide, school paper and other media. Each of these types has a different audience and each member of these audiences is a potential customer. In the case of the park whose budget is so small that it cannot possibly cover all types of advertising, it must be determined just which type is most advantageous to your particular purposes. It is immaterial that the wife of the manager reads only the swank newspapers and magazines; your customer may have entirely different

habits, and that is the person you want to cater to.

Your copy, too, must be studied carefully and reset for each medium. It is my impression that park advertising should be the most blatant type. There should be no attempt at subtlety; the ad should simply shriek its message. Stress should be laid on the various attractions—and a background cut of a beautiful girl won't hurt any.

As a necessary adjunct to advertising, it is extremely important to include publicity in the budget. Publicity is peculiarly suited to the needs of ballyhooing. Each publicity stunt should be

Amusement Parks . . . Concessions!  
**EXTRA SALES . . . EXTRA PROFITS**  
**THIS SUMMER WITH THE**  
**SNO-MASTER**

The Only Automatic, Sanitary  
**SNO-BALL**  
**DISPENSING**  
**MACHINE**

One of the biggest money makers of all times! This machine will mean a steady flow of customers for Sno-Balls, Sno-Cones and other shaved-ice specialties . . . offering you tremendous profits at a minimum of investment. In use by hundreds of stores, resorts, amusement parks, concessions throughout the country.

★"Proved to be surprise of the year . . . more than paid for itself first week."

—Carlin's Amusement Park, Baltimore, Md.

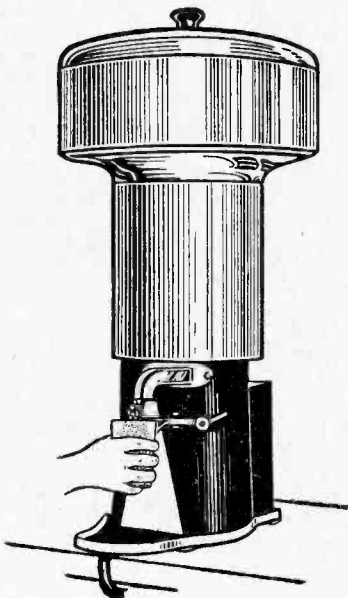
★"Receives constant use for about 18 hours a day. Has given us entire satisfaction."

—Sea Island Co., Sea Island, Ga.

Write for Full Details and Prices.

**DISTRIBUTORS WANTED!**

**SNO-MASTER MFG. CORP., Baltimore, Md.**



studied before it is carried out. Each stunt has a different effect.

Advertising a park is a very simple problem, if you know how! It's a specialist's job and one that requires time and effort in finding just which type of medium is best. Try them all, buy them all . . . then do or die with the best of them.

**(PUBLICITY)**

By **LEONARD TRAUBE**  
 The Billboard, New York

It is inept and practically impossible to regard park publicity as an isolated function. It cannot and does not live without the special event, promotion and picnic departments. It is given the breath of life only by reason of the three foregoing interlocking bureaus of operation. Publicity machinery without the presence of "magnetic" forces is dead machinery.

These magnetic forces are of your own choosing and taste. They could be "spot" attractions, free acts, flagpole sitters, bike racers, soapbox derbies, the town clown or the farmer's daughter, but they must be something calculated to excite the attention of your constituency.

The press agent does not and cannot lure patronage simply because he writes with sheer genius, knows the city editor as a bosom pal, talks swiftly and smoothly, dresses like a Beau Brummell and is as handsome as an Adonis. Don't be fooled into believing that the agent you have hired represents acquisition of the Golden Fleece and, therefore, the doctor's remedial prescription. The press agent is no such thing, and probably would be the last one to 'fess up to such attainments and talents. If he does, fire him. He is misrepresenting himself and is bound to misrepresent your property to the public.

This is not an attack on the drum-beaters. Press agency is a proud, interesting, often remunerative profession which reaches its particular goal by skill, daring, initiative and imagination. The mere fact of fat scrapbooks and periods on the airplanes is meaningless. When the folks come into your property to see what you have and observe nothing, especially in view of the build-up by your tub-thumper, they'll curse your hired man, shout invective at your property and everything in it, and will remain long enough to blast your playground to everyone within hearing.

This is not idle theory. Many of you know of parks sent into oblivion by the simple process of self-destruction. They do not offer worth-while entertainment, will not or cannot spend the money for improvements, think of their park as a magic name in the community that will bring forth customers simply because the gates are open. The graveyards are full of such people and cases. Give your courier something to shout about and leave the rest to him, but don't expect miracles. After all, he is only a press agent, not a prestidigitator.

Buy your advertising as a separate entity, distinct and apart from publicity operations. Paid advertising bears only a faint link with free space—advertising does an entirely different job for you. Pay more attention to this valuable medium of salesmanship.

**INSURANCE**  
**(UNPREDICTABLES)**

By **FRED L. LAUERMAN**  
 Lauerman Bros., Inc.

If your efforts are to be rewarded with a reasonable return, you must protect yourselves as best you can from unpredictables. A properly executed public liability insurance policy serves just such a purpose. Granting that such a policy protects the reward for your efforts from one of the unpredictables, namely, personal injury claims, the next step is to ask, "Does my particular policy protect my particular interest in the best possible way?"

For an answer to this question you must in large measure rely on the opin-

ion of a person qualified to pass judgment namely, an insurance agent with sufficient experience to know the problems involved in protecting your interest in outdoor amusement operation. This qualified agent will be equipped to look after the following vital prerequisites to a sound public liability insurance program:

1. Complete inspection by a competent engineer who will bring out a complete list of all operations so that you can definitely ascertain where protection is necessary.

2. All interested parties will be properly protected under the policy from date of opening until date of closing.

3. You will have sufficient protection on each operation according to the type of operation involved.

4. Your rates will be in proper relationship to the coverage and exposure.

5. You will be made known to the local claim man so that all accidents can be reported immediately and given proper attention, hence not jeopardizing your loss experience.

6. You will be protected by a proper contract form—one that protects your particular type of outdoor amusement and not one that excludes just the type of protection you will require.

**VISUAL AND**  
**SUPPLY**  
**(FLOWERS)**

By **ARNOLD B. GURTNER**  
 Elitch's Gardens, Denver  
 President, NAAPPB

The popular saying, "Not to see Elitch's is not to see Denver," is based upon an undisputed fact. From the time of its inception 50 years ago, this 20-acre tract of gracious trees, wide lawns and brilliant flowers has lived up to the ideal of its founder, that here should be safety and loveliness, joy and freedom for one and all.

It is difficult for us to estimate the actual yearly cost of beautifying the park because the plants are grown in our own greenhouses. There are a number of public parks in Denver specializing in horticulture, setting a precedent which we must meet, and as a gate admission is charged, it is necessary to have something unusual to offer the public. This is expensive, we know, but it pays good dividends.

Each year we plan to welcome the largest visiting conventions with flowers, usually done by designing an artistic bed of flowers with the organization's name on it. No doubt many of you feel the cost of beautifying your park is prohibitive; however, I would recommend that all unsightly spots be screened with foliage and trees, thus changing them to a thing of beauty. From 8 to 20 men are needed from April 1 to October 20 to properly cultivate and take care of irrigation of grounds. A certain amount is budgeted yearly to cover this item.

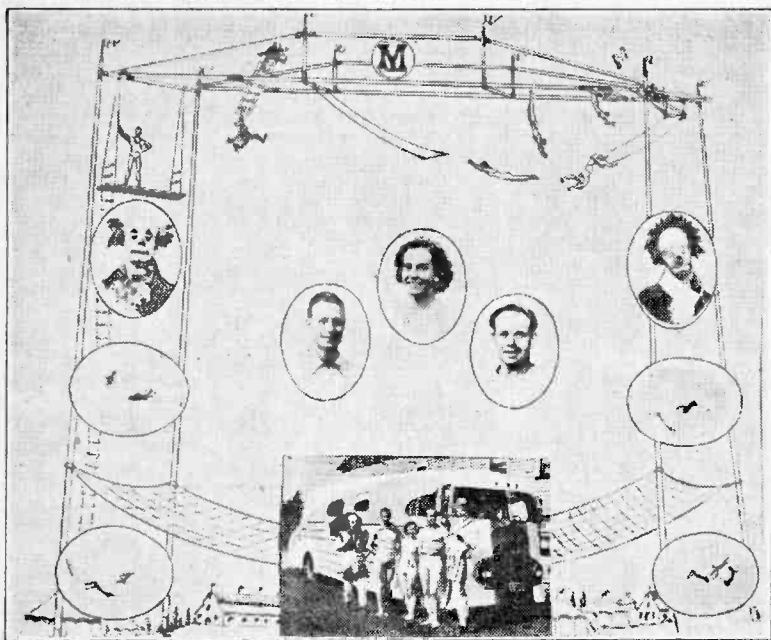
We believe that floral beautification is necessary for the continued success of any amusement park.

**(FOOD APPLIANCES)**

By **WALLACE ST. C. JONES**  
 William B. Berry Co.

Today the amusement park refreshment stand must be a modern permanent structure, streamlined and with a color scheme that has definite eye appeal. The building must be such as to withstand the elements of the summer and properly house equipment in the winter.

Fluorescent lighting is becoming very popular and most effective, but few are taking advantage of this very cheap and attractive method of lighting in their refreshment stands. Equipment of today calls for streamlining, attractive design and durable and heavy duty construction, in contrast with the older equipment which many stands used for



**MELZORAS**  
**ACROBATS OF THE AIR**

Present

THEIR NEWEST achievement of aerial novelties—THE BRIDGE OF AERIAL FEATURES—combining Comedy Revolving Ladder, Comedy Bars, with Flying and Casting. No other act in comparison.

AT LIBERTY FOR PARKS, CELEBRATIONS AND FAIRS

PERMANENT ADDRESS: 2509 WEBBER ST., SAGINAW, MICH.

THE LAST "WORD" IN YOUR LETTER TO  
 ADVERTISERS, "BILLBOARD"



# Sensational CLEAN-UP IN 1940!



**PROFIT for KEEPS!**

**AUTOMATICALLY Spotlights THE WINNING COUPLE!**

**SURE SPOT OF LIGHT FOR SURE PROFITS!**

• The public is contest minded - Dr. I.Q., Information Please, Bank Night, etc. Now the dance hall proprietor has his chance to cash in on this prize seeking public. Be the first to install this new Chandelier.

It is suspended by only one hook, comes completely wired, thus eliminating any costly expense of installation. It has its own reflector board, which reflects three distinctly different inverted colored lights upon the floor.

A wandering small spot of white light which travels backward, forward, and around the floor seems almost human, although it shows no partiality. It is impossible to figure out its course or where it will stop. At the end of the dance when this spot of white light stops moving, the usher issues a reward to the couple on which it is shining. The reward should be different according to whether the red, blue, or amber lights are lighted above.

This Chandelier should be used two or three times an hour at irregular intervals and the announcement made after the dance has started, making every dance a popular one.

**PRICED at \$ 175 f.o.b. Cleveland, Ohio**

State the size of your floor and the height and type of ceiling. A substantial deposit is required with your order and no delivery is guaranteed in less than twenty days.

**BEST SALES SERVICE**  
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one season and hoped to be able to operate the next.

The day of keeping your frankfurts under water in a pail of some kind is gone. A nice white-enameled refrigerator close to your frankfurt machine is essential to a successful frankfurt business. Orange drinks nowadays must be refrigerated and kept to a temperature of approximately 42 degrees; and they must be covered and served with a pump in place of the old ladle. Sanitary cups with a simple ornamental design are essential. The whole installation must be clean, flashy and attractive. Shoes and clothing must not, of course, be kept on the shelves where they can be seen.

The Howard Johnson places are well worth thoro investigation on the part of every park man in the country. They are doing a tremendous business operating from Maine to Florida and are using all the most modern devices known to the trade.

You and your help have got to get streamlined both mentally and physically. The personality of your help is a great factor. Your workers should be neat and

attractive, and you must streamline your building and the equipment therein.

**(FROZEN ICES)**  
By A. W. ABBOTT  
Playland, Rye, N. Y.

Frozen ices and its many variations are sold in such vast quantities that the industry now ranks fifth among the great business achievements in this country. To make any food concession an outstanding success whereby the public drives extra miles to patronize it, certain fundamental principles must be observed by the operator, namely, quality, popularity, attractive layout, less waste, lack of shrinkage and uniform prices.

**Quality**—Unless you are your own manufacturer of frozen ices, a special quality product will not result because all commercial ices are manufactured to sell at a price allowing both manufacturer and middleman a profit.

**Layout and Popularity**—You will immediately become impressed with the extra sales appeal and popularity developed by an attractive, slightly and well-organized manufacturing unit or stand with its stainless-steel equipment making its own frozen ices in your park.

**Waste and Shrinkage**—In the average stand dispensing ready-made frozen desserts our figures show there is a 10 per cent waste at all times—waste that cannot be done away with when bulk products are handled by the average park dispensing clerk. But far more serious is the shrinkage-loss occurring when bulk products are handled from dispensing cabinets. Do you know you lose nearly one gallon out of every five purchased over a park season?—A loss of 20 per cent by handling and dipping ices from any and all bulk containers.

**Price**—If your park offers its patrons the exact items obtainable from Mr. Brown's at the corner store for which he asks five cents per item, can you

**FOR SALE**

8 Custer Midget Racing Autos (Gasoline), operated at Revere Beach, Mass., past season. In good condition to operate. Price reasonable.  
W. E. MCGINNIS,  
348 Nahant Road, Nahant, Mass.

**WILL BUY RIDES**

Will buy 5 or 6 Used Park Rides, such as Carrousel, Whip, Ferris Wheel, Flying Chairs, or any Ride capable of getting money. Must be in good condition. Write, giving full particulars, to  
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**WANT**

Swimmers and Divers for Water Shows this summer. Dates open—June 6-20, July 11-25, August 8-22. State your lowest rate. Write  
KARO WHITFIELD  
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# CHICAGO'S RIVERVIEW

**WORLD'S GREATEST AMUSEMENT PARK**

**OPENS ITS 1940 SEASON WEDNESDAY, MAY 15TH**

★

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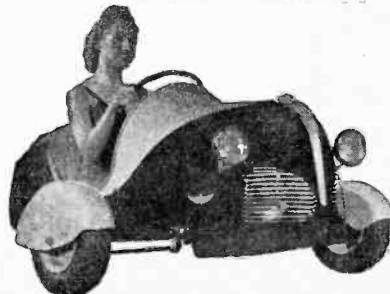
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**RIDE SENSATION OF THE SEASON**  
10 MOTO-KARS — FLAGS — ROPE  
**YOU'RE READY FOR THE BIG TAKE**



Operate a Moto-Kar track on any field—lot—park—etc. Simple to run. The new 1940 Moto-Kar has already proven it will be the outstanding hit of the year. Heavy spring construction for rough roads. Easy to drive—automatic clutch. Light weight—portable.

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- Can use at Olympic Pool a Promotion and Publicity Man. Give references, past experiences, age, salary desired.
  - Can Use Producing Clown. One who can create and produce stunts to entertain children and crowds in large amusement park. Give past experience and salary expected.
- Have location available for several good Rides. What have you to offer?

The Last "Word" in Your Letter to Advertisers, "Billboard",

# How \$148,000 Was Saved in Insurance Premiums

By JOHN LOGAN CAMPBELL

**H**OW have park men benefited thru the NAAPPB insurance plan? It would be rather easy to answer this question simply by stating the fact that during the past four years the special public liability insurance plan has saved members of the National Association of Amusement Parks approximately \$148,000 in premiums. While this result with other benefits under the plan are very gratifying, a full appreciation of what has been accomplished for the industry and the benefits derived can be had only by reviewing the entire history of the development of the amusement park public liability insurance business.

Such a review, in my opinion, is necessary in that it affords each individual in the industry the opportunity to recognize the seemingly insurmountable problems this subject has involved over the past 20 years; observe the results obtained thru "co-operative effort," in uniting with one another under the guidance of our national association; the determination and tenacity of effort employed, and, finally, understand the origin of the special public liability insurance plan and appraise the benefits available to the industry thereunder.

In keeping therewith, let us turn to the year 1919 when gross receipts of many parks soared to heights never before dreamed of. It was then that the intelligent and successful operator began to seriously recognize the imperative need for public liability insurance protection. However, upon making application for such insurance, the major problem unfolded itself. The operator then discovered for the first time that not a single large reputable casualty insurance company would be willing to underwrite his risk, nor that of the amusement park business generally. This indeed was startling and a situation for dismay. Naturally, by this time the operator had become doubly desirous of protection, for he was now forcefully impressed with the fact that without protection the very life of his business (his finances) would be threatened by potential lawsuits arising out of personal injury claims.

### Problems in New Field

The operator, in recognition of the futility of his position as an individual and the fact that the entire industry was affected in a like manner, turned to his fellow park associates under the guidance of the national association for a solution of this problem; remembering the saying, "Where one might fail, a number can succeed," or "In union there is strength," etc. Truly, the proverb, "Necessity is the mother of invention," was befitting the occasion, for thru the above-mentioned co-operative idea the intensive study given the problem by the national association and resultant disclosures, arrangements were worked out wherein, should the park men pool their liability business thru one representative insurance source, the class would be entertained by a recognized insurance carrier. As a result, one of the large and outstanding casualty insurance companies began writing amusement park public liability insurance business in 1921. Result: The first major and seemingly unsurmountable problem was solved for the benefit of the individual park operator.

While coverage had become available, the underwriting of the business was still in the rough, so to speak, for the company knew little or nothing about the class. For instance, accident exposure in the operation of amusement parks was an undetermined factor, rates were a matter of guesswork, segregation of risks impossible and future accident

experience unknown. So to safeguard the interest of the amusement park operator and to co-operate with the carrier, the national association formed an insurance committee to keep abreast of all developments and report its findings periodically to the official body. Notwithstanding these precautionary

thruout, namely, "co-operative effort," was completely evidenced and the assurance given that a new carrier would be the recipient of their business which represented a premium volume sufficient in itself to attract the attention of the character of company desired.

After this meeting officials of various companies from Coast to Coast were interviewed as a means to determine the most beneficial plan of insurance that might be made available to the industry. As a result of this missionary work a special public liability insurance plan was originated, afforded by the Associated Indemnity Corp. of California and later sponsored by the NAAPPB at its convention in December, 1935. Result: The second major problem of the industry was solved for the benefit of the individual operator.

### Strong Leadership Effective

This not only represented another turning point in the amusement park business but proved a salvation in the way of reducing insurance cost to the policy holder. Truly the amusement park man had progressed far toward the liability insurance goal that had been set. This fact becomes particularly amplified should one reflect that in 1919 coverage could not be purchased of any large casualty insurance company and in the early 30s rates were being increased to a point which threatened the financial position of many assureds. Compare these unfavorable conditions with our status in 1935 when the parks were not only able to purchase coverage but obtain the same with broader protection and reduced rates. No doubt many in the industry who are not members of the national association and who were not either cognizant or interested in this changing situation conceived the opinion that these results came as automatic developments in the business. Quite to the contrary, for each year from 1921 to 1935 new problems arose and the solution to these difficulties were worked out only by reason of the



JOHN LOGAN CAMPBELL, official insurance consultant of the National Association of Amusement Parks, Pools and Beaches.

steps, the road was far from smooth and problems continued to come to the surface as we progressed thru the following years. However, being in a new field, problems were to be expected, but against these potential obstacles the park man had set up as a fortification the firm resolution to succeed. At times it seemed that some of the difficulties encountered would disrupt the entire past good work, and the equilibrium of the entire situation was sustained only by reason of the vigilance, perseverance and courage employed by the officials of the national association and others vitally interested in seeing that this business would be continued on a future sound basis.

### Old Headaches Bring Action

The second major problem came in 1930 when liability rates began to increase and gross receipts in the parks began to depreciate. This condition, owing in part to the company's attitude, the depression factor, etc., continued to develop until it was recognized in 1935 that the situation had reached such a saturation point that the individual operator would either be compelled to become a self-insurer or pay an exorbitant cost for coverage. The question then arose: Should we continue with the present company or seek the services of another carrier? At this point it might be mentioned that decisions pertaining to all phases of the liability business were made only following minute study and deliberation on the part of officials of our national organization, such work being conducted at meetings held in New York, Chicago and Philadelphia.

Some members, recalling the headaches experienced in 1919 as well as the time and money consumed in trying to influence a company into our field, felt rather reluctant to embark on such a mission, but as progress was necessary in order to solidify this end of the business the "die was cast" and the signal to "go ahead" was given. In keeping with this decision a meeting was held in New York and attended by approximately 40 of the outstanding amusement park operators in the country to ascertain the degree of support that could be expected of them in this venture. Again the element which has served so well

**No. 16 BIG ELI**

Noted for its consistent profit paying year after year. One of these Wheels in its eleventh season in the same Mid-Western Park paid a net profit of 77 per cent. Install a No. 16 Wheel in your park for long-life profits.

**ELI BRIDGE COMPANY**  
Builders of Dependable Products  
800 Case Avenue, JACKSONVILLE, ILL.

**MINIATURE TRAINS FOR SALE**

Write for Particulars.

**THORNTON MINIATURE RAILWAY CO.**  
BERWICK, IOWA

**LOCATIONS AT REVERE BEACH**

Large track of land, 110' on Boulevard, 125' deep, for outdoor amusements; Rides, Rodeo, Water Show, Small Circus.

Other Stands, small and large, for 1940 season. Little Theatre suitable for Girl Revue, Side Show, etc. Concession for Penny Arcade, Games or Novelties.

**TOM HARDING**  
Virginia Reel Bldg., Revere Beach, Mass.

**New Electric Penny Game**

One park reports gross of \$1725 in month of June, 1938. Permanent and portable models. Low cost, immediate delivery. Write to-day for new 1940 catalog.

**KING MFG. CO.**  
St. Clair Shores, Mich.

**WANT FOR ISLE OF PALMS BEACH**

(10 Miles From Charleston, S. C.)

Merry-Go-Round, Ferris Wheel or other Rides and Concessions. We furnish location free of rent. Power and light available.

**KARL J. KLUMP, Mgr.**  
ISLE OF PALMS, S. C.

Streamline Miniature Railways for Parks and Places of Amusement.

**WAGNER & SON, Plainfield, Ill., U. S. A.**

**WANT RIDES, KIDDIE RIDES AND CONCESSIONS**

**CRYSTAL BEACH PARK**  
Vermilion, Ohio  
Opening Decoration Day  
**J. L. BLANCHAT, Owner**

**BATHERS' KEY BANDS and BRASS KEY CHECKS**

Highest quality obtainable. Lowest Prices. Immediate Delivery.

**S. GRIFEL, 649 E. 5th St., New York, N. Y.**

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**BENEVOLENT PROTECTIVE—SOCIAL**  
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Dues \$10 Initiation \$10

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keen attention, strategy and hard work on the part of the leaders in the business, working in co-operation and under direction of the national association.

This point is stressed, for without this leadership the individual operator would have found himself in the same position as he did in 1919, alone and completely powerless to cope with these momentous questions. No wonder then that an official of a large trade association conducted by one of our most outstanding industries stated upon reading over this review that the amusement park operator should point with a great degree of pride to these accomplishments, especially the special public liability insurance plan, which he thought surpassed the benefits of any insurance plan produced to date by an individual or group of individuals.

**Benefits Are Outstanding**

However with our past achievements recorded, let us proceed to further answer the question, "How have park men benefited thru the NAAPPB insurance plan?" As stated, the special public liability insurance plan was worked out in co-operation with the Associated Indemnity Corp. of San Francisco and adopted by the National Association of Amusement Parks, Pools and Beaches at the December, 1935, meeting. The outstanding benefits are:

1. The company is financially sound and enjoys an "excellent" rating by Alfred M. Best & Co. for home office management and claims payments.
2. The company, in its operations, is national in its scope and is therefore entered in all States to transact business. While the entire amusement park liability business is supervised and written thru its eastern branch office, it has claim and engineering service branch offices at strategic points over the country and is in the position to render the policy holder unexcelled services.
3. The policy issued is a "standard-form" contract used by the regular line companies and conforms with the various State laws.
4. Under the policy the assured is entitled to an immediate 10 per cent reduction in the rates and minimum premiums as promulgated by the Na-

tional Bureau of Casualty and Surety Underwriters. This allowance is available in every State of the United States except where minimum rates are established by State law.

5. The additional assured charge of 15 per cent which is made by other carriers where more than one insurable interests are involved is eliminated.

6. All experience credits which the assured might have enjoyed thru a recognized previous carrier are considered under this plan and the above referred to reductions applicable thereto.

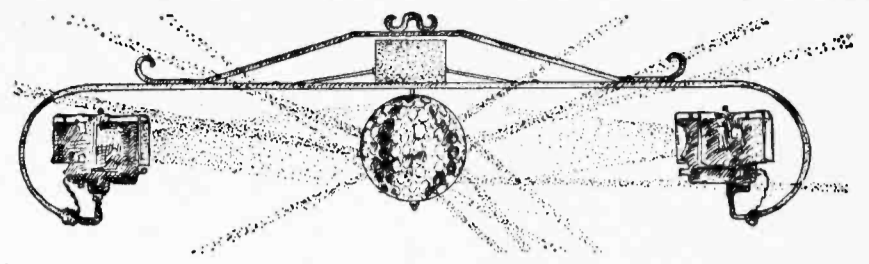
7. For all coverage in excess of \$5/10,000 limits the percentage rate applicable to such limits as promulgated by the National Rating Bureau is reduced 25 per cent.

**Future Diligence Demanded**

As a result of these many benefits, the information in hand indicates that practically every leading amusement park owner and concession operator in the country is now insuring under this plan. Is it any wonder then that, coupled with a premium saving of \$148,000, the members of the association who have enjoyed this coverage exclaim perfect satisfaction and feel amply rewarded for the one underlying factor responsible, the co-operation with fellow park associates under the leadership of the NAAPPB? We might be inclined to feel that from the facts as set forth in this review our battle has been won. It is to be hoped that this feeling will not prevail, for in the future this question will demand the same diligence and care in execution that the subject has warranted in the past.

Therefore, should a similar review be made in the future of the public liability insurance business the hope is that it will show even greater good results. History has its outstanding personalities. So in reviewing the past events of our public liability insurance, certain individuals who have been so unselfish and untiring in their efforts come to the mind of the writer and, should the day end at this point, he feels thankful to have been privileged to be associated and work with these fine characters who have been ever willing at all times to assist their fellow men.

**PORTABLE MIRRORED CRYSTAL BALL CHANDELIER**



A beautiful lighting display that will change the entire atmosphere in your ballroom, auditorium, school gymnasium, dance hall, and roller rinks. The light, color and action of the colored moving prisms that actually change in color as they move over the ceiling, walls and floor are an eye-compelling attraction. This Chandelier is eight feet overall and equipped with two of our Bestomatic Color Spotlights. The Ball has approximately three hundred crystal glass mirrors, is motor driven, and revolves at one revolution a minute. It is completely wired and has only one outlet which controls everything. It is suspended by one hook, making the installation very simple, and when a drop cord is run from the Chandelier to the place from which you intend to operate it, the installation is complete.

New reduced price \$112.00-less lamp bulbs. F. O. B., Cleveland, Ohio.

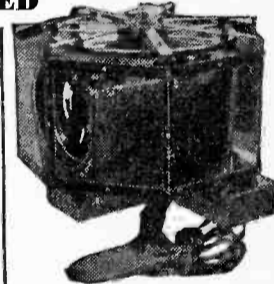


SAME AS ABOVE ONLY USING TWO 400 WATT SUPER INTENSITY SPOTLIGHTS WITH FOUR COLORED GELATINS IN EACH SPOTLIGHT. THE CHANDELIER IS 4' 8" OVER ALL, AND THE MOTOR DRIVEN REVOLVING BALL HAS APPROXIMATELY 160 CRYSTAL GLASS MIRRORS. PRICED LESS LAMP BULBS.

**\$49.50 F. O. B. CLEVELAND**  
 A DEPOSIT MUST ACCOMPANY ALL ORDERS FOR CRYSTAL BALL CHANDELIERS  
**PAINT YOUR ORCHESTRA BACKGROUND WITH CHANGING COLORED LIGHT**



400 WATT  
**SUPER INTENSITY SPOTLIGHT**  
 For Footlights, Spotting Lobby Displays or anywhere that you want a Brilliant Concentrated Beam of White or Colored Light. Complete as Shown, Less Lamp Bulb... **\$5.00**



400 WATT  
**BESTOMATIC SPOTLIGHT**  
 With a motor-driven revolving Color Wheel. Can be used as a Spot or a Flood Light.  
 A. C. Model 18.00  
 D. C. Model 22.50  
 Less Bulb

G-30 400-Watt Bulbs, \$2.25 Each  
**MANY OTHER LIGHTING EFFECTS**

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 THE BALLYHOOD THAT DRAWS THE CROWDS!  
 Life-Size, Humorously-Dressed, Animated Lady!  
 —with Speaker, Amplifier and Laughing Records.  
**FUNNY STUNTS**  
 FOR DARK RIDES, PRETZELS AND LAFF-IN-DARK.  
 Many New Reasonably-Priced Stunts. Animated Heads for Fronts of Buildings.  
**DONKEY BALL GAME**  
 IDEAL FOR CARNIVAL OR PARK.  
 Portable and Compact. Prices Reduced—Redesigned for 1940.  
**FUN HOUSES**  
 THE MAGIC CARPET, TILTED ROOM AND FUNNY STUNTS.  
 Compressors, Blowers and Air Valves. Complete Equipment and Plans.  
 Several RECONDITIONED CARROUSELS (Portable and Park Types) offered only subject to prior sale.  
**PHILADELPHIA TOBOGGAN COMPANY** 130 East Duval Street, Germantown, Phila., Pa.

**FOR SALE**  
**AMUSEMENT PARK RIDES AND EQUIPMENT**  
 LARGE MERRY-GO-ROUND, 4 Abreast, with 72 beautiful hand-carved Animals and large double-track Band Organ, SCOOTER Building and 12 Cars. 6 CAR TUMBLE BUG, WHIP, AEROPLANE SWING (6 Planes). FUN HOUSE EQUIPMENT, 4 KIDDIE RIDES, LARGE SHOOTING GALLERY, OLD MILL BOATS AND EQUIPMENT, MYSTERIOUS SENSATION, building and unit. Complete DOUBLE UNIT TALKIE OUTFIT, FILTERING PLANT FOR SWIMMING POOL, 1,000,000 Gal. Capacity. FLOOD LIGHT UNITS, for Pool or Ball Park. TURNSTILES, CASH REGISTERS, PUBLIC ADDRESS SYSTEMS, CASHIERS' BOOTHS. Complete Concession Buildings and hundreds of other miscellaneous Park Equipment.  
 Write P. O. BOX 5, RALSTON, NEBRASKA

**THE HEADQUARTERS FOR AMUSEMENT DEVICES**  
**National Amusement Device Co.**  
 DAYTON, OHIO  
 Designers and builders of Roller Coasters, Coaster Cars and Equipment; Safety Lock Bars; Old Mills; Mill Boats; Mill Chutes; Mill equipment; The Rumpus—fun house-on-wheels; Revolving Fun House; Fun Houses of all description; Miniature Railroads; Leap Frog, and the sensational game, The Monkey Race.  
**We have the following used devices:**  
 6 Glass Laughing Mirrors  
 1 15 Unit Balloon Racer  
 1 12 Car Whip  
 1 40' Diameter Portable Merry-Go-Round with Organ  
 6 Midget Electric Air-Flow Automobiles  
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**ATTENTION, PARK MANAGERS, BALLROOM AND SKATE OPERATORS**  
 Introducing the (new improved) MYRIAD REFLECTOR, world's most novel lighting effect. The Myriad Reflector is a spectacular lighting system consisting of a beautiful mirrored ball which casts reflections about the room of the light and colors played on it from spotlights. It will instantly transform your hall into a glittering palace of exquisite beauty and has the effect of entirely redecorating your hall. Write for full particulars. Deferred payment plans are now  
**MYRIAD REFLECTOR**  
 218 POST SQUARE.

**REAL BULLETS**  
 FELTMAN'S PNEUMATIC (Patent Applied for)  
**MACHINE GUNS**  
 ONE HUNDRED SHOTS FOR A DIME  
 SUITE 1602  
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**FRED FANSHER** NEW YORK CITY

**DANCE HALLS!**  
 Our Patented Dance Check button-hole. Cannot be removed to another without destroying profits. Priced low, \$10.00 Asstd. colors, without printing request. Order today. Made  
**LEHERT'S NON-TRANSFERABLE DANCE**  
**WESTERN BADGE & NOVELTY CO.,** 402 E

Is Your Subscription to The Billboard About To Expire?

# Rinks and Skaters

By CLAUDE R. ELLIS (Cincinnati Office)

AFTER being closed a week for alterations, Rollaway Rink, Revere, Mass., opened on March 24 to a capacity crowd, reported Carl Russo, floor manager and instructor. Personnel includes Joseph J. McMamara, manager; Mrs. May McMamara, cashier; John DeRosea, skate mechanic; Joe Lardro, check room; Ray Novack and Al McLean Jr., floor men; Ben Lardro, skate boy, and Corinne Mottlo, refreshments.

LATEST ice-to-roller conversion, serving as tipoff to New York ball-bearing trend, is Rockefeller Plaza (Radio City) Rink, revamping scheduled for unfolding on April 15. Lester R. Fisher, director of Hollywood Roller Bowl on the West Coast, will be in charge. Pros will give instruction and exhibitions. It will be an all-day grind until just before midnight.

SEVERING his connection with Long Beach (Calif.) Skating Palace on March 7, Armand J. Schaub Sr., reported he has taken over the post of assistant manager at River Garden Roller-drome, Healdsburg, Calif. He plans organization of a club open to all skaters and a figure and waltz club. Classes are to be organized to teach beginners and dance steps. Rink has an 80 by 110-foot floor.

WILLIAM C. PHILLIPS, 90, one of the world's oldest roller skaters, awarded trophies to Louise Morrone and John Bradley, selected inter-state roller skating waltz champions in a contest sponsored by *The Philadelphia Daily News*, presentations being made in Skateland, Willow Grove, Pa.

ATTENDANCE continues good in Armory Roller Rink, Chicago, which has been drawing exceptionally good crowds at parties, reported Bill Henning, skate room manager. Party on April 1 featured one-legged, three-legged and shoe-skate races and door prize award. Recent introduction of push-ball hockey, originated by Floor Manager Joe Laurey and Henning, proved popular with skaters. It is played with mops instead of hockey sticks.

A GREAT piece of promotional work for roller-skating rinks in general is being done by Lou Cowan, well-known publicity man, for Riverview Rink, Chicago. Since Cowan started his campaign patronage at the rink has increased and hundreds of new roller-skating enthusiasts have been created. In the past patronage of the rink has been drawn mainly from the "common people," but since the intensive publicity and promotional campaign was launched by Cowan many society people have become regular patrons. Society pages of Chicago dailies

have given columns of space to stories and pictures, and a recent issue of *Life* magazine carried four pages of pictures of a society party in the rink. "In our promotions and in conduct of the rink we have given a touch of glamour to roller skating," says Cowan, "and the result has been a decided increase in interest and patronage among people who had seldom if ever given rinks a thought. We feel that in these promotions we are doing missionary work that will benefit all rinks." For the night of April 24 the rink has arranged a combined society and charity party sponsored by the Junior League and Northwestern University Settlement. Other similar promotions are to follow. One of the most successful parties held in the rink was the theatrical party on March 30, starting at midnight. Stars from all of the legitimate theaters not only attended but took part in skating. Among those at the party were Helen Hayes and her husband, Philip Merivale; Clifton Webb and Diana Dalton, of *The Man Who Came to Dinner*; Lillian Gish and Percy Waram, of *Life With Father*; Cornelia Otis Skinner and a score of others.

FLYING ROVERS, Doris Harper and Francis Fuchs, report they played Dexter's Roller Rink, Niagara Falls, N. Y., on March 31 and are booked for a week's engagement at Jamestown Grill, Buffalo.

CLAYTON CORNELL, of Cornell and Nester, Flying Aces, who was a Chicago caller last week on his way to play a night club date in Milwaukee, recently paid a visit to Euclid Gardens Rink, Cleveland, where he found business good. He also stopped in Detroit at Sak's night club and there, too, business was tops, he said.

AMONG plans for Swinney Park, Fort Wayne, Ind., now under lease to Frank Ennis, is one for a roller rink with outside course for speed skating. Estimated cost of the rink is \$8,000.

APRIL bookings for Flying Aces, Dick Pierce, Joe Enthor and Shirley White, include a two-week appearance at the Barn, East Aurora, N. Y., and an engagement in Glen Park, Williamsville, N. Y. Pierce heads a roller-hockey team, All High Bisons, which makes its headquarters in All High Roller Rink, Buffalo. Team has gone undefeated in 11 games this year.

GOOD business is reported for All High Roller Rink, Buffalo. Manager Karning Bandalia is having an \$1,800 electric organ installed in the rink, which was enlarged last fall. Instrument is to be ready on April 13, when a party will be

staged and finals in waltz and graceful skating contests held. Rink club has membership of 350 and a class in waltzing was recently started. Eight other clubs, varying in membership from 20 to 90, also make the rink their headquarters. Floor capacity is 400. Manager Bandalia plans to operate this summer and make extensive decorations and further enlargement of premises next fall.

DUKE VAN, floor manager of Mammoth Roller Rink, Denver, reports his 3-year-old daughter, Dixie Lou, who began skating at the age of 15 months, is quite adept on rollers and is popular with patrons.

ALBERT E. COREY reported he plans to open three more rinks in Connecticut this spring, bringing his total to 12. Leap year parties staged recently in his rinks at Ansonia and Waterbury, Conn., drew capacity crowds. Masquerade and rube parties are to be held in his rinks on April 13.

FORMER laundry building in Goodland, Kan., is being converted into a roller rink by I. C. Lane, who plans installation of a patented maple floor and to open the rink soon.

OLDTIMERS' CLUB of Chicago Armory Roller Rink is growing rapidly and its membership, limited to those who have skated 15 years or more, is now 170, reported President Joseph Payer. Feature of the club is its trips to other rinks. Other officers are Vic Frash, vice-president; Charles Kowalski, recording secretary; Katherine Reise, corresponding secretary; John Kalhoun, treasurer.

OPERATION of roller rinks in Marietta, O., will be cheaper as result of action by city council. Instead of a 50-cents-a-day license or \$8 a month, ordinance now requires a fee of \$25 a year to operate a rink, listing the business as entertainment.

EDWARD J. SCOTT, owner-manager of Scott's Roller Rink, Buffalo, reported business this year to date best in years, rink registering a 15 per cent gain over corresponding period of 1939, also a good year. Parties have been booked for every night in April and May and some reservations have been made for June. Manager Scott subscribes to the belief that popularity of roller skating will remain, citing as reasons organization of clubs and promotion of higher forms of skating. On a recent trip he visited Earl Van Horn's Mineola (L. I.) Rink and Fordham Rink in the Bronx, bringing back new ideas for skate-dancing. He found skating on a high plane in the New York area and is teaching his patrons skate-dancing. Joseph Parcham, formerly of Arena Gardens Rink, Detroit, has been added to the staff of five to teach recently inaugurated daily two-hour matinee classes which are drawing steadily increasing attendance. Class attendances now average 55 and membership in the rink is increasing. Manager Scott plans to attend the national championship meets in Cleveland on April 17-20 and open his Airdome summer rink near Buffalo, on May 11. Installation of an electric organ and redecorations will be made until midsummer.

A. J. SMITH, of Best Sales Service, states that the portable crystal ball chandelier type of lighting has in recent years become very popular in roller rinks. His firm manufactures three different sizes of chandeliers, all powered with 400-watt super-intensity spotlights that will fit into even the largest rinks.

NEW YORK STATE figure and skate-dance championships in Mineola (L. I.) Roller Rink on March 16 and 17 were closely contested and resulted in Mineola skaters winning all except one event, novice men's figure contest won by Edward Taylor, Steinway Roller Rink, Long Island City. Ozzie Nelson, Mineola, was second. Contests were sanctioned by the Roller Skating Rink Operators' Association of the United States. Other participants were from Jamaica (L. I.) Rink and Wal-Cliffe Rink, Elmont, L. I. Winners in the senior dance division were Dolly Durkin and Gordon Finigan, first; Barbara Killip and Walter Hughes, second; Helen Keil and Edward O'Neill, third, and since but 5.2 points separated (See RINKS AND SKATERS on page 130)



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# Rinking On the Rise

By FRED A. MARTIN

**T**O OPEN a story of roller skating today we must go back many years to the "dark ages" of the sport. Looking back, we find that roller skating received its first great start in America soon after the Civil War and with the introduction of a skate which was manufactured in quantities and therefore cheaply. Rinks sprang up everywhere. At every crossroads a barn was converted into a "roller skating rink" and the country folks flocked in. In the larger cities as many as 25 and 30 rinks were opened. Music was not considered a necessity and the conduct at most of these "shooting galleries" was deplorable. Outside of the giant boom, very little can be said of credit to those operators or the skaters either, for that matter. That those days died is a matter of history. And with a final blast of the police whistle, summoning the reserves to the riot at the last rink, the first boom came to a close.

After some years, a bright individual conceived the idea that roller skating would be ripe for a revival and opened a couple of rinks in the East. There were skaters to cater to, for they flocked to the new places and in due time these parties moved to England with the intent of opening a chain of rinks. These places were quite well managed and for their interest these men were well rewarded. With the new boom came many unscrupulous rink operators who again sat in the box office and "raked in the dough" without regard to conduct and management. Soon the sport began to die and the second great boom came

to an end with the single credit of the introduction of the ballbearing skate.

### Mismanagement and Its Reward

The lesson was well learned by the younger men and women, however. For in the early 1900s a much finer class of roller skating rink came into being. Classed against the rinks of today, not much could be said for these places but they were the first ray of light into the finer side of the sport. For the first time dancing on roller skates was fostered and military bands were in vogue for music. Instructors were in



FRED A. MARTIN is secretary-treasurer of the Roller Skating Rink Operators' Association of the United States, general manager of Arena Gardens Rink, Detroit, and formerly was a noted speed skater.

day of the "wise-guy" rink man, who "bounced" the unknowing patron who violated some trivial rule, and doing so without explanation, we hope is about gone. This same operator would immediately skate out on the floor after such activity and promptly show his crowd that he could do a spin too (and a nice one) . . . but don't YOU do it, my friend!

### Are We on the Bump Now?

For some five years the boys who sing the blues have warned us that "we are on top of the bump." Each year their song becomes a little louder, for in their own rinks they have passed over the bump and are on the way down. While they sing the business becomes stronger and the crowds grow, but not where the operator sings all day without doing something about it. We know that the business is there if you go after it but many of the rink people feel that four or five hours a day is sufficient and that their communities OWE them a living. We have heard reputable operators declare outright, "Why, I would not spend that amount of time on those crazy kids if I had to go bankrupt first." Yes, Mr. Rink Man, that's just where the next slump (if it ever comes) will start. We find that this is a fine business but those who work also reap. Some rink men claim ignorance and their song is, "if I only had somebody to show me." Another favorite refrain is, "If I had the kind of a staff and the location that you have" . . . etc. You know the boys like to stay out late nights and can't get the habit of rising early.

May I break the trend of thought here? There is room for REAL rink men and REAL RINKS almost anywhere in this country. You need not have a palace but you must have a clean place and one that is run to suit the needs of the majority. I will say that we are on the bump, all right. We have been on that bump for six years and will be there as long as we work. But when we relax our hold for a minute we shall be far on our way down the slide. That bump is imaginary and will always be there to leer at us. It is the little

attendance and again the public flocked thru the doors, this time into better-managed places.

One of the most noticeable facts in this rise in roller skating was that for the first time the better rinks were keeping their heads above water and when the slump finally caught up with the careless operators, these rinks remained open and did a fair business thruout the following few seasons. It became apparent that the managements of roller skating rinks reaped their own reward and those who were wise existed to operate after the unwise had gone by the board. As time went on other "booms" developed and, as each came to an end, it was noticed that more and more rinks had become established firmly. The fly-by-night places were wiped out each time. As other places of the same kind took their place, they too were wiped out, but still other men joined the greater group of established and going businesses.

Interest has been growing on the part of the rink managements for many years. In some cases this interest has been confined to the box office alone and the conditions under which patrons skated have been ignored. On the other hand, many persons who managed rinks interested themselves to the extent of making the rink a personal playground and for that reason alone they failed. A new attitude is rapidly developing in the business. It is that of an operator or manager who makes roller skating his business and following it closely makes his rinks lovely to skate in and pleasant to be associated with. Nicely conducted floors with excellent musical programs are featured. Wishing to penetrate the unknown in the sport, this same man has made roller skating his hobby as well and now instructs his pupils (and patrons) with the understanding of a good professional. He, because of his interest, can do more to assist his patronage than any previous manager and, because of his personal knowledge, he can prepare programs and practice hours to materially assist the patrons and his business alike. The

devil which drives us to greater accomplishments. The modern rink is cleaner than the rink of yesterday, as a whole. The modern methods in conjunction with ventilating systems which are being installed every season are going far along the road toward real success.

### Operation and Instructing Professional

One newer phase is the real attention which the teaching professional is receiving. He is a full necessity and can do much to make the rink a big success. With the great attention skate dancing is getting from the roller skating public today classes have become a vital necessity and private instruction service is well on its way to the same place. The teaching professional will be given great attention during the coming season by the Roller Skating Rink Operators' Association of the United States. For the first time he will be given the chance to attend school to help him along in the sport. One of the drawbacks at present is the tendency of some rink managers to demand that their professionals be janitors as well. These people are really the college graduates of roller skating. They have spent much more time in studying the sport they love than the average rink man cares to do. To offer a pittance as compensation and to demand other work than that of dealing with the public in contact or teaching in any way is nothing short of criminal.

Gossip around a rink is one of the (See Rinking on the Rise on page 69)

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## Ohio \$137,500 Project To Start From Advisory Idea for Added Usage and Against Op Shakeups

COLUMBUS, O., April 6.—A \$137,500 improvement program on Ohio State Fair grounds here is expected to get under way about May 1 as result of recommendations to Gov. John W. Bricker by an 11-member State Fair advisory council named by him last September. Improvements will be financed jointly by State and WPA. Provision for State's share was made last week when the State board of control approved a \$39,058 emergency appropriation. WPA will contribute \$98,532 in labor.

Emergency items approved include remodeling big draft-horse barn to eliminate fire hazards and increase stall space, completion of basement under cattle barn, new overhead water system in cattle barn and three new wash racks for cattle on exhibition, painting all steel work on sheep barn, relocation and construction of electrical equipment and wiring thruout grounds, cleaning and repairing sewer system, 5,440 feet of new water mains and 18 additional fire hydrants and addition to horticulture and agriculture building with installation of additional toilet facilities. WPA engineers are completing detailed plans and forms to be submitted to officials in Washington for approval.

### For Enlarged Midway

The emergency improvements are the beginning of a long-time development program recommended by the advisory council which proposed incorporation of the fair by the granting of a charter by the Legislature. Corporation would be wholly a State-owned institution with capital stock sufficient to cover value of grounds and buildings plus a \$250,000 fund for operating. Directors, to be appointed by the governor, would operate the fair as a business institution and all income from year-round use of the property would be used to finance operations and improvements. Under the council's recommendations, legislative adoption of its proposals would provide continuity of State Fair management, make the expanded and rebuilt plant available to the State's agricultural and industrial interests thruout the year and free the fair from dependence upon the State's general fund.

Preparations are on to handle record crowds at the 90th annual this year. Indications are that displays of agricultural, highway and industrial machinery will far exceed the \$7,000,000 show last year. Midway space is being enlarged by dismantling three old hangars in center of grounds. Exhibits of State departments, formerly in the hangars, will be

moved into the Columbus Building and Manufacturers' Building. Special attention is being given to development of an outstanding musical program by Ohio choruses and youth-group bands.

### Deadline For Exhibits

Contracts have been signed with Gus Sun Agency for what fair officials believe will be the best grand-stand attractions ever presented here, including thrill shows and aerial acts. Free acts will be presented on hourly schedule thruout the grounds. A special act for the night horse show has been booked. Ohio Coal Foundation is at work on a more extensive Ohio mine display than its first show, which attracted more than 125,000 people last year. Ohio Conservation and Natural Resources Commission is constructing a new conservation center around two lagoons. A special show is being prepared by radio stars to be presented in the Coliseum on opening night.

For the first time all exhibitors will be required to have their displays in place and ready when the fair opens. The no-pass system, which last year enabled the fair to operate at a profit for the first time in 19 years, will again be effective, but thru co-operation with the State department of education every Ohio school child will be presented with a ticket so that educational advantages of the fair will be available to them.

## 71 in IAFE Ranks; 20 County Bodies

BROCKTON, Mass., April 6.—Printed list of members of International Association of Fairs and Expositions, issued by Frank H. Kingman, secretary, from his fair office this week, shows membership of 71, of which 62 are in the United States and remainder in Canada.

Heaviest representation is from California, with five members. Iowa has four and Illinois, Michigan, Missouri, Oklahoma, Tennessee and Texas three each. Dominion leader is Ontario with three.

Listed also are 20 members of associations of county and district fairs from as many States.

## Dickey Announces Rose's Staff at SF

SAN FRANCISCO, April 6.—Billy Rose Aquacade plans have progressed with return from New York of Lincoln G. Dickey, Rose's general manager, who said Clark Robinson will design the Aquacade Theater and that John Murray Anderson will be stage director. Chet Young will be in charge of building program. Costumes will be designed by Raol du Bois.

Rose Enterprises and Music Corp. of America are at grips a second time, this time as to who is to operate the hot night spot at the fair. Dickey said he would be interested in duplicating the Rose Diamond Horseshoe if figures were right. MCA has told expo officials it is willing to do practically the same thing.

Mrs. Walter K. Sibley, wife of the well-known showman on staff of the expo concession department, underwent an operation on Monday in Children's Hospital.

With most of show and exhibit space reported signed, fair organizers are turning their attention to pepping up the Gayway.

## Fair Elections

ASHLAND, Kan.—Barth Gabbert was elected president of Clark County Fair Association; C. A. Daily, retiring president, vice-president. W. W. Taylor, secretary, and George Pike, treasurer, were re-elected.

BROWNWOOD, Tex.—Palmer McInnis was elected president and D. D. McInroe secretary of newly-formed Brownwood Fair Association.

LARNED, Kan.—Washie Crockett was elected president of Pawnee County Fair;



ANOTHER SUCCESSFUL ANNUAL is in the making for Tri-State Fair, Superior, Wis., where entertainment and exhibit plans are being completed for 1940. Here are (left to right) Mrs. Ford Campbell; Secretary Max Lavine and President Ford S. Campbell. Secretary Lavine, besides his fair activities, is business manager of The Superior Telegram. Photo by Dadswell.

## Houston Show Makes Record With 220,000

HOUSTON, April 6.—Eighth annual Houston Fat Stock Show, March 23-31, broke all records, said Secretary-Manager W. O. Cox, who has successfully piloted the show in the last three years. Nat D. Rodgers, director of tickets and of the Music Hall extravaganza, *Shooting High*, reported unusually large sales for front-gate advance tickets and reserves for rodeo and Horse Show, the rodeo breaking all records. Capacity crowds jammed Sam Houston Coliseum, forcing thousands to stand.

*Shooting High* had a steady play as one of the major attractions. A beautiful exterior set with revolving stage was presented in fantastic manner with 60 artists and music by Bert Sloan. It was classed by critics as one of the finest shows to come to Houston in many years, and Director and Mrs. Nat D. Rodgers, the producer, were showered with praise.

Live-stock exhibits, surpassing those of previous shows, had a great many more pure-bred cattle and a larger number of displays, representing every section of the nation. Auction sale of baby beef, including \$2.18 per pound for the grand champion, was most successful ever held at the show and higher prices prevailed thruout the sale. Plans for the 1941 show are already on and exhibitors and breeders are enthusiastic about prospects. President J. W. Sartwelle, who predicts greater things for the show, has been president since its inception. Julian A. Weslow, vice-president and director, was superintendent of the live-stock department and responsible for the big auction sale and creditable manner in which stock was presented. First estimate gave 1940 attendance as about 220,000.

Arthur Miller, vice-president; Mrs. Ivan Reat, secretary-treasurer.

CROCKETT, Tex.—Houston County Fair and Live-Stock Show Association elected W. H. Long, president; F. P. Granberry, vice-president; S. W. Mims, secretary-treasurer.

REDMOND, Ore.—W. M. Wilson, 20 years president of Deschutes County Fair, was elected to serve in that post permanently. M. A. Lynch was elected chairman of the board and C. L. Colegrove was re-elected secretary.

CORSICANA, Tex.—Stockholders of Corsicana Live-Stock and Agricultural Show elected these directors: Lowery Martin, R. L. Whelock, O. M. Rector, F. H. Harvey Jr., J. Afton Burke, B. L. Sanders, Joe E. Butler, A. E. Mitchell, R. R. Brown.

## R. I. Earmarks State Aid For Exhibit and Premiums

KINGSTON, R. I., April 6.—As a result of substantial increase in State aid new departments are to be added and premium payments increased at fifth annual State Fair of Rhode Island here this year, said Manager A. N. Peckham. It is also planned to move a large building housing vegetable exhibits to provide more midway space with a modern entrance.

Since 1936, when substantial persons assumed management of the fair and generous support of the Legislature was obtained, it has had rapid growth and is now the only fair in the State. It was formerly Washington County Fair, organized by farmers in 1875 and operated successfully until depression years, when it deteriorated because of economic conditions.

MADISON, Wis.—Ralph E. Ammon, director of the State department of agriculture, who has appointed superintendents of 17 departments of the 1940 State Fair, Milwaukee, will continue to manage the entire fair program, with Russell E. Frost in charge of the junior fair.



THREE NOTABLES in the automobile race world, left to right, John Sloan, Aut Swenson and Fred Lickleider, are shown "vacationing" in California. President Sloan and Operations Manager Swenson. Racing Corp. of America, discussed season's prospects with Lickleider, RCA West Coast rep, at Southern Ascot Speedway, Los Angeles. Sloan announced his org has 66 State and district 1940 fair dates. RCA conducted the auto races at recent Florida Fair, Tampa, where new attendance marks were made on auto race days despite inclement weather. Season is the 20th for Swenson in the speed sport and 35th consecutive year of Sloan racing. Photo by Douthett, Los Angeles.



W. O. COX, secretary-manager of Houston Fat Stock Show and Live-Stock Exposition, which on March 23-31 drew about 220,000, has been in that post three years. He is also manager of the agricultural department, Houston Chamber of Commerce, and is a former secretary of East Texas Fair, Tyler. He developed the first major stock show in Houston with Nat D. Rodgers, who handles advance ticket sales and other financial matters, in 1938. In 1939 they also greatly increased attendance over that of 1938.



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the biggest ever!

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The New Jersey State Fair in Trenton will be the most spectacular and interesting Fair in the State's history.

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**CASE FOR HILLBILLIES**

(Continued from page 12)

and county fairs. The competition helps all concerned.

Hillbillies have changed the former non-revenue producing early-morning hours of radio stations into money-making hours, not only for the stations but for advertisers.

Hillbillies have also changed Saturday night from "bath night" to *Jamboree* and *Barn Dance* night for millions of lovers of home folks entertainment. Saturday night was once radio's dead

night, but the success of old-time performers was largely responsible for opening up the sale of Saturday night air-time.

**Handsome Dividends**

Some of these entertainers who learned how to sing at mother's knee and to pick the guitar at the country store are making more money than they ever thought existed. Success on local radio programs has even brought network fame and picture money to some. Gene Autry, for instance, won phenomenal fame quickly as "America's No. 1 Cowboy" after a comparatively short radio

build-up.

How did it all start?

Before, radio, homespun entertainment was practically the only type of recreation among people in remote sections. Playing the old-time fiddle, guitar, banjo and harmonica and singing sad ballads and lighter songs (mostly traditional folk music) was second nature to boys and girls with any "ear" at all for melody and rhythm. Homespun entertainment wasn't so prevalent in the more progressive farming sections of America. Most young folks sang and danced to the same popular melody tunes as their city cousins. They bought lots of popular records and sheet music. Many had musical training. After radio came into its own, metropolitan popular musical tastes started to change. Tin Pan Alley began featuring modern rhythm. Melody was subjugated. Songwriters catered to dance bands playing for night club clientele. The middle-aged couldn't appreciate this new kind of music. Hillbilly songs on radio stepped in to fill the desire for melody on the part of many of the middle-aged and older people. Even some of the youngsters liked it.

**Swing Helped 'Em**

And, strangely enough, when such titles as *The Last Roundup*, *Old Faithful*, *South of the Border* and *Beer Barrel Polka* came along in recent years they hit with a universal audience. Even the sophisticates admitted they liked melody.

The phenomenal growth in popularity of hillbilly music can be attributed partly to the lack of melody in much of our popular music. That's why new radio personalities came into favor—unorthodox performers whose simple songs and music were mainly self-taught, but who, with radio behind them, crashed even sophisticated centers.

People insist on songs they can "hum, whistle or sing" and when Tin Pan Alley turned to rhythm and swing, lots of listeners turned to hillbillies. They weren't all country folks, either.

With the growth of the hillbilly business the repertoire of traditional numbers soon became almost exhausted. Then came a new crop of songwriters. Legitimate writers tried writing hillbilly numbers. Untutored entertainers composed songs, as had their forbears in remote sections. Song publishers published hillbilly catalogs and new publishers specialized in this type of number. While it all started with a revival of American folk music, actually only a small percentage of the so-called hillbilly tunes now being aired come under this classification.

Phonograph recording companies sought hillbillies who could "sell" heart-throbbers and rural comedy tunes. At least one recording concern developed a big market for these melodies throught the South about the same time that radio was discovering the singing mountaineer and crooning cowboy.

The market for guitars, banjos, fiddles and harmonicas grew rapidly. Instrument manufacturers upped their output.

**Broadway Billies**

So hillbillies became an industry. Not only did rural lads and lassies pick up the guitar and banjo, but cowboys and cowgirls suddenly materialized from the rustic sidewalks of New York. These cowpunchers were probably stimulated by the Major Bowes amateur hour, for, after all, hillbillies on the Major's show did get terrific hands and many were spotted in units. However, it should be borne in mind that rural-bred young people have registered great success in this realm of entertainment. They just naturally speak the language with greater sincerity and authenticity.

The formula for the success of a hillbilly act is a combination of personality, friendliness, simplicity, sincerity and melody—which sum up to spell "showmanship." Any trace of conceit or aloofness in such an act spells "doom."

Lulu Belle and Skyland Scotty, who joined the WLW *Boone County Jamboree* after success with the *National Barn Dance*, recently received a letter which expresses the idea: "We like Lulu Belle and Scotty. They're the sort of folks we'd enjoy having for next-door neighbors." However, while personality, friendliness, simplicity, sincerity and melody do spell "showmanship" for hillbilly entertainers in general, here at WLW we have tried to go one step farther with our *Boone County Jamboree*. Here's the way Walter A. (Hank) Richards, who writes and supervises production on the *Jamboree*, sums it up: "Even tho we are presenting home-folks and family entertainment, there is no excuse for poor stage presence and disregard of the fundamentals of stage technique. The day when radio entertainers were

**By This**  
STAR OF OUTDOOR ATTRACTIONS

**Selden**  
**THE STRATOSPHERE MAN**

World's Highest Aerial Act!

Ideally suited for either small or large fairs. Gets the crowds in any territory. Thrills and chills from beginning to end. Give your patrons a real, sensational grandstand attraction this year.

SEE THE INSIDE FRONT COVER OF THIS ISSUE FOR MORE DETAILS

OPEN FOR A FEW MORE 1940 DATES.

Write for Illustrated Descriptive Folder.

Permanent Address: Care of The Billboard, Cincinnati, O.

The **"SPRING ISSUE"** Is

**HOW TO FILL THE GRANDSTAND**

**SETTLE IT BY BOOKING A SHOW THAT WILL DO IT—**

From

**BARNES-CARRUTHERS SUPER-MUSICAL PRODUCTIONS**

- ACTS**
- BANDS**
- RODEOS**
- REVUES**
- THRILL-SHOWS**
- RADIO TALENT**

The Finest Attractions the Fair-Going Public Will See This Year

**BARNES-CARRUTHERS**

**FAIR BOOKING ASS'N., Inc.**

121 NORTH CLARK ST. — CHICAGO

**RHODE ISLAND STATE FAIR**

6 ★ SUPPORTED BY STATE ★ 6  
DAYS ★ APPROPRIATION ★ DAYS  
6 ★ ONLY AGRICULTURAL AND ★ 6  
NIGHTS ★ INDUSTRIAL FAIR IN THE ★ NIGHTS  
STATE OF RHODE ISLAND

Aug. 28 thru Sept. 2, 1940  
Ideal Location. Center of Thickest Populated Area in the Nation.  
A. N. PECKHAM, MANAGER, KINGSTON, RHODE ISLAND.

**WANTS**

LEGITIMATE CONCESSIONS OF ALL KINDS, CLEAN SHOWS, RIDES.  
Interested in signing good Carnival having ten or more rides.

**LARGE CAPTIVE BALLOONS**

Advertise your Show, Fair, Celebration, etc., with our 8 Foot Size Advertising Balloons. Keep your name high in the sky to be seen by thousands. Low cost volume advertising.

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RAY C. LEE CO., 1703-5 MCKINNEY AVE., DALLAS, TEX.

**WANT-LARGE CARNIVAL**

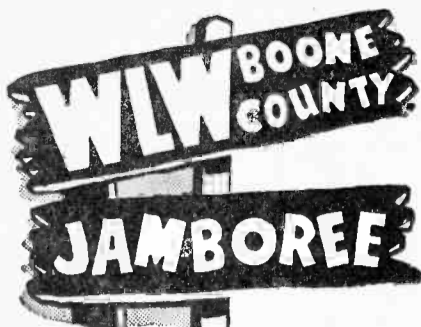
YORK, NEB., AUGUST 28-29-30-31

**"LITTLE WORLD'S FAIR"**

Next to State Fair last year. Free Gate, except Friday. Positively different. Not the old type County Fair. Dut to permanent date, could not book last year. Sponsored by Junior and Senior Chamber of Commerce, Firemen, Legion and County Board.  
ED. VOLZ, Chairman



# THE SIGN POST TO TOPS IN RURAL ENTERTAINMENT



*During the past 18 months, over half a million people turned out to see*

## AMERICA'S NO. 1 RURAL RADIO SHOW

*for your fair, outdoor entertainment or theater, be sure to present*

# THE WLW BOONE COUNTY JAMBOREE

**GENERAL PROGRAM SERVICE**  
CINCINNATI, OHIO

Exclusive Management  
and Booking Agent  
WLW Artists

3401 Colerain Ave.,  
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Kirby 4800

### WANT!

CONCESSIONS

**Decatur Free Street Fair  
and 4-H Club Exhibit**

Date

**July 29 to Aug. 2, Inclusive**

Robert Helm, Concession Chairman

Geo. Thoms, Secy.-Treas.

Care Chamber of Commerce,  
Decatur, Ind.

EDNA ACKER, America's Foremost Indian  
Expert and Her Original

**CONGRESS OF AMERICAN INDIANS**

GREATEST FREE ATTRACTION TODAY.

Wire or Write for Open Dates to Managers,

SYMPHER & LEVY,  
Evans Building, Washington, D. C.

### Davenport Purchase To Be Up to Voters

DAVENPORT, Ia., April 6.—The question of whether to purchase Mississippi Valley Fair and Exposition plant here will be placed on the November ballot, it has been decided by Scott County board of supervisors.

It will be necessary to obtain about 6,500 signatures to petitions and the board already has started to pass out petition papers. Board plans to make the purchase for about \$50,000 instead of the \$52,500 which is the amount of a mortgage held by the Liquidation Corp. It will be necessary to get approval from the courts before the fair plant can be sold.

Last year the fair's directors leased the grounds from the Liquidation Corp. and showed a profit of \$1,300. The county donated nearly \$7,000 to the fair last year.

## FAIR SECRETARIES! WIN \$50...

**TRIPLE YOUR NEEDLEWORK EXHIBITS  
BUILD UP YOUR ATTENDANCE  
ENTER THE  
NATION-WIDE CROCHET CONTEST!**

- 1 The Crochet Contest is open free to all of your patrons. It offers \$1350 in cash prizes.
  - 2 Contestants must first enter a Fair to become eligible. See to it they select YOUR Fair.
  - 3 It is the most widely publicized Woman's Department promotion in Fair history. You will gain new exhibitors and greater attendance.
  - 4 It offers \$50 to each Fair represented by one of the ten final winners.
- Help one of your patrons become The 1940 Crochet Champion; bring nation-wide publicity to your fair.*

**NATIONAL NEEDLECRAFT BUREAU**  
385 Fifth Avenue, New York, New York



### JIMMIE LYNCH

and his original

## DEATH DODGERS

*Now preparing for the biggest season ever*

BARNES-CARRUTHERS AGENCY  
121 N. Clark Street, Chicago

Permanent Address:  
2224 Magnolia, Texarkana, Texas

### NOTICE CHANGE OF DATES BLUE HILL FAIR—BLUE HILL, MAINE

STARTS SATURDAY, AUG. 31, LABOR DAY, AND TUESDAY, SEPT. 2 and 3.

GROUND RENT, \$1.50 PER FOOT, MIN.

E. G. WILLIAMS, Secretary, BLUE HILL, MAINE.

THE LAST "WORD" IN YOUR LETTER TO  
ADVERTISERS, "BILLBOARD"

# 'Quick, Watson!--the Needle'

**M**ORE than 300,000 women are in the midst of getting their needles, eyes, fingers and elbows in shape to participate in the fourth Nation-Wide Crochet Contest, scheduled for November. Those with addiction to Chinese tiles, matinee bridge and nocturnal bingo-screeno-disho will drop these intriguing fetishes in favor of a try at fame and not inconsiderable fortune. At the same time hundreds of fairs thruout the land are getting their needlework departments ready for flood-stage interest and traffic.

Designed to stimulate these departments at fairs, the contest annually names the national crochet champion and 40 "ranking crocheters." That it has achieved its purpose in stepping up the women's division at fairs is witnessed by the fact that more than 300,000 women

## A Trade Service Feature With Accent on Feminine Prowess Thru Fairdom

By **SALLY DICKSON**

National Needlecraft Bureau

competed last year thru their respective annuals. The first competition, in 1937, attracted only 2,200 contestants. Last year, third in the skein, a total of 729 fairs participated in the program.

Simple in operation, the contest is open only to first-prize crochet winners from local, county and State fairs. This means that any woman interested in

winning national crocheting honors must first enter her handiwork at a fair. With vast national publicity behind the promotion, almost every crocheter in the nation knows of the contest by now and is anxious to garner the laurels unto her-

is being continued this year and the fairs are at liberty to use their prize money in any way they see fit. Fairs which received awards last year were:

Minnesota State Fair, St. Paul; Price County Fair, Phillips, Wis.; Chautauqua County Fair, Dunkirk, N. Y.; Doylestown (Pa.) Fair; Oklahoma State Fair and Exposition, Oklahoma City; New Jersey State Fair, Trenton; Los Angeles County Fair, Pomona, Calif. (two \$50 prizes); Erie County Fair, Hamburg, N. Y., and California State Fair, Sacramento.

It costs fairs and their patrons nothing to participate. Fairs are asked simply to submit to contest headquarters, at the conclusion of their activity, the names of women who have taken first prize in crochet. The contest then informs these winners of their eligibility for the grand nationals and sends them all information for submitting their entries. There is no entry fee and all exhibits are completely protected by insurance to the full amount of the value placed upon them by their owners. No commercialism is injected in the contest, as the program is sponsored by women all over America who are interested in keeping alive the American needlework arts.

### Lumberjack Starts Something

An amusing phenomenon of the 1939 competition was the fact that a hardy California lumberjack, John Miller, Sacramento, won one of the national prizes with a crocheted bedspread. Mr. Miller flew across the continent to be a guest of the contest and was received with wild acclaim as one of the nation's best crocheters. In representing California State Fair, he brought unprecedented publicity to that organization, and from now on a men's class will be a special feature of the contest. Many fairs are planning to play up the men's angle this year in publicizing their own contest activity, challenging the ladies to dare compete with male crocheters.

Following the conclusion of the contest proper, a public exhibition of all entries will be held in the ballroom of a leading New York hotel. Each entry will bear the name of its owner and the fair it represents. Last year's exhibition, running a full week, was attended by more than 3,000 people daily.

Classifications in this year's contest will include:

1. Tablecloths.
2. Bedspreads.
3. Luncheon sets.
4. Doilies or scarfs.
5. Blouses or dresses.
6. Baby garments.
7. Household accessories.
8. Fashion accessories.
9. Edgings or insertions.
10. Chair sets.

So quick, Mrs., Miss (and Mr.) America!—the needle.



SALLY DICKSON

self. Women in all stations of life will soon therefore be casting about for the most desirable fair thru which to enter.

### Publicity Is Feature

The publicity supporting the contest is a noteworthy feature that is of value to the co-operating fairs in general. Each individual fair receives warm support in boosting the program among its own patrons thru newspaper and magazine publicity covering its entire territory. Illustrated press books are sent all local publications, supplemented by individual releases announcing developments in contest plans. In addition, giveaways are supplied the fairs to pass on to their patrons. Many retail stores tie up with their local fairs in bringing the contest to the attention of their customers.

All these efforts result, we find, in added prestige for the fairs in general and greater popularity of the needlework departments in particular. The work is handled directly by the contest authorities, relieving fairs of the burden of detail. Copies are sent to the fair publicity departments, however, so that they may handle the material themselves if they prefer.

Past crochet contests have been dramatically exploited thruout the nation, became headline news in all channels of news communication. Radio, newspapers, magazines and newsreels flashed the results and the winning fairs received hundreds of agate lines of national publicity. Western Washington Fair, Puyallup; California State Fair, Sacramento, and Minnesota State Fair, St. Paul, are the fairs which have taken major honors and benefited by the returns on this national prestige in the three competitions held thus far.

### Commercialism Is Out

Prizes awarded contestants amount to \$1,350, with 10 classifications of competition. To the grand national winner goes \$250 in cash and a free trip to New York. The other cash prizes go to the ones placing first, second, third and fourth in each of the 10 classes, plus special awards in three special classes and 100 honorable mention awards.

An innovation in the award system was established last year when \$50 was presented to each fair represented by one of the 10 national winners. This feature

## SOUTHEASTERN INDIANA FAIR CIRCUIT

—WANT—

### SHOWS—RIDES—CONCESSIONS

WASHINGTON, INDIANA—July 4

Robert C. Graham, Jr., Supt. Concessions

ANDERSON, INDIANA—July 1-2-3-4-5-6

Charles Williams, Supt. Concessions

FRANKLIN, INDIANA—July 7-8-9-10-11-12

Wallace S. Bowman, Supt. Concessions

COLUMBUS, INDIANA—July 14-15-16-17-18-19-20

Ed Redman, Supt. Concessions

LAWRENCEBURG, INDIANA—July 22-23-24-25-26-27

George Koethemeyer, Supt. Concessions

NORTH VERNON, INDIANA—July 22-23-24-25-26

Happy Berkshire, Supt. Concessions

MUNCIE, INDIANA—July 28-29-30-31, August 1-2

Seward B. Price, Supt. Concessions

OSGOOD, INDIANA—July 30-31, August 1-2-3

George Cranfill, Supt. Concessions

SHELBYVILLE, INDIANA—August 4-5-6-7-8-9

Otto Harris, Supt. Concessions

CONNERSVILLE, INDIANA—August 12-13-14-15-16

J. H. Mount, Supt. Concessions

CORYDON, INDIANA—August 19-20-21-22-23

Dr. L. B. Wolfe, Supt. Concessions

CONVERSE, INDIANA—September 8-9-10-11-12-13

E. L. Kling, Supt. Concessions

## 1940 FIREWORKS

New modernistic displays now ready for your July 4th Fair, Park or any outdoor festivities. Better fireworks for less money.

Write now for your copy of our new 1940 catalogue

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DANVILLE, ILLINOIS

FOUR

# PEERLESS CAMPBELLS

Acknowledged by All

America's Premier Comedy and Sensational Four Men High Casting Act

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LOUIS L. CAMPBELL, Manager  
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## PACIFIC PARI-MUTUEL TOTALIZER

RAPID and ACCURATE

Low Cost of Installation and Operation

Portable Units for Fairs

25 JESSIE STREET  
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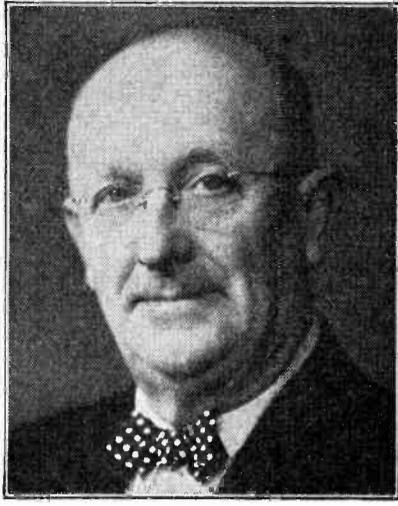
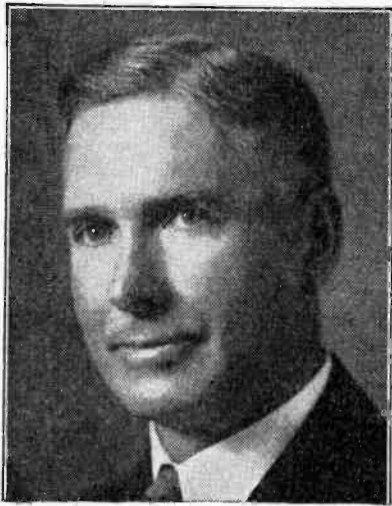
## Grange Encampment and Centre County Fair

AUGUST 24-30

V. A. AUMAN, Concession Mgr.

Centre Hall, Pa.





HEADS OF OHIO STATE FAIR, Columbus, who will be aided in prepping for the 1940 annual by a \$137,500 improvement program to be financed by the State and WPA. John T. Brown (left) director of agriculture, and Fair Manager Win H. Kinman will start emergency-item work about May 1. Big project results from a report to Governor John W. Bricker by his State Fair advisory council, which not only recommended the work but suggested a set-up of all-year activities at the plant and laws providing for continuity of State Fair management.

Fair Grounds

APPLETON, Wis.—County board deferred action on a request of Seymour Fair and Driving Park Association for \$2,500 for erection of a fair building.

GREEN BAY, Wis.—Brown County board approved granting of \$5,000 to construct a new horse barn on the fair-grounds.

CALGARY, Alta.—Calgary Exhibition and Stampede will benefit by attempts of Calgary Board of Trade and Alberta Motor Association to counteract propaganda said to be circulating in the States, which falsely represents that tourist travel is not safe in a warring Canada. Stickers being placed on mail describing ease with which Americans may enter Canada.

REGINA, Sask.—Stock breeders at Regina Winter Fair expressed dissatisfaction with accommodations for show cattle and said that unless something was done to improve conditions they would show in other Western cities in future. They

will send a delegation to interview the fair board.

RUSSELLVILLE, Ark.—Site committee of Pope County Fair Association has acquired a 30-acre tract on East Fourth street for a new plant. Officials hope for temporary structures in time for 1940 fair.

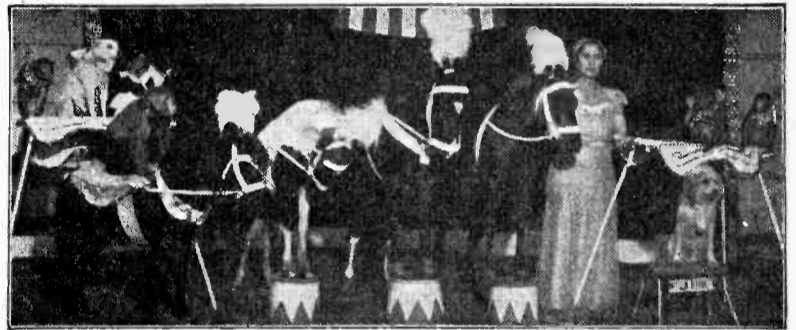
BEAUMONT, Tex.—Cancellation of the old lease agreement and granting of a new one by the city of Beaumont to the State highway department and South Texas State Fair Association have been completed. Fair association and State plan erection of new buildings under a new five-year lease.

BRANDON, Man.—Fire of undetermined origin destroyed three large horse barns on provincial exhibition grounds here on March 26. A fourth barn was saved. Damage was covered by insurance.

BUTLER, Pa.—Claiming award was excessive and not in conformity with State laws, taxpayers have filed exception to a county award to Butler Fair and Exposition Association. According to taxpay-

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NOW BOOKING PARKS — FAIRS — CARNIVALS — INDOOR CIRCUSES Some Time Open for Any Event Desiring the Outstanding Attraction of the Year



CONLEY'S HIGH SCHOOL HORSE ACT—Three Horses

COMEDY CIRCUS—Ponies, Monkeys and Dogs TRACK SPECIALTIES and DANCING HORSES

THREE BIG ACTS THAT WILL PLEASE

Write or wire for literature. Limited Time Open

CONLEY ATTRACTIONS

3807 PAXTON AVE.,

CINCINNATI, OHIO

WARNING !!!

We are the Originators of the BREAKAWAY FLAG POLE

Which is a feature of the act "SENSATIONAL MARIONS," and of the breakaway used by the act "THREE MILOS." These Breakaways have been so warmly received that others are attempting to copy the features.

ALL PERSONS ARE WARNED that patent application papers have been filed on the apparatus used; and bookers and buyers are warned to book only the original acts, and to avoid any acts employing structures which may infringe.

MILO LINWOOD.

Personal Representative

CHARLIE ZEMATER

54 W. RANDOLPH ST., CHICAGO, ILL.

Acts contracted with Barnes-Carruthers for Fairs



EVERY FAIR BOARD

should send for our 1940 Fair and Racing Catalog. You can increase attendance by using DONALDSON high-class Posters and Cards.

Also — a complete line of Rodeo advertising.

Quality—Service—Reasonable Prices

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Phone: Humboldt 0810

35th Consecutive Year.

CHICAGO, ILLINOIS

JOHN A. SLOAN, Pres.


Be Ahead of the Crowd SUBSCRIBE TO THE BILLBOARD

# YORK INTER STATE FAIR

## YORK, PA.

THE BLUE RIBBON FAIR OF THE EAST

*It Has Everything*



ALWAYS A SELL OUT  
CONCESSIONAIRES AND EXHIBITORS  
WRITE NOW

5 DAYS      5 NIGHTS  
OCTOBER 1-2-3-4-5

ers' statement damages of \$6,000 was awarded to the association as a result of construction of Butler-New Castle Highway.

**MEMPHIS.**—Mid-South Fair directors voted to cut 1940 children's admissions from 25 to 10 cents.

**BROWNWOOD, Tex.**—New Brownwood Fair Association made a preliminary deal with the NYA to erect a fair plant in a 55-acre city park on Pecan Bayou. Construction planned includes live-stock building, dance pavilion, speakers' stand, band stand and rodeo arena for a district fair in 1940.

**SASKATOON, Sask.**—Cancellation of agricultural exhibitions during war-time is an unwise and shortsighted policy, Prof. A. H. Ewan, University of Saskatchewan, told the local Kiwanis Club. Best way of preventing deterioration of quality of live stock is to continue agricultural fairs, he said.

**ZANESVILLE, O.**—Muskingum County Agricultural Society announced that betting on horse races will be prohibited at the 1940 fair. Society officials said county commissioners had appropriated \$2,000 to pay for a part of last year's fair and that any misunderstanding between the two groups had been settled.



A BUSY public relations man, active winter and summer altho now a Floridian, is George H. Clements, who recently completed annual duties as director of promotion for Florida Orange Festival, Winter Haven. He has been associated with Lincoln G. Dickey, Earl W. Brown and Almon R. Shaffer in entertainment activities, including Florida exhibits at expositions and world's fairs. His long career includes posts as managing editor of metropolitan newspapers and war correspondent during the Mexican Revolution, when he was considered a close friend by Pancho Villa.

—Photo by Dadswell.

## UP HIGH Mlle. ANNA

FAST PENDULUM HIGH ACT

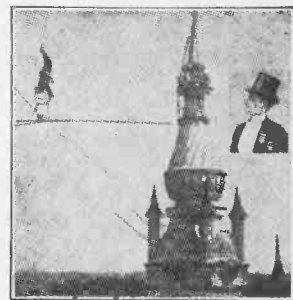


Phenomenal, Amazing, Fearless Feats—  
70 Ft. in Mid-Air Without Nets

Just completed 14 weeks at Buenos Aires, S. A., Fair; also Orlando, Fla., Fair. A distinctive Free Attraction that gets the crowds anywhere. Wire, write or phone today.

OPEN FOR PARKS, FAIRS, CELEBRATIONS  
JOHN C. JACKEL  
TIMES SQUARE ENTERPRISES  
Suite 513, 1560 Broadway,  
New York City

## PRINCE NELSON



HIGHEST WIRE RIGGING ON EARTH

ALSO HIGHEST SKYSCRAPERS

### 18 NEW DARING STUNTS

Three entire seasons at Luna Park, Coney Island, N. Y. Also 5 months Buenos Aires, B. A., last winter. Have own rigging or will work from highest skyscrapers. Available for Parks, Fairs and Celebrations. Write today for complete information. CENTRAL—C. A. Klein Attractions, P. O. Box 137, New Waterford, Ohio. EAST—Arthur L. Hill, care National Showmen's Ass'n, Palace Theatre Bldg., N. Y. C.

## FOLLIES \* COSTUMES

315 W. 47TH ST. N.Y.C.  
PHONE CIRCLE 5-9861

GREATEST VARIETY OF FLASH WARDROBE  
COMPLETE CHANGES FOR 52 WEEKS IN STOCK  
★ ANY SIZE SETS. UP TO 24 EACH. ★

**Attention!**  
**FAIR SECRETARIES**

We Furnish the BEST for LESS  
NOVELTY — COMEDY — ANIMAL ACTS  
**SENSATIONAL HIGH ACTS**  
**GIRL SHOWS**

Tel. Grand 1860 — Mainstreet Theatre Bldg.  
**AMY COX**  
Theatrical Enterprises, Kansas City, Mo.

## WINDOW CARDS

Window Cards for all occasions at lowest prices possible. 50 for \$3.00. 100 for \$4.00. Flashy, attractive. Bumper Strips, 5 1/2 x 28 Inches, 250 for \$3.75.

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Tell the Advertiser in The Billboard  
Where You Got His Address.

50th ANNIVERSARY

SUN BOOKS  
*Everything*  
UNDER THE SUN

50th ANNIVERSARY

150 STAR FAIR ACTS

AVAILABLE NOW!

COMPLETE  
RODEOS!

COMPLETE  
CIRCUSES!

COMPLETE  
REVUES!

PARK MANAGERS—CONTACT US ON OUR BUDGET "PARK PLAN" BOOKING. JOIN OUR CIRCUIT OF "15 PARKS"—SAVE MONEY.

"Swing Shows"

FAIR SECYS., WRITE FOR OUR LAST MINUTE  
**FAIR FLASHES**

SUN'S REGENT THEATRE BLDG., SPRINGFIELD, OHIO

BONDED • MEMBER "CHAMBER OF COMMERCE" •

BOOK WITH "SUN"—BE SURE OF A "SUNSHINY" FAIR

CHICAGO, DETROIT, SPRINGFIELD, COLUMBUS, DES MOINES

"Thrill Shows"

## ADRA

and Her Seven Snakes

Concessionaires and Bookers:  
HERE'S THE PERFECT  
WORLD'S FAIR ATTRACTION  
—EXOTIC AND DIFFERENT  
—SAFE FOR PATRONS—  
EASY TO EXPLOIT—  
AVAILABLE.

Metropolitan Opera House  
Studios  
Studios 49-A & B, 1425  
Broadway, New York City.  
Phone Pennsylvania 6-2634.

### AT LIBERTY OUTSTANDING HIGH SCHOOL HORSE

Only Tap Dancing Horse in America. Particularly interested in N. Y. World's Fair engagement. BOX 147, care Billboard, 1564 Broadway, N. Y.

## DOUGLAS COUNTY FAIR

ALEXANDRIA, MINN., AUG. 21-22-23-24.  
Four Big Days and Nights.  
Completely revamped grounds, big new grandstand, independent midway. One of the big County Fairs of the Northwest. Write  
R. S. THORNTON, Sec., Alexandria, Minn.

## INTERNATIONAL FIREWORKS

*The World's Foremost*  
For Every Occasion in All Parts of the World  
19 PARK PLACE, NEW YORK, N. Y.



## Grand-Stand Shows

RETURNING to the Middle West after a six-month stay on the West Coast, Gold Dust Twins signed with Barnes-Carruthers for the 1940 fair season, reported their manager, Billy Powers. In recent weeks they have played club dates in Chicago, Minneapolis and Detroit.

C. A. KLEIN, Klein's Attractions, has contract for the grand-stand show at the 1940 New Castle (Pa.) Fair. *Rhythm Revue* will be presented on three days. Fair for the past two years has had a rodeo as grand-stand attraction.

TWO SETS of cameramen were in Charlotte, N. C., last week to take pictures of Lucky Teter and his Hell Drivers for film shorts. Teter has been in Charlotte more than a month with his drivers, working on new stunts in quarters on new Southern States Fair grounds.

CONTRACT for acts and night grand-stand show at the 1940 Oklahoma State Fair, Oklahoma City, was signed last week by Fair Secretary Ralph T. Hemp-hill and M. H. Barnes, Barnes-Carruthers Fair Booking Association. Show will be billed as *Music on Wings*. Rodeo on six afternoons and autos on the other two are on the day bill.

NEBRASKA State Fair board recently huddled in Lincoln with agents and bookers to get a line on talent for the 1940 annual there. Board is flirting with the idea this year of going stronger for music, name bands and attractions other than acts often duplicated at county fairs in the state. As usual, the board is prepared to spend about \$13,000 or \$14,000 for entertainment, to be expanded later if the crop prospect is good.

## RINKING ON RISE

(Continued from page 61)

main faults which leads to a break-up. The very fact that a great portion of the crowd which roller skates is of "permanent" classification leads to gossip of some form. Wherever you find groups of people in constant contact with one another, you will find a few who mind others' business much better than their own. Most of the local gossip is of unimportant and undamaging type, but occasionally something comes up which requires a Solomon and a Saint to handle without a "blow-off" which would really damage the rink. The rink staff can either materially assist the control of this sort of thing or they can be the actual source of such matter. Training and control of the staff can turn this trick nicely to promote a better rink.

Of great assistance to a rink is the interest of its patronage in varied phases of the sport. That some skaters prefer to skate around and around, others to dance and still others to skate figures or speed skate is a marvelous point in favor of the intelligent operator. If the present-day operator can turn the thoughts of a skater to some specialty, he will have an enthusiastic booster who will skate for many more years than he would otherwise. The sport of roller hockey deserves full consideration. It can be made to go. Whether in a rink or not remains to be seen, but it is thought that special arenas for that purpose alone will be the answer. A fast, clean game with lots of scores and good sportsmanship will do more to build this game than the hokey which has been introduced into ice hockey in recent seasons and has proved its undoing.

### "Figgy Publicity" Is Damaging

A resolution of the operators in the RSROA has been to avoid "piggy publicity" or the printing of unsightly photos and matter. The American public has been led to believe of late that to roller skate is to get down and roll bodily around the rink. Regardless of the advance of this sport into the upper brackets and the beauty of many phases, such as dance and figures and pairs or the real speed being attained, and the fine games of hockey which are now being played or the hundreds of thou-

sands of regular skaters who attend American rinks of today, the picture press clamors for "flop fotos" and still gets them. Such material has been billed "piggy publicity" and will hold that name till it can be eliminated and legitimate material takes its place.

Many rinks in this country have rink clubs as part of their regular plan. Being organized by the rink itself, they are controlled by the management and in almost every case very wisely. The skaters pay a small annual fee and in consideration of their membership receive a benefit of reduced skating fees and discounting of skating equipment which amounts to as much as 40 times their initial fee each season. Why does the rink do this? Because the skater attends more regularly and the club therefore becomes a sort of co-op or profit-sharing idea. The skaters are fast to see the intelligence of such affiliation and great numbers join these organizations. In some instances there are already figure-skating and skate dancing clubs, as well as private speed skating clubs, which have the rink privately at certain hours which do not conflict with the sessions. The groups pay a flat fee annually to the rink and members are usually the leading skaters.

Some localities foster the organization of little group clubs and these attend the rinks at given times. However, the very small clubs are not too desirable, for they are composed of youngsters without serious intent or responsibility. As time goes on the best of these groups will be very good supporters of the movement but will require the older members for real stability. The other little groups will fade and finally drop from active participation. Taking their place will be the clubs with real purpose and they will sustain the sport. The only point of argument with the little club is this: Young impetuous boys and girls feel that to their group the local rink must cater especially without regard to other skaters. Should some member become embroiled in an act which calls for the censure of the management, it is not out of the ordinary for these little groups to demand that the rink disregard the individual and forget the incident. If such action is taken, these skaters will later go so far as to set the policy of the rink and their demands will run all other patronage away. If, on the other hand, the manager refuses to accede to their demands, he finds them busily engaged in circulating petitions and doing other rather uncalculated-for acts which upset the equilibrium of the business, and he again is involved. This has not occurred where older persons are connected with such groups, for they balance the scales and, should members conduct themselves beyond reason, action is immediately started to eliminate them from the organization.

### Amateur Skating Is Backbone

The amateur roller skater has become the backbone of all skating. He is the chap who foots the bill and is the fellow who skates because he likes it. Catering to him is a new idea in this business. He is very likely to be a prominent business man. He may be just a school boy. He is very likely to be a "she" and a housewife or business woman. The amateur skater is one who is interested in the sport in the same way he would join the "Y."

This brings up the "20 dark hours every day." This is the time during which the majority of rinks are closed to any activity. A rink is a costly building with its floor and equipment and relatively small productive time period. This time is now being used for practice and instruction in many places. In some cases the off hours are beginning to attract persons who cannot or will not skate during sessions. These skaters do not add greatly to income but at the end of the season it will be found that this income adds to a pretty penny. The off-hour practice will assist skaters to improve vastly. The skating standard improves as time goes on and the new skater is urged to higher standard also. This insures good returns and is material box-office value. The proficiency tests

of the RSROA also tend to raise the standard of skating in rinks. The skaters are never satisfied with their accomplishment and want to go on to a higher standard. These tests, which are in three grades, are the stepping stones in this development and assure a skater that he has attained this standard.

### International Affiliation Value

Our association is tied by alliance with other great sport bodies and the skaters within our RSROA therefore are recognized as part of the international sports set-up. This alone gives proof to the public that roller skating is arriving. This drives home to the unbelievers that the roller skater must be learning something or the A.A.U., the International Federation, the Amateur Skating Union and others would have nothing to do with it (and they are right). This brings sports lovers of the other fields to rinks for their first trip on many occasions and very often brings them back to make roller skaters of them.

The roller skater and the rink operator who think are invariably tied together, for their aims are the same. They both wish to improve the sport and they both always want an even finer rink than that which they have. The operator knows that improvement will return his investment and do it in a creditable way. The amateur skater knows that if the operator builds a better rink, he will have an even nicer place to skate in. Therefore, the wise man works with his skaters and the smart skater considers the rink operator.

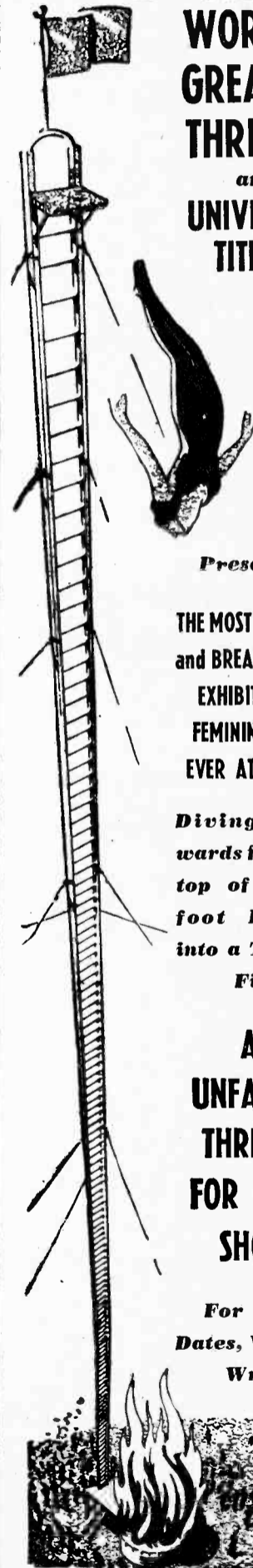
We often hear, "What is the RSROA?" "Is it a controlling body and do those guys think they can run my rink for me?" From the amateurs, "Who are these people to tell me that I have to register every year; I'll skate as I please and nobody will stop me." The RSROA is an idea and an ideal. It is the creation of individuals who have pooled the results of their own work. It is the accomplishment of the setting of a standard of roller skating. It is hours and hours of hard work which have been given to everyone in the United States and other countries who have asked advice and been given it without stint whether they were association members or not.

We have been called fools for trying to do this. We have also been cursed by the chiseler who has tried to "muscle in" on what has been given gratis. The great sports bodies shunned us and they finally accepted us with open arms, for they found a group of men, regardless of their personal status, who wished to give America the best in sports and make it available to roller skaters. We still have persons who misunderstand the status of professionals and feel that the pros should be kept out here and there. In the RSROA the professional status is one of honor and is borne as such. Many men have voluntarily taken this status and given their all. Others have worked day and night to provide good and correct literature and data for our skaters. We have accepted this status to prevent any rink man from ever skating AGAINST his skaters. We can only help now and heap honors on those of our pupils who become great thru our giving. That is why we have the respect of the other sport bodies. They do not call us professionals. Only those who are actually pros are called such by them, but in the RSROA we have and hold the most stringent set of amateur rules ever levied.

The public is quick to see the result. RSROA rinks are leaders because they were the ones who worked before the association was formed. These rinks are crowded, for these men allow the ideas of others to be used as well as their own good ideas. As a final result older rinks are being remodeled and new rinks are building gradually. These are beautiful and practical places. The local skaters love them. The managers and operators are proud of them and their skaters. The RSROA is justly proud of its membership and we believe that we are now "on the bump" of the boom which will remain a boom. If so, we have reached the millennium of skating, and rinking is truly here to stay.

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## E. J. Casey Buys Red River Shows; Plans Two Units

WINNIPEG, Man., Can., April 6.—Management of E. J. Casey Shows last week announced it had concluded negotiations with Tom Baker to take over all equipment, excepting the Ferris Wheel, of the Red River Shows. Baker, former owner of the Red River contingent, who is enlisted in the Royal Canadian Flying Corps, came here to transfer show property to its new owner. With the addition of the property, Owner E. J. Casey plans to operate two units during the season, enabling him to play almost all of the Class C fairs and celebrations in his territory.

He plans to consolidate the two shows for the larger fairs and reports that each unit will carry two rides, two shows, 10 concessions, and a light plant. Shows will be motorized. Former Assistant Manager Percy Labelle will be in charge of the No. 2 Unit.

Shows are slated to open in St. Vital, Man., on May 11 and close at Treherne, (See *CASEY BUYS SHOW* on page 72)

## Hall Purchases Beatty-Western Show Properties

DURANT, Miss., April 6.—Equipment of the shows operated by Joe Beatty and J. W. Western was purchased here last week by George Hall and henceforth will be known as Hall Bros.' Shows it was learned this week. Properties include four rides, Monkey Drome, Ten-in-One, Minstrel Show and Pit Show and about 20 concessions.

Mrs. Townsend has the kiddie ride, three concessions and sound equipment, while the cookhouse will be operated by Mr. and Mrs. Curtis Edwards. Edwards at present is hampered by a broken leg, but expects to be ready for opening.

J. W. Western and Mrs. Rosie Allen surprised all in quarters here when they were married on April 1. Sam Hausner was best man, with Mrs. Jackie Hall, the maid of honor. The Westerns enter— (See *HALL PURCHASES* on page 72)

## Accidents Mar Wallace Move; Union City Fair

UNION CITY, Tenn., April 6.—Wallace Bros.' Shows concluded a three-day stand here last Saturday under American Legion Post auspices to fair business despite much inclement weather. Arriving from West Point, Miss., on Easter Sunday, shows were greeted by a three-inch snow and it required four days to prepare the lot for patrons, reports Eugene C. Cook. Weather on Thursday night was cool and rain started falling about 9 p.m. Friday. Saturday was warm and clear, however, giving all a good day's business. Shows remained over this week and are scheduled to close tonight.

On the move here from West Point the brakes on one of Morris Helman's trucks locked, throwing the truck into a ditch and demolishing the body. Occupants sustained only slight injuries. While driving— (See *WALLACE ACCIDENTS* on page 72)

## Weather Beats Dee Lang At Final Stand in Texas

TEXARKANA, Tex., April 6.—Hampered by cold and rainy weather all week, Dee Lang's Famous Shows' fourth and final Texas stand fell far below expectations. Date, which ended last Saturday, was sponsored by American Legion Post, Saturday (30), with a big children's matinee and a large crowd of good spenders at night, was the best day. Skooter topped rides, while Minstrel Show set the best mark in that department.

Gambien & Son, scenic artists, were signed to repaint all banners and make new ones for shows to be framed later. Building and remodeling work continues and final plans for a new funhouse have been drawn. P. E. Vaughan is in charge of construction.

## Sparks Starts in Tenn.; Aerial Crawfords Booked

LAWRENCEBURG, Tenn., April 6.—Members of J. F. Sparks Shows combined the celebration of Mrs. J. F. Sparks' birthday anniversary with opening of (See *SPARKS IN TENN.* on page 72)



UNDER CONTRACT to Amusement Corp. of America for prominent roles this season are Dorothy Kuni (left) and Joy Cube. Dorothy will be featured by Beautiful Hawaii Show on Rubin & Cherry Exposition with Joy in the same spot on Tropical Island attraction on Royal American Shows. Photo by Dadswell.

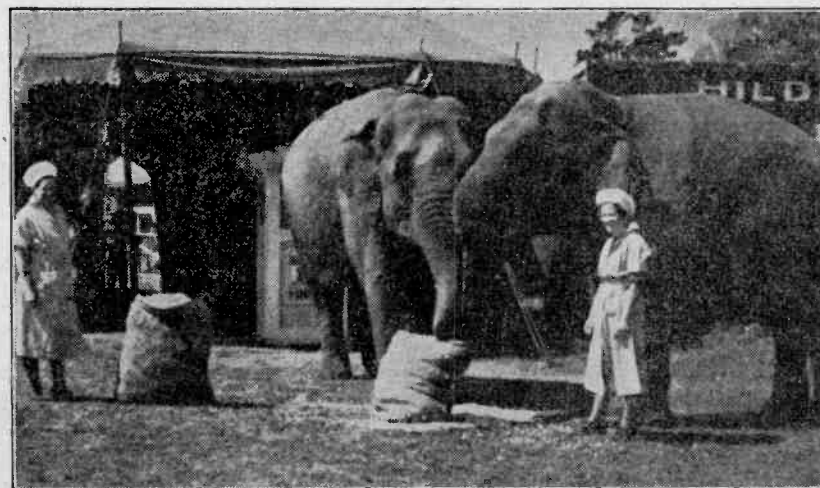
## No Uniontown Ban If Laws Abided By

UNIONTOWN, Pa., April 6.—All local newspapers carried stories a few days ago that traveling carnivals would be banned in Uniontown and Fayette County by District Attorney H. Vance Cottom during his administration. Such is the case only in certain respects. If shows live up to city, county and State laws, they will find no trouble, as witnessed the following statement issued by the d. a. for publication in *The Billboard*:

"I, legally, cannot keep out of Uniontown or Fayette County any carnival organization. However, when and if any do appear here, they must abide by all city, county and State laws. If any shows appear here and abide by the laws, they will not be bothered. If they don't, they will be prosecuted to the fullest extent."

## Visalia Opener for Bowen Joyland; Roster Announced

VISALIA, Calif., April 6.—H. C. Bowen's Joyland Shows came in here on March 26 from quarters in Stockton, Calif., for their opening stand of the season, March 30-April 7, under American Legion and VFW posts auspices. Crew was busy applying finishing touches before opening. Staff includes Hugh C. Bowen, owner-general manager; Mrs. H. C. Bowen, secretary-treasurer; Homer Reese, superintendent; D. E. Cipperly, special agent; Ed Harris, legal adjuster; Clarence Bowen, night (See *BOWEN IN VISALIA* on page 74)



THESE TWO PACHYDERMS evidently didn't get their fill at a highly successful Elephant Peanut Party staged by Hazel Fisher and Verna Seeborg on Hilderbrand's United Shows and Combined Circus Unit No. 1 during the stand in Alhambra, Calif. This photo was snapped after the matinee when the original party on Children's Day drew a huge crowd of school kids. Misses Fisher and Seeborg have operated their confectionery stands on Hilderbrand's Shows for the past six years and both are members of the Ladies' Auxiliary Pacific Coast Showmen's Association, Los Angeles. Photo furnished by Walton de Pellaton.

## Kelley Org Wins In Palm Springs

PALM SPRINGS, Calif., April 6.—Carrying distinction of being the first carnival ever to be sponsored and presented by the Desert Circus Committee, Earl (Spot) Kelley's Shows DeLuxe chalked a winning stand at seventh annual Palm Springs Desert Circus at the Field Club here on March 27-29. Rides and concessions reported good business, and among radio and motion picture celebrities visiting the midway were Rudy Vallee, Luella Parsons and Bill Gargan.

Ted LeFors was in charge of concessions, with Kelley assisting. Len Stewart and Ed Newton represented the Field Club. Concessions included lunch and (See *KELLEY ORG WINS* on page 72)

## Zimdars Gets Fair Start in Arkansas

MAGNOLIA, Ark., April 6.—Zimdars Greater Shows' opening here on March 23 under a 10-cent gate resulted in fair business despite inclement weather. Shows were well framed and flashed and local fire department sponsored the date. Staff includes Harry H. Zimdars, manager; Vivian Zimdars, secretary-treasurer; C. S. Reed, general agent; Eddie Moran, special agent; Sailor Bryon, billposter; W. H. Kelly, lot superintendent; Sailor Harris, painter and builder; Arthur Zimdars, light department; Clarence Cave, mechanic; Pearl Harris, mail and *The Billboard* sales agent, and Jack Davis, business manager.

Rides: Merry-Go-Round, Carl Scott, foreman; John Ellis, tickets. Twin Ferris Wheels, Alfred Crowe, foreman; James (See *ZIMDARS' FAIR START* on page 72)

## Coe's New Combo In Satisfactory Inglewood Debut

INGLEWOOD, Calif., April 6.—New World's Fair Shows & Coe Bros.' Circus Combined attracted a large crowd at the opening night of their inaugural stand at a Market street location here on March 30. Engagement was well billed and shows presented a pleasing appearance. Equipment is new thruout and General Manager E. W. (George) Coe expressed satisfaction over the opening. Attention-arresting were the eight large panel fronts, featuring animal pictures, done by Artist Nathan Boleus. Shows operate under a pay gate and organization is transported on five baggage cars and 10 trucks.

Three animal acts, presented in a large steel arena, proved popular. Elephants are worked by Joe Metcalfe and Anna Veldt, while Olga Celeste handles the leopard group. Count Louis Luigi presents the lion group. Ed Lacey's cookhouse is attractive, as is the Scandals of 1940 and Athletic Show. Marquee was filled with flowers on opening day and many congratulatory wires were received by Coe.

Staff includes E. W. (George) Coe, general manager; Will Wright, general agent; Monroe Elmsman, special agent; Bettie G. Coe, press; Charlotte Warren, secretary-treasurer; Frank Warren, lot superintendent; Harry Wooding, master of transportation; Will Modder, biller; James Kelly, chief electrician; Ad Wormstadt, assistant; Albert Mahaffey, sound truck and spot lights; Frank Kemp, chief mechanic; Nate Boleus, artist-painter; Johnny Glover, ride (See *COE'S NEW COMBO* on page 73)

## Coast Showfolk Out For Tip Top's Bow

COMPTON, Calif., April 6.—Recently organized Tip Top Shows, owned and operated by H. W. Campbell and Pierre Ouelette, opened to good business here on March 23, with numerous show people from Los Angeles in attendance. Shows carry six rides, five shows and 20 concessions. Canvas is new, as are the attractively decorated show fronts. All rides have been repainted.

Among West Coast showfolk at opening were Ted and Marlo Le Fors, Mr. and Mrs. E. W. (George) Coe, John A. Pollitt, Mr. and Mrs. Bob Perry, Clyde and Topsy Gooding, Marie Klencz; Frank Babcock and mother; C. H. Alton, Mr. and Mrs. George Morgan, O. H. Hilderbrand, Mr. and Mrs. Victor Lobdell, Babe Miller, Nina Rodgers, Moe Levine, Mr. and Mrs. Earl (Spot) Kelley; Mr. and Mrs. Pickard and daughter, June; Mr. and Mrs. Moe Eisman, Steve Henry, Lou Johnson, Mr. and Mrs. Johnny Hicks, Mr. and Mrs. Joe Schaffer, Bill Messena, Mr. and Mrs. Elmer Hanscomb, Joe Glacey, and Fred Stewart.

Lucille King, Mr. and Mrs. Ben Dobbert, Herb Asher, Mrs. Phil Williams, Roy Marshall; Mr. and Mrs. Frank Downie, and daughter; George Ames, Cyclone Franco, Jack Beams, Mr. and Mrs. Joe Krug, Clark Wiley, Harry Bar— (See *BOW OF TIP TOP* on page 72)

## Buckeye State Winds-Up On Right Side in Miss.

PORT GIBSON, Miss., April 6.—Joe Galler's Buckeye State Shows chalked a winner at Southwest Mississippi Live Stock Show here March 26-30 despite cold and rainy weather on three days. A free gate prevailed. Cold weather Monday night held attendance to a minimum, while rain Wednesday night and all day Friday killed business on those days. Heavy attendance the remainder of the week, however, enabled shows to wind up the engagement on the right side.

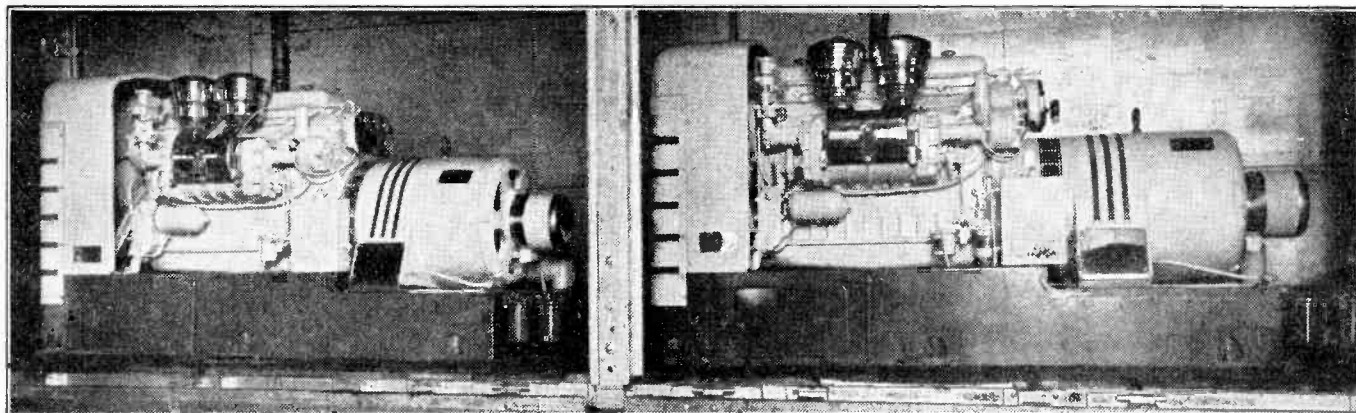
Shows and rides also did satisfactory business. Some concessions didn't fare so well, but Harry Kimmel reported one (See *BUCKEYE STATE* on page 72)

## Scott Bros. in Even Break At First 2 Kentucky Dates

PRINCETON, Ky., April 6.—Good weather and crowds greeted Scott Bros.' Shows on April 1, first day of a week's stand here at a lot two blocks from the courthouse. Shows played to a 10-cent (See *SCOTT'S BREAK EVEN* on page 74)



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No specialized knowledge is necessary for dependable and economical operation.

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*Sol's Liberty Shows*  
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## CASEY BUYS SHOW

(Continued from page 70)

Man, on September 18. Celebrations booked to date include those in Portage la Prairie, Neepawa, Lac du Bonnet and Brandon, all in Manitoba, and International Labor Day, Fort Francis, Ont. Quarters work, under direction of Casey, has been progressing rapidly. Art Curtis again will be foreman of the Ferris Wheel, while George Stanger will have charge of the Merry-Go-Round. John Shin will look after the Glider for the third consecutive year, with Len Strand in charge of the Kiddie Ride. Side shows will be operated by Val Jean and Art Wells. This year will mark Jean's

fourth with the organization.

Shows plan to play their usual territory in Manitoba, Saskatchewan and Western Ontario.

## SPARKS IN TENN.

(Continued from page 70)

the season today at local Merchants' Spring Festival under VFW Post auspices. Engagement is to run thru April 13 and Owner Sparks said he had contracted Aerial Crawfords as free attraction. They are expected here tomorrow and will open on Monday. Mrs. Sparks received a new car as a birthday present from her husband. Earlier in week she took delivery on a new tractor and Robert S. White, caller at her bingo stand, took it to Birmingham to get her new semi-trailer.

Mr. and Mrs. Jim Sparks arrived with penny pitch and diggers and Mr. and Mrs. W. E. Long booked their penny pitch and dart game. Wally Blair came in from Thomasville, Ga., with his snake and three-in-one shows.

Lester Dooley arrived to start his third season in charge of the Chairplane. With him are Mrs. Dooley and their daughter. Mike Jans has his fishpond ready and Fulton Bag & Cotton Mills delivered a new Merry-Go-Round top. Shows placed a Ferris Wheel, Tilt-a-Whirl, Funhouse and ball game at Mule Day celebration in Columbia, Tenn., last Monday to good business.

## ZIMDAR'S FAIR START

(Continued from page 70)

Maddock and W. L. Newell, tickets. Loop-o-Plane, Wayne Alderadge, foreman; Hulda Scott, tickets. Loop-the-Loop, Henry Van Hock, foreman; Robert Holane, tickets. Chairplane, Jack Sikes, foreman; Odel West, tickets. Tilt-a-Whirl, Bill Sale, foreman; Pat McCarty, helper; Carl Kirsch, tickets. Ridee-O, Joe West, foreman; Mike Martinac, helper; Walter Mialinewskie, tickets. Octopus, Bud Munn and Harry Zimdars, owners; Bud Munn, foreman; Buddy Munn, second, and Al Glover, tickets. Kiddie Rides, James Watson, foreman. Pony ride, George Lang, foreman.

Shows: Brown Skin Babies, Tex Parker, owner; B. Hallanby, B. Russell, Pat Sheldon, Leroy Banks, Frank Jackson, Charles McCoy, William Coffie, performers; Baby Mae, Fannie Parker, Jean Logan, Etta Freeman, Mary Alice, Paris Legan, Joyce Lane, Crook Penningan, Jesse Jackson, Warren Young, Shorty Davis, Joe Dole and James O'Neal, chorus. Expose, W. A. Harris, manager. Animal, R. W. Stires, manager; Lester Westenbarger, lecturer. Funhouse, H. O. Cramer, manager. Gay Paree, W. H. Kelley, manager; Eva Kelly, Edith Crowe, Billie Lamont and Rose Smith, dancers. Paris Before Dawn, Cotton Grissom, manager; Curly Adams, talker; Bessie Dales, tickets; Juanita Allen and Jackie Vasulka, dancers, and Mickey Dales, ticket taker.

Wonderland, R. N. Menge, manager; annex, Annie, sex contraction. Midget Show, Princess Tiny, manager; Ernest Milburn, tickets. Side Show, Sailor Harris, owner-manager; Bob Fagan and Lee Smith, tickets; Sailor Harris, first opening; Eddie Bell, second openings; Pearl Harris, inside lecturer; Alice, fat girl; Henry, pinhead; Rajah Nasha, Wilma Bells, sword box, Mysterian Bell. Annex has Lola, big-headed girl, with Daisy Harris, as nurse.

Concessions: Cookhouse, W. Berrer, manager; Tresse Berrer, cashier; Artie May Berrer, in charge of help. Other concessioners are C. R. and Ruby Tucker, Tenny Bell, Mac Langley, Marvin McCann, Henry Harvey, L. Rosen, Al and Stella Cooley, Pat Ryan, Doc Tyree, Mr. and Mrs. Jack Agle, Rose Dehn, Leroy Purde, Clark Bohn, Mickey Cooper, Bob Stone, Jack Connors, Jess Hodge, Melcon Lewis, Art Price, Jake Davis, Howard Geer, Mae MacConen, Bob Murray, Bill French, Johnny Moran, Tony Millans, J. C. Scott, Nooney Carbec, Spike and Lucille Malone, Lois Scott, Harry Brown, Billy Allen, Bill and Charles Bailey, Marge Frances, Tiger and Mrs. Mack, Jimmy Carley, Pop Harrigan and Eddie Owens.

## BUCKEYE STATE

(Continued from page 70)

of his biggest peanut sales in a number of years. E. A. Crane's frozen custard clicked, as did William Brown's Bartlett diggers. Port Gibson is the home town of F. H. Wolcott, minstrel show tycoon, and he and Mrs. Wolcott, with several attaches, visited almost daily. Other visitors included Edward Gentry and Mr. and Mrs. Frank Gaskins, Hughey & Gentsch Shows; Eddie Welsh, Whitey Rogers, Sam Goldberg and Messrs. Haggerty and Hughes.

Homer Finley came in from Florida with Rolloplane and Kiddie ride, and H. G. Starbuck returned as secretary. Corn Game Operator Hamilton has been on the sick list for two weeks and is unable to work. Manager Galler made flying business trips to Laurel and Jackson, Miss., and Bill Brown added a profitable side-line to his other activities.

## BOW OF TIP TOP

(Continued from page 70)

ren, Mr. and Mrs. Angelo Barith, Mr. and Mrs. Pat Cummings and son, Mrs. Lillian Sears and Wes Middleton.

Casey Taylor is electrician and ride foreman and has the Ferris Wheel and Merry-Go-Round. Other ride operators are Amos Ellis, Glider; Herbert Ellis, Kiddie Autos; Joe Davis, Rolloplane, and Rudy Mueller, elephant rides. M. E. Auther has the Circus Side Show and Dope Show; Chris Olson, Artist and Model Shows, and Mack McLaughlin, Montana Wonder Show. Concessioners include Floyd Hole, cookhouse; Pop and

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Three Shamrocks, Matthews Brothers, and Rudy Mueller provide the free acts.

## HALL PURCHASES

(Continued from page 70)

tained all at a buffet luncheon in celebration of the event. Western presented his bride with a new house trailer as a wedding gift.

Concessioners lined up for the season include Jack Duncan, Mr. and Mrs. Monroe Hoge, Jack Douglas, Charles Foulitz, Sam Hausner, Nail Stand Swede, Mr. and Mrs. M. J. Western, C. A. Clark, Fingers Scott, George J. Western, Frenchy Marschand, Red Fields, Dan Vann, D. V. Allen and Bill Johnson. Shows plan to play Mississippi, Tennessee, Kentucky, Alabama and West Virginia.

## KELLEY ORG WINS

(Continued from page 70)

refreshment stand, Mr. and Mrs. Ben Duggan and Ben Jr., and Mrs. Alice Turner, Jack Beardley, Homer Wilson, Ned Stewart, Willard Oxley, Pat Harrington and Charles Gregory, agents. Bingo, Ted and Marlo LeFors, owners; Cecil and Gene Lynch, Curley Crocker and Elizabeth Searles, agents; clothes pins, Harold Long, Tex Cloud and Bob Strothers; blanket store, Mike Herman and Ben Levi; Joe and Sam Stein, agents. Blower, Tmmy Tracewell, Billie Kuehn and Henry Planquett. Kodak Store, Benny Truman, Arch Matthewson and Sol Berner.

Ball game, Mrs. Spot Kelley, Mattie Holmes and Fred Pearson. balloon darts, Elsie Jennings and Terry Fogarty. Radio store, Johnny Cardwell, Kent Taylor, Sam Henderson, Joe Dessauer and Rich Wernstein. Ham and bacon, Timmie Turley and Oscar Pennington. Jewelry stand, K. C. Moe, Benny Tomlinson and Jerry Dennison. Roll down, Bull Montana, Mike Singleton and Bob Williamson. Pitch-till-you-win, Leo Jefferson and Maude Foerster. Penny pitch, Millie Durant and Edd Koerner. Jingle board, Harold and Harry DeGarr.

Rides: Merry-Go-Round, Spot Kelly, owner; Joe Fairchild, foreman; Buff Hannawalt; Mrs. Gene Butler, tickets. Kiddie Auto and Sea Plane, Kent Voerber, foreman; Sam Tillinghast, assistant; Esther Callaway, tickets.

## WALLACE ACCIDENTS

(Continued from page 70)

ing thru Booneville, Miss., Curly Smith's car was struck broadside by a car and the impact overturned Curly's car and trailer and destroyed the latter.

Mr. and Mrs. E. E. Farrow made several trips to the latter's home in Fulton, Ky., and Mrs. Ruby Cook is in Memphis on business and visiting relatives. Mrs. Lois Castell and Elsie Massey have been added to the Princess Peggy Show. Ernest Farrow spent a week with his parents before returning to school in Murry, Ky. Allen and Virginia Spann motored to Indiana, but will return soon with their concessions. Ross Crawford has the front-gate ticket box, with Mrs. Ernestine Crawford in charge of the coupon ticket box. Recent visitors included Mr. and Mrs. Nick Melroy, Ammie Wimmer, Mr. and Mrs. George Hall and Mr. and Mrs. Jack Hope.

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May be set up anywhere! Size only 57x30x78 inches. Ample room for 1 or 2 persons to record at same time. Presence of operator at recorder insures excellent quality recordings, encouraging repeat business. Entire booth easy to assemble or dis-assemble for transporting from location to location in your own automobile. What a bargain!

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4. Crystal Microphone, adjustable for child or adult.
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6. Beautiful Sound-Proof Booth, fully collapsible, yet sturdy and very light. Built of professional Masonite Soundproofing Material. Accommodates two persons in recording section.
7. Built-In Compartments for records, needles, envelopes, money box, etc.
8. Wired Complete—including built-in light fixtures.
9. Removable Door With Lock for operator's section, and regular door to customer's section, for privacy while recording.
10. 100 Blank Records, with envelopes—100 pkgs. steel playback needles—18 assorted colored signs (11x4), idea booklets and other accessories.

**Greater Expo Finally Gets Break in Weather**

ST. LOUIS, April 6.—Greater Exposition Shows, which opened on the 18th and Gravois streets lot here on March 9, finally got a break from the weather during last week's stand there. First two weeks shows encountered snowstorms, freezing weather and much rain, with the result that they opened on only a few nights. But with ideal weather, organization chalked up splendid business last week.

Shows opened on Gravois and Chipewa streets lot on April 4 and will remain there for two weeks. Dates marked the beginning of General Manager John Francis' 42d year in show business. Staff also has J. Crawford Francis, assistant manager; William (Bill) Snyder, special agent; Emil Schoenberger, concession superintendent; Charles Humphries, sound engineer; Sailor Morgan, lot superintendent; Nathan Fisher, master mechanic. While here, shows are operating on a free-gate policy and featuring Capt. Cliff House and Jack Perry, free acts.

**COE'S NEW COMBO**

(Continued from page 70)

superintendent. Front door, Will Eisman, tickets; Pop Rhinehart, auditor.

**Rides**

Merry-Go-Round, J. B. Vansickel, foreman; George Campbell, assistant; Ruby Mann, tickets. Mix-Up, Luther Norman, foreman; Bill Davis, assistant; Margaret Glover, tickets. Ferris Wheel, Ray Herndon, foreman; Will Schmidt, platform; Joe Despard, assistant; Ida Fromme, tickets. Octopus, Fred Thumberg, foreman; Tom Pearsall, assistant; Jean Hannemeyer, tickets. Lindy Loop,

Johnny Glover, foreman; Jimmie Cassidy and Buck Harrison, assistants; Mrs. Moe Eisman, tickets. Rolloplane, Henry Quaintance, foreman; Bart Henderson, assistant; Ellen Percival, tickets. Pony Ride, J. M. Walters; Ruby Walton, tickets; and D. Walton, George McGreevy and Edgar Rarick. Baby Auto Ride, Billie Skelton; Florence Tisdell, tickets.

Concessions: Cookhouse, Mr. and Mrs. Ed J. Lahey, owners-operators; Don Lewis, chef; Jack Knight, second cook; Harold Henderson, griddle; Bert Clark, head waiter; John Spruill, Richard Cook and Perry Huston, countermen; Cossie (Lee) White, kitchen help, Harry Bartsch and N. B. Medley. Lunch No. 1, Morris J. Lahey; No. 2, Arthur Hassler. Candy Floss, Candy Apples and Pop Corn, Mr. and Mrs. Joe Krug, owners; Bobby Botkins and Armada Biggerstaff, agents. Cork Gallery, M. H. Ellinson and Jack Beames, agents. Penny Pitch, Ethel Krug and Maxine Ellinson. Photo Strips, Asa and Opal Stroudt, owners; Nellie Landers, assistant. Jewelry and wire novelties, Asa Stroudt and Harry Brandt. Bottle game, Art Anderson, owner; Joe White, agent. Blower, Sam Shafer, Roy Adams, Bill Collier, Jelly Long, Vic Davis, Jerry Fox, Moe Morris. Ham and Bacon, Eddie Beall and Jack Ballard. Grocery Wheel, Harry Merkle and Joe Aarons. No. 2 ball game, Bobbie Beall, Jimmie Dykes and Edith Farnsworth. Hoop-la, Tommy Pearson and Nate Freedman. Novelty wheel, Joe Ceaser and Tim Story. Plaster stand, M. Corrodi and Joe Sebastiani.

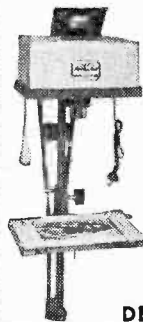
**Shows**

Follies of 1940, Eddie Stewart and Bob Winslow, managers; Slim Brady, canvas and light effects; Peggy Davis, Tona Miller, Irene Johnson, Peggy Ryan, Ruth Courtier, Chiquita Flores and Bill Alger, performers. Side Show, M. E. Arthur, owner; Leo Tunney and Thomas Williams, front; Bill Roach and Jim Swan-

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**\$40**

Complete, as described, with lamps and full instructions.

son, tickets; Patrick Perry, inside lecturer; Baby Carrie, fat girl; Carol Dayton, snakes; Professor Le Bado, ventriloquist. Lilliputian Village, Ruth Warren, Tonta Vassar, Wilma Holt and Ava Evans, entertainers; Jay Pearson; Elmer Reichert, giant; Amelia Torres, sword box; George Allen, magician; Louis Johnson, fire eater; Zorana, mentalist; Sardo and Leiana, illusions; Dan Parkman, human pincushion; George Conklin, calliope; Jack Berne, relief; Bill Squires, electrician. Cookhouse, Everett Schilling, chef; Joe Barnett, waiter.  
 Dope, Herb Adams, owner; Lotus Lee, Chinese girl inside; Jimmie Okai, front. Life, Moe Hubert, front; Martha Severson, inside. Funhouse, Jerry Kidwell, front; Pat Neilson, inside. Lewis' Chimps, H. Stearnes, front; Sam Stryker, inside. Athletic, Cyclone Franco, manager; J. Franco, front; Kerry Matthews, tickets; Cyclone Franco, Ernie Bonner, Chuck Gardner, Big Boy Brady and Nugget Brown, boxers-wrestlers.  
 Flowers were received at opening from Mr. and Mrs. O. N. Crafts, Downie Bros., H. Burch, Joe and Ethel Krug, Bank of America, Citizens National Bank & Trust Co., while wires came from Mr. and Mrs. Ed F. Walsh, Elmer and Stella Hanscom, Roy E. and Mary Ludington. Visitors included Mr. and Mrs. Frank J. Downie, Ernest Downie, Mr. and Mrs. William H. Hobday, Harry Lewis, Harold (Pop) Ludwig; Mr. and Mrs. Harry Taylor and daughter, Peggie; Mr. and Mrs. E. R. Bagby, Mr. and Mrs. Cleo Qualls, Lou W. Johnson, Ben Beno, Capt. W. D. Ament, Frank W. Babcock, Mr. and Mrs. Ray P. Stender, Mr. and Mrs. Pierre Ouelette, Nina Rodgers, Mr. and Mrs. George L. Morgan, Walter de Pellaton, Lucille King, Moe Levine, Ben and Millie Dobbert, Mr. and Mrs. Ralph Balcom, Jimmie Dunn, Jack Bigelow, Mr. and Mrs. Billie Hicks, Clyde Gooding, Mr. and Mrs. George Ames, Danny Callahan, Harry Goodman, Harry Hillman, Mr. and Mrs. Everett Mitchell, Emma Clifford, Cal Leips, Harry Eastman, Mr. and Mrs. E. Perry, Mr. and Mrs. Al Black and Mr. and Mrs. Brownie Layne.

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3 BALLS 10c**

**CAN YOU HIT MAMMY ON  
THE SNOOZZLE!**

**SAMBO FALLS DOWN  
AND CRIES**

**HE GETS SPANKED  
AND TICKLES THE CROWD**

**TEARS RUN FROM HIS EYES**

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**SOLE-MAKERS****Rose Re-Signs With Tothill**

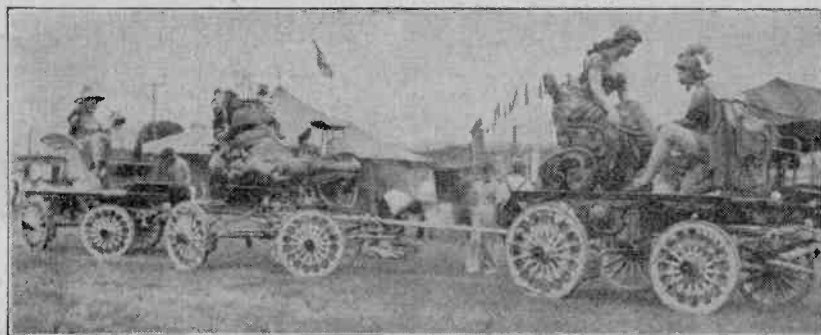
LOCKPORT, N. Y., April 6.—Harry A. Rose, vet showman and general agent, has been re-signed in the latter capacity by C. H. Tothill's Attractions. Despite inclement weather, work in quarters here has been progressing and a new panel front is almost completed. Marquee arrived and six new concessions are being built. Everything is being painted and overhauled for opening set for early May.

was purchased from him by Ken Maynard for the latter's short-lived circus. The Swan is now the property of a tent and awning company in California.

The greatest single contribution to American circus pageantry was made in 1903 by James A. Bailey, of the Barnum & Bailey Greatest Show on Earth. To herald the return of his show from its triumphal European tour, Bailey determined to put out the finest circus parade ever witnessed. A vast fortune was spent on new equipment, wagons and appurtenances. New wagons that appeared in that famous procession were the gorgeous Two Hemispheres bandwagon, Our Country, Europe, Asia, Africa, America and, for the children's delight, the floats Fairy Tales and Funny Folks, as well as a great many new cage wagons and older wagons, all combining to make a veritable exposition on wheels all of which was presented free of charge. It is perhaps significant that Bailey, who gave his public so much for nothing, prospered more than any other American showman.

Heading the 1903 parade of Barnum & Bailey was the massive, gold-leafed Two Hemispheres bandwagon drawn by a team of 40 matched bay horses, in itself the greatest and grandest parade feature of all time. Designed by Harry Ogden, of the Strobbridge Lithographing Co., of Cincinnati, and built by Sebastian, this wagon was the largest and finest ever constructed, being 28 feet long, 10 feet 6 inches high and almost 8 feet wide thru the spheres. Its cost was prodigious. It was in continuous service in the Barnum & Bailey parades for years and in 1919 and 1920 headed the last parades given by Ringling-Barnum. Then for several years, along with a great many other old parade wagons, it lay unused and exposed to the elements in the winter quarters yards at Bridgeport, Conn. Fred Buchanan acquired some of these old wagons, among them being the old Two Hemispheres, and used them in his Robbins Bros.' Circus parades until 1930, when the two Hemispheres was relegated to Buchanan's barnyard at Granger, Ia., where it again lay exposed to the elements for several years.

Under the leadership of Jacob A. Wagner, the Iowa Circus Fans had taken the wagon into one of the exhibition buildings on the Iowa State Fair grounds at Des Moines, where today it occupies a prominent place, which it so justly deserves. On July 10, 1936, this grand old wagon was used for the last time when



**ALLEGORICAL FLOATS, Cinderella, Old Woman in the Shoe and Mother Goose, last seen on Cole Bros.' Circus in 1936.**

Vic Robbins' Band of Cole Bros.' Circus rode on it at the head of the parade in Des Moines, the wagon being drawn by Cole's finest 8-gray-horse hitch.

The Two Hemispheres bandwagon could truthfully be called the "Aristocrat of Circus Parade Wagons," because it was the only wagon ever carried with a circus for sole parade use. It was of the hollow box-type construction, having no doors, and consequently nothing could be loaded in it. To the writer's knowledge no other wagon was at any time carried for its beauty's sake. Fred Buchanan, too, must have thought a great deal of this wagon to give it space on his 25-car show train.

During the course of its many years' service, quite a few men were killed and injured by this wagon. Because of its massiveness and extreme width it was very difficult to pole on the flat cars, as there was very little clearance between the wheels of the wagon and the car's gunwales. Many a razorback was knocked off the cars by the swinging pole of the wagon. The late Alfredo Codona told the writer he saw this wagon crush a musician to death when he attempted to board it while it was pulling off a lot for parade.

The Two Hemispheres bandwagon was symbolic of the circus itself, depicting as it did in its carving and seals the principal countries of the world from which is recruited the performing personnel.

The America tableau, appearing for the first time in the 1903 parade, was also a Sebastian product and finished in blue and gold with the central figure, America, seated on a bison. Other carved and living figures were grouped around the central figure. This wagon was used for years by Barnum & Bailey, later by Christy Bros. and by Cole Bros. from 1935 to 1938.

Our Country was also made by Sebastian, finished in blue and gold, and with States along the sides. The central figure was Liberty, surrounded by living figures representing Presidents of the U. S. This wagon was later used by the Buffalo Bill Wild West Show and Miller Bros. and Arlington's Wild West Show, which used a live bison on the top as a central figure.

Europe, another new wagon, was finished in red, white and gold with Europa seated on a bull as the central figure.

Africa, whose central figure was an Egyptian mounted on a camel, was finished in green and gold; while Asia, finished in red and gold, had as its central figure an elephant. The Asia wagon was later used by Christy Bros. in Cole Bros.' parade from 1935 to 1938.

The original forms of several of these wagons were later changed, in that the figures surmounting them were removed and the wagons built up to about twice their original height so that more equip-

ment could be loaded into them. America and Asia, last seen on the Cole show, were built up and used as trunk and property wagons.

Another unusual bandwagon was built in 1904 for the Pawnee Bill Wild West Show. It was replete with fine heavy carvings. On one side was depicted Columbus discovering America while on the other side were John Smith and Pocahontas. This wagon was at one time with the Haag (railroad) circus and from 1925 to 1931 with the 101 Ranch Wild West Show.

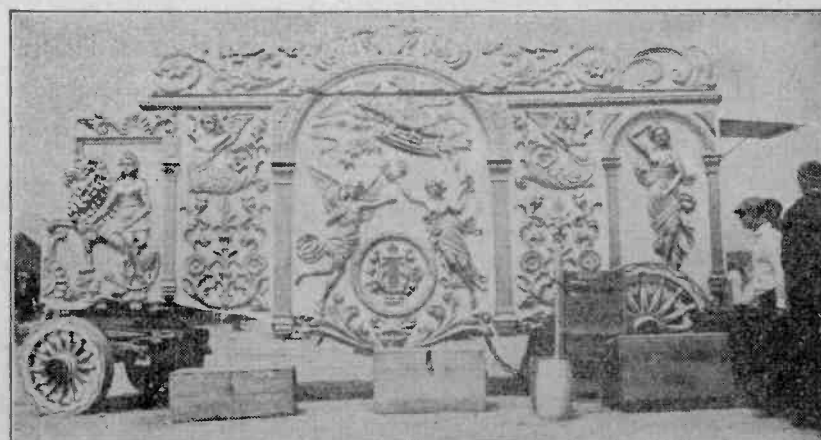
The Gladiator and Lion bandwagon, one of those appearing in the 1934 Hagenbeck-Wallace parade, is quite old and its history difficult to trace. It was probably built by the Sullivan & Eagle Wagon Works, of Peru, Ind., which made many wagons for the Wallace, Robinson and later for the American Circus Corp. This wagon in its earlier days was used by the Howe, John Robinson and Sells-Floto circuses. It is still in Peru.

Another wagon appearing in the 1934 Hagenbeck-Wallace parade was the Lion and Snake, which was built in 1905 for the Carl Hagenbeck show by the Bode Wagon Works of Cincinnati. This wagon also is in Peru.

Another large-scale addition was made to the list of parade wagons when in 1919 Frank P. Spellman promoted and organized the U. S. Motorized Circus and had Bode build 16 bodies, later to be mounted on trucks representing different countries of the world. The life of this venture was very short and receivers sold the equipment at auction. At this sale Bob Schiller bought United States, Great Britain, Belgium, France, Panama, China and India, and later sold them to Fred Buchanan for his Robbins Bros.' Circus. When Robbins Bros. closed these wagons were sent to Hall's farm at Lancaster, where Terrell and Adkins got them. In 1938 they used United States, Great Britain, France, Belgium and India in their Robbins Bros.' parades.

The old circus parade wagons have for the most part, we fear, turned their wheels on the last mile, and because of the recent revival of circus parades, some of these wagons will be fresh in our memories so that a little history concerning them is not amiss. Undoubtedly, the decline of the circus is due in large part to the discontinuance of parades, which were different from any other attraction seen thruout the year, and always drew the crowds, making them circus conscious and whetting their interest in seeing the performance.

To those of us who were fortunate enough to see those grand free street processions, they will remain one of life's fondest memories, and the clattering hoofs, clanking chains and the rumbling glittering wagons will forever move down the streets of Time. They are in truth a lost treasure.



**COLUMBIA BAND WAGON, which was last used on Cole Bros.' Circus in 1935 as the No. 2 band wagon and also as side-show property and ticket wagon.**

**SCOTT'S BREAK EVEN***(Continued from page 70)*

gate. Organization moved in here from Mayfield, Ky., where it managed to register fair business for the week's engagement despite inclement weather. All equipment has been painted and plenty of new banners and canvas are in evidence.

Only five rides are operating, but with better weather, kiddie rides were expected to get under way here. Midway is well illuminated and shows carry seven shows and 20 concessions. Charles Drill is expected to join soon from St. Louis, where he is recovering from an operation.

**BOWEN IN VISALIA***(Continued from page 70)*

watchman, and Danny Daring, mechanic. Concessions: Mr. and Mrs. L. R. Whitney, cigaret gallery and hoop-la; Ed Harris, ham and bacon stand, balloons and bird wheel; O. D. Earl, photo gallery; Sally Reese, bingo; Cal Enfield, ball games and slum spindle; Thomas McQuillan, blower stand; W. H. McClellan, pop corn; Joe Zotter, diggers and lead gallery; Monty Morgan, grind store; Johnnie Miller, cookhouse; Dutch VanDee, privilege car.

VanDee also has the Athletic and Model shows. Pony and Kiddie Rides are operated by Byron Kast, with Dorothy Whaley in charge of the girl show, and Floyd Brasel heading the Side Show. Shows recently purchased five new semi's and carry these rides: Merry-Go-Round, Ferris Wheel, Kiddie Autos, Kiddie Planes, Pony, Whip, Mix-Up, Loop-o-Plane, Midget Speedway and Octopus. New canvas has been ordered and a new sound truck is being built. L. R. Whitney is *The Billboard* sales agent.

**PARADE WAGONS***(Continued from page 48)*

Barnum & Bailey. This wagon was acquired by Christy for his parades and

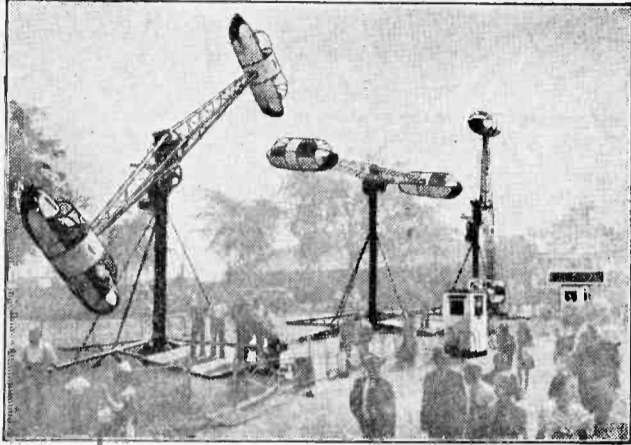


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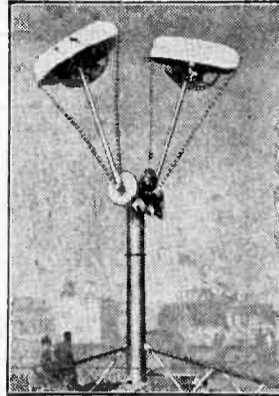
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1, 2, 3 AND 4 UNITS ON ONE SHOW MIDWAY

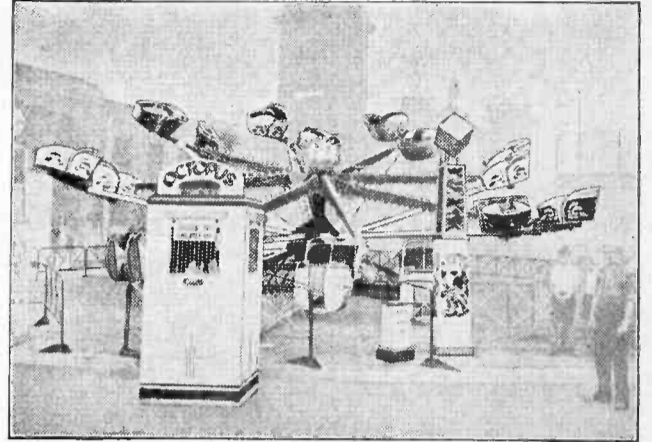
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45 feet high. Ideal  
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Come on, season starting now. Will place you.

IGLOO QUALITY ICE CREAM CO.  
1706 Almonaster Ave., New Orleans, La.

### FOR SALE

MECHANICAL CIRCUS—One hundred Moving  
Figures mounted on Semi-Trailer Panel Front. Reason  
for selling, show has been over same territory too  
long.

## McMAHON SHOWS

MARYSVILLE, KAN.

### SHOWS AND LEGITIMATE CONCESSIONS

For 7th Annual Pingster at Alabama, N. Y.,  
May 27-June 1; Firemen's Celebration at East  
Rochester, N. Y., and others to follow.  
FOR SALE—Eight Car Mangles Whip. Want to  
buy Kiddie Ride. Barnes, get in touch.  
JACK JOHNSTON, East Rochester, N. Y.

### CARNIVAL

### WINDOW CARDS

MODERN DESIGNS—NEW LINE

Write for Free Samples

**FRED ROBISON, Printer**  
CURWENSVILLE, PA.

## American Carnivals Association, Inc.

By MAX COHEN

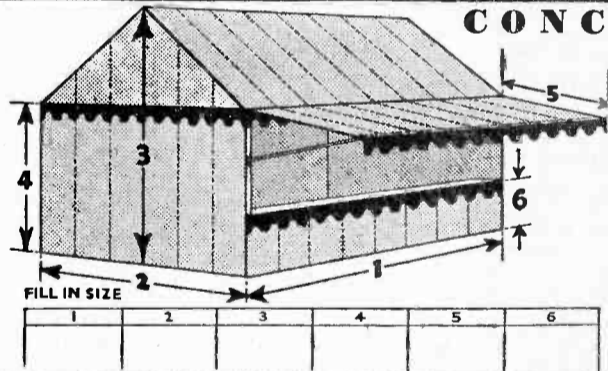
ROCHESTER, N. Y., April 6.—During  
the present session of Congress there has  
been much activity in matters of direct  
and indirect relationship to the carn-  
ival industry. We summarize various  
items so that members interested in  
any subject can contact us for further  
details.

During March agitation was begun  
by representatives of Western States for  
a revision downward of freight rates for  
that territory. Senator Schwollenbach,  
of Washington, inserted in *The Con-  
gressional Record* an item dealing with  
this subject. Pressure by Southern ship-  
pers has continued and numerous South-  
ern representatives in Congress have  
expressed opinions that rates in the  
South should be reduced. Among those  
prominent in this connection are Con-  
gressman Boran, of Oklahoma, and Con-  
gressman Gore, of Tennessee.

Cost of electric power also has come  
in for considerable discussion and criti-  
cism. We have received considerable  
data on rates in Pennsylvania which  
may be of interest to our membership.  
Congressman Rankin, of Mississippi, has  
been one of those instrumental in bring-  
ing this subject to public attention and  
there are others in Congress who have  
done likewise. One of the most forceful  
items on cost of electricity appeared in  
*The Congressional Record* early in March  
under sponsorship of Congressman Ellis,  
of Arkansas, and other articles on the  
subject of equally good quality have ap-  
peared.

A cheerful note appeared in an ad-  
dress of Raymond H. Combs before the  
American Road Builders' Association to  
the effect that we can in the near future  
anticipate improvements in road facili-  
ties and, obviously, this is of direct im-  
portance to our motorized show mem-  
bers.

## CONCESSION TENTS



Give  
Measurements  
as Indicated  
BUY  
from Factory  
SAVE Money  
**POWERS  
& CO., INC.**  
26th and Reed Sts.,  
Phila., Pa.

## SNOW CONE-POPCORN SUPPLIES

Before you start out this year get our price list on Ice Ball Flavors, Snow Machines, Cups, Spoons, Popcorn Machines, Seasoning, Popcorn, Bags and Cartons. We have everything you need for your Snow Cone and Popcorn Stand. Start out right this year. Start out with GOLD MEDAL products and get higher quality for less money.

### GOLD MEDAL PRODUCTS CO.

133 E. PEARL ST.,

CINCINNATI, OHIO

CANADA

CANADA

## SIMS' GREATER SHOWS

Show opens April 27 at Welland, Ontario. Want capable Advance Agent, also want Talker that can handle Girl Show. Have opening for a few legitimate Concessions, Scales, American Palmistry and Grind Stores. Also want Grind Store Agents and Ball Game Operators. Canadians given preference. Apply  
FRED W. SIMS, Welland, Ontario.

## WANT DROME RIDERS

FOR N. Y. WORLD'S FAIR

Lady and Men. Straight and Trick Riders. Single or Teams.

JOE DOBISH, Mgr., 2207 Atlantic Ave., Wildwood, N. J.

# EVANS' SUPER ATTRACTIONS



## EVANS' FUNNY FACE PENNY PITCH

An amazing attraction for taking the money fast! Nose, eyes and tongue are in continuous motion. Coins entering eyes or mouth flash light and ring bell, which continues until coin is released into cash box by attendant. White star in center, when lighted, designates big prize. Beautiful, flashy front, protected by plastic sheet. All electric self-contained.

## EVANS' REGULATION FLAT PENNY PITCH BOARDS

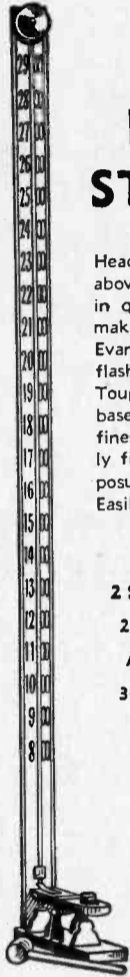
Among the best money makers on the midway! Obtainable with numbers only, with numbers and colors, with numbers and single jackpot, and with numbers and 5 jackpots. Write for details.

## EVANS' ELECTRIC PENNY PITCH

## EVANS' HIGH STRIKER

Head and shoulders above any other Striker in quality and money-making. Perfectly legal. Evans' Striker has more flash—gets the crowds. Tough and sturdy from base to bell. Built of finest materials, brightly finished. Stands exposure and hard use. Easily transported.

2 SIZES  
28 FT.  
AND  
36 FT.



**Don't Fail To Send for Catalog Today!**

## THEY'VE GOT THE FLASH AND ACTION!

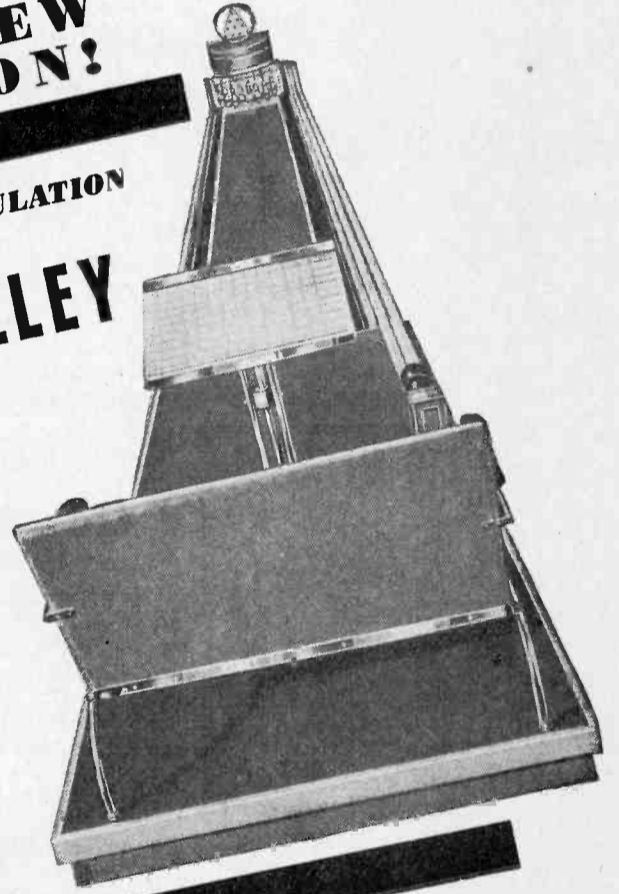
This year, get the big money—with Evans' sure-fire money makers! World's greatest midway attractions . . . every one proven the world over! They make your concessions the live spots—they draw the spending crowds—they've got what it takes to make Fortune smile for you in 1940! Hurry! Sit right down and write for complete information and prices!

## BRAND NEW SENSATION!

## EVANS' AUTOMATIC REGULATION DUCK PIN BOWLING ALLEY

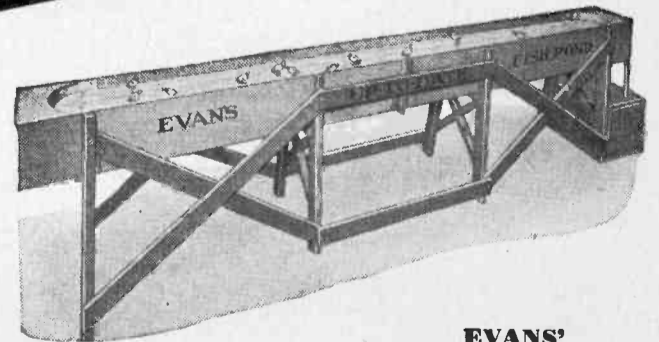
A hit that created a furor! A complete, regulation duck pin bowling alley, entirely automatic in operation, and absolutely portable! May be laid down or taken up in about an hour. Evans' patented pin-setting and returns ball like a wizard. Illuminated register shows pins toppled, frame by frame. Sturdily constructed, battleship linoleum covered alley, regulation features throughout. Surprisingly low priced! Standard size, 42 ft. overall, has 30 ft. bowling surface; 3/4 regulation width. Comes in 5 sections.

If you're looking for a new, legal, money-making idea—this is it! Get complete information quick!



## PROVEN WINNERS OF 1939!

Mouse Game • Hoop-La • Dart Boards • Devils Bowling Alley • Big Tom • Mexican 6-Arrow Spindle • Write at once for complete details!



## EVANS' CIRCULATING FISH POND

Lures the crowds like a magician! Tank of heavy galvanized iron, 12 ft. long, 14" wide, 10" deep, in 2 sections, bolted in center and absolutely tight. 100 life-like fish, each 5" long, properly weighted, fitted with extra large rings for catching. 1/4 h.p. motor and circulator pump remain in shipping case during operation. Easily transported.



## EVANS' WALKING CHARLEY

Greatest baseball pitching skill attraction ever built! Indestructible life-size humorous figures move in and out of scenic backstop with lots of flash. A legitimate game that will produce steady income year after year with little expense. Available with 6 or 8 figures.

LEADING MANUFACTURERS OF AMUSEMENT DEVICES SINCE 1892



# BRING FORTUNE IN '40!

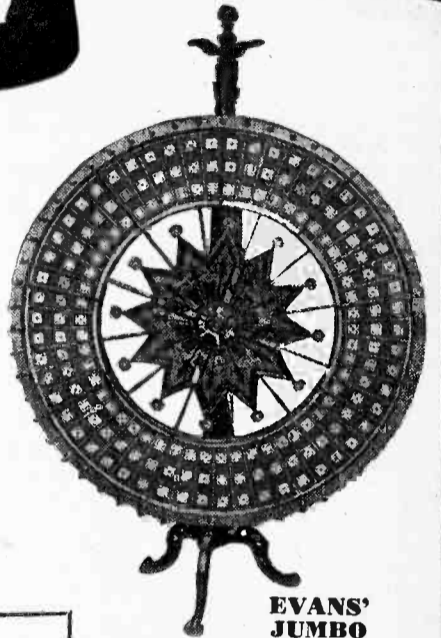
## ACCLAIMED THE STANDARD OF APPEAL AND QUALITY!

Depend on Evans' famous equipment, and you won't go wrong! For 48 years, this old reliable house has supplied the top money-makers for concessionaires. Built right, by men who know—time tested and proven Evans' attractions are hailed everywhere as tops in appeal, quality and dependability. Get full details quick!

### SEND FOR FREE CATALOG



Evans' big new 1940 catalog, 84 pages profusely illustrated, shows the complete line of Evans' Park and Carnival Equipment. All kinds of Amusement Specialties for Parks, Beaches, Fairs, Carnivals, Picnics, Homecomings, etc., including Wheels of every sort, Grind Stores, Skill Games, Shooting Galleries, Parts and Supplies—everything you need to pull in big, sure-fire profits! Write for your FREE Copy today!



EVANS' JUMBO

### DICE WHEEL

Most popular wheel ever built—always an unending success. Offers Chuck Luck in a form that draws the play—leaves a very attractive percentage for the operator. Beautifully constructed, face of wheel covered with glass and ornamental metal work, handsomely polished. Very flashy. Available in 60", also in 32" diameter Junior size.

ALSO WHEELS OF ALL DESCRIPTIONS

### 3 BIG FAVORITES

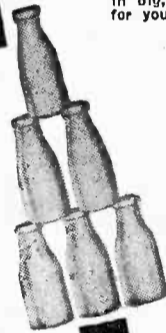


#### EVANS' ATTA BOY ART

Mechanical ball catching marvel! A fast money maker with endless appeal! Life-size figure, actually catches all balls properly thrown and holds them until released. Indestructible life-like figure, sturdy mechanism, trouble-proof. Legitimate game of science and skill that gets a play in any location. Write for complete description.

#### EVANS' ALUMINUM MILK BOTTLES

Best bottles ever created for the midway. Far superior to wood bottles. Sounds like falling glass knocked over, creating own rally. Indestructible, look like real bottles of milk. A winner that shows plenty of profit everywhere.



#### EVANS' COIN MACHINES are proven winners! Write for literature!

#### EVANS' BINGO

Ever increasing popularity of Bingo makes this a favorite attraction. We carry a complete line of Bingo games and supplies. Send for complete information.

#### EVANS' PORTABLE CANDY RACE TRACK

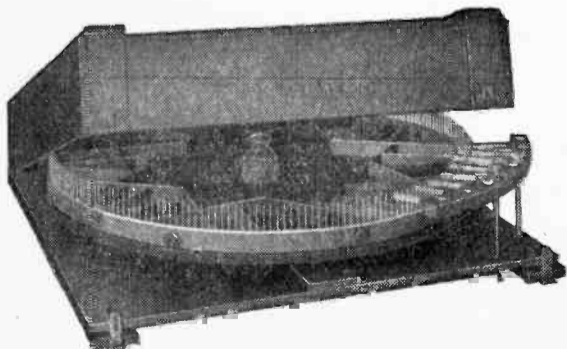
With Mutuel Odds Flashier, more exciting, more profitable than any race track ever built. Mutuel device with changing odds, 5-1 to 15-1 permits use of higher grade merchandise with great flash. Can also be used for straight play. Horses actually pass and repass each other. 2 sizes, 42" diameter and 60" diameter. Mechanically perfect, unconditionally guaranteed. Also available with electric indicator or 3-color center wheel indicator.



#### EVANS' COUNTRY STORE WHEEL

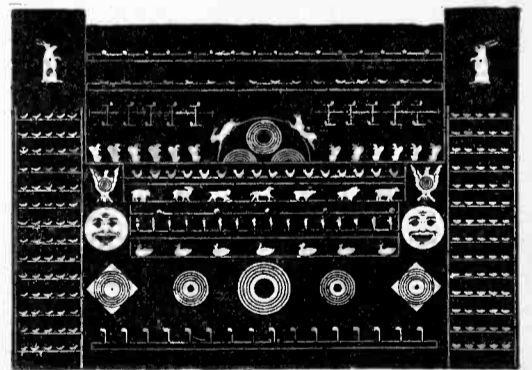
A sure money-maker. Wheel has extra deep pockets and

fence to protect merchandise. Evans' special multi-indicator cups accommodate 8 players, assuring ample earning capacity. Wheel bearings easily permit 250 lbs. of stock. Made in all sizes up to 10 ft. diameter.



#### EVANS' SKEET SHOOT

Here's a recently introduced pastime that has already proved itself an outstanding concession. Excellent for Roadside locations as well as Parks, Beaches, Carnivals, etc. A practical, low cost outfit. Eliminates bulky, heavy equipment. Can be set up and taken down in a few minutes. Enormous earning possibilities. Write for details.



EVANS'

#### SHOOTING GALLERIES

Evans' Shooting Galleries are in a class by themselves, absolutely unequalled for service and satisfaction. Famous all-steel construction, malleable iron targets, practically indestructible. Assembled and tested at the factory before shipping. Positively trouble free, sure to give satisfaction. Most complete line of Galleries, Supplies and Parts in the country. All sizes and styles—every type of target, equipment and accessories. Write at once for complete catalog.

# Metals Add to Brilliance of Lights

By **CARL C. STRUEVER**

(General Manager, American Nickeloid Co.)

**T**HE continued search for ways of attracting customers to amusement places has uncovered an unusual process of finishing and polishing metals so that their mirror-like surfaces add materially to the brilliance of surrounding lights.

At first, about eight years ago, the applications of pre-finished plated metals in the amusement field were purely decorative in their purpose, consisting of small borders, corners or ornaments for highlights and spots of interest. The trend, from that point, however, has been toward applications where both the decorative and functional properties could be utilized to better advantage. Designers, architects and contractors soon realized that the metals possessed almost unlimited advantages, enabling them to specify pre-finished metals for construction, as well as appearance and the furtherance of decorative motifs.

Outdoor amusements, especially the better carnivals and parks, offer metal manufacturers a most promising market. Several of the larger carnivals and some parks have already made use of these new metals. In the carnival field they are replacing the less colorful interiors and fronts of shows, and they are becoming more and more in evidence on ticket boxes, light towers, etc.

Without a doubt it is the better carnival that has gone out in front of the pack with these modernization programs the last few years. Neon, fluorescent and black ray lighting and decorative metals with an all-inspiring flood of light from

huge towers, revolving as well as stationary, have brought new life to midways and bigger profits to operators.

Corrugated chrome copper, a pre-finished metal, was used for the front of the girl show on Beckmann & Gerety's Shows with very fine results. The bright finish reflected the many colored lights of the midway at night and even during the day the gleaming surfaces gave the attraction an inviting appearance. This one new front proved its value early in the season and others were added later.

Hennies Bros.' Shows used the same material in combination with white and colored neon lighting for their colored minstrel show, and the front did much to make the show one of the most profitable on the midway.

A somewhat different use of pre-finished metals was incorporated in the entrance gate and arch on the Royal American Shows. Here the corrugated, highly polished material served a functional as well as a decorative purpose. Neon tubing and floodlights added to the effectiveness.

The use of these metals on various rides, too, is showing a gradual increase. Manufacturers and ride owners themselves have come to appreciate the value of making the different units more attractive and attention-compelling.

A Boomerang ride located at Coney Island, N. Y., sported a dress of chrome copper in satin and bright-striped finishes last season that not only improved the all-round appearance but also added eye-appeal and flash. The whirling cars and moving parts flashing in the sun or under the lights provided a brilliance that could be seen hundreds of feet away.

Another installation was chromaloid on a ride at the Golden Gate International Exposition, using both the bright and corrugated finishes.

The use of pre-finished metals in the amusement field is far from being widespread or common. Numerous opportunities still await enterprising showmen who wish to modernize their shows and bring them up to date in keeping with improvements in other fields.

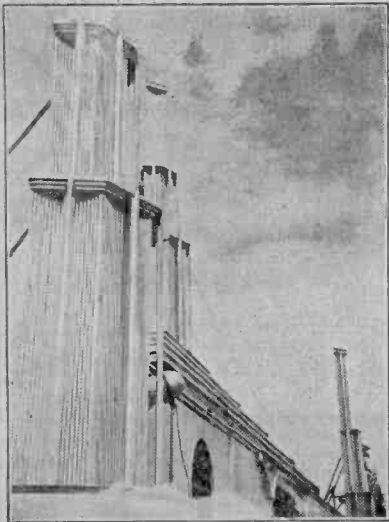
A very interesting and outstanding installation of these new metals is that of the Silver Congo, night club in La Salle, Ill. It consists mainly of bright

chromium metals. What were unsightly pillars are covered with chromaloid and made to resemble tree trunks and near the ceiling leaves hang forth, giving the whole a palm-tree appearance. The mirrors behind the bars are of chrome steel and chromaloid-over-wood is used for all molding. Stage scenery and backgrounds are enhanced and given a most beautiful effect thru the use of these same materials. Surrounding lights dance and play in brilliant reflection.

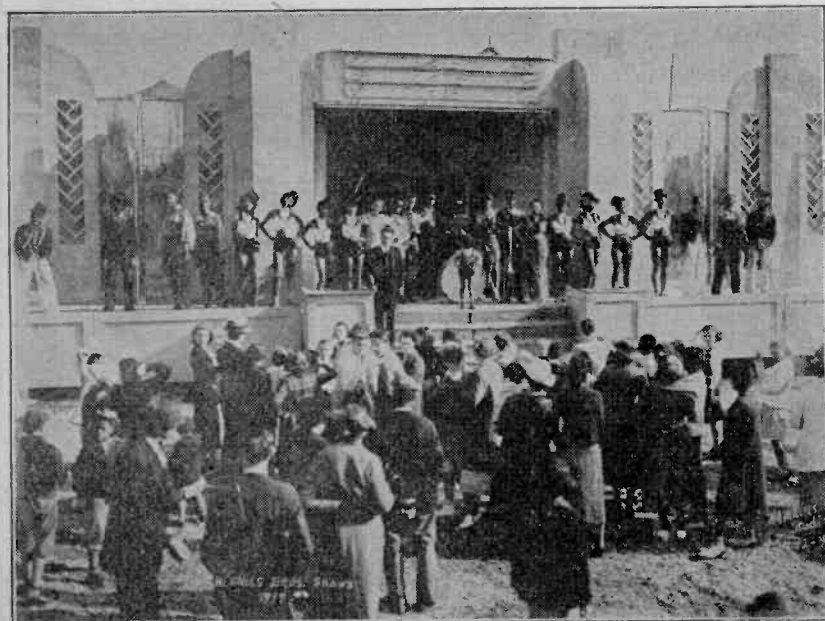
Metals are adaptable to almost any whim or fancy. Their easy pliability and the plain and fancy finishes enable designers and craftsmen to achieve unusual

and interesting effects. They can be had in bright or satin, striped, crimped or corrugated finishes of nickel, chromium, copper or brass. All are electro-plated to basic metals of steel, zinc, brass, copper or aluminum. From these combinations are produced some 14 or more different metals—chrome, nickel, copper and brass zinc; chrome, nickel, copper and brass steel; chrome and nickel brass; chrome and nickel copper; nickel and chrome aluminum. All are available in gauges to fit requirements for almost any application and most of them are obtainable in stock size sheets of 36"x96".

The pictures shown here illustrate a few of the pre-finished plated metal installations in the amusement field. In the days to come we will probably see many more uses for these metals.



A UNIQUE FRONT developed by Royal American Shows. Corrugated chrome copper was used.



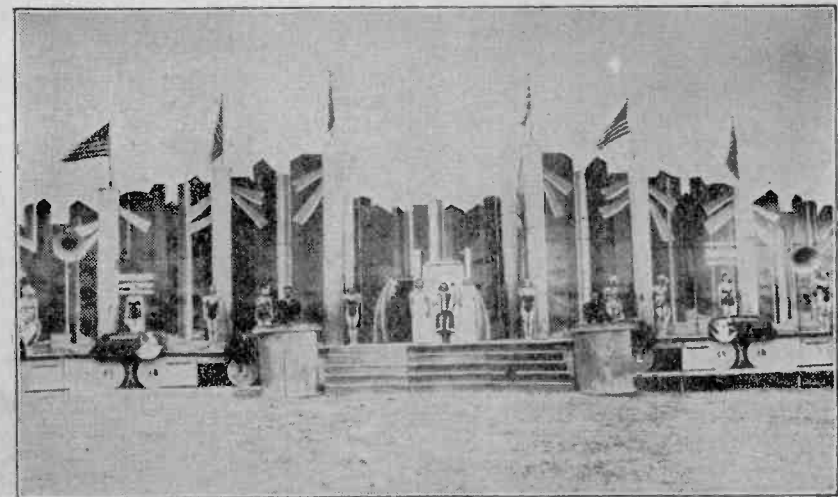
AN ATTRACTIVE minstrel show front on Hennies Bros.' Shows. Corrugated chrome copper was used in combination with neon.



INTERIOR of the Silver Congo, LaSalle, Ill., night club. Decoration consists mainly of bright chromium metals. Mirrors are of chrome steel. Leaves and trunks are of chromaloid. Chromaloid-over-wood was used for all molding.



THE BOOMERANG at Coney Island, N. Y., on which chrome copper, in satin and bright-striped finishes, was used



FRONT OF GIRL SHOW on Beckmann & Gerety Shows. Corrugated chrome copper in bright finish was used.



TWENTY-SEVENTH SEASON

**TRAVER CHAUTAUQUA SHOWS, INC.**

Combined With  
**FAIR AT HOME SHOWS, INC.**

**15 RIDES                      2 FREE ACTS**

**ANNOUNCES**

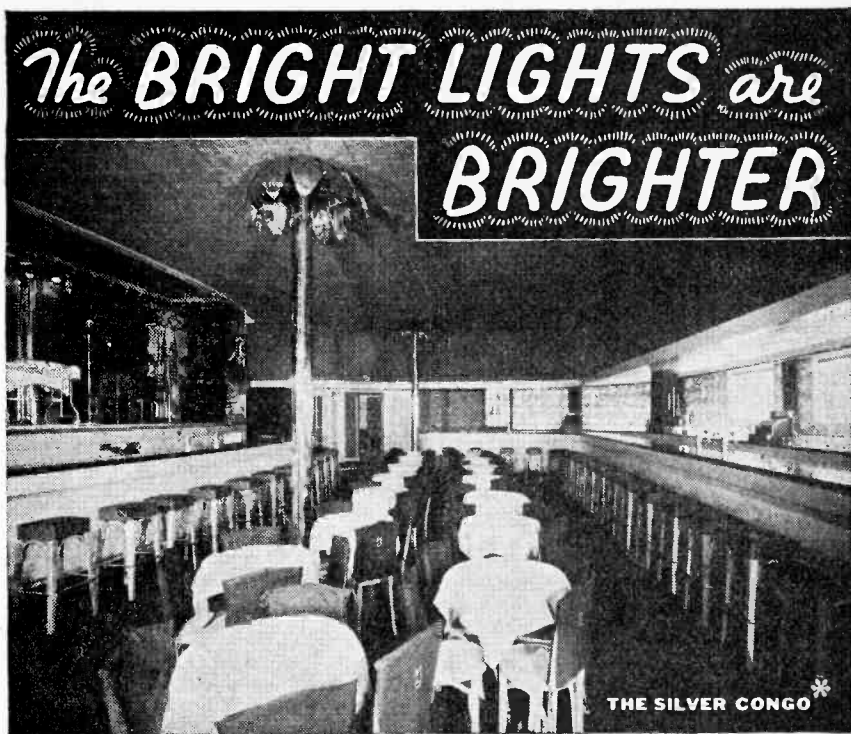
Show will open April 27 in New Jersey and play the pick of cities throughout New England, which our years of experience and reputation gives us advantages.

**WANT**

Can place good Ten-in-One, Motordrome or Novelty Shows that don't conflict. Write what you have. Will furnish outfits. Have legitimate concessions open. No roll-down, tip-ups or coupon stores tolerated. Address

**GEORGE W. TRAVER, Mgr.**

**39 No. Summit Ave.,                      Chatham, New Jersey**



# Ballyhoo Bros.' Circulating Expo.

## A Century of Profit Show

By STARR DE BELLE

Pause, Fla.  
Week ended April 6, 1940.

Dear Mixer:  
Our second week in winter quarters finds every department working overtime and with big results. A local business club today interviewed Pete Ballyhoo regarding the amount of money that his company will spend while hibernating here and also as to why we came in so late in the winter. The boss

did himself proud, even putting the press department to shame when he stated, without flickering an eyelash, "Over \$75,000." But his reason for not bringing the show into winter quarters before the middle of March showed efficiency and good judgment. He said "Most shows come into quarters in November, then loaf all winter and finally decide to do a few weeks of rush work before going out. We believe in working all winter and closing just long enough to do a few weeks of these last-minute work rushes."

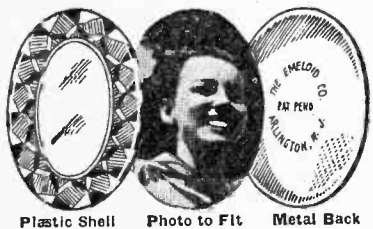
This show doesn't hibernate; we close to get the necessary work done. You can write about fronts, rides and what not, but when we build its not only an innovation to the public but to our people as well. All of our baggage wagons are now of the sunshine type. The old-time tin, wood or canvas roofs have been taken off and replaced with sheets of shatterproof glass, thus keeping the interiors always as bright as day for the help that must live within. Cupboards, clothes closets, toilets, gas stoves, lighting fixtures, bed racks and radios have been installed for the comfort of those who can not afford house trailers. So well thought of is the idea by our help that many have started making payments on wagons so that later in life when they are no longer fit to be used as rolling stock they can park them on lots and have homes.

Our general superintendent created an innovation in lighting effects, free act and sound system when he built his three-way tower. Here are combined the three in one on a big steel structure. On top of this 150-foot tower is a high pole for the free act. On the tip of the high pole is a giant searchlight that can be seen for miles. At the base of the pole 34 floodlights will be placed to keep the midway as bright as day. Under these floodlights public-address systems and a siren will be placed. Up and down on all four sides of the tower rows of red, green and yellow lights, similar to those used at street intersections, will be installed. All lights, sound and siren will be controlled from the office wagon.

Naturally, there are times when an office doesn't care to broadcast its business: then is when the lights and siren will do the work. When the siren blows and a red and green light flashes, that means the boss is wanted at the office. Two reds and one green will be for a beef. Three reds and a yellow will be for all awnings to drop. When all are red and the siren keeps wailing it's a klem. (A klem is rube's little brother.) Some of our boys are even planning on making book on the colors, which will provide the midway with another concession.

It won't be long now until we take to the road again. Just noticed a number of foreign-looking men with Van Dykes and spats in the office. Everything points toward a European tour. MAJOR PRIVILEGE.

### BIG PROFITS with SWEETHEART PHOTO MIRROR



### Press together with the Fingers, and it's complete

No skill—no machinery needed. No breakage. Border in assorted colors. Photo can be replaced. Send cash with order for prompt delivery.

100 — 6c Each.      500 — 5c Each.  
250 — 5½c Each.    1000 — 4½c Each.

THE EMELOID CO., Arlington, N. J.

### Plaster Dolls, Novelties

**BB** We Carry an Up-to-Date and **C**  
**I** Complete Line for the Car- **A**  
**N** nival Trade. We will make **N**  
**G** it worth your while to write **E**  
**O** for our latest catalog. **S**

## CENTRAL CARNIVAL SUPPLY

1113-15-17 NICHOLAS ST.  
OMAHA, NEB.

**FOR SALE** African Dip. Complete.  
Used only a few weeks.  
**WANT** Second-hand Weighing Scale.

## J. W. GESSFORD

767 DALE DRIVE, WOODSIDE FOREST, MD.

ADVERTISE IN THE BILLBOARD  
—YOU'LL BE SATISFIED  
WITH RESULTS.

### WHEN REFLECTED BY American Bonded Metal

DOLLAR for dollar, American Bonded Metals provide more sheer glamour and beauty than any other decorative material known. In plain or satin finishes—in an endless variety of striped, crimped, scored and corrugated patterns—they conform to the most bizarre decorative whim . . . make dignified simplicity seem striking.

Their beauty, too, is more than skin deep. American Bonded Metals are the world's finest. Select from over fourteen different metals that will make your place of amusement or amusement devices a greater attraction. Write for samples and prices.

\*American Bonded Chrome Steel and Chromaloid provide striking interior decorations for this swank La Salle, Ill., night club.

**AMERICAN NICKELOID COMPANY**  
16 SECOND STREET, PERU, ILL.

## CARROUSEL RINGS

Brightly Polished Steel, Also Brass Rings  
Manufactured for 30 Years by

INTERNATIONAL CHAIN & MFG. CO., YORK, PENNA.  
WRITE FOR PRICES

## BIG HOLLYWOOD SEARCHLIGHTS

Shows using last year report consistently larger gates. Two models expressly designed for traveling shows.

Wire for photos and details.  
OTTO K. OLESEN ILLUMINATING CO., LTD.  
Hollywood, California

## Archery Is Storming the Country

**NEW LOW PRICES**

Archery, this year, is more popular than ever. Archery Ranges are being installed everywhere. These Ranges pay handsome profits. Write us for full instruction how to operate and install. Also for catalog and discounts.

INDIAN ARCHERY & TOY CORPORATION, Evansville, Ind.

## GOLDEN WEST SHOWS

Want Cookhouse, Palmistry, Short Range Lead Gallery, Penny Arcade, Pitch-Till-U-Win, Fish Pond, Hoop-La, Cigarette Gallery, Ball Games. Openings for all Legitimate Concessions. Want good Athletic Show Man. Pit Show open. Have panel fronts and good tops for show people that can produce something for inside. Good route of Minnesota and Wisconsin Fairs. Will buy 16-Seat Chair-Of-Plane. Price must be right.

Address WM. W. BARNHART, 4262 Thomas Ave., N., Minneapolis, Minn.

## MINER MODERN MIDWAY SHOWS

SEASON OPENS SATURDAY, APRIL 27TH, COPLAY, PA., AMERICAN LEGION

CELEBRATION — TWO SATURDAYS  
Will book one or two more Shows and Little Beauty M. G. R., Girl Show and all kind of Concessions. Also Ride Operators for seven Rides, and Second Men. This Show holds contracts for the following Old Home Weeks and Celebrations: Alpha, N. J.; Princeton, N. J.; Phillipsburg, N. J.; Kimberton, Pa.; Port Providence, Pa.; Harwood Mines, Pa., and others.  
Address R. H. MINER, 161 Chambers St., Phillipsburg, New Jersey.

Is Your Subscription to The Billboard About To Expire?

# Law of Independent Contractors

By LEO T. PARKER, Attorney at Law

RECENTLY we had an inquiry from a reader regarding the liability of an employer for injuries negligently caused by an "independent contractor." This reader explained that he had booked on his midway a pop-corn concession by a man who had a family of his wife and several grown daughters who occasionally helped around the stand. One of his daughters was married to a man who owned a motor truck with his own name plainly printed on the side of the truck. He carried Illinois license plates issued to himself, and the proprietor of the

midway had paid for the city show license.

While operating the truck on the highway the son-in-law of the operator of the pop-corn concession collided with a car causing serious injuries to its occupants. The accident happened 12 miles from the showgrounds and the point at issue seems to be whether the reader and proprietor of the midway is liable in damages for this accident. The attorney for the injured persons contends that our reader is liable because he had the city show license issued to himself in order to operate, which resulted in the people with the show becoming his agents or servants.

## When Liable, When Not

It is important to know that the outcome of this litigation cannot be anticipated without considerable knowledge of the modern law, and furthermore increased details of the business relationship of the son-in-law and the midway proprietor must be forthcoming during the trial before the court can render its opinion. However, in order that readers may be able to operate their business and eliminate liability in damages for injuries effected by owners of motor vehicles used in the business we shall review the law on this subject as laid down by late higher courts.

First, it is important to know that an employer is not liable in damages for injuries effected by independent contractors, whereas he is liable for injuries caused by negligent acts of his employees. An employee is a person employed to perform services for an employer, the employee being subject to the employer's CONTROL or right to control.

In determining whether one acting for the owner of a circus or carnival or other employer is an employee or an independent contractor, the following matters of fact are considered: (a) the extent of control which, by the agreement, the employer may exercise over the details of the work; (b) whether or not the one employed is hired in a distinct occupation or business; (c) the kind of occupation, with reference to whether, in the locality, the work is usually done under the direction of the employer or by a specialist without supervision; (d) the skill required in the particular occupation; (e) whether the employer or the workman supplies the instrumentalities, tools and the place of work for the person doing the work; (f) the length of time for which the person is employed; (g) the method of payment, whether by the time or by the job; (h) whether or not the work is a part of the regular business of the employer, and (i) whether or not the parties believe they are creating the relationship of master and servant.

This is an unusually concise and dependable rule by reference to which employers may determine whether or not they can be held liable for negligent acts of employees. However, detailed explanations are forthcoming.

In Cushman Motor Delivery Co. vs. Bernick, 8 N. E. (2nd) 446, the legal question was presented the court as follows: Was the driver of a motor truck, which caused damage, from a legal standpoint an employee or independent contractor? This court said:

"The vital test in determining whether a person employed to do a certain work is an independent contractor or a mere employee is the right of control over the work reserved by the employer. If you find from the evidence that defendant (employer) did not have the right to control and did not control Fitzgerald's (employee's) actions, then your verdict must be that he was an independent contractor."

## Control Is Important

An independent contractor is one who may receive compensation for his services, but the employer can have no control over him DURING THE TIME the

services are being rendered, or the independent contractor rule is not applicable.

For instance, in Rice, 2 S. E. (2nd) 527, it was shown that a person named Jones purchased a motor truck. Afterward he entered into a contract with a company for the delivery of material. This contract specified that the compensation for haulage to be paid by the company was to be adjustable on a zoning basis. Jones engaged a driver and agreed that after gasoline and oil were paid for out of the receipts under the haulage contract the driver should receive 40 per cent of the amount of such proceeds remaining.

While the driver was delivering merchandise for the company an accident occurred causing serious injuries to the occupant of another automobile. The injured person sued the company for damages, but the higher court refused to hold the company liable, and said:

"We are of the opinion that the evidence clearly preponderates in establishing that Hubert Jones was an independent contractor under whom Jack King (driver) served."

In this case the officials of the company did not direct the driver as to the route, or how and when the loading was accomplished, but Jones merely was required to transport the merchandise for a stated price and to a named destination at a certain time.

## Vehicle Is Borrowed

It is elemental law that a person, as a truck owner, who agrees to perform a definite and particular service for another cannot relieve himself from a faulty performance or a failure to perform by proving that he had engaged another to perform the service in his place, and that the fault or failure was in an independent contractor.

Therefore a proprietor of a circus, carnival or other traveling show may use his own servants, tools and vehicles, or he may hire employees, tools or vehicles from another, but in either case he is personally responsible for any injuries or losses negligently effected by any person provided he acted as an employer and directed the employees what to do and how to do it.

For example, in Sack vs. A. R. Nunn & Son, 194 N. E. 1, it was disclosed that a proprietor rented a driver and a motor vehicle at a stipulated hourly rate. The driver lost control of the vehicle and injured a person who filed suit for damages against the proprietor alleging that when the accident occurred the vehicle was constructively in the possession and under the control of the user. Since the proprietor assumed control over the driver it is important to know that the higher court indicated liability on the part of the proprietor and held that it was the duty of the jury to decide whether or not the driver's negligence caused the accident which resulted in the injury. This court stated the following important law:

"If Sitgreaves, the owner of the vehicle, parted with power of control over his driver, and the defendants assumed to make and did make such use of him as they deemed proper, the driver by reason of such service may have become the special servant of the defendant for whose acts he would be responsible."

## Details Important

Details of name on truck, who pays for gasoline, oil and repairs, are not important when determining whether the operator of a motor truck is an independent contractor, but details of the agreement between the employer and the owner of the vehicle are important.

Therefore the fact that the owner of a circus, carnival or other traveling show does not own the trucks operated, or that the trucks are not licensed by him, is not important in a damage suit filed by a person injured thru negligence of a driver of one of the vehicles. The important question is: Was the driver un-

der control of the proprietor when the accident happened?

For example, in Rogers vs. Silver, 180 So. 445, two motor vehicles collided effecting injuries. During the trial it was proved that one of the vehicles was licensed in the name of a third party, but the vehicle bore Silver's name, was loaded at the latter's headquarters by his employees and ran on a schedule fixed by the proprietor. Therefore, although the vehicle was not licensed by Silver, the higher court held the latter liable. This court said:

"The direction and control of the route, the fixing of the schedule and the general operation of this business was under the control of Silver and he cannot escape liability for the negligence of the driver while engaged in serving in connection with this business."

## Contract Changed

Various courts have held that a motor vehicle driver may be loaned or hired by an employer so as to become, as to that service, the servant of the person to whom he is loaned or hired and to impose on the latter the usual liabilities of an employer. In other words, the test of liability for the acts of an employee is whether he continues in the direction and in control of the original employer or becomes subject to taking orders from the person to whom he is lent or hired. To escape liability the employer must resign full control of the

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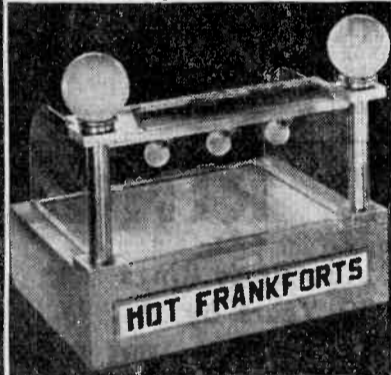
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All Bingo and Lotto sets are complete with wood markers, tally and direction sheet. All cards size 5x7.

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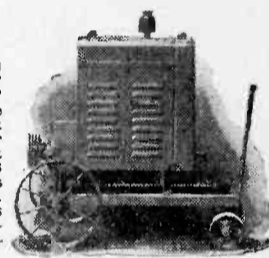
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**Kant-Splash**  
GALLERY CARTRIDGES

employee for the time being. So held a higher court in the late case of Roman vs. Hendricks, 80 S. W. (2nd) 907.

The facts of this case are that a motor vehicle owner entered into an oral contract to furnish a vehicle and driver for the purpose of hauling and delivering goods for a man named Richards. Altho the vehicle owner hired, discharged and paid the driver of the truck and furnished the gasoline and oil for the operation thereof, Richards had full control over the driver.

One day one of the trucks ran over a child whose parents filed suit to recover damages. It is interesting to know that the higher court held Richards solely liable, and said:

"In determining whether a loaned servant is the servant of his original master or of the person to whom he has been furnished, the general test is whether the act is done in the business of which the person is in control as a proprietor. . . . But to avoid liability the original master must resign full control of the servant for the time being. It is not sufficient that the servant is partially under the control of another."

### Outside Scope of Employment

Various higher courts have held that an employer is not liable in damages for an injury sustained by an employee who acts outside the scope of the employment.

For instance, in McKay vs. Crowell, 189 So. 508, it was shown that a truck owner entered into a contract to haul certain goods. The truck owner furnished all equipment for his part in the work and paid his own expense and had the privilege, which he at times exercised, of hiring helpers. The length of employment was not specified and there was no agreement as to the amount of goods to be hauled per day or during the existence of the contract. It appears that the employer had the privilege of discharging the truck owner at any time and the latter had the privilege of leaving at any time. One day an

accident occurred when the truck owner was driving the truck to a garage to have it repaired.

The legal question was presented whether the employer was liable for payment of damages. In holding the employer not liable the court said:

"It is immaterial whether he was an independent contractor or not, as the principal would be liable. It is shown by the facts that the accident occurred at a time when the plaintiff (driver) was not engaged in his employment, but, on the contrary, was on the personal mission of having his own truck repaired."

Therefore when a truck driver effects an injury while deviating from the route specified by his employer, or when the driver is using the truck for his own personal pleasure or purpose; or otherwise is using the truck for a purpose different from the agreement made with the employer, it is immaterial whether or not the relation of an independent contractor exists because under no ordinary circumstances is the employer liable for negligence of the driver.

### Summary of Law

Now going back to the litigation in which our reader is involved and details of which are explained at the beginning of this article we may state the law, as follows: The fact that the proprietor of the midway paid for the city show license, or may have paid for a city or State license on the truck operated by the son-in-law, ordinarily is not important in deciding who is liable for this accident. If the son-in-law was not under control of the proprietor when the accident occurred the son-in-law is solely liable in damages for the effected injury. On the other hand, if the testimony shows that the proprietor directed the son-in-law where to go and what to do while he was driving the truck at the time the accident occurred, then the son-in-law legally is an employee of the proprietor which results in the latter being liable. Moreover, the fact that the son-in-law's name was printed on the truck is not important, nor is the testimony important which relates to who furnished the gasoline and oil. In other words, a person may employ an independent contractor to perform certain work say for \$10 and if the employer does not control the employee as to how he performs the services, or the route selected when performing the work, the employer is not liable for negligent acts of the employee because the independent contractor rule is applicable. And if, instead of agreeing to pay \$10 for the work, the employer pays the employee \$5 in cash and furnishes gasoline and oil equal in value to \$5, the legal relationship is exactly the same provided the employer does not control or direct the employee as to details of how the work is to be performed. Of course, under all circumstances the person may employ an independent contractor and require the employee to complete the job within a specified period and also require that the employee shall perform the services in a stated satisfactory manner and the relationship of independent contractor remains unchanged.

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Also One Other Good Kid Ride.

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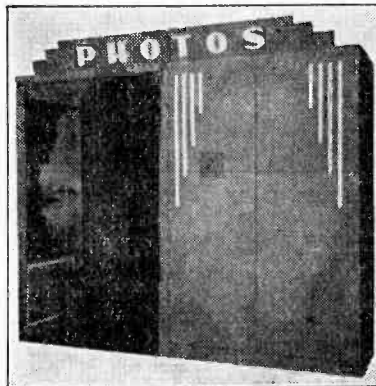
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1940 Models for all celebrations. Get the money now at Fairs with LA PEER MONEY-MAKING STRIKERS. Patrons will stand in line awaiting their turns. Select the size you want from this list.

20 ft. Red Only, No. 2 . . . \$7.00	285 Lbs.	17 ft. No. 10, Special at . . . \$78.50	400 Lbs.
25 ft. Red or Colors, No. 3 . . . 75.00	280 Lbs.	20 ft. in Colors, No. 11 . . . 98.00	480 Lbs.
23 ft. Silvery Painted, No. 4 . . . 68.50	270 Lbs.	25 ft. Red or Green, No. 12 . . . 120.00	500 Lbs.
30 ft. Silvery Painted, No. 5 . . . 83.50	360 Lbs.	Wired Up and Down for Lights, 25c per ft.	
23 ft. Red Only, No. 6 . . . 66.00	265 Lbs.	28 ft. Red P'rk Mch., No. 13 . . . 142.00	580 Lbs.
26 ft. Silvery Painted, No. 7 . . . 77.50	295 Lbs.	34 ft. in Any Color, No. 14 . . . 190.00	630 Lbs.
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34 ft. in All Colors, No. 9 . . . 120.00	430 Lbs.	26 ft. High, in Col., No. 16 . . . 130.00	520 Lbs.
Wired Up and Down for Light, 15c per ft.		30 ft. High P'rk Mch., No. 17 . . . 165.00	700 Lbs.
		38 ft. High P'rk Mch., No. 18 . . . 215.00	800 Lbs.

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CARNIVALDOM takes another encore.

NO, Wilbur, presidential timber is not a stick seeking an office—Mrs. Upshaw.

HARRY REICH has booked his motor-drome with United American Shows.

WIDOW of George F. Dorman, Mrs. Caddie E. Dorman, is in Union, S. C., to take over management of the former's rides until some disposition can be made of them. She'll then return to Taft, Tex., where Dorman recently was laid to rest.

PRODUCER of Cotton Club Revue on Buckeye State Shows this season is Eight Rock White.

KNOCKING is a weakness most troupers de- cry—and fall for.

LAWRENCE (POP EYE) JENKINS, who wintered in Sanford, Fla., has signed with Latlip Shows.

H. (SAILOR) WEEDIN, who started the season with Cyclone Curtis and his Motorcycle Ski Jump, is in Good Samaritan Hospital, Los Angeles, and reports he expects to remain there about 10 more weeks. He says he'd like to read letters from friends.

WIFE OF THE BILLBOARD AGENT on Crowley's United Shows, Mrs. R. L. Boyd is operating her cigaret gallery to good results.

"YES, we could've had ALL those fairs again but we had played 'em too many times and so decided to change our route."

H. W. FREEMAN advises from Forest, Miss., that he booked his novelties with Buckeye State Shows for the livestock shows in Forest and Hattiesburg, Miss.

MR. AND MRS. B. SMITH left their winter home in Los Angeles, on March 27 to return to quarters of Cote's Wolverine Shows in Detroit, where he again will take charge of the organization's No. 1 Unit, which he has directed for the past several years.

A GOOD agent out of a job is often tempted to wonder if he is.

HAVING BOOKED their new carmel corn and candy apples with B. & V. Shows, Mr. and Mrs. Wiley W. McMurdo

AFTER a winter on the West Coast, Frank R. Conklin spent a few days in Chicago recently before going to Hamilton, Ont., to prepare for Conklin Shows' opening.



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 Size 4 1/2x4 1/2", Price \$20.00.  
 Size 4 1/2x4 1/2", With 1 Jack Pot, \$30.00.  
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 1940 ASTRO DAILY, HOURLY FORECASTS, Buddha Papers, Horoscopes in 14 styles, Display Charts, Apparatus for Mindreaders, Mental Magic, Spirit Effects, Mitt Camps, Graphology, Palmistry, Books, Crystals. 164-Page Illustrated Catalogue, 30c.

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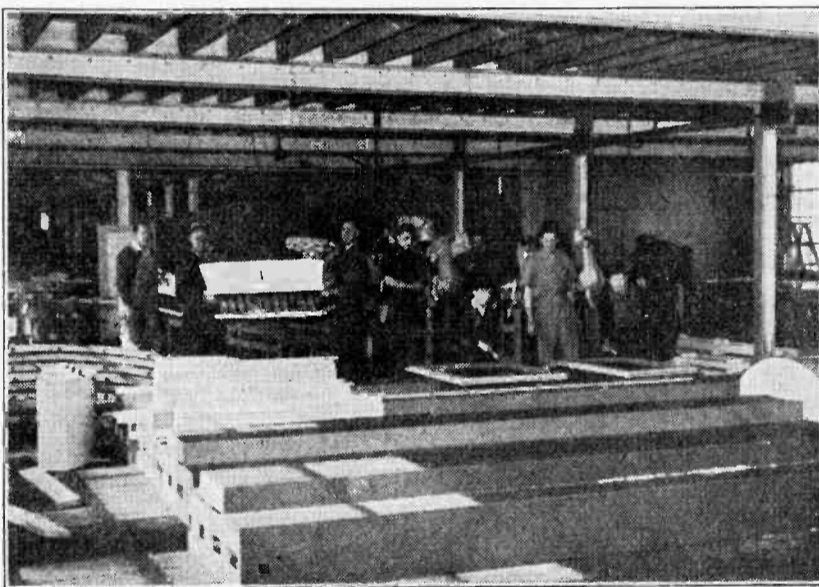
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Tell the Advertiser in The Billboard Where You Got His Address.



SCENE OF ACTIVITIES in paint shop on the third floor of the building which houses Bantly's All-American Shows in quarters in Reynoldsville, Pa. In the photo, left to right, are Dick Keller, Harry Marshall, Charles Smith, Frank Ludolph, William Wittmore; Jimmy Armstrong, midget; Mervin (Red) Rogers; Leo Martina, midget, and Lester Hicks (back to camera). Photo furnished by L. C. (Ted) Müller.

JOHN GALLAGAN, who will have corn game and some other concessions on Imperial Shows, will also as usual play numerous independent fairs and celebrations.

left their winter home in Bradenton, Fla., on April 4 for Charleston, W. Va., to visit relatives before going to shows' Garfield, N. J., quarters.

YES, Horace, a "still date" down yonder in the spring is usually no misnomer.

THESE political spellbinders will soon make it tough sledding for press agents seeking free time on the air.—John Onccayear.

MR. AND MRS. BILL CODY advise from Warren, O., where Bill spent the winter as a lineman for Postal Telegraph Co., that they will take two penny pitches on the road this season.

"HAVE SPENT the winter in Arkansas, but will be back on the road again the latter part of April," letters Dan (Blackie) Lucas, from Jonesboro, Ark. "Took some of the baths in Hot Springs and I'm on the ailing list at present, but will be okeh to return to the old corn game this year."

HAVING CLOSED in Sebring, Fla., with Crescent Amusement Co., after a successful winter fair trek, Sherman Husted opened his Central Amusement Co. in Beaufort, S. C., on April 1 for a week's stand.

CLAUDE-CLAUDETTE, annex attraction with Carl J. Lauther's World's Fair Museum, left for home for a two-week

IS ADVERTISING an ordinary still date down yonder as a "Spring Fair" strictly kosher?


**Financial Note**  
 FOR WEEKS a show manager had been paying off with brass checks. At a meeting of the help to see what could be done about it, they were all pledged to draw \$3 in brass daily and to throw \$1 away. After several weeks, with the office running shorter and shorter of checks, came a day when real money had to be handed out thru the wicket. But ten days later new, shiny brass began to flow again from the wagon. "Well, I'll be damned!" yelled a ride boy. "They've inflated."

INITIATED into Reynoldsville (Pa.) Lodge of Elks on March 27 were Assistant Manager Harry E. Wilson, General Agent L. C. (Ted) Miller and Dick Keller, motordrome owner, all of Bantly's All-American Shows.

JACK GALLUPPO scribes from Louisville "that with spring weather prevailing in Blue Ribbon Shows' quarters, everything is in full swing. Owner and Mrs. L. E. (Eddie) Roth have done much remodeling of the shows for the season."

## Du-Plex BIG ELI Wheels

Greater "Flash" for your Midway and Increased Interest; faster crowd-handling capacity, more business and larger net profits. Extra Wheel pays a good net return over its operating cost. Du-Plex Wheels have helped other Ride-Men to greater profits. Why not YOU?



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 Ideal for ride operators. We also manufacture every type of lamp in standard use. Direct factory prices assure low cost and quick delivery. Every bulb guaranteed for performance and backed by a long record of complete satisfaction of our customers. Distributors wanted. Write for catalog and information.



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All kinds new Uniform Caps, all colors, shapes and sizes, for bands, ushers, etc. Price \$1.00 each. Write type wanted to  
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Most Complete Line Bags, Cartons, Seasoning, Apple Sticks, Glucose, Coconut, Coloring, etc. Largest suppliers for Vending Machine Operators in America. Send for Guaranteed Lowest Prices! Philadelphia **MOSS BROS. NUT CO.** Pittsburgh

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and Supplies for Eastern and Western Typo Galleries. Write for Circular.  
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**There's a Difference**  
 Especially made in our own laboratory for FROZEN CUSTARD, DRINKS, SNOWBALLS, CANDY FLOSS. Order now at this special price, \$1.50 per quart, \$5.00 per gallon. Terms 25% with order, balance O. O. D. Complete List Upon Request.  
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 Hoods, Dolls, Cats and Bottles. All \$12.00 Kids, in lots of 5 Dozen or more, \$10.00 per Doz. Get Catalogue today.  
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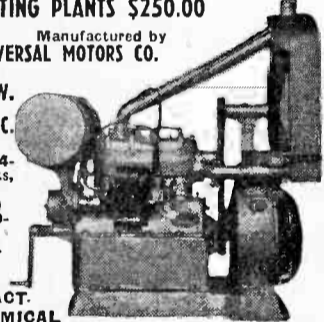
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*"In excellent popping condition"*  
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**THE** **OF**  
**A** **R** **I** **S** **T** **O** **R** **C** **R** **A** **T** **S** **EVERY** **LOT**  
  
 We Offer Attractive Prices  
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**"ANCHOR" TENTS ARE RIGHT**  
 WE WILL CONSIDER IT A PRIVILEGE TO FIGURE FOR YOU. MAY WE?  
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 Quickly erected or taken down. You are the first to set up and to get away. Our exclusive principle of construction means speed. Canvas permanently attached to frame parts except roof, which is a hood. A beautiful Stand—its flashy Orange and Black Stripe stops the crowds. Circular and samples of canvas free. Many sizes.  
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**FRANK GILL CO., Mfrg.**  
 WISCONSIN RAPIDS, WIS.

vacation at conclusion of unit's dates in New Bern, N. C., on April 6. Claudette will return in time for opening with Cetlin & Wilson Shows in Petersburg, Va., on April 20.

**FROM** all the cracks I hear over my counter, this guy Confucius must have kept his mind in the gutter.—Cat Rack Annie.

**"JUST VISITED** O. C. (Jack) Lydick in Veterans Hospital here," cards Lillian Dalton from Dayton, O. "He is feeling fine, but because of complications physicians have postponed operating on him. Jack will be there for remainder of the season if they don't operate on him soon. He'd like to read letters from friends."

**WIFE** of the well-known side show operator, Mrs. Carl J. Lauther, and her sister-in-law, Mrs. Estelle Olson, plan to vacation at Mrs Lauther's Virginia home for two weeks before joining Cetlin & Wilson Shows in Petersburg, Va., reports Claude Bentley. Mrs. Lauther plans to have her home redecorated during the vacation.

**SO WHAT?** "We insist upon being **FIRST** in at all towns, no matter if there is snow on the ground."

**OWNER** of attractions bearing his name, J. Harry Six scribes from Buchanan, Ga.: "Have Curtis L. Bockus with me to take over management of the organization and before opening in Bremen, Ga., on April 8 we had the three rides painted and repaired and ready for the road. Light plant was overhauled this winter."

**A MISSOURI** school offers a course in falling in love. A ride boy who can't fall in love on his own hook isn't half trying.—Muggin' Machine Mazie.

**DURING** a visit to the midway desk last week, J. Walter Stevens, who resides in Cincinnati, advised that Fred and Claire Stephens Newman left Atlanta recently for the North where they plan to join a carnival. Stevens added that Mrs. Newman is clicking right along with her fiction stories and at present is giving some thought to writing a novel.

**A JUMP** of 300 miles from one proven blank to another has not been considered good showmanship at any time.

**MR. AND MRS. GEORGE J. GILL** have returned to Wichita, Kan., after making the Southwestern Exposition and Fat Stock Show, Fort Worth, Tex., and the Houston Livestock Show. They report business was only fair and that they plan to remain in Wichita until June, when they will begin playing fairs in the Northwest.

**FAMOUS** last words: "That town is n. g. for shows, rides and concessions, but we always did well with our front gate."

**AFTER CLOSING** their tour of winter Florida fairs, Mr. and Mrs. E. O. Woodward stopped in Jacksonville, Fla., while en route to Beaufort, S. C., to visit Mr. and Mrs. Billy Wadsworth, Palace United Shows. The Wadsworth will leave soon for shows' Kentucky quarters. Woodward is concession manager of Central Amusement Co., which opened in Beaufort on April 1.

**GREAT** Experiment Shows are playing all towns three weeks too early but, remember, their motto is "First In," regardless.—Annie Fay, Balgame Queen.

**"HAVE BEEN** working around this city since quitting the road several years ago," pens Gordon E. Watt from Portland, Ore. "I'm still loyal to the midway, however, since I worked with any number of shows until about seven years ago and I hope to see the day when Portland once more opens her doors to carnivals. I'll do what I can to bring it about."

**Repeater**  
**FIRST** CONTINGENT of a broken show arrived. The wild rush for rooms was on: that is, rooms where it wasn't necessary to lay it on the line. Two talkers were trying to talk their way into a small rooming house and, to prove their popularity with all landladies, one sales-talked, "Madame, I assure you that we have never yet left a lodging house but what the landlady shed tears." To which this landlady replied, "You must have stopped with me before; the last bunch that stayed here kept me weeping for weeks."



**MRS. ALICE WICKS**, wife of the artist on *Hennies Bros. Shows*, about to prepare cake and coffee in her trailer home, which weathered the fury of the tornado which hit Shreveport, La., on March 12 and did damage estimated at not less than \$7,100 to shows' equipment. During height of the storm Mrs. Wicks found refuge in a cluster of hedges about 40 feet from her trailer and narrowly escaped injury when a tree was uprooted near by. Photo furnished by R. F. Wicks.

**NOW** is the time for G-top managers to ready a towel room for those who have started their annual lament about bum biz.

**PARADA SHOWS'** Caney, Ark., quarters' notes by E. L. McReynolds: All equipment from marquee to rear of midway is new, including trucks, rides and shows. Quarters work started on January 1 and everything is about ready for opening here. A building is being constructed on shows' local property to house equipment at close of the coming season. Organization, which owns and operates its own bingo stand and cookhouse, is transported on 15 trucks.

**THOSE** working on salary out of the office often holler louder and longer about the agent's "bad booking" than do the managers and those who are paying privileges.—Colonel Patch.

**RUTH MILLER** pensils from West Helena, Ark.: "Rogers & Powell Shows made a 250-mile jump in here from Mississippi for opening on March 18. Management purchased a new car before leaving Mississippi and numerous new trailers were sighted on the lot here. General Agent Bass returned here from a booking tour and Concession Manager Jake Miller added two more stands. Mr. and Mrs. Bernice Briggs joined here with their corn game. Writer has the watch-la stand and is the mail and *The Billboard* sales agent."

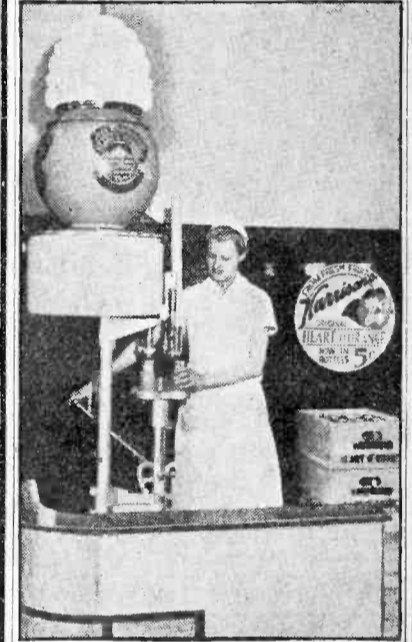
**MANAGER** of Famous Pin Head Shows (to corn-game operator)—"That dumb g. a. ruined this town by making his contest tickets good for admission at our front gate." C. G. O. —"Yeah, and if it weren't for the tickets what a perfect t. b. you'd have played here!"

**NOTES FROM** Nelson's Mid-Way Attractions' Erskine, Minn., quarters by Gordie Gordon: Writer returned here a few weeks ago to find that Manager Archie Nelson had his quarters crew rebuilding and repainting concessions and constructing a new corn game. Manager Nelson will leave soon for the Twin Cities, where he plans to book a sound truck and Merry-Go-Round. Shows are set to open on May 14 in Northern Minnesota and will play local trade festivals until June 14, when shows circuit of annual fairs and celebrations begins.

**AFTER** general agenting the Gate & Banner Shows, which were feeding only (until fair time), I resigned after the second week due to my meals (that arrived thrice daily in shoe boxes) coming in from one to three hours late on account of poor mail service.—Cousin Peleg.

**A CIRCULAR** letter to carnival and circus operators has been issued by the Kentucky department of revenue, calling attention to the State license law recently put into effect, as reported in previous issues of *The Billboard*. Law also provides that any carnival or circus subject to the Kentucky amusement tax may credit the amount of the State license fee against the amount of the

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**6 lbs. for \$7.50. Postage Prepaid.**  
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amusement tax but credit must be taken in the same year for which the license applies. Penalties for operating without a State license are 20 per cent of the amount of the license fee plus 6 per cent interest until paid, fine of not less than \$100 nor more than \$500 and/or imprisonment of not less than 30 days nor more than six months.

WHILE HILDERBRAND'S UNITED SHOWS were playing Ontario, Calif., the HUSSACC Club held its weekly meeting and followed up with a luncheon after the show. In attendance were Hazel Fisher, Verna Seeborg, Mlle. Rancee, Lorraine Fielding, Marie Hanks, Dorene Summers, Thelma Whitner, Margaret Balcom, Mae DeRue, Vera Goad, Reggie Marrion, E. Burke, Charles (Tonto) Munn, E. Frye, Robert Swenson, Raymond Metcalfe, Charles Marshall, D. Pennington, Tommie Vontila, Al Tenna-son, Dave Shannon, John Metzgar, Fred Johnson, Holden Cassidy, Ralph Balcom, James Anderson, Robert Irvin, Robert Seebright, Chet Barker, Harold Weaver, Mitzie Barie, William Summers, Steve Benard, Delbert McCarty, Manfred Stewart, Jack Conklin, Don Savage, Charles Fallon, John Hobday, Bill Fox, Albert Brown, William Wright and Burt Warren.

AMONG VISITORS to Hilderbrand's United Shows No. 1 Unit midway at Alhambra, Calif., Mr. and Mrs. R. Jacoby, Mr. and Mrs. Lee Skeels, Mr. and Mrs. B. M. Lane, Mulligan Kaplin, Frank and Vera Varden, Bob and Jennie Perry, Mr. and Mrs. Chet O'Brien, Joe Buttrick, Jack Jackson, J. C. Woody, Scotty Clark, Mr. and Mrs. Chris Olson, Mr. and Mrs. Cleo Qualls, Pat Williams, Mr. and Mrs.

by your use of a right which has been given you by the constitution of the United States. That right is the privilege to vote and it's up to you to exercise that privilege. Since the majority of you who are present have made Florida your winter homes for a number of years you are legal residents and as such should register and vote. It is estimated that during the winter about 15,000 showfolk make this State their home, with almost 2,500 of them residing in Dade County. Since the majority of you can legally claim that Florida is your home State, it is your duty to vote, thereby enabling show people to obtain some recognition.

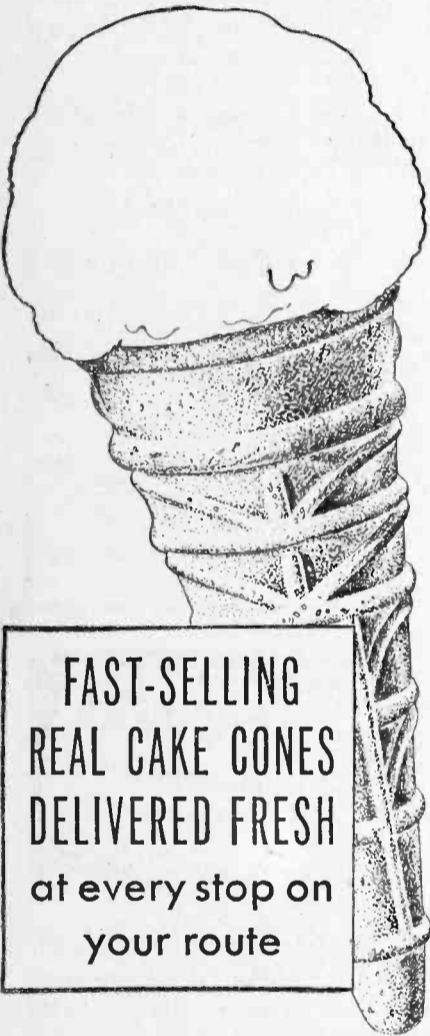
"Let's prove to Florida authorities once and for all that we are not a group of vagrants, but a class of people that leaves plenty of money in the State, because of its expenditures during the winter. A great majority of our showfolk have homes and businesses here in addition to their interests in the outdoor amusement business. More will purchase homes as time passes. There's no reason we shouldn't put ourselves in a position whereby we may obtain political recognition thru our leaders the same as other local organizations. This can be obtained only thru your votes. It's a well-known fact that certain interests have been successful in their attempts to keep us from earning an honest dollar. They are able to do so because they have votes and power. It is therefore up to you to weld the organization into a factor strong enough to protect the interests of yourself and fellow members."



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**FAST-SELLING  
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DELIVERED FRESH  
at every stop on  
your route**



FRANK S. REED, vet showman and for many years secretary of Rubin & Cherry Exposition, has been contracted by Amusement Corp. of America to serve the R. & C. contingent as secretary during 1940. Photo by Dadswell.

Dutch Schue, Don Lewis, Tom Pierson, Mrs. Vivian Gorman, Tarzan Eldridge, Mr. and Mrs. Tom Gaitner, Mae Stewart, Mr. and Mrs. Joe Metcalf, Mr. and Mrs. Harry Barron, Lou Connick, Stanley Cole, Phil Henry, Mr. and Mrs. Yukon, Mr. and Mrs. Joe Disanti, Louis Godfrey, Mr. and Mrs. C. Leasure, James Scruggs, Mr. and Mrs. Glenn and Mr. and Mrs. William Henry, Goldie Vincent, Mr. and Mrs. J. Henry, Bert Moore, Mr. and Mrs. Lloyd Carlson, Ralph Robey, Mrs. Sid Saatad, Camille Hobday, Mr. and Mrs. Eddie DeMirijan, Harry Harowich, Mr. and Mrs. J. Hensley, Roy Clark, Bessie Bessette, Marie LeDoux, Mr. and Mrs. Harry Sucker, Mr. and Mrs. H. A. and Junita Grove, Jimmy LeRue, Ralph Patterson, Mr. and Mrs. Lloyd Hole, Pa and Ma Slover, Mr. and Mrs. Bernie and J. J. Davis, Adam Pfaff, Gerald Fox, Bill Taylor, Curley Hilton, Pat and Mrs. Patricia Shanahan, Mr. and Mrs. George Perkins, Mr. and Mrs. Dewey Thomas, Margaret Hughes, Mr. and Mrs. Charles Soderberg and Shorty, Bill, Amos, Grover and John Melton and John Kostlec.

IN A TALK to the group which assembled on Tropical Fair grounds, Miami, Fla., on February 29 to organize the Miami Outdoor Showmen's Club, of which David B. Endy was elected president. Eddie Lippman said: "There comes a time in our lives when we are put to the same test that confronted our forefathers. They had to fight for their rights and livelihood. Today we must fight to maintain those rights. This can be done only thru organization and

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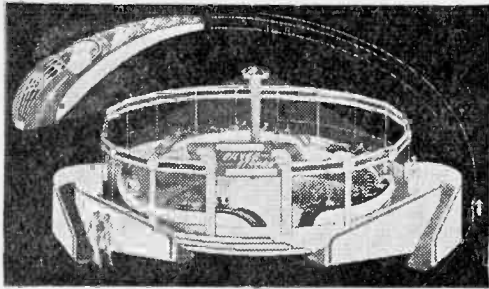
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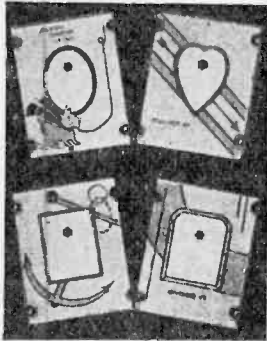


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If your order reaches us within 30 days—with \$10 down payment, balance, \$29.50, C. O. D. we will send subject to examination at postoffice, FREE, enough popcorn and bags to pop \$39.50 worth of corn. Your customers pay for your popper. Act quickly.

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POPS A BATCH IN 3 MINUTES—WET OR DRY. Simplicity is one thing you will like about the EXCEL. No trick mechanisms whatever. Comes complete with cord and plug, ready to connect. Flip the switch and in 5 minutes pour in the corn and seasoning. Makes a batch of popcorn in 3 minutes—the quickest of any popper on the market. Easy to clean. Requires no constant repairs. The brilliantly lighted case and visible corn popping thru the screen cover attracts the crowd.

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**Sellner Mfg. Co., Inc.**  
FARIBAULT, MINN.

FRANK MURDOCK, who recently signed his Punch and Judy Show with J. R. Edwards Shows, reports he will take the unit out with new canvas and props.

EDMONDO ZACCHINI letters from Tampa, Fla., that the cannon act which he will present as free attraction on Cetlin & Wilson Shows this season will be newest and largest of its type.

CONCESSIONER OF NOTE, Von Black reports he has his route lined up for the coming season and plans to make Ohio State Fair, Columbus, with pop corn and caramel corn, in addition to a number of Ohio and Western Pennsylvania county fairs and celebrations.

MRS. HUGGINS, widow of W. C. (Spike) Huggins, operator of W. C. Huggins Shows, recently was granted permission by Seattle park board to install and operate a modernistic Merry-Go-Round for a 30-day trial period. If the experiment proves a success she will be given a contract for the coming season.

VET CANADIAN CONCESSIONER, Joe Monteith, St. John, N. B., recently was re-elected secretary-treasurer of South African War Veterans' Association. He has been with such organizations as Ben Williams, Bill Lynch and Jackson shows and has operated wheels, bingo and ball games.

LETTERING from Connersville, Ind., Mrs. J. F. Brake asks that anyone knowing whereabouts of her brother, James W. Anderson Jr., blanket wheel concessioner, have him contact her immediately at 729 West Seventh street in the Indiana city. She reports that their mother, Mrs. James W. Anderson Sr., is seriously ill there.

AL ZELLERS, Zellers Brothers Concessions, cards from Jeannette, Pa.: "Played indoor bazaars all winter with Louis Popkin, with the last stand in Altoona, Pa., being good. We've begun painting our pop corn trailers, two of which again will play firemen's and American Legion Posts' fairs. Other will work with our other concessions at sponsored events."

MRS. HERMAN BANTLY and Elaine Owen, Bantly's All-American Shows, visited New York recently to purchase costumes for the four girl shows, Broadway After Dark, Miss Universe, Paris Thru a Keyhole and Tahiti, which will be office-operated. All shows have new chrome and neon fronts, with revolving stages both in revue and posing shows.

**SHOW TENTS AND CONCESSION**

**Fulton Bag & Cotton Mills**  
Manufacturers Since 1870.  
A LANTA ST. LOUIS DALLAS NEW YORK MINNEAPOLIS NEW ORLEANS KANSAS CITY, KAN.

**PAINTS--ENAMELS**  
BRILLIANT READY-MIXED ALUMINUM \$1.90 PER GAL.  
We Pay Freight Charges  
**PAINT EXCHANGE OF CHICAGO**  
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WRITE FOR SHOWMEN'S FINANCE PLAN  
**CHAS. T. GOSS**  
\* With \* STANDARD CHEVROLET CO. \*  
EAST ST. LOUIS, ILL.

**TENTS-BANNERS**  
50 FT. ROUND TOP WITH THREE 20 FT. MIDDLES AND TWO 20x30 LIFE NETS.  
CHARLES DRIVER—BERNIE MENDELSON  
**O. HENRY TENT & AWNING CO.**  
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# DUNBAR

**LAST CALL LAST CALL**

**W. G. WADE SHOWS**

OPENS APRIL 15

RICHMOND, INDIANA

CAN PLACE ROLL-O-PLANE, Athletic Show, Monkey Circus, Fat Show, Penny Arcade and any other Attractions which do not conflict.

CONCESSIONS all open except Cookhouse, Corn Game, Pop Corn, Photos, Lead Gallery and Mitt Camp. Our rates are reasonable.

Doc J. A. Burns wants Side Show Attractions of all kinds. Salary sure. Fat Lorane, please wire.

Address all wires and communications to

**W. G. WADE SHOWS**

RICHMOND, INDIANA

**WANT FRISK GREATER SHOWS, INC. WANT**

Opening in Winona April 27th, followed by the best route of Celebrations and Fairs it has ever had. This show wants Concessions: Cookhouse (reasonable privilege), Scales, Cork Gallery, Bowling Alley, Watch-la, Hoop-la, Balloons, Fishpond. Shows: Will book Midgets, Mickey Mouse or other outstanding shows with own outfits. Can use Girl Show Manager.

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Frozen Custard Truck Complete**

Used on Tom Mix and Hagenbeck-Wallace Circus. Equipped With All-Electric Sure-Way Custard Machine, 10 K.W. Kohler Automatic Power Plant. Ford V8 Truck — Special Built.

Write for Price and Full Particulars at Once.  
**SURE WAY FREEZER COMPANY**

1412 SUPERIOR AVE., N. E.

CANTON, OHIO

## Winter-Quarters News and Gossip

As Reported by Representatives for the Shows

### John H. Marks

RICHMOND, Va., April 6.—Shows' 15th annual gets under way here on April 15 at the East End baseball park in the Church Hill sector for a preview showing. Grand opening is scheduled for April 22 on West Broad street show-grounds. This will be followed by a week's engagement in South Richmond and shows then start the road tour of 32 weeks. General Agent C. W. Cracraft reports all bookings are complete. Arriving at quarters, the writer found work progressing, despite the fact that unusually inclement weather had retarded spring preparations. Out in the open are new modernistic fronts ready for the tour. Trucks have been overhauled and augmented and are in charge of James Zabriskie, master mechanic. Fred Jule and Bob Sims, master artists, and a crew of six are putting finishing touches to equipment. John H. Marks, owner-manager, is supervising all work and James Rattery, business manager, is back on the job.

Mike Roman, cookhouse operator, is here with his crew and his eating emporium is ready. At this writing 47 workmen are in quarters. Blackie McNeill is in charge of quarters cookhouse. Chief electrician Bert Britt and assistant Tommy Heath have the electrical department ready.

Showmen here making ready are Bob Edwards, International Casino, with Col. H. M. Thompson in charge; Leon Blondin, Monkey Revue; Duke Jeanette, Congress of Wonders; Bud Turner, Wall of Death Motordrome; Doc Anderson, Club Chocolate; R. C. McQueen, miniature carousel; Dick Smith, Octopus; Bert Britt, Rolloplane. Skeeter Garrett will manage the twin Ferris Wheels and Tex Leatherman will have charge of the Ridee-O. All 12 rides are ready. Recent visitors were J. C. (Tommy) Thomas, Johnny J. Jones Exposition, and Jack Shafer, Sam Prell's Shows. A new advertising truck will be in charge of George T. Chestnut, vet circus biller. WALTER D. NEALAND.

### J. J. Page

JOHNSON CITY, Tenn., April 6.—With opening less than a fortnight off, quarters work is about completed. Folks are arriving daily and plenty of activity prevails. Billie Clark has his boys going over his concessions. Sammy Lowrey and crew are building new bally platforms and front for the Motordrome. Bob Coleman says his concessions are ready. Forrest Poole advises he will arrive soon with his four concessions and Ben Mottie penned from Gibsonton, Fla., he would be in this week. George Lanning has signed the Sensational Royals to present the free attraction. He will leave the Coast immediately. Tex Thorpe will handle the Athletic Show, with C. J. Ruse in charge of the Hollywood Revue. Bud Valier has signed his Sahara Rose Show. Frank Neister

booked his Kiddie Auto ride and two concessions. A new Ridee-O was purchased and Bob Richards is recovering from a recent illness and expects to be able to handle the controls of the Tilt-a-Whirl after opening. Jack Smith has been doing a clowning stint for several local business men and at theaters. Richard Sloss, Melvin Jones, Fred Hood and remainder of the band boys are expected in soon. Rastus Jones has his boys and girls doing rehearsals. Hobe and Maggie Cole and Jimmie and Jessie Campbell visited during the week. Many town folks come out daily to watch Charlie Thomas put the bears thru their routine. Poster plant, which has the shows' ad contract, advises all new blocks are ready to be struck. Opening is scheduled for April 13 here. R. E. SAVAGE.

### Melvin's United

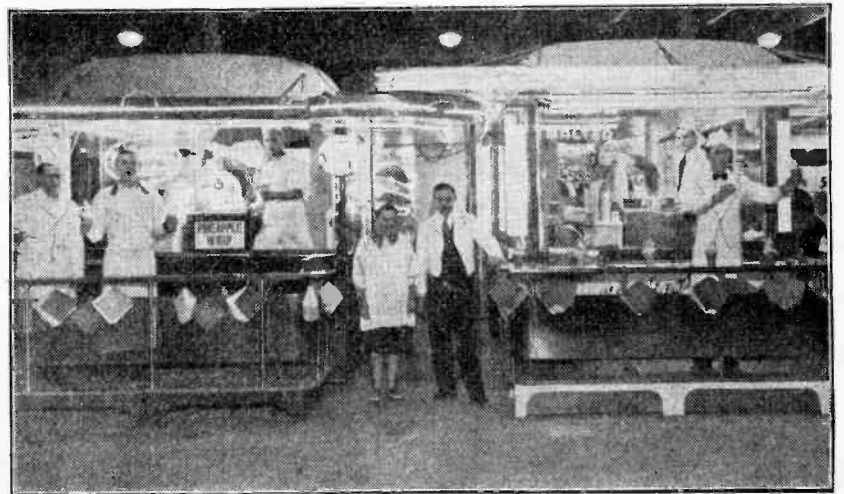
PATTONSBURG, Mo., April 6. — Elmer Brown, who recently signed as general agent and business manager, is away on a booking tour. Jack Hoxie, movie actor, will be a midway feature with his Hollywood Company. Show also will present the free attraction, featuring Madam X's Ranch Wild West, with Bob Henderson. A large crew is building new fronts, and painting and building schutes for the Hoxie stock. Owner Balderston made several trips to purchase new canvas and other supplies. All trucks are being overhauled and many visitors have been making quarters their stopover between Kansas City, Mo., and Des Moines. Reported by an executive of the shows.

### Keene Amusement

WATSONVILLE, Calif., April 6.—With plenty of rain, quarters work has slowed down to a minimum. However, work is being rushed on the new semi-trailer recently purchased by Owner-Manager Charles A. Keene, who plans to use it on a trip to Leavenworth, Kan. He also purchased a new Merry-Go-Round. Show is slated to open on May 1 and will play California territory. Charlie Clearwater and father were in quarters a couple of days in regard to booking their concessions. The writer will have charge of the Loop-o-Plane and electrical work. Frank Sousa and wife are expected soon to get their concessions ready for opening. AL COLLIS.

### Elite Expo

INDEPENDENCE, Kan., April 6. — With opening only two weeks off, little work remains to be done. Owner Charles Rotolo has been directing quarters work since March 1 and all have co-operated in readying equipment for opening. A new panel front was built for Doc Wright's Posing Show. Ralph Noble is lining up acts for his side show and putting finishing touches to equip-



THESE TWO TRAILERS, frozen custard equipment of Mr. and Mrs. Charles Golding, were at annual Southwestern Exposition and Fat Stock Show, Fort Worth, Tex., March 9-17. The Goldings are shown in the center. Trailers have 560 feet of neon, all electric, and pass all sanitary requirements, with hot and cold running water and 100 pounds pressure in steam sterilizer. The owners report ending Florida fair dates in the black, despite cold weather, serving frozen malted milk and pineapple whip. Mrs. (Peggy Parsons) Golding declares, "There's as much difference between this outfit (custom built) and one I used to have as between horse and buggy and automobile."



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30,000.. 9.85	70,000.. 15.85	150,000.. 27.25	500,000.. 78.00
40,000.. 11.30	80,000.. 17.10	200,000.. 34.50	1,000,000..150.50

Above prices for any wording desired. For each change of wording and color add \$3.00. For change of color only, add 50c. No order for less than 10,000 tickets of a kind or color.

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**STOCK ROLL TICKETS**  
1 ROLL.....50c  
5 ROLLS.....40c  
10 ROLLS.....35c

## WELDON, WILLIAMS & LICK

**FORT SMITH, ARK.**  
TICKETS OF EVERY KIND AND DESCRIPTION SINCE 1899

## SELL MORE POPCORN

### HYCOL Golden Yellow

(Formerly Called "Nucol")



Added to seasoning, so that when popcorn is kettle-popped, it comes out a delicious and appetizing golden yellow. INCREASES SALES. Cost very small, for it goes so far. Send name of dealer and ONE OUNCE TRIAL BOTTLE will be mailed on receipt of 10c cash or stamps to cover handling expense.

**THE DYKEM COMPANY** 2301 N. 11th St. St. Louis, Mo.

ment. Greek John Ellis again will have charge of the Athletic Show. George Childs booked his cookhouse and is expected soon from his Little Rock, Ark., home. Owner Rotolo purchased several new machines for the Penny Arcade and Bud and Maxine Limes booked their concessions. Frankie and Arkie Cooper came in from California to take charge of penny pitch and bingo. Dave Reece again will have his pop corn and ball game stands. Jim Meanie signed as billposter and General Agent F. C. Bogle returned from a booking trip in Nebraska. The writer will be *The Billboard* sales agent and mail man for the fourth year, in addition to his other duties. Doc Wright purchased a new sound system. Shows will present a free gate and opening is set for April 13 in this city. **DON FOLTZ.**



## FLASH

**NEW SNAPPY ITEMS AND PLASTIC NOVELTIES**

Immediate Service. Send Today for Our Latest Price List.

**Missouri Art Statuary Co.**  
3405-13 E. 23rd St., Kansas City, Mo.

### America's Favorite

**HOT SPRINGS, Ark., April 6.**—The writer returned here last week from shows' Fairfield, Ill., quarters. Because of shows' opening in Illinois, quarters were moved to Fairfield from Princeton, W. Va. Crew of 10 is to be augmented in a few days. Quarters Superintendent Carlton is supervising painting of rides, shows and fronts and construction of some modernistic fronts. All is expected to be ready for opening on April 18. A. B. Pugal, co-owner, left for Milwaukee on business. Special paper has been ordered. R. McDonald advised from Winston-Salem, N. C., that he will arrive soon to take up his duties as business manager. G. C. Mitchell, agent, is now in Georgia, but will come in for a conference regarding fair dates. S. H. Dewdy is building a new cookhouse. Bill Spence, electrician, who recently purchased a new trailer, is en route to quarters. **FRED C. BOSWELL.**

### McPherson United

**BUFFALO, April 6.**—All is ready for opening. R. J. Gooding's rides have been overhauled and painted and Marty Smith booked his three shows. John Crowley's freak show was signed. Mr.



A MEMBER of the press staff on Cole Bros.' Circus last season, Raymond B. Dean recently signed as publicity director of Goodman Wonder Shows. Dean left his Milford Center, O., home on April 2 to join the shows at quarters in Little Rock, Ark., stopping en route in St. Louis.

# U. S. CONTINUES TO LEAD THE WAY!!

## SHOW PRINTING

**OUR SENSATIONAL OFFER!**  
"WE PREPAY THE EXPRESS CHARGES"

Due to our central location in the Heart of America, we are this year, in an effort to gain new customers and share our profits with our old customers, the first house in the history of the show printing business to inaugurate a system, whereby on all orders that are "CASH WITH ORDER OR C. O. D."

### WE PREPAY THE EXPRESS CHARGES

to any point in the United States, it makes no difference whether you are in the State of Maine or the State of California, whether your order is for \$5.00 or \$50.00. This offer is good only in the United States, and is made only on C. O. D. shipments, or when cash accompanies the order, as to absorb the cost of these express charges, which we are saving you, we must have a quick turnover.

### —DO NOT BE MISLED—

We are not raising our Prices. Send us a list of your Date and paper requirements and get our quotations and you will find there has been no increase in our prices. Compare our prices with what you have been paying—the big difference is WE SAVE YOU THE EXPRESS CHARGES.

**THE LARGEST DATE DEPARTMENT IN AMERICA**

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**PHONE — WRITE — WIRE TODAY!**

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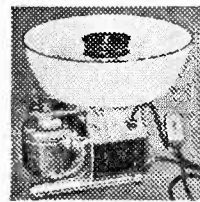


## NEW 8-CAR WHIP

We have just published a new booklet of replacement parts for All Whips, old and new. It also contains valuable Whip Information. Every Whip operator is welcome to a free copy. Send for it today.

**W. F. MANGELS CO., Coney Island, New York**

## MAKE \$50.00 A DAY ON CANDY FLOSS



Our new **SUPER WIZARD** at left with a heavy double head and larger spindle. Very attractive, nicely finished, nickel trimmings and aluminum base—Motor driven, varied sizes and styles. Used at New York and California Fairs. Also two-color head. Standard Series B at right. Free literature.



**ELECTRIC CANDY FLOSS MACHINE CO.**  
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### THE ORIGINAL CANDY PULLER

← **DISPLAY PULLERS**

Excellent for demonstration purposes. Very attractive, nicely finished, nickel trimmings and aluminum base—Motor driven, varied sizes and styles.

**REBUILT MACHINES AVAILABLE**  
Guaranteed Rebuilt Machines at substantial savings. Immediate delivery.

**WRITE OR WIRE FOR DESCRIPTION AND PRICES**

## HILDRETH

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## "FRENCH" ALUMINUM WHEELS

Famous for dependability and perfection. Real money-getters! Complete line of Merchandise Wheels, Horse Race Wheels and Chuck Luck Wheels for Carnivals, Celebrations, Picnics, Etc. All combinations made to order. One day service. Write for complete free catalogue Now!!

**FRENCH GAME & NOVELTY MFG. CO.**

1437 NO. 16TH STREET, MILWAUKEE, WIS.

**ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS**

## MAKE ME AN OFFER

40x20 TOP AND 20x30 TOP

Several Small Concession Tops with All Portable Frames. Electrical Equipment. Large Assortment of Tolls for Carnival use. **WHAT AM I OFFERED?** Will consider a good percentage proposition with reliable party who knows bingo and wants to invest small amount towards the merchandise. Box 149, care Billboard, 1564 Broadway, New York City.

## SECOND-HAND SHOW PROPERTY FOR SALE.

\$5.00 Each—Slide-Show Banners. Big Selection. Electric Chairplane Kiddie Ride; cheap. \$20.00 Funhouse Metal Mirrors, 2 1/2 x 5 feet. Candy Floss Machine with recipe, cheap. \$8.50 New Canvas Tarpaulin, 12x14 feet; others. **WE BUY RINK SKATES AND ALL KINDS SHOW PROPERTY.**

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20 S. SECOND ST., PHILADELPHIA, PA.

SINCE 1917

## FRANK ORGAN & CALLIOPE SHOP

4948 WAVELAND AVE., CHICAGO, ILL.  
Service Anywhere — Reasonable Price.  
Phone: Pensacola 2613

## C. H. TOTHILL ATTRACTIONS

Want Shows and Legitimate Concessions. Will furnish outfit to reliable showman. Want Concession Agents. **FOR SALE:** 43-Whistle Tangle Calliope, automatic or hand played, complete with blower, but no engine. First \$50.00 takes same. Committees wanting clean amusements, get in touch with me. **C. H. TOTHILL, 167 Washburn St., Lockport, N. Y.**

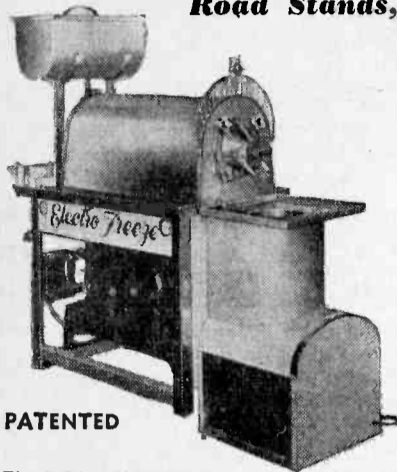
## SHOW LOT FOR RENT

Available for Shows and Carnivals this season. About 2 1/2 acres, and close to large coal operations. No labor trouble. Work good and co-operation of county officials with owner of lot. **E. G. HOWARD, Howard's Store, Neon Junction, Ky.**

# THE ELECTRO-FREEZE

By Actual Performance, Leader of Frozen Custard Machines

Holds Prominent Positions in the Largest Parks, Road Stands, Circuses and Carnivals



**ALL ELECTRIC**  
**AIR COOLED COMPRESSOR**  
**NO ICE ★**  
**NO SALT ★**  
**NO WATER ★**

Capacity 30 gallons per hour—50 to 60% overrun. **ELECTRO-FREEZE** is easy to keep clean because it is constructed of **STAINLESS STEEL**. Cleaned and Sterilized in 5 minutes. Passes the most rigid health inspection in all States.

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The **ELECTRO-FREEZE** speaks for itself with over 150 satisfied users both in the United States and in Foreign Countries. It has been proven that where other machines have failed to produce a quality product, the Electro-Freeze has been handling the job satisfactorily under all conditions and traffic. Some of its outstanding records: Coney Island 90% equipped (26 machines, most of these machines operate continuously 18 hrs. per day); Palisades Park 100% equipped; Ringling Bros.; Playland; New York State Fair, and most traveling carnivals.

The **ELECTRO-FREEZE** has an individual front storage cabinet automatically operated. This storage cabinet assures a uniform product at all times. Machine may be purchased with or without front cabinet.

**Why not investigate?—New low prices**  
**Write, Wire or Phone Today**

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 712 EAST 135TH STREET NEW YORK, N. Y.

**IMPROVED Saratoga Kettle Poppers**  
 14-Gauge, 12-Quart Aluminum... **\$14.00**  
**CONCESSION SUPPLY COMPANY**  
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**Candy Floss Machines**

Heavy-duty single and double spinner heads, bands, ribbons, parts. Only the best. Write for prices.

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For Quality and Artistry Our Line Cannot Be Duplicated. We Are Known From Coast to Coast.

**AUTOMATIC MIRROR CO.**

96 PRINCE ST., NEW YORK CITY

**PAN AMERICAN SHOWS**

Opening May 6, for Long Season Celebrations and Fairs

Want Shows, Rides, Concessions, Attractions. Can place Shows with or without own outfits. Will furnish outfits for Revue, Athletic, Hula, Side Show. Can place Drome, Monkey, Life, Crime, Mechanical, etc. Concessions—Will sell ex. on Penny Arcade, Popcorn, Scales, Diggers, Floss, Long Range Gallery, American Palmistry. Good proposition for man that can take charge and stock ten concessions; we have outfits. Want sober, experienced Cook-House Man; will sell half interest or all and book Cook-House and Grab. Want at once—Ride Operators for Eli's, Tilt, Chairplane, Merry-Go-Round, Funhouse. Useful people all lines, write. Can place Skill Games now for Merchants' Celebration here starting April 18, 10 days. Address: P. O. BOX 452, INDIANAPOLIS, IND.

**SEASIDE HEIGHTS CASINO, INC.**

On the Boardwalk — New Jersey's Fastest Growing Resort.  
 SEASIDE HEIGHTS, N. J.

Can place one more Flat Ride. Will book or buy RIDE-O. Must be in good shape for 100% location on Boardwalk. Can place one more Kiddie Auto Ride. A few good locations for Legitimate Concessions.

Ralph Penley wants Lady and Gentleman Drome Rider for season work. Salary or P. C. Can book any new and novel Ride or Concession. We operate seven days per week. Write J. ERNEST MOBERG, Mgr.

**LAST CALL LAST CALL**  
**BAZINET SHOWS, INC., WANT**

Ride Help with experience on Stratoship, Tilt, Wheel and Octopus. Must be Truck Drivers. Concessions: Fish Pond, Cigarette Gallery, Darts, Hoop-La and other Slum Joins. No graft. Managers for the following Shows: Girl Revue, Minstrel, Headless Girl, Geek, Monkey. All people contracted, answer this ad immediately. Show opens April 20 in the heart of the Loop in Minneapolis. All replies to BAZINET SHOWS, INC., 626 5TH ST., N. E., MINNEAPOLIS, MINN.

Killback, electrician, planed in from Michigan and has the electrical department ready. Concessioners here include Al Densmore, cookhouse; J. C. Mack, bingo; Mrs. Gooding, two; Bill Hooker, three; Roy Kramer, two; Mr. Mackey, two; Mr. Cohn, two; George Fowler, candy; J. Crowley, two, and W. Merle, one. Show will carry two free acts with a 5-cent gate.  
 RUTH McPHERSON.

**Bazinet**

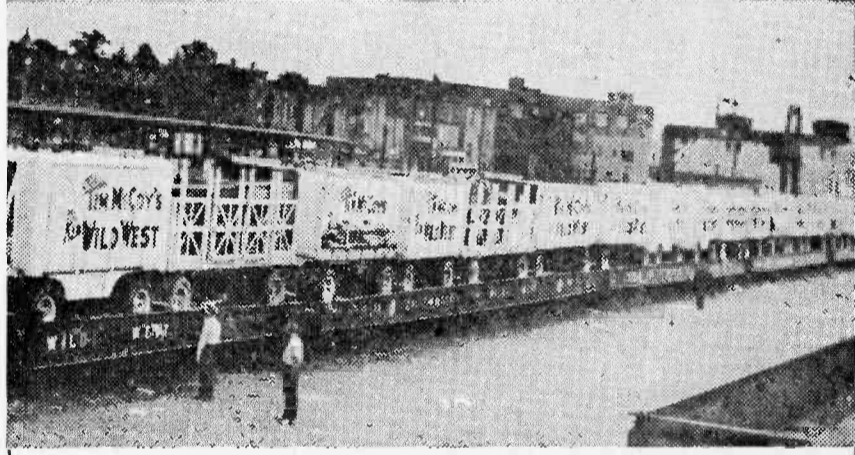
MINNEAPOLIS, April 6.—With George Griswold in charge of construction, a new marquee has been built and new panel fronts for all shows are in the process of production. Blackie Miller, ride superintendent, and crew are checking over Octopus and Stratoship, which arrived from New York. Henry Hanson, electrician, has completed work on the new transformer wagon, which will embody another 100 k. w. transformer. Sam Henry Jr., again will have charge of the office wagon after a year's absence. General Agent Lowell Bazinet has completed his last booking trip. Rolling equipment has been overhauled by Chief Mechanic Speed Paulson and five tractors and trailers were added. Bernie Crisman directed the painting and decorating crews. Mr. and Mrs. Jack LeBlair booked their cookhouse again. Kenneth LaRo, Marvin Marcus and Marshall Haley will work the office-owned bingo. Prof. F. C. Von Soren signed his Trained Fly Circus. Bill Hanson will manage the athletic arena and John Czudek booked his Circus Side Show. Charles Hayes will manage the Midget Village and Babe LaBarie will operate the Life Show.  
 D. J. BAZINET.

**Zacchini Bros.**

GAFFNEY, S. C., April 6.—Departing from Tampa, Fla., quarters last Sunday afternoon, show arrived here this week for opening on the local circus grounds yesterday. Tampa contingent was joined here by a large group of show people and concessioners. Town was well billed under direction of Louis Rosenburg. Among early arrivals were Joseph Cogozzo, Monkey Show; Tex Esteridge, Snake Show; Leo H. Burke, Dope Show; Bob White, Streets of Morocco Adam and Eve, and Miss America; Carl Bartels, Medusa; Bill Jones, bingo, Fred Zachille and Harry Biggs, concessioners. Joseph Decker's cookhouse is popular with show people here.  
 BILL SNYDER.

**F. H. Bee**

GLASGOW, Ky., April 6.—Showfolk began arriving this week for shows' opening here in Playground Park. They included Owner F. H. Bee Jr., and the writer, Manager Bobby Sickles and family, Mr. and Mrs. E. E. Baker and son, Buzz. Baker is repairing wiring and transformers. O. S. Brewer and family came in from Jackson, Tenn., he to assume his second agent duties. Mr. and Mrs. W. M. Jarvis arrived from Harrodsburg, Ky., and Jarvis will have charge of tickets and handle mail and *The Billboard* sales. Others arriving were J. C. Godsey, Joe Smith, Mr. and Mrs. McIntosh, Guss Bethune, Mr. and Mrs. Al Alfredo and daughter, Mr. and Mrs. Leonard McLemore, Harvey Anderson and wife and Charlie Sheldon. Ira C. Rose advised from Missouri that he will be here for opening with his penny pitch. Prof. Vincent Bellomo arrived recently with his band. Red Higgins (See WINTER-QUARTERS on page 94)



**America's Oldest Manufacturers of CIRCUS, CARNIVAL & SHOW WAGONS AND TRAILERS**

CIRCUS SEATS AND STAKES

**SPRINGFIELD WAGON & TRAILER CO.**

SPRINGFIELD, MISSOURI  
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**FAIRLY & LITTLE SHOWS**

OPENING APRIL 22

WILL BOOK SEVERAL MORE SHOWS THAT DO NOT CONFLICT. ESPECIALLY WANT MOTORDROME AND MONKEY SHOW. (Have Complete Outfits for these Shows)

ACCOUNT OF DISAPPOINTMENT CAN PLACE ILLUSION SHOW. (Have complete frame-up, except Illusions)

WILL FINANCE RESPONSIBLE SHOWMEN WITH WORTHWHILE IDEAS. WANT TO BOOK ROLL-O-PLANE. A-1 SCENIC ARTIST WANTED. Wire at once.

**ALL ADDRESS: P. BOX 41, EAST ST. LOUIS, ILL.**

**CELLOPHANE HULA SKIRTS**

Our Cellophane Skirts are the finest made. Guaranteed. All Colors. Supplied to all Carnivals, Shows, etc. Costume Materials, Trimmings, Sequins, Jewels, Rhinestones, etc. Decorative Supplies. We make Curtains and Drops.  
 Write for 1940 Catalogue

**SOUTHERN IMPORTERS & EXPORTERS**  
 200 FANNIN BLDG. HOUSTON, TEXAS



**Ward Gets Below-Par Biz At Final in Baton Rouge**

BATON ROUGE, La., April 6.—John R. Ward Shows' fourth and final week's stand at North and 18th streets here, considered the best location of the group, did not come up to anticipations, because of the cold weather which prevailed during the engagement, reports Chris M. Smith. With a slight change in temperature, Saturday and Sunday resulted in fair business for the organization. On the last four days, ending March 31, shows and rides were hosts to

all children's groups in the Parish, including the newsboys from both local papers.

Shows left here with a record of having played 22 consecutive days on different lots with only one dark night. Numerous friends of the management and personnel, a large percentage of whom winter here, visited the lot the last three days to offer good wishes and the invitation to return next fall. John T. Hutchens celebrated his birthday anniversary during the week and Mrs. Hutchens tendered him and members of his Side Show and several friends a big dinner.

Mrs. Nick Carter was called home to Navasota, Tex., to the deathbed of her brother. Charles Marcello completed work on his long-range gallery. Doc Warren returned with Maggie Murphy after a successful winter in Alabama. M. S. (Doc) Tate has taken over the cookhouse, while W. O. Smith, former Illusion Show operator, acquired the Honey-moon Hotel.

**Muddy Corpus Christi Lot Hampers Texas Expo Start**

CORPUS CHRISTI, Tex., April 6.—Texas Exposition Shows' scheduled opening of a 10-day stand here on March 25 was delayed two days when it was found impossible to get on the lot upon arrival and a muddy location hampered setting up. Date got under way on March 28 to a good crowd, with local F. O. E. sponsoring.

Town was well billed by Roland Davis, formerly with Hennies Eros' Shows, and attendance totaled 2,356 with a 10-cent gate. Free attractions included Capt. Ben Mouton and Capt. Leo Simons. All concessions reported satisfactory business. Two new show and three new concession tops were ordered for delivery in Bay City, Tex., by Manager A. Obadal.

**Clements Reports Hike in Diesel Power Unit Sales**

MEMPHIS, April 6.—J. W. (Diesel) Clements, vice-president, Southern Power Division of Lewis Supply Co., returned this week from a Southern trip on which he sold several more Diesel power plants to show owners.

Shows using the plants at this writing include Dee Lang's Famous, Gold Medal, Texas Longhorn, Buckeye State, United American, Sol's Liberty, John R. Ward and Mighty Sheesley Midway. Clements said he had orders for units to be placed on several other midways.

**State Fair Opening Set**

KANSAS CITY, Mo., April 6.—State Fair Shows will open the 1940 tour here on April 15, General Manager Mel H. Vaught said today. Shows will play week stands at two locations before leaving for points west. A pay gate will prevail, with Flying Valentinos as free attraction.

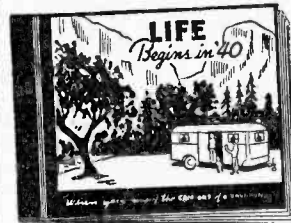
Devoting our entire manufacturing facilities to the production of proven coach designs and arrangements, enables us to pass on to YOU the savings gained. Vagabond Coaches are made in carefully designed and selected models—selected according to the needs of coach users which we have carefully studied. There's the Vagabond 16—neat, compact, complete, a perfect coach in modest size—there are the Model 18, Model 20, and Model 21—and soon we'll have a Beautiful new "24." Five models. They suit practically every coach requirement. From their wide variety of interior arrangements you can have a coach in any size and style that you prefer. This holding to Models of proven satisfaction results in economy of manufacture which explains why you get so much for your money in a Vagabond. From a study of our catalog you will quickly see that you can have anything you want in trailer arrangement in a modern, comfortable, durable, economical Vagabond. Even circulating heat available in all models (optional at extra cost). Why not enjoy the pleasure of a Vagabond THIS summer? By seeing your nearest dealer now and arranging for delivery you can have a Vagabond for your summer vacation. Go wherever you want in comfort and leisure, with no hotel expense, yet with every convenience. Note the clean, modern, beautiful lines of all Vagabond Coaches! You can be proud of a Vagabond anywhere.

**BEAUTIFUL NEW CATALOG NOW READY**

FREE! Write today for 1940 brochure, beautifully lithographed in colors, and national list of official Vagabond dealers.

**BIG NEWS COMING!**

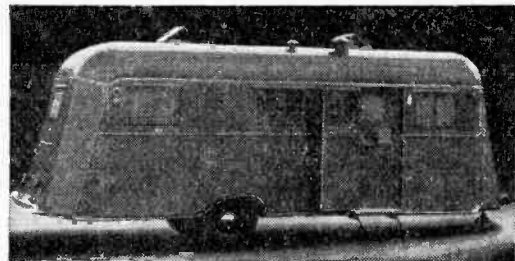
Watch for our June advertisement announcing new 24-foot body, tandem-wheel Luxury Vagabond!



*You EXPECT More In A Vagabond, and You GET It!*  
**VAGABOND COACH MFG. CO.**

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MEMBER TRAILER COACH MANUFACTURERS' ASSOCIATION

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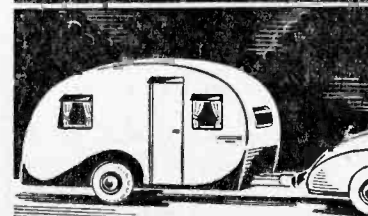


—the NEW Kozy Coach with the seamless Turret Top that all America is talking about! There's room galore to relax in its big comfortable interior —plus many ingenious features that make "keeping house on wheels" so easy in a Kozy. You'll marvel at its towing ease. Every bit of Kozy construction is rugged from stem to stern—you know you're safe as well as comfortable in this year-after-year favorite of travel-wise Americans.

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**KOZY COACH CO.** 1802 Reed Ave. Kalamazoo, Michigan

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**NOW ONLY \$375.**  
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Enjoy every minute of your time on the road. Be independent of hotels, rooming houses and restaurants. Live like a King! Own a beautiful, streamlined TROTWOOD ECONOMY Trailer Coach. Looks like a million, and as good as it looks. Everything for your pleasure and comfort—insulation, big wardrobe, dinette, luxurious Daveno, kitchenette, water supply, cooking, heating and refrigeration; beautifully finished inside and out. Buy direct from factory and save. Terms. Send for latest literature today.

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**COVERED WAGON TRAILERS**  
AT NEW LOW PRICES  
**\$295**  
and Up  
F.O.B. FACTORY

Wide choice of standard and built-to-order trailer homes. Backed by the world's largest builders of standard and commercial trailers. Write for literature and prices.  
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World's Largest Builders of Trailer Coaches  
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**THE MODERN HOME FOR SHOW PEOPLE**

**WRITE SIOUX TIRE & BATTERY CO.**  
11TH & DAK, SIOUX FALLS, S. D.  
"Buy Now On Our Easy Payment Plan"

**FREE CATALOG**  
PARTS-ACCESSORIES-EQUIPMENT  
for your **TRAILER**

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**FRANKEL** TRAILER BUILDERS  
**HOUSE TRAILER SACRIFICE**  
Schult Deluxe Luxury Liner, nine months old, length 26 ft., tandem wheels, run 750 miles, 2 rooms, sleeps 4, shower and toilet, indirect lighting, complete modern kitchen, electric refrigerator, heating unit, air cooled. Saving of 50%; practically new.  
**HERMAN KARR**  
401 S. 5th St., Philadelphia, Pa.

**TRAVEL IN A SCHULT TRAILER**

**COMFORTABLE!**  
**ECONOMICAL!**

Take along a new 1940 Schult Trailer when you join your show this season. More and more artists, operators and concession men find this the most comfortable, economical way to travel. Many well-known names in show business are listed among Schult customers. Learn about the advantages of owning your own trailer. There are 8 Schult models from which to choose. Most modern features and home-like conveniences and comfort. New insulation, 10 times more efficient than before, gives proven all-year comfort.

Write factory for FREE CATALOG, profusely illustrated, giving many details of construction, or see your nearest Schult dealer for proof of the highest trailer quality obtainable for your dollar. 3-year maintenance warranty to every Schult owner.

**SCHULT TRAILERS, INC.**  
DEPT. 204, ELKHART, INDIANA  
WORLD'S LARGEST MANUFACTURERS OF HOUSE TRAILERS

**Covered Wagons and Vagabond Trailers**  
You can save money ordering by mail if coach is not represented in your territory. No additional charge for hitches, wiring, mounting brakes. Trailer accessories.  
**HARRIS, Distributors,** 623 S. Clay St., Troy, Ohio

# GRAB JOINTS! COOK HOUSES!

MELETIO'S STREAMLINED MODEL

## DEEP FAT FRYER

Built for Speed—Volume and Economy



PATENT PENDING

DESIGNED ESPECIALLY FOR YOU!

Can be placed anywhere—carried everywhere—always ready for instant service. 48" long, 31" wide, 36" high, weight 170 lbs. Burns bottled gas. Equipped with two heavy gauge wire frying baskets. Automatic thermostat control. Made of heavy auto body steel, rust proof, finished in high baked enamel. Costs only \$128.50, less 10% for cash, or 25% down and balance in 12 monthly payments. Write for details.

## INDIVIDUAL SANDWICH FISH

Skinned Whiting (jack salmon) cleaned, ready for the pan! 2, 3, 4 or 5 to the pound.

Also Fillets, Other Fish and Seafoods. Write for Prices.

IMMEDIATE SHIPMENTS — Any Amount — Anywhere

13c PER LB.

Everything in Fish and Seafoods



Franklin at Broadway Central 7310

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"If You Want People—Money—Book Here"

FREE RODEO—AS BIG FREE ATTRACTION  
EXTRA: JACK HOXIE & HOLLYWOOD CO.

THE FAMOUS WESTERN STAR IN PERSON.

WANT RIDES: Chair-o-Plane, Octopus or any Ride with own transportation. Want Ride Help. SHOWS that are clean with own transportation. CONCESSIONS: No racket; work for ten cents. Jack Hoxie can place Knife Thrower, Whip Spinner, Girl Roper, Slim Collins, Hank Linton, write. COMMITTEES—Fairs, Celebrations—Look us over. Open Pattonsburg Wednesday, April 17th. Address: A. M. BALDERSTON, MGR., PATTONSBURG, MO. (Elmer Brown, Business Manager.)

## MOTOR CITY SHOWS

GRAND OPENING, BATTLE CREEK, MICHIGAN

MAY 3 TO MAY 12 (We Show 2 Saturdays and 2 Sundays Here)

WE PLAY FLINT, GRAND RAPIDS, PORT HURON, JACKSON, PONTIAC, MIDLAND, BAY CITY, KALAMAZOO, LANSING AND MUSKEGON: ALL IN MICHIGAN

WANT RIDES not conflicting. Will place one more Flat Ride. Good opening for Chair-o-Plane, Pony Ride and Drive Your Cars.

SHOWS With or Without Outfits. Good proposition for Wild West, Expose, Unborn, Monkey Show, Motordrome, Midget Show, etc.

We can place useful people for the following Shows: Minstrel, Ten-In-One, Crimeland, Snake Show, Hawaiian Show, Posing Show, Whatsit Show, Life Show, Fun House and Penny Arcade.

LEGITIMATE CONCESSIONS of all kinds (except Long Range Shooting Gallery, Bingo, Pop Corn, Cookhouse, Grab Joint, Photos, Palmistry, Diggers and Candy Apples). Good opening for Candy Floss, Cigarette Gallery, Bowling Alley, String Game, etc. We tolerate NO GRIFT.

HUMAN CANNON BALL ACT SHOWN DAILY. We have the largest cannon in the business, 30 ft. long. We will have our Spring Opening April 15th. All those contracted can join now. If you are looking for a Big Season, with Good Treatment on a Clean Show, that can guarantee the crowds, address

VIC HORWITZ, Hotel Detroit, Detroit, Michigan

## WANT FOR 10 CELEBRATIONS WANT FOR 10 FAIRS McPHERSON UNITED SHOWS

OPENING MAY 11, ALIQUIPPA, PENNSYLVANIA LEGION CELEBRATION

First Show in city in 15 years. Million and half dollar pay day. Best steel city in U. S. A. Mills all working. Followed by Beaver Falls Legion Celebration, Monaca Centennial. This will be the largest event in the steel and coal center. Sponsored by all civic organizations. Then New York State for six conventions and celebrations.

WANT SHOWS: Unborn, Crime, Dope, Illusion, Fun House, Monkey, or any show of merit. Marty Smith wants girls for flashy Posing Show. Must be young and attractive; also attractions for Side Shows. WANT CONCESSIONS: Penny Arcade, Custard, Palmist, Photos, Bowling Alley, Cat Rack, Pitch to Win, Hoop-La, Long Range Gallery or any Legitimate Concession

This Show booked in all proven bona fide industrial centers where factories are all working. J. C. Mack wants Joe White to write.

Wire or write E. M. McPHERSON, Mgr., 931 Washington Street, Buffalo, New York.

THE LAST "WORD" IN YOUR LETTER TO ADVERTISERS, "BILLBOARD"

# Club Activities

## Showmen's League of America



Sherman Hotel Chicago, Ill.

CHICAGO, April 6.—New quarters are proving popular with the boys as evidenced by the number of daily callers. Bill Carsky's house committee is gradually getting things lined up. Billie Ellis, of Beckmann & Gerety Shows, came in for attention at American Hospital. C. V. Blum, James Murphy and R. V. Trevellick are under care of Dr. Thorek. Late news from Al Carsky was not forthcoming but Jack Lydick writes he must undergo further surgical attention and will report developments.

Max and Joe Goodman, accompanied by Sam Gluskin and T. H. Cope, of Goodman Wonder Shows, were in town and headquartered at league rooms. Andy Markham also visited. Hymie Schreiber, of Kansas City, Mo., was in town on business, spent an evening at the rooms. Frank D. Shean, while on a rush trip from New York, visited. Denny Howard left for San Antonio to join the Rubin & Cherry Exposition. Lou Leonard left on a Southern trip. Charlie Owens visited and Al Sweeney is among the regular callers. George Regan came in from the North, stayed a few days and left.

Paul Olsen, A. W. Morris and Maurice Ohren arrived after a winter in Florida. Sad news of the death of his brother reached Paul on his arrival. Club extended its sympathies. Al Cohn left for Milwaukee to visit with his sick mother. L. S. (Larry) Hogan left on a short trip. In order to catch the Spring Special issue of *The Billboard*, there is no report of the meeting. Phil Shapiro and Sunny Bernet visited. Past President J. C. McCaffery left on an Eastern trip. Art Briesse was called east on business and Ray Anderson is handling office details during absence of President Frank P. Duffield. News of the untimely death of Costica Floresque was received with regret by members.

### Ladies' Auxiliary

Club's Bunco and Card Party in the West Room of the Sherman Hotel on March 30, with Leah M. Brumleve officiating, proved a huge success. Beautiful prizes were donated by many members and 70 door prizes were given away. Party was given for the benefit of the American Hospital Linen Fund.

Donations also were received from Arabian Cosmetics, Cheramy Co., Blue Rose Co., Vanture Co., and Ned Torti, Wisconsin De Luxe Corp. Members were pleased to have Mrs. Henry Belden and Mrs. William Carsky with them again after a Florida vacation.

## Missouri Show Women's Club

ST. LOUIS, April 6.—Club's regular business meeting in Maryland Hotel clubrooms drew a small attendance crowd, since many members have opened the season. Several left to join Johnny J. Jones Exposition. Among them was Chaplain Daisy Davis. President Jane Pearson was unable to attend. Her shows opened in Ramsey, Ill.

Esther Tracy and Arlene Spinner also left to join the Pearson Shows. Fairly & Little Shows, opening on March 30, were well attended by club members. Nell Allen, past president, presided at the March 28 meeting, assisted by Secretary Grace Goss and Treasurer Gertrude Lang. A letter was read from Jeannette Waters, who is recuperating from a recent operation at her mother's home in Advance, Ind. Aunt Mary Francis' visit to the clubrooms in her wheel chair proved a pleasant surprise. She is regaining her strength rapidly and was permitted to motor out to the lot Sunday afternoon.

SON-IN-LAW of E. J. Casey, owner of shows bearing his name, J. C. Baillie, has been named publicity director of the organization.



Palace Theater Building, New York.

NEW YORK, April 6.—Ladies' Auxiliary bingo on Sunday was an unqualified success and club is looking forward to its Spring Festival Show and Dance tomorrow. Members are requested to advise the executive office as to what shows they are going out with this season and to keep the office informed of any change in permanent address. W. J. (Bibs) Malang left Veterans' Hospital Wednesday and is around again. Sam Rothstein, spark plug of activity, returned from Florida and Frank Miller, for whom he worked at the Milburn, also returned to attend to his Ringling-Barnum concessions, as well as other business.

Sympathy was expressed to Brother Freddie Phillips on the death of his mother and to Brother William Rabkin and his wife, the former Grace Baron, on the death of David Baron, formerly with Rabkin's International Mutoscope firm. Sid Goodwalt will have the cookhouse on Ben Williams Shows. Steward Harry Schwartz is readying his de luxe custard for Oscar Buck Shows. Visitors' cards have been issued to Lou Victor, Harry Brown, M. Hutner, Edward Cohen, Joe O'Mara and John Graves. L. C. (Ted) Miller, general agent Bantly's All-American Shows, made one of his infrequent visits and left a dues check. Have you paid your dues?

Birthday congratulations to Richard Lucas, William T. (Bill) Lenhart, April 9; Sam Lawrence, W. J. (Bill) Bloch, Harry Shepard, Harry A. Manley, 10; Alex Nahhas Rosina Tumini, 11; Manny Cohen, 12; Jules Lasures, 13; George Schurr, Fred C. Murray, 14; Italo Fantino and Louis Stern, 15.

Handicap Pocket Billiard Tournament is drawing to a close and interest in the approaching finals is running high. The standings as of April 3:

	W.	L.
Matthew Riley	3	0
Al Baker	10	1
Harry Rosen	6	1
Daddy Simmons	14	3
Leonard Traube	12	3
Mack Brooks	9	3
Sam Walker	6	2
Harry Sandler	4	2
George Rector	5	3
Jack Carr	6	6
Jack Owen	3	4
Neal Carr	3	7
Frank Pisa	2	3
Jack Linderman	1	2
John Liddy	5	8
Sam Finkel	5	9
Sam Miller	1	3
Leo Poorvin	2	11
Ross Manning	1	8
Max Linderman	0	1
Nate Eagle	0	3
Joe Casper	0	13

### Ladies' Auxiliary

Sisters Rose Weinberg and Helen Hoy are on the sick list. Sister Marie Abbott still is unable to resume her dancing act but is greatly cheered by visits from Sister Jeanne Grey. Aunt of Sister Mildred Schwartz has passed away. A great deal of credit is due Sister Irene Greene for her missionary work on the current rummage sale at 892 Westchester avenue, the Bronx. Sister Peggy Holtz's

## TILLEY SHOWS WANT

Girl Show. Must be clean worker. Will furnish complete outfit for same. Can place Grind Shows with or without own outfits. Can place following Concessions exclusive: Scales, Country Store, Penny Pitch, Hoop-La, American Mitt Camp. Can place Merchandise Grind Stores, nothing over ten cents; Ball Games. All people engaged acknowledge this call. Mose Smith, write. Show opens Saturday, April 20th, Champaign, Illinois. Address: Ladd, Ill., until April 17th; then Champaign, Ill.



efforts are also greatly appreciated, especially because she opens the store every morning at 10. She has also taken over treasurer's duties in absence of Ida Harris. Sister Dorothy Packtman has become an aunt—again. Blanche M. Henderson has been proposed for membership by Secretary Anita Goldie.

ter arranged a special Easter program and a luncheon and musical program prevailed the remainder of the night.

April 1 meeting was presided over by President Rodgers, and Chaplain Fisher opened it with the Lord's prayer and all pledged allegiance to the flag. *God Bless America* was sung by the members and minutes of the last meeting were read and approved. Bank night award went to Marlo Le Fors, and Mora Bagby donated hand-embroidered pillow cases, to be awarded at a future date. World's Fair Shows and Coe Bros.' Circus invited members to attend a luncheon at 2 p.m. on April 7. Topsy Gooding leaves soon for the Douglas Shows. Lucille King returned from the Northwest on Saturday and Past President Le Fors, Ester Carley and Eloise Kelly spent the week-end at Palms Springs, Calif.

President Rodgers stated April 8 meeting would be her last one until fall. Members pledged to make this the most outstanding year in club's history. Past President Le Fors presented President Rodgers with a bouquet of pink roses and Chairman Allerita Foster and committee completed plans for summer social activities. Hostesses for the evening were Peggy Forstall, Martha Levine, Lucille King and Rose Rosard. Remainder of the night was given over to bridge and bingo.

## Pacific Coast Showmen's Assn

623 1/2 South Grand Ave., at Wilshire Los Angeles

LOS ANGELES, April 6.—Attendance at Monday's meeting was light. Present with Dr. Ralph E. Smith, president, was Vice-President Joe Glacy, Treasurer Davis and Secretaries Weber and Johnson. Communications from Brothers Frank L. Burke, en route in Arizona, and Art Anderson, thanking his friends for the recent present of a Masonic emblem, were read. Application of Capt. Jimmy Jamison was read and approved and Peter Siebrand was reinstated.

Dr. George W. T. Boyd reported on the design for the new club button and said he'd have the finished product at the next meeting. It presents a marked improvement on the old emblem. Other members of Brother Boyd's committee are Brothers Joe Glacy, Bill Hobday and Ted LeFors. Chairman Pat Armstrong, Sick and Relief Committee, reported Brother Leo Haggerty indisposed again. Pat Shanley is making rapid improvement and able to resume part of his business duties. John M. Miller will remain in Glendale Sanitarium for about two weeks and Charles Guberman is to undergo an operation at the Cedars of Lebanon Hospital.

Vice-President Glacy gave a full report on the proceedings of the Board of Governors meeting, held before the regular meeting. Pop Ludwig renewed his offer to furnish more paintings for the club gallery and Brother Frank Downie assumed the responsibility of promoting a copy of *The Show Must Go On*. Brother Sam Dolman was given a Good Will Banner for the W. T. Wade Shows by Mel Smith. A full report from the Banner Committee is scheduled for the next meeting.

House Committee rearranged the Assembly Room and Brother Ted LeFors came in for much praise for doing an excellent job. Flanking the pictures of the past presidents is the life-size portrait of club's first president, Sam Haller. Under this appear the likenesses of Brothers Walter McGinley and Will Farley.

### Ladies' Auxiliary

March 25 the meeting was called to order by President Nina Rodgers. Others present were Chaplain Minnie Fisher, Secretary Vivian Gorman and 48 members. Sick committee reported Inez Walsh is much improved and many letters were read from members on the road. All reported a good time at the National Orange Show, San Bernardino. Tickets were sold on the ring donated by Babe Miller and Harry Zuker, of Monte Young Shows, was the winner. A substantial sum was realized from the award and Vivian Horton donated a clock for the clubroom. Olga Celeste gave some glasses. Interesting talks were made by Grace DeGarro, Olga Celeste, Anna Metcalf, Annie Lahey and Mother Fisher. Many donations were received for the Monument Fund for the cemetery plot. Allerita Fos-

## Heart of America Showmen's Club

Reid Hotel

KANSAS CITY, Mo., April 6.—Regular weekly meeting was called to order by First Vice-President Art Brainerd. G. C. McGinnis, secretary, also was present. Minutes of last meeting were approved and a communication from the Showmen's League of America read. Routine business followed and meeting adjourned early. April 5 meeting was the final one until club opens in the fall. Mervin Barackman, concessioner with Frisk's Greater Shows, was here on business for several days, but left for quarters in Minneapolis. Mrs. Barackman is with Mighty Sheesley Midway with a string of concessions. Mrs. Ruth Spallo, concessioner with James E. Strates Shows, was called because of the illness of her mother, who resides here. Brothers Harry Altshuler and Frank Capp motored to Lexington, Mo., to attend the opening of P. M. Jones' Indoor Circus, under American Legion Post auspices.

A location for an annual Banquet and Ball, which will be held as usual on New Year's Eve, has not been decided upon as yet. Committee has several locations under consideration, however.

### Ladies' Auxiliary

March 29 meeting was called to order by President Louise Parker, with 19 members present. Gertrude Allen was appointed Warder and minutes of the last meeting were read and approved. There was no treasurer's report. A motion instructing Martha Walters, Cemetery Committee chairman, to decorate on Decoration Day was made and carried. Lola Hart, Relief Committee chairman, reported many members were ill the past few weeks. All were pleased to learn of the continued improvement of Mary Francis.

A motion to have at least two more meetings before disbanding for the summer also was carried. Letters were read from Irene Lachman, and Margaret Hughes, who is visiting Bernice Fuller Perkins. A card of thanks for flowers was received from Ruth Ann Levin, who has recovered from a brief illness. New members included Geraldine Henderson, Norah Suggert, Marie Kleason and Catherine Ward. A definite date for the beginning of the summer drive for new members is to be set at the next meeting. Letty White passed the penny box and night's award, donated by Margaret Haney, went to Loretta Ryan. Pearl Vaught and Bird Brainerd are suffering from severe colds. Jess Nathan returned from a week's visit in Independence, Kan., with Mr. and Mrs. Carter Buton. The Butons are expected to assume their duties with State Fair Shows soon.

Pearl Vaught and Bird Brainerd are suffering from severe colds. Jess Nathan returned from a week's visit in Independence, Kan., with Mr. and Mrs. Carter Buton. The Butons are expected to assume their duties with State Fair Shows soon.

## Michigan Showmen's Association

DETROIT, April 6.—Monday night's meeting was called to order by President

# CUTLER ICE CREAM CRUISER

LENGTH  
43 IN.  
WIDTH  
21 IN.  
HEIGHT  
32 IN.  
BALL BEARING WHEELS



WEIGHT  
155 LBS.  
CAPACITY  
450 BARS  
MUSSELMAN DOENUT TIRES

**\$59.50** COMPLETE INCLUDING CHIMES AND BATTERY

F. O. B. CAMDEN, N. J.  
LETTERING, CRATING AND DELIVERY EXTRA

MODERN STEAMLINED DESIGN — RUGGEDLY BUILT TO STAND ABUSE — GLEAMING WHITE ENAMEL FINISH — EXTRA HEAVY FRONT WHEEL MOUNTING PLATE WITH RUBBER SHOCK ABSORBING PAD — INSULATION GUARANTEED NON-PACKING AND WATER-PROOF — BEAUTIFUL CAST BRONZE CHROME FINISH CHIMES ON SWINGING MOUNT — AUTO BODY STEEL OUTSIDE, RUST PROOF STEEL INSIDE — FRONT WHEEL ADJUSTABLE ON SWIVEL PIN — BALL BEARING AXLES

For Full Particulars Address

**CUTLER METAL PRODUCTS CO.**  
10TH AND MARKET STS., CAMDEN, N. J.

## SNAPP GREATER SHOWS

OPENING APRIL 22 AT JOPLIN, MO.  
Featuring Their Own 10 Rides  
CAN PLACE SHOWS AND CONCESSIONS  
SHOWMEN WITH THEIR OWN EQUIPMENT  
(I have a new proposition for you that you can't afford to overlook)  
**CONCESSIONS THAT WORK FOR 10c**

Ex sold on Cookhouse, Bingo, Custard, Popcorn, Photos, Palmistry, Country Store and Short and Long Range Gallery, at Still Dates only.

**FREE ACT** One that is capable of drawing the crowds. **FREE ACT**

**FAIRS** **FAIRS** **FAIRS**

16 CLASS A FAIRS AND CELEBRATIONS STARTING JULY 1

Wisconsin Rapids, Wis. Marshfield, Wis.  
Stevens Point, Wis. Beaver Dam, Wis.  
Platteville, Wis. Pine Bluff, Ark.  
Darlington, Wis. El Dorado, Ark.  
Manitowish, Wis. Monroe, La.  
Green Bay-De Pere, Wis. Leesville, La.  
Oshkosh, Wis. Eunice, La.  
Monroe, Wis. Lafayette, La.

3 More Louisiana Fairs Pending.

**SNAPP GREATER SHOWS, 118 Joplin St., Joplin, Mo.**

### WANTS—CUMBERLAND VALLEY SHOWS—WANTS

OPEN IN GRIFFIN, GEORGIA, APRIL 27TH  
RIDES: Will book Octopus, Rolo-Plane or Ride-O, and will pay cash for another No. 5 Ferris Wheel.  
SHOWS: Monkey Circus, Mechanical City or any other capable Show with or without outfit. Medusa Van Allen, answer. R. V. Lewis wants for Minstrel Show, Musicians and Chorus Girls that can cut it. Band salary out of office.  
CONCESSIONS: All Legitimate Concessions open except Cookhouse. Prices reasonable.  
Want sober, reliable man for Loop-the-Loop and Whip. A-1 Electrician.  
Bob Hallum wants to buy Guess-Your-Weight Scales. Showfolks, don't be misled. This Show holds contract for big 4th of July Celebration, 10 straight bona fide Fairs and three others pending.  
Address all mail to ELLIS WINTON, Manchester, Tenn. (until April 20), then Griffin, Ga.

Leo Lipka, with Vice-Presidents Baker, McMillan and Stone and Treasurer Rosenthal and Secretary Robbins present. All members of the board of directors were on hand. Brother McMillan made his apologies for failing to attend meetings the past three weeks.

Brother Morrisson returned from a tour of Canada, with Canadian money, which was refused at the rummy tables. F. L. Flack is visiting in town. Harry Wish reports ticket sales for the spring party on April 15 is heavy. Brother Eddie Carton will join an Eastern show soon. Dutch Cory is confined in Mabury Sanitarium, Northville, Mich. Elmer Cote is still ill at his home. William Dumas arrived from Tampa, Fla., as did Brother Fox. Attendance totaled 58.

# BINGO

Bingo Specials in 7 Attractive Colors — Heavyweight Bingo Cards, Cages, Markers, Certificates, Admission and Door Prize Tickets, Stage Money, etc.

**SERIAL PADDLE TICKETS**

FOR ALL THE LEADING WHEELS

11 E. 19th St. **SCHULMAN'S** New, York N. Y.

## The DAILEY Aluminum Center Wheel



Is the best made. Ball Bearing. Best Creeper on the road. Comes with Post, all ready to go.

24-in. .... \$27.50  
30-in. .... 33.00  
36-in. .... 37.50  
40-in. .... 44.00

Tax Included. Catalog Free.

A Few New Ones.  
**DAILEY MFG. CO.**  
No. 511-15 E. 7th St., St. Paul, Minn.

## WANT

Agents for Grand Stores. Will give experienced man good proposition on Rat Game. Experienced Young Man on Bingo.

**JOHNNIE BUNTS**

Care Crystal Exposition Shows, CAMDEN, S. C.

**West Bros.' Shows Register At Cape Girardeau Opening**  
 CAPE GIRARDEAU, Mo., April 6.—With Old Man Winter making his final stand here, West Bros.' Shows opened

their 1940 tour on March 28 with a concert band and city and State officials on hand to help Owner J. W. Laughlin celebrate the inaugural. Altho opening attendance was slightly under last year's figures, spending was good. Kids' day on Friday saw children from all rural schools in the county attending the annual celebration tendered them by the management.

They were given the run of the grounds from noon on and Owner Laughlin and B. Barham gave away more than 2,000 souvenirs, pop corn, candy and balloons. Saturday proved a pleasant surprise when results on that day surpassed any single day's business ever registered here by the shows.

Night display at opening was a feature of flashing lights and eye-appealing show fronts, surrounded by a line-up of new rides. Mrs. Laughlin was visited by numerous friends. She plans, however, to return to Hot Springs, Ark., for further treatment.

Among showfolk seen on the midway were Mr. and Mrs. Al Baysinger, George Campbell, Matt Dawson, Ted Conly, Sam Liebowitz, Mr. and Mrs. Charles T. Goss, Jimmy Morrissey, Ed Brewer, Mr. and Mrs. O'Neal and the Messrs. Campbell and Hudson.

**Hillsboro Gives Loos Shows Cold Weather, Poor Results**

HILLSBORO, Tex., April 6.—J. George Loos' Greater United Shows had cold weather and poor business at a stand here two blocks from courthouse square, under city fire department auspices. All towns within a 20-mile radius were billed, but weather kept attendance down. Show moved in after a successful week in Austin, where Charley O'Bayley joined with his Glass House, as did Mr. and Mrs. H. W. Crowell with their Fangs of Death attraction. Many visits were exchanged with members of Crowley's United Shows.

Bob Roy, tattoo artist, joined Tracey Bros.' Midget Circus here. He'll also handle show painting and banners. Fire Chief Fawcett and Secretary Harvey, of the sponsoring committee, co-operated. Manager McClung, of the local cotton warehouse corporation, was a nightly visitor and gave shows' trailerites parking space, as the lot was too small for all to get on.

The Daily Mirror was liberal with space. Mrs. C. N. Hill is vacationing at her home in Dallas, while shows play near-by towns. Mr. and Mrs. Frank J. Lee visited in Dallas a few days, while locating some concessions for the show, and booked a new girl show. Joe Murphy and wife, Sallie, and Melvin and Helen Westmoreland visited Lee here. Reporting good results at the Austin, Tex., stand were Ferris Wheel, Tracey Bros.' Circus Side Show, Fred Smith's Happy Family and Giggie Alley.

**St. Louis**

ST. LOUIS, April 6.—Ideal weather the past week was a boon to shows playing local lots. Warm nights brought big crowds out and business has been beyond expectations. Shows playing here at present are Greater Exposition, Shaw Amusement Co., Oliver Amusement Co. No. 1 and 2 Units, Johnny Bale Attractions, Fidler United, and United American. Phil Little, Noble C. Fairly, George Shaw, Walter Hale, George Cutshall, J. O. (Buster) Shannon, Sam Benjamin and Doc John Nathan, of Fairly & Little Shows, are seen daily around local showfolk haunts. Official opening of the shows is set for April 22 on the east side of the Mississippi. John Francis and J. Crawford Francis, Greater Exposition Shows, were all smiles this week when they finally got a break in the weather. Shows moved on Wednesday to Gravois and Chippewa streets, where they will remain for 10 days.

Pat Purcell, publicity director of Jimmie Lynch's Death Dodgers, is visiting friends here. Ned Torti, Wisconsin De Luxe Corp., spent several days here en route to the South. Sol Nathan and Hy-mie Schreiber, of B. & N. Sales Co., passed thru the city en route from the South to the main office in Chicago. Matt Dawson, Acme Premium Supply Co., left last week for a trip thru Arkansas and Missouri. Ed (Slim) Johnson, Midwest Merchandise Co., passed thru the city last week, as did H. Hoffman, Continental Premium Supply Co. Sam Solomon, owner, Sol's Liberty Shows, made several hurried trips here from quarters in Caruthersville, Mo. Lou Leonard, Showmen's League of America Ambassador of Good Will, spent several days visiting friends last week. Sam Aldrich, of

**ATTENTION, CONCESSIONAIRES! ANNOUNCING—"CHIEF RU-BOW"**

The Life-Time, Non-Breakable Archery Bow . . . Most Sensational Development in the History of the Grand, New-Old Sport of ARCHERY!

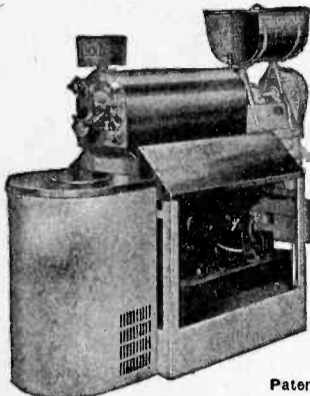
ARCHERY, the sport of ancient times, has become the favored sport of millions of moderns. Wide-awake men and women are cashing in on this fast-moving amusement trend by establishing public Archery Ranges in Amusement Parks, at Fairs, Carnivals, Beaches, Roadside Resorts and other selected spots in cities and towns from coast to coast.

THE CHIEF RU-BOW Archery Set has been developed especially for Archery Range Concession operators using a sensationally NEW construction idea. The bow cannot break or warp; has shock absorbing feature making wrist guard unnecessary, and eliminating string breakage. Shoots regular selected arrows with amazing accuracy. Shoots over 150 yards. Bow string tested to over 300 pounds.

Here is a REAL money-making activity for the 1940 spring, summer and fall season . . . a real money mint for live wires, requiring very little capital. We supply easily followed instructions for installation and operation of an Archery Range. Details free . . . but to save time better rush \$6.00 (wholesale price) for complete CHIEF RU-BOW Archery Set and be out in front in this fast developing sport activity. Address:

**CORDREY MFG. CO.**  
 CHULA VISTA CALIF.

**MORE MONEY—BIG MONEY with the EAGLE two-minute CUSTARD FREEZER!**



Patented

● No matter where you are going to operate this coming season, you'll make more and bigger money with the **EAGLE CUSTARD FREEZER**

● By actual test at the "toughest" amusement centers in the world "EAGLE" has produced better frozen custard, quicker than any other machine. On location in '39 at the New York World's Fair, Playland Park, Rockaway, Pleasure Beach Park and scores of State and County Fairs it got big money and fast money for all concessioners who used it.

**LOOK AT THESE OUTSTANDING FEATURES!**

**MORE OVER-RUN!**—65% to 75% more finished custard than the original amount of mix used! GET MORE from a gallon of mix with an **EAGLE CUSTARD FREEZER**

**MORE CONES per minute!**—1200 cones per hour, for 4 consecutive hours, without dipping into the reserve cans.

**LESS WASTE!**—When cleaning the **EAGLE CUSTARD FREEZER**, all custard (up to one spoonful) is removed automatically through the revolving of the paddles! **LESS BACTERIA count!**—During a recent 16 week test, health authorities were amazed (and pleased) in discovering the exceptional **LOW bacteria count of the FINISHED PRODUCT!** No OIL or GREASE is needed except for electric motors.

Pays for itself. All Electric. Fully Automatic. Write today for complete information, prices, etc. Prompt deliveries guaranteed.

**EAGLE MACHINE & TOOL CO.**  
 912 Barretto St., BRONX, NEW YORK

**FOLLIES \* COSTUMES**  
 315 W. 47th St. N.Y.C.  
 PHONE CIRCLE 5-9861

GREATEST VARIETY OF FLASH WARDROBE  
 COMPLETE CHANGES FOR 52 WEEKS IN STOCK  
 ★ ANY SIZE SETS. UP TO 24 EACH. ★

**CARNIVAL OWNERS I HAVE 10 SENSATIONAL HIGH ACTS**  
 Available for the Coming Season. Priced Right.

**SIDNEY BELMONT**  
 Fullerton Bldg., ST. LOUIS, MO.

**Wm. Hoffner Amusement Co.**  
 Wants good clean Shows, no Girl Show, no Athletic Show, and Concessions that work for stock and ten cents, positively no 5 cents or buy backs, no penny pitches, no strong joints. Nothing where money goes in display. All Gail-Game Agents must work back of their counters. I own my Rides. I carry public liability insurance on rides and compensation on employees. Just signed contracts for July 4th in Streator, Ill., biggest celebration in Illinois. All Concessions with me up till the 4th of July can book in Streator. Want good, sober, reliable Ferris Wheel Operator that can take full charge of Wheel. If you boozee, do not answer. Wages no object to a good operator. Also want a good Painter to decorate Merry-Go-Round Horses. We open May 25th in Illinois. All Concessions write C. L. STORER, 413 N. Madison St., Bloomington, Ill. Ride Help write WM. HOFFNER, 412 E. Dixon St., Polo, Ill.

**HONEST BERT'S SHOWS**  
 Want Athletic Show, Rides, Concessions, Shows, Pit or Platform.  
**BERT CARHAN,**  
 2104 4th Ave., Rock Island, Ill.

**7 RIDES | WM. E. FLEMING ATTRACTIONS, INC. | 6 SHOWS**

OPENING MAY 6 IN CENTRAL PENNSYLVANIA.

NOW BOOKING FAIRS AND CELEBRATIONS IN PENNSYLVANIA, NEW JERSEY, NEW YORK. Can place all kinds of Concessions and Shows. Will sell X on PHOTO, CUSTARD, Want Cook House; Louis Heck, write. On account of disappointment, can place Ten-In-One Show, Athletic Show, Monkey Circus, Girl Shows and others. Good proposition for Arcade and Lead Gallery. Mr. Evans, answer. Want Operators on Ferris Wheel, Chair-o-Plane, M. G. R. Address

**WM. E. FLEMING, Mgr.,** Winter Quarters, P. O. Hummels Wharf, Pennsylvania.  
 E. H. Fraleigh, General Agent.

**ATTENTION! CONCESSION OPERATORS, CARNIVAL OWNERS, INDIVIDUAL JOINT OPERATORS YOU WILL WANT — AND NEED THIS NEW GAME**

BEAUTIFUL ON YOUR MIDWAY. MODERN — DIFFERENT — ATTRACTS CROWDS.  
 NO WHEEL BLOWER NO KNIFE RACK ROLL DOWN  
 But a NEW GAME of SKILL that GETS MONEY  
 DON'T WAIT — WRITE FOR FULL INFORMATION

**RAINBO MFG. CO.**  
 203 N. Wabash Room 1806 CHICAGO

**CALL CALL CALL BANTLY'S ALL AMERICAN SHOWS**  
 "THE SHOW OF TOMORROW"  
 OPENS REYNOLDSVILLE, PA., SATURDAY, APRIL 20  
 ALL PEOPLE ENGAGED OR CONTRACTED, ANSWER THIS CALL

Can place Legitimate Concessions of all kinds, Monkey Show or Animal Circus. Will furnish complete outfit for same. Elaine Owen wants Girls for Office Girl Revue and Posing Show, also Musicians. Red Rogers can place Girls for Expose Show. John Rea wants Freaks and Working Acts for Side Show. Can place experienced Rollo-Plane Operator and Help in all departments. Will buy Circus Blues. All Address: REYNOLDSVILLE, PA.

**MERIT SHOWS**  
 Opening April 18 at Fall River, Mass., for War Veterans' Civic Post.  
 Will place legitimate Concessions working for not over 10c. Positively no grift.

**HENRY FINNERAL, General Manager**  
 215 Lincoln St. LOWELL, MASS.

**LAWRENCE CARR SHOWS**  
 WANT Grind Stores of all kinds. Positively no grift allowed. A few up-to-date Shows. Joe Simcik could use Agents for his Concessions—Pop Corn, Candy Floss, Apples, also Cook House. Show opens in May in a busy working city near Boston. Now is the chance to get your bank roll. Help wanted on Merry-Go-Round, Ferris Wheel, Chairplane, Leaping Lena who can drive trucks. Must be sober, else don't apply.

**LAWRENCE CARR SHOWS, 357 Highland Ave., Somerville, Mass.**

Beckmann & Grety Shows, visited while en route to Atlanta. Mrs. Sam Solomon, Mrs. Sam Lieberwitz, Mrs. H. Fischer and Miss A. Garrett motored in last week to visit friends and attend the Missouri Show Women's Club meeting. Sunny Bernet, Globe Poster Corp., stopped on Monday en route to Illinois.

Elmer Brown, until recently special agent with the Dee Lang's Famous Shows, left for the North. William (Bill) Snyder came in from Kansas City and is doing some special work for Greater Exposition Shows. The Misses Bobbie Barrow and Helen Howe, last season with Happyland Shows, are making their home here. George W. Davis and Floyd L. Hesse left for Savannah, Ga., and Johnny J. Jones Exposition. Prior to their departure, Mr. and Mrs. Hesse had Mr. and Mrs. Walter A. White and Mr. and Mrs. A. C. Merkel of Quincy, Ill., as (See ST. LOUIS on page 94)



# Sponsored Events

Veteran, Lodge and Other Organization Festivities

Conducted by **CLAUDE R. ELLIS**  
(Communications to 25 Opera Place, Cincinnati, O.)

## Attractions at Ohio Event Expected To Increase Draw

FAIRPORT HARBOR, O., April 6.—Featuring of rides and free acts, among other attractions, is expected to draw increased attendance at 1940 three-day Mardi Gras here, which is to be the city's contribution to Lake County Centennial Celebration, reported Donald Chaney, concession manager. Following the Mardi Gras many attractions are expected to play three-day Painesville (O.) Centennial on Lake County Fair grounds.

Last year's event was attended by about 20,000, largest crowd ever to gather here, and grew out of a desire to present inhabitants of surrounding territory with a large-scale celebration. Fireworks were featured and other attractions were parades, water carnival, speed boat races and pageant.

homecoming and pageant and labor picnic. E. F. Rennie is general chairman. He is assisted by N. J. Mertes.

J. R. EDWARDS reported his shows have again been booked for the midway of six-day annual Byesville (O.) Homecoming. There will also be free acts and contests.

FREE vaude acts are to be presented at three-day Hoisington (Kan.) Merchants' Show in Municipal Auditorium. It will be the first show of its kind to be held there in years and is to be an annual.

REVUE has been booked for sixth annual Eureka (Kan.) Spring Trade Show, to be staged three days by local firms. There will also be prize awards, merchants' booths and style show.

CIRCUS and carnival are two of four events planned by four police and fire companies of Maple Shade, N. J. Pro-

## Change of Shows Featured At Atchison Exposition

ATCHISON, Kan., April 6.—Paid attendance on opening night of annual Fellowship Club Exposition in Memorial Hall here on March 27-30 was 1,170, considered good by officials. Two floor shows, directed by Cecil Mulkey, were presented, and Lloyd McClure, dramatic editor of *The Atchison Globe*, assisted Mulkey.

On the bill of the second show were Arlyne and Borden, comedy tap dancers; Chandu, magician; Jane Allen Johnson, acrobatic dancer; McBrides, roller skaters; Dutch Young's Orchestra, with Cecil Jackson; Pluto, dog; Jack Collins, novelty violinist; Lowe and Reshe, dance team, and Claires, jugglers.

## Wis. Home Show Sets Mark

SHEBOYGAN FALLS, Wis., April 6.—Annual Home Show here on March 29 and 30 under sponsorship of the Business Men's Club drew record attendance and the event is to be repeated in 1941, said President B. J. Vrasher, who attributes increased draw to high quality of entertainment. Booths were more colorful than those of 1939. Acts, booked thru Curt Berger Agency, included Waxey, mechanical man; Cliff Gaynor, comedy musician, and Jaxon, ventriloquist.

## Wis. Show Gate is 2,000

SHEBOYGAN, Wis., April 6.—More than 2,000 turned out for second annual Garton Toy Goodfellowship Club show and dance on March 30 in Eagles' Auditorium here. Entertainers included Johnson Brothers, Carter-Holmes, Dick Burns, Charles Leist, Four Tuners, Knaak-Fuerst and Francis Wick. Music was furnished by Carl Fuerst's orchestra. Advance tickets were 35 cents and the gate was 40 cents.

## Shorts

KAUKAUNA, Wis., will stage a five-month sesquicentennial celebration this year. There will be a district band festival, regatta and outboard motorboat races under auspices of Veterans of Foreign Wars, American Legion Post picnic,




**2 THRILLING MOMENTS with**

*Selden*  
**THE STRATOSPHERE MAN**  
TRADE-MARK  
**WORLD'S HIGHEST AERIAL ACT**

No less than 15 other breath-taking stunts hold the crowds spellbound and bring them back for repeat performances. SEE THE INSIDE FRONT COVER OF THIS ISSUE FOR MORE DETAILS. TIME AVAILABLE FOR A FEW MORE EARLY CELEBRATIONS. Write for Illustrated Descriptive Folder.

PERMANENT ADDRESS, CARE OF THE BILLBOARD, CINCINNATI, O.



**BALLOON ASCENSIONS for ALL OCCASIONS**

**JACKSONVILLE BALLOON CO.**  
JACKSONVILLE — ILLINOIS

**WANT FOR SEVEN COUNTY STOCK SHOW**

GOOD RODEO, SHOWS, RIDES AND CONCESSIONS

THREE BIG DAYS, OCT. 3-4-5

*The Largest Stock Show in East Arkansas. Includes Seven Counties*

Write **G. R. WARBLow**, Brinkley, Ark.

**Bonne Terre (Mo.) Annual HOMECOMING**

July 1, 2, 3 and 4, 1940

Want good, clean, first-class Carnival with plenty of Rides and Attractions. Independent Midway. 100,000 people to draw from.

Write **HOMECOMING COMMITTEE**, Bonne Terre, Mo., at once.

**WEAUBLEAU ANNUAL REUNION**  
JULY 11-12-13

**FLEMINGTON PICNIC**  
JULY 18-19-20

SHOWS, RIDES AND CONCESSIONS OF All Kinds Wanted for These Two Celebrations

**JOHN ALLEN**, Weaubleau, Mo.

**WANT LEGITIMATE CONCESSIONS**  
JUNE 27-28-29

**40TH OLD SOLDIERS' REUNION**  
HYMERA, IND.

Sponsored by American Legion Post. Free dinner first day. Write **WM. SARGENT**, Adjt., Box 94, Hymera, Ind.

**WANT—ALL TYPES OF RIDES AND THRILLING FREE ATTRACTIONS**

For **FAIRPORT MARDI GRAS, JULY 2, 3, 4, 1940**  
DREW 20,000 LAST YEAR. AND SAME CAN BE USED AT **LAKE COUNTY CENTENNIAL CELEBRATION, JULY 5, 6, 7, 1940**

Write **MARDI GRAS COMMITTEE**  
**DON CHANEY**, FAIRPORT HARBOR, OHIO

**Attention, Novelty Men and Street Workers**

WANTED—FOR THE SEVENTH ANNUAL COTTON CARNIVAL IN MEMPHIS, TENN., WEEK OF MAY 6th TO 11th. I have exclusive Novelty Privilege on all city streets. I sell all permits to Novelty and Specialty Workers. Hustlers interested, write me by the 1st of May, De Soto Hotel, 154 Calhoun St., Memphis Tenn. **C. H. McKNIGHT**.

**FLYING BEHEES**  
*World's Greatest Flying Return Act*

Featured at  
**LONDON — BERLIN — PARIS**

Booked by  
**GEORGE A. HAMID, INC.**

10 ROCKEFELLER PLAZA, RADIO CITY, NEW YORK, N. Y.

**ATTENTION!**

American Legions, lodges and other organizations sponsoring outdoor events.

LET US HELP to make your celebration a success. Our new line of pictorial and descriptive cards are especially suitable for this purpose.

Write for Samples  
**'Quality, Service & Reasonable Prices'**

**DONALDSON**  
DIVISION OF THE UNITED STATES PRINTING & LITHOGRAPH CO.  
NORWOOD, CINCINNATI, OHIO

**The World's Only U Drive Midget Racing Cars**

Very attractive for Adults and Children. 10c and 15c per ride. Space needed to operate 100 foot circle. Have an emergency lighting plant. Want to book Fairs, large Church and other Festivals in Michigan, Ohio and Indiana. Will display your posters free on our cars advertising your coming events. Address

**NEUHOLD'S TOOL AND MACHINE COMPANY**  
27240 BOHN AVENUE, ROSEVILLE, MICHIGAN

**WANT ACTS—CONCESSIONS—RIDES—SHOWS.**  
TOOELE, UTAH

**Annual Tunnel Days Celebration**  
JUNE 21-22, 1940  
**B. G. SWEET**, General Chairman

Advertise in The Billboard—You'll Be Satisfied With Results.

**WANT FOR THE**  
**SIXTH ANNUAL FOREST FESTIVAL AND TRI-MUTUAL FIREMEN'S CONVENTIONS**  
 Which is Combined This year, July 22 to 27, Inclusive.  
 Shows and Concessions of all kinds. Rides are booked. All independent booking. The week of July 22d.  
 Write R. N. McDONALD, Marlenville, Pa.

**SHOWS, RIDES, CONCESSIONS**  
 JULY 16-20  
 24th Annual Festival sponsored by the Deer Park, Ohio, Firemen (just outside of Cincinnati, Ohio). Write or contact  
 WM. J. KRUEGER, Chairman,  
 4241 Dunceden Ave., Deer Park, Ohio  
 Phone: Sycamore 7354-R

**Everett Fire Co., Everett, Pa., Fifth Annual Carnival**  
**WANTS SHOWS AND CONCESSIONS**  
 JULY 13TH TO 20TH  
 Write E. L. NEWHOUSE

**CARNIVAL OR ATTRACTIONS WANTED For Firemen's Picnic**  
 JUNE 22 & 23.  
 Also Dance Orchestra for Sunday Bookings. Write to ROBERT LUSHER, Bee, Nebraska.

**WANT—BIG CLEAN CARNIVAL RIDES — CONCESSIONS — SHOWS FOR SANTA LUCIA FESTIVAL**  
 AUGUST 10 TO 17, 1940  
 IN OMAHA, NEBRASKA  
 Write A. DI MAURO, 318 Woolworth.

**WANT FREE ACTS FOR MERCHANTS' AND MANUFACTURERS' THIRD ANNUAL INDOOR FAIR, HENDERSON, KY. Opens SAT., MAY 18 THRU 25. Address P. A. BIRD, Box 177, HENDERSON, KY.**

**WANT R. K. Spidell Concessions**  
 Want engagements at Picnics, Celebrations, Fairs, etc., for clean, modern and dependable Grab Joint or Restaurant. Write:  
 498 S. Fourth St., Chambersburg, Pa.

**WANT HIGH CLASS FREE ACTS FOR 4TH JULY CELEBRATION**  
 Carnival and Shows Contracted. State all in first letter.  
**JNO. M. MORGAN**  
 P. O. BOX 207, MARTIN, TENN.

**ANNUAL HOME COMING, DESHLER, OHIO**  
 JULY 29-30-31-AUGUST 1-2-3  
**DESHLER COMMUNITY FIRE DEPARTMENT SPONSORS**  
 Want Concessions all kinds. X on Bingo, Carmel Corn Candy, Grab Joint, Lead Gallery, Diggers.  
 Want Girl Show, Athletic Show. Must be first class.  
 Rides booked with LeRoy Weer Attractions during week.  
 Horse-Pulling Contest, Balloon Ascension, Prize Drawings, Home-Coming Day.  
 Write D. L. BAUGHMAN, CHAIRMAN, DESHLER, OHIO.

**CENTENNIALS, OLD HOME WEEKS, JUBILEES, FARMERS' PICNICS**  
 Starting May 11 with a full season of community sponsored events that feature free acts, parades and other special promotion. Have 6 celebrations in towns adjacent the \$70,000,000 super highway being built through Pennsylvania which are enjoying prosperity comparable to World War days; also have Confluence Celebration, where Government starts \$8,000,000 flood dam this week. Carry limited number Rides, Shows, Concessions and can assure a big season. **RIDE, SHOW and CONCESSION PEOPLE**, write for circular telling all. M. A. BEAM, WINDBER, PA.

**WANT FREE ATTRACTION, RIDES, MOTOR DROME, SHOWS (clean), CONCESSIONS (no gift).**  
**ST. ROCCO CELEBRATION**  
 JULY 14 TO 21 (INCLUSIVE).  
 Ideal Location on Banon-Pen Argyl Highway, Route 702.  
 Gigantic Fireworks Display 2 Nights. Queen Contest. Gate Prize Every Night.  
 Address: JAMES P. GALLAGHER, 605 EAST MAIN STREET, PEN ARGYL, PA.

ceeds will be used for benefit of organizations; which have named LeRoy L. Mundy committee chairman.

SPONSORED events will be played exclusively this year by T. A. and A. W. Zellers, concessioners of Jeannette, Pa., and prospects are good for the season, reported Frank Lapina, in charge of promotional work.

ALL AMERICAN Shows have been booked for a five-day appearance in Bismarck, N. D., under auspices of Junior Chamber of Commerce, said President Al Mayer.

F. E. GOODING Amusement Co. has been awarded a contract to furnish 12 riding devices at the 1940 Richmond (Ind.) Centennial Celebration to be held on the main street.

**WINTER-QUARTERS**  
 (Continued from page 88)  
 infoed from Arkansas that he hopes to be here on time. New show fronts feature plenty of neon and chromium finish. All equipment has been repaired and repainted. R. R. HULL.

**Bantly's**  
 REYNOLDSVILLE, Pa., April 6.—With opening definitely set for this town, some of the equipment will be moved on the lot, where finishing touches will be made, when weather permits. Four new fronts are completed and two others will be ready for opening. Frank and Pearl Sheppard arrived and Frank is getting his electrical equipment in shape. He also purchased a new car, as did Harry Faith, chief mechanic. Jake Shapiro, of Triangle Poster Print Co., visited, and a new line of paper he submitted was accepted. Mrs. Ted Miller (Elaine Owen) is getting Girl Revue and Posing Show's wardrobe. General Agent Miller left on business. Rogers' Midgets went to Newark, N. J. for a nine-day stand, as did Mrs. Rogers, (Princess Gypsy). General Manager Bantly and crew of 21 are on the job from early morning until late at night. Harry Copping (Bud) Bantly advises he again will spend his summer vacation with the shows. Bud Brewer is expected soon. Mary Brown again will do her tap specialties on the Girl Revue. Sensational Kays will provide the free act. Ray Milliron is in charge of the Ferris Wheel. Mal Fleming is still visiting the shows.  
 HARRY E. WILSON.

**Billy Giroud**  
 NEW YORK, April 6.—With only two weeks before opening personnel here is marking time. All details excepting completion of transformer truck have been completed. Electrician Wilbur Yons left Monday for Richmond, Va., to get the new transformers, installation of which will complete the electrical system. Jack Zelber's kiddie Chairplane was booked during the week, and Al Bydairk is in Williamston, N. C., supervising shipping of his Scooter. His other rides will come

down from Mt. Carmel, Pa. Harry Metz, side-show owner, has his acts booked. Red Devanney came in from the South this week. Tom Loboazzo is redecorating inside of office truck. The Al Ventrees are en route from Detroit and Ken Walters and crew are in New Jersey with the sound truck, bingo stand and six concessions. Clarence and Sonia Giroud arrived from Florida. Office will be moved to Sayreville, N. J., next week to handle opening details. Manager Giroud returned from a trip in interest of the shows.  
 R. F. McLENDON.

**Blue Ribbon**  
 LOUISVILLE, April 6. — With good weather, work is being turned out fast. F. C. Clark, who will have the Motor-drome, is here working on the new drome. All show fronts have been erected outside and are being enlarged and redesigned by a special artist. Three mechanics are checking rolling equipment. Vic Summers, chief electrician, has the new transformer truck ready. Shop truck also is finished. Marion Kessler has a new revolving stage ready for Models in the Flesh Show and now working on the Modernistic Revue front. Gene Padgett left Houston, with his troupe of girls, and is expected soon. He will manage the Expose Show. George Walker also arrived from Chicago and has his Peep Show about ready. Tommy Davenport, who had Athletic Show here for several years, has returned after an absence of three years and is building a new Athletic Show. Mrs. Davenport accompanied him and will be ticket seller. Mike Rosen has a crew building new concessions and recently finished a new corn game. He also purchased a new semi.

Lamon Morgan arrived from Florida to take charge of the Ridee-O again. Art and Mary Ann Alexander are still vacationing in the South, but are expected to arrive soon, as are Dot and Neil Massaro, who will have the Custard machine again. Manager L. E. Roth and W. R. (Red) Hicks are supervising all work. Mrs. L. E. Roth and Lee Newton are directing dining hall activities. The writer has his cookhouse ready. Shows have had many visitors. Chief Crowley, who will have Ten-in-One, is expected soon.  
 JACK GALLUPPO.

**ST. LOUIS**  
 (Continued from page 92)  
 their guests for several days. The Whites were en route to Atlanta to join Beckmann & Gerety Shows. Ernie Young, of Barnes-Carruthers Fair Booking Offices; Billy Senior and George Flint, Gus Sun Booking Agency, and Toby Wells, Consolidated Performers, all spent some time here last week.  
 J. C. McCaffery, general manager, Amusement Corp. of America, stopped off this week while en route from Shreveport, La., to Chicago. L. S. (Larry) Hogan, general agent, A. C. A., spent several days here on business. James B. (Jim) Ryan, last season with one of Jimmie Lynch's Death Dodgers units, is doing a commercial job here. Max Goodman, owner-general manager, Good-

**GIBSONBURG, O. HOMECOMING & OX ROAST**  
 Auspices  
**GIBSONBURG VOL. FIRE DEPT.**  
 August 28-29-30-31  
 Want Free Acts, Shows and Concessions. On Streets.  
 Rides Contracted.  
**WALTER DRIFTMEYER, Chairman**  
 103 Firemen's Bldg.

**WANTED TENT SHOW**  
 Change Acts Nightly.  
**FIREMEN'S CELEBRATION, JULY 3-4-5-6.**  
 Excellent Show Town.  
**FRANKLIN VOL. FIRE DEPT.,**  
 Franklin, W. Va.

**THE AMERICAN LEGION CONVENTION**  
 DEPARTMENT OF MONTANA  
 July 10-11-12-13, 1940, at Glasgow, Mont.  
 Any Carnival Interested in showing at Glasgow, Mont., during the above dates contact  
**JOSEPH A. HOLLAND, Chairman Entertainment Committee, Valley Post, American Legion,**  
 P. O. Box 855

**WANTED**  
 Good-sized Carnival for last week in June. Eagles' State Convention. Will draw about 10,000. Contact  
**WM. KLUG, MGR.**  
 Badger Hotel, MERRILL, WIS.

**WANT RIDES, CONCESSIONS**  
 PIONEER DAYS — JUNE 21-23  
 Sponsored by Civic Organization—featuring Parades, Kids' Sports Days, Water Carnival, Boat Races, Band Contest, etc. Write  
**ROBERT S. BURRELL, Secy.-Treas., care of Jr. Chamber of Commerce, Montevideo, Minnesota.**

**STRASBURG ANNUAL HOMECOMING AND FREE BARBECUE**  
 SEPTEMBER 4, 5, 6 AND 7  
**RIDES AND SHOWS WANTED**  
 One of Central Illinois' Largest Fall Festivals. To be held on main streets.  
**LAUREN R. HAMM,** Strasburg, Ill.

**CARNIVAL WANTED**  
 Week of July 1. Big American Legion 4th of July Celebration. Draw from a very large territory. Only Celebration in South West Missouri.  
**W. A. OGLESBY, Aurora, Mo.**

man Wonder Shows, visited *The Billboard* offices on Monday, while en route to the North and East. R. B. Dean, Goodman's new press agent, passed thru St. Louis on Wednesday, while en route to Little Rock, Ark. Eddie Jaffe, former press agent of Rubin & Cherry Exposition, visited *The Billboard* offices last week, while here for Margie Hart's appearance at Garrick Theater. He's press agent for Miss Hart. C. M. Godlove, for many years a prominent concessioner at Venice and Ocean Park, Calif., passed thru the city on Monday en route from the South to Peoria, Ill., where he will become engaged in a commercial enterprise. Morris (Boots) Feldman returned from a trip thru Missouri and Arkansas, on which he visited a number of shows. Mr. and Mrs. Kenneth Blake are visiting friends here.

**Museums**  
 Address Communications to Cincinnati Office

**Kortes Ends Cleveland Stand to Good Results**  
 CLEVELAND, O., April 6.—Jack Johnson, ex-heavyweight champion, proved a good drawing card as evidenced by patronage accorded the Pete Kortes' World's Fair Museum at his opening engagement last week. Local papers were liberal with space and tie-ups were made with the four radio stations here. Johnson presented a pleasing performance. Last Wednesday night Johnson was the

**FRANK ZAMBRENO NOW BOOKING FOR RIPLEY'S BELIEVE IT OR NOT ODDITORIUMS**  
 At 1600 Broadway, New York City, San Francisco Exposition and the New York World's Fair 1940.  
 Want 50 Acts of Human Oddities, Novelty Acts and Freaks. Send Photographs and Complete Details and State Salary in First Letter to  
**FRANK ZAMBRENO, 1600 Broadway, New York City**



1940 FAIR DATES

ALABAMA

Alexander City—East Ala. Fair Assn. Oct. 15-19. Lewis B. Dean. Courtland—Lawrence Co. Fair Assn. Sept. 30-Oct. 5. C. W. Horton. Dothan—Houston Co. Fair. Oct. 21-26. Mrs. L. J. Lunsford. Fayette—Fayette Co. Fair. Sept. 23-28. Joe E. Caine, Exchange Club. Florence—North Ala. State Fair. Sept. 16-21. C. H. Jackson. Huntsville—Madison Co. Fair & Tenn. Valley Expo. Sept. 24-28. Marie Dickson.

ARKANSAS

Batesville—Independence Co. Fair Assn. Oct. 1-5. Miss Robt. Ella Case. Clarksville—Johnson Co. Fair. Sept. 23-28. G. B. Strong. El Dorado—Union Co. Fair Assn. Sept. 23-28. John E. Shattford, pres. Fordyce—Dallas Co. Fair & Festival. Sept. 26-28. B. A. Mayhew. Gentry—Home Products Fair. Sept. 26-28. E. G. Sugg. Hatfield—Hatfield Fair Assn. Aug. 8-10. Mrs. Joe Lewis. Hope—Hempstead Co. Fair Assn. Sept. 9-16. R. P. Bowen. Magnolia—Columbia Co. Fair. First week in Oct. W. L. Jameson Jr. Mountain View—Stone Co. Fair Assn. Sept. 18-20. C. L. Smith. Perryville—Perry Co. Fair Assn. Oct. 3-5. Jack Fincher. Prescott—Northern Ariz. State Fair Assn. July 4-7. Grace M. Sparkes. West Helena—Phillips Co. Fair Assn. Oct. 2-5. L. C. Hefley.

CALIFORNIA

Anderson—27th Dist. Agrl. Assn. Sept. 12-14. S. G. Roycroft. Angels Camp—Calaveras Co. Fair. May 17-19. Jos Rydberg. Antioch—Contra Costa Co. Fair. Aug. 21-24. T. H. Uren. Auburn—20th District. Agrl. Fair Assn. June 7-9. Ray Carlisle. Bakersfield—15th Dist. Agrl. Assn. Sept. 18-22. Emory G. Hoffman. Calistoga—Napa Co. Fair. July 4-7. Frank Piner. Caruthers—Caruthers Dist. Fair Assn. Oct. 10-12. C. L. Walton. Cedarvale—Modoc Co. Fair. Sept. 6-8. J. Ray Golden. Chico—Butte District Fair. May 23-26. L. B. Osborn. Colusa—44th Dist. Agrl. Assn. Sept. 26-29. Daniel E. Weyand. Crescent City—41st District Agrl. Assn. Sept. 18-22. C. A. Cronkhite. Del Mar—San Diego Co. Fair. Oct. 5-13. D. A. Noble. Dixon—Solano Co. Fair. May 10-12. M. E. Morgan. Eureka—Ninth District Agrl. Fair. July 3-7. Randolph A. Smith. Ferndale—Humboldt Co. Fair. Aug. 14-18. Dr. Jos. N. D. Hindley. Fresno—Fresno District Fair. Oct. 1-6. T. A. Dodge. Galt—Sacramento Co. Fair. Aug. 1-4. E. Kenefick. Grass Valley—Nevada Co. Fair. Sept. 20-22. Loyle Freeman. Hayfork—Trinity Co. Fair Assn. Aug. 24-25. Ed Reagan. Hollister—33rd Dist. Agrl. Fair. Oct. 11-13. Roy A. Hubbell. Lakeport—49th Dist. Agrl. Assn. Aug. 30-Sept. 2. Wm. R. McNair. McArthur—Inter-mountain Fair of Shasta Co. Sept. 7-8. F. A. Gassaway, Pittville, Cal. Madera—28th District Agrl. Assn. Oct. 10-13. H. J. Bunce. Mariposa—Mariposa Co. Fair. Sept. 20-22. George W. Robinson. Merced—Merced Co. Fair. Sept. 12-15 (tentative). James J. Uhle. Monterey—Monterey Co. Fair. Sept. 26-29. V. V. Adams. Napa—Napa Co. Fair. Aug. 15-18. Harrison Cutler. Orland—42d Dist. Agrl. Assn. Sept. 18-21. George F. Cantwell. Paradise—Butte Co. Fair Assn. Oct. 9-13. Mrs. Helen Beery. Petaluma—Sonoma-Marin Agrl. Assn. July 26-28. Dolph Young. Placerville—Eldorado Co. Fair Assn. Aug. 23-25. J. A. Winkelman. Pleasanton—Alameda Co. Agrl. Fair Assn. July 24-28. Ernest W. Schween. Plymouth—Amador Dist. Fair. Sept. 13-15. Goula Wait. Pomona—Los Angeles Co. Fair. Sept. 13-29. C. B. Afflerbaugh. Quincy—Plumas Co. Fair. Sept. 13-15. W. P. Cowan. Red Bluff—Tehama Co. Fair. June 13-15. Jens C. Petersen. Roseville—Placer Co. Fair Assn. Aug. 23-25. Don L. Bass. Sacramento—California State Fair. Aug. 30-Sept. 9. Kenneth Hammaker. San Jose—Santa Clara Valley Fair Assn. Oct. 2-6. Russell E. Pettit. Santa Barbara—Santa Barbara Fair & Horse Show. July 30-Aug. 4. S. E. Kramer. San Francisco—Golden Gate International Expo. May 25-Sept. 29. W. W. Monahan. Santa Ana—Orange Co. Fair. June 8-9. Ed. Hall. Santa Maria—Santa Barbara Co. Fair. July 24-28. Jesse H. Chambers. Santa Rosa—Sonoma Co. Fair. Aug. 3-10. Ralph H. Brown. Sonora—Tuolumne Co. Fair & Horse Show. Sept. 13-15. Mrs. Frances Graham. Stockton—San Joaquin Co. Fair. Aug. 17-24. E. G. Vollmann. Susanville—Lassen Co. Livestock Show & Rodeo. Aug. 21-25. W. W. Packwood. Tulare—Tulare-Kings Co. Fair. Sept. 24-28. A. J. Elliott. Turlock—Stanislaus Co. Fair & Horse Show. Aug. 12-17. Dr. A. J. Rousse. Ukiah—12th Dist. Agrl. Assn. Aug. 23-25. Norman G. Buhn. Ventura—Ventura Co. Dist. Fair. Oct. 9-13. E. C. Maxwell, Oxnard, Calif. Watsonville—14th Dist. Agrl. Assn. Oct. 17-20. Paul V. Knudsen. Yreka—Siskiyou Co. Fair. Sept. 20-22. W. L. Kleaver.

COLORADO

Cortez—Montezuma Co. Fair & Rodeo. Sept. 17-20. George A. Meistrell. Hayden—Routt Co. Fair Assn. Sept. 10-11. A. E. Erwin.

Hotchkiss—Delta Co. Fair Assn. Sept. 11-13. George S. Roller. Hugo—Lincoln Co. Free Fair. Sept. 19-21. Fred Schneider. Longmont—Northern Colo. District Fair. Aug. 21-23. T. G. Thompson. Pueblo—Colorado State Fair. Aug. 26-30. Frank H. Means. Rocky Ford—Arkansas Valley Expo. & Fair Assn. Sept. 4-6. Carl Holder. Sterling—Overland Trail Roundup & Logan Co. Fair. Aug. 21-23. Logan H. Smith.

CONNECTICUT

Berlin—Berlin Grange Fair. Sept. 13-14. Edith L. Griffith, Kensington, Conn. Brooklyn—Windham Co. Agrl. Soc. Aug. 22-24. W. F. Herr. Chaplin—Natchaug Grange Fair Assn. Sept. 14. Helen M. Weeks. Chester—Chester Agrl. Soc. Aug. 24. William G. Stark. Haddam Neck—Haddam Neck Fair Assn. Sept. 2. Leonard J. Selden, R. D. 1, East Hampton, Conn. Danbury—Danbury Fair. Oct. 6-12. George M. Nevius. Durham—Durham Agrl. Fair Assn. Oct. 4-5. John A. Jackson. Guilford—Guilford Agrl. Soc. Sept. 25. Marie E. Griswold. Harwinton—Harwinton Agrl. Soc. Oct. 5. Eiof Johnson. Lyme—Lyme Grange Fair Assn. Aug. 28. Curtis D. Clifford. Meriden—Meriden Grange Fair. Sept. 20-21. Mrs. Esther Megowan. Somers—Union Agrl. Soc. Sept. 25. B. R. Grant, Melrose, Conn. Waterbury—Wolcott Fair. Oct. 4-5. M. E. Pierpont. Woodstock—Woodstock Agrl. Soc. Sept. 10-11. Freeman R. Nelson, Pomfret Center, Conn.

DELAWARE

Harrington—Kent & Sussex Co. Fair. July 23-27. Ernest Raughley.

FLORIDA

Pensacola—Pensacola Interstate Fair Assn. Oct. 22-27. J. E. Frenkel. Tampa—Florida Fair & Gasparilla Assn. Jan. 8-Feb. 8 (tentative). P. T. Strieder. Webster—Sumter Co. Legion Fair Assn. May 1-3. H. E. Coverston, Bushnell, Fla.

GEORGIA

Atlanta—Southeastern Fair. Sept. 29-Oct. 6. Virgil Melgs. Bainbridge—Decatur Co. Fair. Oct. 14-19. T. E. Rich. Canton—Cherokee Co. Fair Assn. Sept. 30-Oct. 5. C. C. Edge. Cartersville—Bartow Co. Fair. Sept. 23-28. Victor H. Waldrop. Covington—American Legion Fair. Oct. 14-19. Guy Rogers. Dublin—Oconee Fair Assn. Sept. 30-Oct. 5. Effie M. Lampkin. Elberton—Elbert Co. Colored Fair Assn. Oct. 21-26. Lee Roy Dooley. Fitzgerald—Ben Hill Co. Fair. Oct. 14. Homer Waters. Hawkinsville—Pulaski Co. Fair Assn. Oct. 21-26. W. M. Jennings. Lafayette—Walker Co. Fair Assn. Oct. 9-12. C. W. Wheeler. Macon—Georgia State Fair. Oct. 14-19. E. Ross Jordan. Madison—American Legion Fair. Sept. 30-Oct. 5. Sam Few, Apalachee, Ga. Manchester—Tri-County Fair. Sept. 16-21. Welby Griffith. Milledgeville—Middle Georgia Fair Assn. Oct. 7-12. F. W. Hendrickson. Rome—Floyd Co. Fair. Sept. 23-29. J. L. Storey. Sandersville—Washington Co. Fair. Sept. 30-Oct. 5. G. S. Chapman.

IDAHO

Blackfoot—Eastern Idaho State Fair. Sept. 17-21. Eric Sundquist. Caldwell—Southwest Idaho Dist. 4-H & FFA Stock Show. Aug. 15-17. Chas. Laurensen. Filer—Twin Falls Co. Fair & Rodeo. Sept. 10-13. Thomas Parks. Jerome—Jerome Co. Fair. Aug. 28-30. Ward C. Howard. New Plymouth—New Plymouth Community Fair. Aug. 27-28 (tentative). Harold White.

ILLINOIS

Albion—Edwards Co. Agrl. Fair Assn. Sept. 3-6. Lyman Bunting. Anna—Anna Fair. Aug. 19-23. J. F. Norris. Arthur—Arthur Moultrie-Douglass Co. Fair. Aug. 13-17. H. E. Hood. Ashley—Washington Co. Fair Assn. July 8-13. Charles E. Spear. Augusta—Augusta Live-Stock Assn. Aug. 13-15. Neil J. Hoover. Benton—Franklin Co. Fair. July 30-Aug. 2. George H. Biggs. Breese—Clinton Co. Fair. Aug. 7-14. A. W. Grunz. Bridgeport—Lawrence Co. Fair. Aug. 26-30. Sam L. Irwin. Cambridge—Henry Co. Fair Assn. Aug. 13-17. H. M. Johnston. Carlinville—Macoupin Co. Fair Assn. Aug. 10-17. Wayne L. Morgan. Carrollton—Greene Co. Fair Assn. July 16-19. L. A. Mehrhoff. Charleston—Coles Co. Fair Assn. Aug. 4-10. R. B. Rosebrough. Chicago—International Live Stock Expo. Nov. 30-Dec. 7. B. H. Helde, Union Stock Yards. Du Quoin—Du Quoin State Fair Assn. Sept. 2-7. H. E. Strong. Elgin—Elgin Agrl. Fair. Aug. 13-16. W. D. Stansil. Fairfield—Wayne Co. Fair Assn., Aug. 28-31. U. F. Johnson. Fairmount—Vermillion Co. Agrl. Fair. Aug. 6-9. Z. A. Terry. Farmer City—Farmer City Fair Assn., Aug. 6-9. E. S. Wightman. Greenup—Greenup, Cumberland Co. Fair Assn. Aug. 12-17. Preston Jenuine. Harrisburg—Saline Co. Agrl. Assn. July 29-Aug. 2. Mrs. Nellray Pearson. Highland—Madison Co. Fair. Aug. 24-28. Harold W. Homann. Industry—McDonough Co. Fair. Aug. 28-30. E. Lloyd Rich.

Jerseyville—Jersey Co. Fair Assn. July 7-11. Bill Ryan, Box 546, Springfield. Kankakee—Kankakee Co. Fair. Aug. 13-15. G. T. Swain. LaFayette—LaFayette Horse & Fair Assn. July 30-Aug. 2. Marvin H. Grimm. Lewistown—Fulton Co. Fair Assn. Aug. 13-16. Arthur D. Young. Lincoln—Logan Co. Fair Assn. Aug. 11-16. Wilbur E. Layman. McLeansboro—McLeansboro Fair Assn. July 2-5. H. Mead. Marion—Williamson Co. Agrl. Assn., Aug. 26-30. Ray Miller. Marshall—Clark Co. Fair. Aug. 12-17. H. R. Bamesberger. Mendota—Mendota Agrl. Fair. Aug. 31-Sept. 2. Gilbert J. Truckenbrod. Monticello—Piatt Co. Fair Assn. Sept. 2-6. C. E. Corbett. Morrison—Whiteside Co. Central Agrl. Soc. Sept. 3-6. V. M. Dearing. Mount Sterling—Brown Co. Fair. Aug. 6-9. Walter I. Manny. New Windsor—New Windsor Fair & Horse Show. Aug. 21-23. P. E. Thomas. Paris—Edgar Co. Agrl. Assn. Aug. 27-30. C. S. Hunter. Pecatonica—Winnebago Co. Fair Assn. Aug. 8-11. W. E. James. Peotone—Will Co. Fair Assn. Aug. 27-30. Henry S. Werner. Roseville—Warren Co. Agrl. Fair. Aug. 27-30. E. H. Kirkpatrick. Sandwich—Sandwich Fair Assn. Sept. 3-6. C. L. Stinson. Shawneetown—Shawneetown Fair Assn. Sept. 17-21. H. Mead, McLeansboro, Ill. Sparta—Randolph Co. Fair. Aug. 13-16. E. H. Beever. Springfield—Illinois State Fair. Aug. 17-25. E. E. Irwin. Stronghurst—Henderson Co. Fair Assn. Aug. 14-16. Ralph Butler. Taylorville—Christian Co. Fair. July 21-26. C. C. Hunter. Tuscola—Tuscola Homecoming Assn. July 22-27. C. M. Larimer. Vienna—Johnson Co. Fair. Aug. 13-16. George Gray. Warren—Warren Fair. Aug. 21-24. J. W. Richardson.

INDIANA

Akron—Akron Agrl. Fair Assn. Sept. 11-14. Fred Blackburn. Anderson—Anderson Free Fair. July 1-6. Earl J. McCarel. Auburn—De Kalb Co. Fair Assn. Oct. 1-5. B. L. Hetrick. Bicknell—Knox Farm Fair. Aug. 13-16. Robt. Harrison, Wheatland, Ind. Boonville—Boonville Fair Assn. July 29-Aug. 3. Albert C. Derr. Boswell—Benton Co. Fair & Celebration. July 2-4. Edgar Burnett. Cayuga—Vermillion Co. Fair. Aug. 13-16. V. N. Asbury, Newport, Ind. Chalmers—Chalmers Horse Show & 4-H Club Fair. Aug. 15-17. J. A. Carroll. Columbus—Bartholomew Co. Fair Assn. July 14-19. F. M. Overstreet. Converse—Miami Co. Fair. Sept. 10-13. D. E. Warnock. Corydon—Harrison Co. Agrl. Soc. Aug. 19-23. Dr. L. B. Wolfe. Decatur—Decatur Free Street Fair & Agrl. Show. July 29-Aug. 3. George Thoms. Elmore—Elmore Township Fair. Aug. 21-24. W. H. Tomey. Fairmount—Grant Co. Agrl. Fair Assn. Aug. 25-30. Roger H. Thomas. Fairview—Switzerland-Ohio Co. Fair. Sept. 19-22. Walter Lee. Frankfort—Clinton Co. Fair Assn. Aug. 11-16. Will G. Ross. Franklin—Johnson Co. Free Fair. July 7-12. William H. Clark. Indianapolis—Indiana State Fair. Aug. 30-Sept. 6. Harry G. Templeton. Hartford City—Farmers & Merchants Agrl. Assn. Sept. 17-21. Robert H. Newbauer. Kendallville—Kendallville Fair. Aug. 12-16. U. C. Brouse. Kentland—Newton Co. Fair. Sept. 9-13. A. M. Schuh. La Porte—La Porte Co. Fair. Aug. 20-24. Jim Terry. Lawrenceburg—Dearborn Co. Fair. July 22-27. Leonard Haag. Lyons—Lyons Fair. Sept. 11-14. Arthur Foster. Muncie—Muncie Fair. July 28-Aug. 2. Seward B. Price. New Albany—Twin Co. Fair. Aug. 19-26. Floyd Co. Fair Assn. North Vernon—Jennings Co. Fair Assn. July 23-26. C. E. Jones. Osgood—Ripley Co. Fair. July 30-Aug. 3. H. L. Jenkins. Portland—Jay Co. Fair Assn. Aug. 4-9. Orien E. Holsapple. Princeton—Gibson Co. Fair Asso. Aug. 26-31. H. W. Reinhart. Rensselaer—Jasper Co. Fair. Aug. 27-30. George M. Reed. Reynolds—Reynolds Free Fair. Sept. 11-14. Albert Geier. Rockport—Spencer Co. Fair Assn. July 24-27. F. J. Fella. Rockville—Parke Co. Fair Assn. Aug. 20-24. George Schwin Jr. Shelbyville—Shelby Co. Fair. Aug. 3-9. Harry Meiks. Spencer—Owen Co. Fair. Aug. 14-17. Ben Kaufman. Sunman—American Legion Fair. Sept. 5-7. E. W. Howey. Terre Haute—Vigo Co. Agrl. Assn., Aug. 17-22. Paul Joab. Wanamaker—Marion Co. Fair. Aug. 12-17. Harry C. Roberts. Warsaw—Kosciusko Co. Fair Assn. Sept. 24-28. Willard J. Cain. Washington—Graham Farms Fair, July 4. Robert C. Graham Jr. Ackley—Four-County Fair. Nov. 18-21. Joe W. Coble. Adel—Dallas Co. Fair. Aug. 15-17. Earl Felt. Algona—Kossuth Co. Fair. Aug. 17-21. E. L. Vincent.

Allison—Butler Co. Fair. Aug. 14-17. C. H. Wild. Alta—Buena Vista Co. Fair. Aug. 13-15. E. J. Edwards. Atlantic—Cass Co. Agrl. Soc. Aug. 12-15. Paul T. Spies, Cumberland, Ia. Audubon—Audubon Co. Fair. Sept. 2-6. W. G. Wilson. Aurora—Aurora Agrl. Soc. Aug. 27-29. E. D. Matteson, Lamont, Ia. Avoca—Pottawattamie Co. Fair Assn. Aug. 12-15. Arthur Kasner. Bedford—Taylor Co. Fair Assn. Aug. 5-10. L. M. Shaw. Bloomfield—Davis Co. Agrl. Soc. Aug. 13-16. C. C. Walner. Boone—Boone Co. Achievement Show. Aug. 19-21. C. E. Judd. Burlington—Burlington Tri-State Fair. Aug. 5-10. A. L. Biklen. Carroll—Carroll Co. Expo. Assn. Sept. 2. B. G. Tranter. Cedar Rapids—All-Iowa Fair. Aug. 11-16. C. D. Moore. Central City—Linn Co. Fair. Aug. 1-4. F. O. Satter. Clarinda—Page Co. Agrl. Fair. Aug. 7-9. C. B. Strong. Colfax—Jasper Co. Fair. Aug. 19-21. Robert Grummer, Newton, Ia. Columbus Junction—Louisa Co. Fair Assn. Aug. 13-16. E. H. Wiegner. Coon Rapids—Four-County Fair Assn. Sept. 23-26. A. A. McLaughlin. Corydon—Wayne Co. Fair Assn. Aug. 22-24. E. J. Hauswirth. Corning—Adams Co. Fair. Aug. 17-22. A. L. Gauthier. Cresco—Howard Co. Fair. Aug. 29-Sept. 1. C. C. Nichols. Davenport—Mississippi Valley Fair & Expo. Aug. 11-17. Elmer Kuhl. Decorah—Winnebago Co. Agrl. Assn. Aug. 14-18. Wm. Sevaton. Derby—Derby District Fair. Sept. 3-6. O. W. Morris. Des Moines—Iowa State Fair & Expo. Aug. 21-30. A. R. Corey. Des Moines—Polk Co. 4-H Fair. Aug. 8-10. R. L. Sucher. Donnellson—Lee Co. Fair Assn. July 23-26. W. A. Krehbil. Eagle Grove—Eagle Grove Dist. Junior Fair. Aug. 19-21. M. K. Frey. Eldon—Wappello Co. Agrl. Fair Assn. Aug. 19-22. L. W. Hall. Eldora—Hardin Co. Fair. Aug. 5-9. C. W. Haase. Fondaca—Pocahontas Co. Fair. Aug. 6-9. L. M. Ruck. Greenfield—Adair Co. Fair. Aug. 14-16. T. N. Howe. Grundy Center—Grundy Co. Fair. Sept. 3-6. C. S. Macy. Guthrie Center—Guthrie Co. Fair. Sept. 19-23. M. L. Branson. Hampton—Franklin Co. Fair Assn. Aug. 19-22. Glenn D. Craighton. Harlan—Shelby Co. Fair Assn. Aug. 19-22. Fred Louis Jr. Humboldt—Humboldt Co. Fair. Aug. 26-29. Walter Crissey. Ida Grove—Ida Co. Fair. Aug. 20-22. C. A. Van Griethuysen. Independence—Buchanan Co. Fair. Aug. 13-16. B. O. Gates. Indianola—Warren Co. Fair. Aug. 5-8. E. H. Felton. Iowa Falls—Central Iowa Agrl. Assn. Sept. 25-26. Floyd H. Corliss. Jefferson—Green Co. Fair Assn. Sept. 16-19. George A. Stone, Grand Junction, Ia. Knoxville—Marion Co. Fair Assn. Aug. 15-19. A. C. Milner. Lorimer—Lorimer Agrl. Fair. Aug. 19-22. W. L. Means. Malvern—Mills Co. Fair Assn. Aug. 7-9. D. M. Kiline. Manchester—Delaware Co. Fair. Aug. 6-9. E. W. Williams. Manson—Calhoun Co. Fair. Aug. 29-Sept. 1. Sara S. Klotz. Marshalltown—Central Iowa Fair. Sept. 9-13. Clair G. Mason. Mason City—North Iowa Fair. Aug. 18-22. R. V. Wilkinson. Missouri Valley—Harrison Co. Fair. Sept. 10-13. Olin Satterlee. Monticello—Jones Co. Fair Assn. Aug. 20-23. Harry I. Rodman. Mt. Ayr—Ringgold Co. Fair. Aug. 14-16. Mil-Moville—Woodbury Co. Fair. Aug. 21-24. Clyde ton Henderson. Spry, Bronson, Ia. Nashua—Big Four Fair Assn. Aug. 19-24. Norton Bloom. National—Clayton Co. Agrl. Soc. Aug. 16-18. F. L. Lau, Garnavillo, Ia. Northwood—Worth Co. Fair Soc. Aug. 12-14. Courtney Lawyer. Onawa—Monona Co. Fair. Aug. 13-16. Sanford Wallace. Orange City—Sioux Co. Agrl. Soc. Aug. 19-22. Gerret Van Stryland. Osage—Mitchell Co. Fair Assn. Aug. 22-25. C. E. Juhl. Oskaloosa—Southern Iowa Fair. Aug. 5-9. Mrs. Harriet Chase. Postville—Big 4 Agrl. Assn. Sept. 6-9. Lefe Tague. Rock Rapids—Lyon Co. Fair. Aug. 30-Sept. 1. W. H. Sisterman. Rockwell City—Rockwell City Fair Assn. Aug. 14-16. Dick Harding. Sac City—Sac Co. Fair. Aug. 17-21. Alan Vest. Sibley—Osceola Co. Fair. Sept. 3-6. S. D. Robinson. Spencer—Clay Co. Fair. Sept. 9-14. J. H. Peterson. Spirit Lake—Dickinson Co. 4-H Club Congress. Sept. 5-7. L. E. Hendricks. Tipton—Cedar Co. Fair. Aug. 6-9. C. S. Miller. Vinton—Benton Co. Fair. Aug. 6-9. W. J. Campbell, Jesup, Ia. Waterloo—Dairy Cattle Congress. Sept. 30-Oct. 6. E. S. Estel. Waukon—Allamakee Co. Fair Assn. Sept. 3-6. E. M. Phipps. Waverly—Bremer Co. Fair Assn., Aug. 9-12. W. F. Hayes. Webster City—Hamilton Co. Expo. Sept. 2-6. L. L. Lyle. West Liberty—West Liberty Fair. Aug. 19-22. Ray Wuestenberg. West Union—Payette Co. Fair. Aug. 19-23. Ed Bauer.

What Cheer—Keokuk Co. Fair. Aug. 17-20. E. P. Lally.

KANSAS

Ablene—Central Kan. Free Fair. Aug. 19-23. Ivan Roberson.
Allen—Northern Lyon Co. Fair Assn. Sept. 5-7. Ira Stonebraker.
Anthony—Anthony Fair Assn. July 16-21. O. F. Morrison.
Ashland—Clark Co. Fair Assn. Aug. 21-24. W. W. Taylor.
Auburn—Auburn Fair. Oct. 4-5. Mrs. Ina Cellers.
Barnes—Washington Co. Fair. Sept. 18-20. D. Linn Livers.
Bellevue—North Central Kan. Free Fair. Aug. 26-30. Homer Alkire.
Berryton—Berryton Grange Fair. Sept. 20-21. Mrs. Bessie H. Sowers.
Coffeyville—Montgomery Co. Fair Assn. Aug. 19-23. Albert R. Relter.
Colby—Thomas Co. Fair Assn. Aug. 13-16. J. B. Kuska.
Columbus—Cherokee Co. American Legion Free Fair. Aug. 19-24. Coopcr Osterhout.
Delphos—Ottawa Co. Fair Assn. Aug. 21-24. J. S. Olds.
Dodge City—Southwest Free Fair. Sept. 2-7. Frank Dunkley.
Effingham—Effingham Atchison Co. Fair Assn. Aug. 13-16. Clarence Hegarty.
Garden City—Finney Co. Fair Assn. Oct. 4-5. Ben Grimsley.
Girard—Crawford Co. Fair Assn. Aug. 27-31. W. D. Jones.
Glasco—Cloud Co. Fair. Sept. 3-6. R. M. Sawhill.
Hardtner—Barber Co. Fair Assn. Aug. 27-30. J. M. Molz.
Harper—Harper Co. Agrl. Fair Assn. Oct. 1-4. R. E. Dresser.
Hillsboro—Marion Co. Fair Assn. Oct. 1-4. T. W. Spachek, Pilsen, Kan.
Horton—Tri-County Fair Assn. Sept. 4-6. F. J. Henney.
Hutchinson—Kansas State Fair. Sept. 15-21. S. M. Mitchell.
Iola—Allen Co. Fair Assn. Aug. 5-9. A. A. Holdeman.
Kansas City—Wyandotte Co. Fair Assn. Aug. 22-23. I. Harold Davies.
Kingman—Kingman Co. Fair Assn. Oct. 9-12. Arthur Goenner, Zenda, Kan.
La Cygne—La Cygne Linn Co. Fair Assn. Aug. 28-31. Joe W. Payne.
Meade—Meade Co. Fair Assn. Aug. 28-30. Agnes Wehrle Todd.
Mound City—Linn Co. Fair. Sept. 2-4. John H. Morse.
Norton—Norton Co. Fair Assn. Sept. 3-6. W. W. Isaac.
Oswego—Labette Co. Fair. Sept. 3-7. Joe A. Carpenter.
Ottawa—Franklin Co. Agrl. Soc. Aug. 26-30. James A. Hudelson Jr.
Overbrook—Overbrook Free Fair Assn. Aug. 29-31. Gerald Coffman.
Parsons—Tri-State Fair Assn. Sept. 2-6. C. E. Perkins.
Richmond—Richmond Free Fair Assn. Aug. 21-23. John H. Roekkers.
Rush Center—Rush Co. Agrl. & Fair Assn. Aug. 27-30. L. E. Dixon.
Sallina—Sallina Co. 4-H Club Fair. Sept. 4-6. H. N. Eller.
Sedan—Chautauqua Co. Free Fair. Oct. 2-5. Carl Ackerman.
Silver Lake—Silver Lake Co. Fair. Aug. 28-31. Frank Colter.
Stafford—Stafford Co. Fair Assn. Sept. 10-13. E. B. Weir.
Stockton—Rooks Co. Fair Assn. Aug. 27-30. W. McCaslin.
Thayer—Thayer Homecoming Picnic & Fair Assn. Sept. 4-6. H. M. Minnich.
Topeka—Kansas Free Fair. Sept. 8-14. Maurice W. Jencks.
Untontown—Bourbon Co. Fair Assn. Aug. 27-30. W. A. Stroud.
Valley Falls—Jefferson Co. Fair Assn. Sept. 4-6. Bert W. Booth.
Wakeeey—Trego Co. Free Fair. Aug. 20-23. Lew H. Galloway.
Washington—Washington Co. Fair Assn. Sept. 11-13. A. C. Fuhren.
Wellsville—Wellsville Picnic Fair. Sept. 5-6. Carl C. Warnock.
West Mineral—Mineral District Free Fair. Sept. 11-14. R. O. Mizner.

KENTUCKY

Alexandria—Campbell Co. Agrl. Soc. Aug. 31-Sept. 2. J. W. Shaw, 335 York st., Newport.
Brothead—Brothead Fair. Aug. 14-17. W. O. Yadan.
Columbia—Columbia Fair Assn. July 24-27. Charles Kelsay.
Falmouth—Falmouth Fair. Aug. 14-17. Leland W. Belew.
Germantown—Germantown Fair. Aug. 7-10. C. D. Asbury, Augusta, Ky.
Harrodsburg—Mercer Co. Fair & Horse Show. July 29-Aug. 5. T. C. Coleman.
Hartford—Ohio Co. Fair, American Legion. Sept. 5-7. S. A. Williams.
Hodgenville—LaRue Co. Fair Assn. Aug. 29-31. Beryn M. Morris.
Hopkinsville—Pennyroyal Agrl. Fair Assn. Oct. 3-5. J. L. Thurmond.
Lawrenceburg—Lawrenceburg Fair. Aug. 21-24. F. E. Martin.
Lexington—Lexington Colored Fair Assn. Aug. 19-24. John B. Caulder.
Louisville—Kentucky State Fair. Sept. 9-14. Russell Springs—Russell Co. Fair Assn. Aug. 7-10. W. W. Owens.
Shelbyville—Shelby Co. Fair. Aug. 1-10. T. R. Webber.
Somerset—Pulaski Co. Fair Assn. Aug. 27-30. Beecher Smith Jr.
Stamping Ground—Stamping Ground Community Fair. Sept. 19-21. V. E. Lucas.
Warsaw—Gallatin Co. Fair. Aug. 22-24. R. P. Davis.

LOUISIANA

Alexandria—Rapides Parish Fair. Oct. 3-5. B. W. Baker.
Arcadia—Blenville Parish Fair Assn. Oct. 2-5. Jesse M. Kees.
Coushatta—Red River Parish Fair Assn. Oct. 1-5. W. H. Tyler.
Donaldsonville—South La. State Fair. Sept. 29-Oct. 6. L. A. Borne.
Dovle—Livingston Parish Fair Assn. Sept. 20-22. H. A. Merrill.
Franklinton—Washington Parish Free Fair. Oct. 16-19. L. R. Mills, Bogalusa, La.
Hahnville—St. Charles Parish Fair Assn. Sept. 19-22. W. E. Simmons.

Logansport—Interstate Free Fair. Sept. 24-28. Clyde J. Malone.
Many—Sabine Parish Fair. Oct. 15-19. Byron P. Bellise.
Marksville—Avoyelles Parish Fair Assn. Oct. 11-13. Earl Edwards.
Natchitoches—Natchitoches Parish Fair. Oct. 8-12. J. V. Hinton.
Shreveport—Louisiana State Fair. Oct. 19-28. W. R. Hirsch.
Sulphur—Calcasieu-Cameron Fair. Oct. 21-26. Dr. A. H. Lafargue.
Tallulah—Louisiana Delta Fair Assn. Oct. 1-4. P. O. Benjamin.

MAINE

Blue Hill—Blue Hill Fair. Aug. 31-Sept. 3. Edward G. Williams.
Cherryfield—Cherryfield Fair Assn. Sept. 17-19. Clayton H. Small, Addison, Me.
Cornish—Cornish Agrl. Assn. Sept. 24-27. Leon M. Ayer.
Damariscotta—Lincoln Co. Fair. Aug. 27-29. John N. Glidden.
Dover-Foxcroft—Piscataquis Valley Fair. Aug. 31. Frank A. Pierce.
Farmington—Franklin Co. Agrl. Soc. Sept. 17-19. Frank E. Knowlton.
Freyburg—West Oxford Agrl. Soc. Oct. 1-3. G. Myron Kimball.
Gorham—Western Maine Agrl. Expo. Aug. 5-10. F. E. Moulton, W. Scarborough, Me.
Leeds—Leeds Agrl. Soc. Oct. 3. Alice L. Russell, N. Leeds, Me.
Lewiston—Maine State Fair. Sept. 2-7. Frank W. Winter, Auburn, Me.
Machias—Washington Co. Agrl. Soc. Sept. 11-13. J. L. Andrews, Jonesboro, Me.
Monmouth—Cochewagon Agrl. Assn. Sept. 25. Clement H. Smith.
North Waterford—World's Fair Assn. Sept. 27-28. Roy Wardwell.
Presque Isle—Northern Maine Fair. Aug. 26-29. Clayton H. Steele.
Richmond—Richmond Farmers & Merchants Club. Sept. 26. Margaret B. Peabody.
Skowhegan—Skowhegan Fair. Aug. 12-17. George M. Davis.
South Paris—Norway—Oxford Co. Agrl. Soc. Sept. 9-14. Sidney Verrill, South Paris.
Springfield—North Penobscot Agrl. Soc. Sept. 2-4. L. A. Averill, Prentiss, Me.
Union—North Knox Fair. Aug. 20-23. H. L. Grinnell.
Unity—Unity Park Assn. Sept. 10-11. E. S. Farwell.
Windsor—South Kennebec Agrl. Soc. Aug. 30-Sept. 2. Earle R. Hayes.

MARYLAND

Cumberland—Cumberland Fair. Aug. 20-24. Harry A. Manley.
Frederick—Frederick Fair. Oct. 8-11. Guy K. Motter.
Hagerstown—Washington Co. Agrl. Assn. Sept. 23-27. Charles W. Wolf.
Taneytown—Carroll Co. Fair. Aug. 18-23. George E. Doder.
Timonium—Timonium Fair. Sept. 1-12. Matt L. Daiger, Pimlico Race Course, Baltimore.
Blandford—Union Agrl. Soc. Sept. 2-3. C. R. Ripley.
Bridgewater—Plymouth Co. Agrl. Soc. Sept. 5-7. Margaret Souza, Brockton, Mass.
Brockton—Brockton Agrl. Soc. Sept. 8-14. Frank H. Kingman.
Cunnington—Hillside Agrl. Soc. Sept. 24-25. Leon A. Stevens.
Great Barrington—Barrington Fair Assn. Sept. 23-28. Paul W. Foster.
Greenfield—Franklin Co. Agrl. Soc. Sept. 9-11. Whitman B. Wells.
Huntington—Littleville Community Fair Assn. Sept. 27-28. Elmer O. Olds.
Marshfield—Marshfield Agrl. Soc. Aug. 27-Sept. 2. Horace C. Keene.
Middlefield—Highland Agrl. Soc. Aug. 30-31. Willard A. Pease, Chester, Mass.
Northampton—Hampshire, Franklin & Hampden Agrl. Soc. Sept. 5-7. John L. Banner.
Quincy—American Legion Fair. July 3-4. Fred Kingsbury, Wollaston, Mass.
Springfield—Eastern States Expo. Sept. 15-21. Charles A. Nash.
Topsfield—Essex Co. Fair. Sept. 4-8. Ralph H. Gaskill.

MICHIGAN

Adrian—Lenawee Co. Fair. Sept. 16-21. F. A. Bradish.
Allegan—Allegan Co. Agrl. Soc. Sept. 16-21. E. W. DeLano.
Allenville—Mackinac Co. Fair Assn. Sept. 17-19. Robert Saxon, Moran, Mich.
Alpena—Alpena Co. Agrl. Soc. Sept. 2-5. R. J. Bushey.
Bad Axe—Bad Axe Fair. Aug. 13-17. R. P. Buckley.
Cadillac—Northern District Fair. Sept. 10-14. P. R. Biebesheimer.
Caro—Caro Fair. Aug. 19-23. Carl F. Mantey.
Centerville—St. Joseph Co. Fair Assn. Sept. 16-21. Lester R. Schrader.
Charlotte—Eaton Co. 4-H Agrl. Soc., Aug. 27-31. Hans Kardel.
Coldwater—Branch Co. Agrl. Soc. Sept. 11-14. Gordon Schlubatis.
Corunna—Shiawassee Co. Agrl. Soc. Aug. 14-17. Edna Cooley.
Detroit—Michigan State Fair. Aug. 30-Sept. 8. L. W. Snow, Northville, Mich.
East Jordan—Charlevoix Co. Agrl. Soc. Sept. 10-13. Lorence O. Isaman, Ellsworth.
Fowlerville—Powerville Agrl. Soc. July 31-Aug. 3. Gordon Harmon.
Harrison—Clare Co. Fair. Aug. 28-30. James Grigg, Clare, Mich.
Hartford—Van Buren Co. Agrl. Soc. Sept. 30-Oct. 5. Paul F. Richter.
Hastings—Barry Co. Fair. Aug. 6-10. Earl Olmstead, Nashville, Mich.
Hillsdale—Hillsdale Co. Agrl. Soc. Sept. 22-28. H. B. Kelley.
Ionia—Ionia Free Fair. Aug. 12-17. Rose Sarlo.
Ironwood—Gogebic Co. Fair. July 9-14. W. B. Faulh, Bessemer, Mich.
Jackson—Jackson Co. Fair Assn. Aug. 27-31. E. R. Hively.
Marne—Ottawa & Kent Agrl. Soc. Aug. 27-30. Mrs. Harvey Walcott.
Marshall—Calhoun Co. Fair Assn. Aug. 20-24. B. D. Carpenter.
Mason—Ingham Co. Agrl. Soc. Aug. 20-24. J. O. Davis.
Milford—Oakland Co. Fair. Aug. 7-10. W. S. Lovejoy.
Northville—Northville Wayne Co. Fair Assn. Aug. 21-25. Fred W. Lyke.

Norway—Dickinson Co. Agrl. Soc. Sept. 28-30. Art Lonsdorf, Iron Mountain, Mich.
Saginaw—Saginaw Fair. Sept. 8-14. Clarence H. Harnden.
Traverse City—Northwestern Mich. Fair Assn. Aug. 26-30. Arnell Engstrom.

MINNESOTA

Ada—Norman Co. Fair. July 4-6. A. C. Pederson.
Aitkin—Aitkin Co. Agrl. Soc. Aug. 21-23. C. S. Lind.
Albert Lea—Freeborn Co. Fair. Aug. 19-23. Andrew C. Hanson.
Alexandria—Douglas Co. Fair Assn. Aug. 21-24. R. S. Thornton.
Anoka—Anoka Agrl. Soc. July 24-28. E. J. Bell.
Appleton—Swift Co. Fair Assn. Aug. 22-25. J. G. Anderson.
Arlington—Sibley Co. Fair. Aug. 9-11. Allan E. Mueller.
Austin—Mower Co. Agrl. Soc. Aug. 7-11. B. J. Huseby.
Bagley—Clearwater Co. Agrl. Soc. Aug. 22-25. P. L. Renne.
Barnesville—Clay Co. Fair. June 20-22. P. O. Solum.
Barnum—Carlton Co. Fair. Aug. 16-18. A. H. Dathe.
Baudette—Lake of the Woods Co. Fair Assn. Aug. 8-10. John F. Clark.
Bayport—Washington Co. Agrl. Soc. Aug. 16-18. H. Monty Charlsen, Stillwater, Minn.
Bemidji—Beltrami Co. Agrl. Fair Assn. Aug. 15-18. F. M. Taylor.
Brainerd—Crow Wing Co. Fair. Aug. 7-10. B. C. Wilken.
Breckenridge—Wilkin Co. Fair. July 26-28. E. H. Mead.
Bird Island—Renville Co. Agrl. Soc. Sept. 9-11. Paul Kolbe.
Blue Earth—Faribault Co. Fair. Aug. 21-23. L. B. Erdahl, Frost, Minn.
Caledonia—Houston Co. Agrl. Soc. Aug. 28-31. Ed Zimmerhagl.
Cambridge—Isanti Co. Agrl. Soc. Sept. 4-7. L. P. Carlson.
Canby—Yellow Medicine Co. Fair Assn. Aug. 16-18. J. L. Thiesen.
Cannon Falls—Cannon Valley Agrl. Assn. July 2-4. Carl O. Olson.
Clinton—Big Stone Co. Agrl. Soc. Aug. 9-11. F. W. Watkins, R. I. Graceville, Minn.
Detroit Lakes—Becker Co. Fair. Aug. 15-17. Dan Nelson.
Elk River—Sherburne Co. Agrl. Soc. Aug. 10-12. G. G. Johnson.
Faribault—Rice Co. Agrl. Assn. Aug. 8-11. Dr. Carl Hansen.
Fairmont—Martin Co. Agrl. Soc. Sept. 4-6. H. C. Nolte.
Farmington—Dakota Co. Agrl. Soc. Aug. 15-17. A. H. Ehlers.
Fergus Falls—Ottortail Co. Fair Assn. Aug. 28-31. Knute Hanson.
Fertile—Polk Co. Fair. June 24-26. Joe Roseland.
Posston—Northwestern Minn. Agrl. Assn. Aug. 9-11. H. Algaard.
Garden City—Blue Earth Co. Agrl. Soc. Aug. 12-14. A. D. McCormack.
Glenwood—Pope Co. Fair Assn. Aug. 14-17. J. A. Leedahl.
Grand Marais—Cook Co. Agrl. Soc. Sept. 9-11. William Clinch.
Grand Rapids—Itasca Co. Agrl. Assn. Aug. 15-18. Allen J. Doran.
Hancock—Kittson Co. Agrl. Soc. July 1-3. Duffie Larson.
Herman—Grant Co. Agrl. Assn. Aug. 23-26. G. I. Haney.
Hibbing—St. Louis Co. Fair Assn. Aug. 23-25. George C. Pauley.
Hopkins—Hennepin Co. Agrl. Soc. Aug. 15-18. Mike W. Zipoy.
Howard Lake—Wright Co. Agrl. Soc. Aug. 1-4. Carl F. Schlegel.
Hutchinson—McLeod Co. Agrl. Assn. Sept. 16-19. Everett Oleson.
Jackson—Jackson Co. Fair Assn. Aug. 22-25. E. S. Lalyards.
Jordan—Scott Co. Good Seed Assn. Sept. 12-14. Herbert G. Strait.
Kasson—Dodge Co. Fair. Aug. 19-22. O. A. Erickson.
Le Center—Le Sueur Co. Fair. Aug. 16-18. W. J. Baker.
Litchfield—Meeker Co. Agrl. Soc. Aug. 20-21. D. E. Murphy, Dassel, Minn.
Little Falls—Morrison Co. Agrl. Soc. Aug. 9-11. Warren Gibson.
Long Prairie—Todd Co. Agrl. Soc. Aug. 5-8. Logan O. Scow.
Luverne—Rock Co. Agrl. Assn. Aug. 21-25. Ray R. Frick.
Madison—Lac qui Parle Co. Agrl. Soc. Sept. 6-8. Olaf T. Mork.
Mahonnes—Mahonnes Co. Agrl. Soc. July 25-28. E. A. Rumreich.
Marshall—Lyon Co. Fair. Sept. 3-6. Roy W. Williams.
Montevideo—Chippewa Co. Fair. Assn. Sept. 16-18. Carl Engstrom.
Mora—Kanabec Co. Agrl. Soc. Aug. 3-7. Victor Elstrom.
Morris—Stevens Co. Fair. Aug. 31-Sept. 2. E. F. Tomlin.
Motley—Morrison Co. Agrl. Assn. Aug. 2-4. E. G. Haymaker.
Nevis—Hubbard Co. Agrl. Assn. Sept. 5-7. Mrs. John Avenson, Park Rapids, Minn.
New Ulm—Brown Co. Agrl. Soc. Aug. 15-18. Wm. A. Lindemann.
Northome—Koochiching Co. Agrl. Soc. Aug. 17-19. C. W. Bray.
Owatonna—Steele Co. Agrl. Soc. Aug. 13-18. C. A. Tinscher.
Park Rapids—Shell Prairies Agrl. Assn. Aug. 7-10. B. E. Breuer.
Perham—Perham Agrl. Soc. Aug. 2-4. C. W. Lotterer.
Pillager—Cass Co. Agrl. Assn. Aug. 19-20. P. H. Sorg.
Pine City—Pine Co. Fair. Aug. 15-17. W. S. McEachern.
Pine River—Cass Co. Agrl. Assn. Aug. 22-24. G. R. Rognlie.
Pipestone—Pipestone Co. Agrl. Soc. Aug. 29-31. E. F. Anderson.
Plainview—Wabasha Co. Indust. Fair Assn. Aug. 23-25. C. R. Greive.
Preston—Fillmore Co. Fair. Aug. 22-25. Charles H. Utley.
Princeton—Mille Lacs Co. Fair. Aug. 21-24. R. C. Angstman.
Proctor—St. Louis Co. Fair Assn. Aug. 16-18. A. J. Sundquist.
Red Lake Falls—Red Lake Co. Fair. Sept. 20-21. John W. Dysart.

Redwood Falls—Redwood Co. Agrl. Soc. Sept. 23-26. W. A. Hauck.
Rochester—Olmsted Co. Fair. Aug. 7-11. J. G. Devlin.
Roseau—Roseau Co. Agrl. Soc. July 22-24. Charles Christianson.
Rush City—Chisago Co. Agrl. Soc. July 31-Aug. 3. George W. Larson, North Branch.
St. Vincent—St. Vincent Union Indust. Assn. Sept. 19-20. L. C. Ward.
Sauk Center—Stearns Co. Agrl. Soc. Aug. 10-13. J. A. Schoenhoff.
Shapokee—Scott Co. Agrl. Soc. Aug. 19-21. R. T. Schumacher.
St. Charles—Winona Co. Agrl. & Indust. Fair Assn. Aug. 16-18. R. M. Dixon.
St. Cloud—Benton Co. Agrl. Soc. Aug. 22-25. C. H. Varner.
St. James—Watonwan Co. Agrl. Assn. Aug. 19-21. E. C. Veltum.
St. Paul—Minnesota State Fair. Aug. 24-Sept. 2. Raymond A. Lee.
St. Peter—Nicollet Co. Agrl. Soc. Aug. 22-25. Hilton E. Miller.
Slayton—Murray Co. Agrl. Soc. Aug. 28-31. W. M. Leebens, Fulda, Minn.
Thief River Falls—Pennington Co. Agrl. Soc. July 31-Aug. 3. George M. Wilson.
Two Harbors—Lake Co. Agrl. Soc. Sept. 3-6. Fred D. W. Thias.
Tyler—Lincoln Co. Fair Assn. Aug. 22-25. Jens S. Bollesen.
Waconia—Farmers' Co-Op. Agrl. Soc. Aug. 19-21. W. J. Scharmer.
Wadena—Wadena Co. Fair. Aug. 12-15. Whitney Murray.
Warren—Marshall Co. Agrl. Assn. June 27-29. O. M. Mattson.
Waseca—Waseca Co. Agrl. Soc. Aug. 5-8. E. H. Smith.
Wheaton—Traverse Co. Agrl. Assn. Sept. 5-8. A. W. Vye.
White Bear Lake—Ramsey Co. Agrl. Soc. Aug. 8-11. Robert Freeman.
Willmar—Kandiyohi Co. Fair Assn. Sept. 11-14. William O. Johnson.
Worthington—Nobles Co. Fair Assn. Aug. 19-21. J. P. Hoffman.
Zumbrota—Goodhue Co. Fair Assn. Aug. 8-11. George W. Freeman.

MISSISSIPPI

Charleston—Tallahatchie Co. Fair. Week of Sept. 30. M. R. Barnhill.
Forest—Scott Co. Colored Fair Assn. Oct. 14-19. Ananias Ware.
Hazelhurst—Copolah Co. Fair. Sept. 26-28. Luther Watson.
Jackson—Mississippi State Fair. Oct. 7-12. Mabel L. Stire.
Jackson—Mississippi Negro State Fair. Oct. 14-19. H. H. Young.
Kosciusko—Central Miss. Fair. Sept. 30-Oct. 5. Nelson Siegrist.
Laurel—South Miss. Fair. Sept. 16-21. R. K. Booth.
Meridian—Mississippi Fair & Dairy Show. Oct. 14-19. Hillman Taylor.
Newton—East Central Miss. Dairy Show. Sept. 26-28. W. A. Bell.
Philadelphia—Neshoba Co. Fair. Aug. 5-9. W. H. Sanford.
Sebastopol—Sebastopol Fair Assn. Sept. 4-7. L. R. Anthony.
Tylertown—Walthall Co. Fair Assn. Sept. 23-28. D. A. Richmond.
West Point—Clay Co. Fair Assn. Week of Sept. 23. B. L. Schumpert.
Yazoo City—Yazoo Co. Fair Assn. Sept. 30-Oct. 5. J. N. Ballard.
Yazoo City—Yazoo Negro Fair Assn. Sept. 16-21. R. J. Pierce.

MISSOURI

Albany—Gentry Co. Agrl. Soc. Sept. 4-7. Carl Gillespie.
Appleton City—Appleton City Fair & Stock Show. Aug. 28-30. Crump Taylor.
Aurora—Tri-County Fair. Sept. 19-21. Harry E. Ritchhart.
Ava—Douglas Co. Fair. Sept. 19-21. W. I. Barker.
California—Manitau Co. Agrl. Soc. Aug. 26-31. James W. Roth.
Canton—Lewis Co. Fair. Aug. 28-31. Harry M. Ward.
Caruthersville—American Legion Fair Assn. Oct. 2-6. H. E. Malloure.
Farmington—St. Francois Co. Fair. Sept. 19-21 (tentative). Paul H. Teal.
Greenfield—Dade Co. Free Fair. Sept. 26-28. Robert S. Small.
Kahoka—Clark Co. Agrl. Assn. July 30-Aug. 2. Lynne Gregory.
Mansfield—Ozark Summit Expo. July 30-Aug. 3. W. C. Coday.
Maryville—Nodaway Co. Fair. Sept. 4-8. L. E. Forsyth.
Mexico—Audrain Co. Fair Assn. Aug. 13-16. Ross C. Ewing.
Prairie Home—Cooper Co. Agrl. Soc. Aug. 7-8. Dr. A. L. Meredith.
Safe—Safe Community Fair. Sept. 3-5. Cecil B. Welch.
Sedalia—Missouri State Fair. Aug. 18-25. Charles W. Green.
Senath—Dunklin Co. Community Fair. Sept. 23-28. Lyle Richmond.
Springfield—Ozarks Empire District Free Fair. Sept. 15-21. Louis W. Reys.
Versailles—Morgan Co. Fair. Sept. 18-20. Alvin Bauer.
West Plains—Howell Co. Fair. Sept. 11-14.

MONTANA

Baker—Fallon Co. Fair Assn. Sept. 6-7. Gib. Zeidler.
Billings—Midland Empire Fair. Aug. 12-17. Harry L. Pitton.
Chinook—Blaine Co. Fair. Aug. 31-Sept. 2. Floyd Bowen.
Dodson—Phillips Co. Fair. Aug. 17-18. S. E. Kodalen.
Forsyth—Rosebud Co. Fair Assn. Sept. 2-4. Frank Barnum.
Glendive—Dawson Co. Fair Assn. Aug. 12-14. Claude L. Utterback.
Great Falls—North Montana State Fair. Aug. 5-10. Harold F. DePue.
Hamilton—Ravalli Co. Fair. Sept. 12-14. Mary R. Hieronymus.
Havre—Hill Co. Fair. Aug. 20-22. Earl J. Bronson.
Kalspell—Northwest Montana Fair. Aug. 15-17. Roy J. Ellis.
Lewistown—Central Montana Fair. Aug. 27-29. Hall Clement.
Miles City—Eastern Montana Fair. Aug. 29-31. J. H. Bohling.
Missoula—Western Montana Fair. Aug. 21-25. Floyd Day.



Shelby—Marlas Fair. Aug. 22-25. Clifford D. Coover.
Sidney—Richland Co. Fair. Aug. 26-28. Chet Johnson.

NEBRASKA

Albion—Boone Co. Agrl. Assn. Sept. 10-13. E. J. Millie.
Auburn—Nemaha Co. Fair. Aug. 6-10. G. E. Codington.
Aurora—Hamilton Co. Agrl. Assn. Aug. 26-29. H. E. Toof.
Bartlett—Wheeler Co. Fair. Aug. 15-18. Owen J. Boyles.
Beaver City—Furnas Co. Fair Assn. July 29-Aug. 1. John J. Metzger.
Beatrice—Gage Co. Fair & Agrl. Soc. Aug. 13-16. J. G. Bozarth.
Bladen—Webster Co. Fair Assn. Aug. 21-23. L. S. Easterly.
Bloomfield—Knox Co. Fair. Sept. 8-10. Henry F. Kuhl.
Bridgeport—Morrill Co. Fair Assn. Sept. 2-4. Cedric Conover.
Broken Bow—Custer Co. Fair. Aug. 20-23. P. G. Richardson.
Burwell—Garfield Co. Frontier Fair Assn. Aug. 6-9. Edd Sime.
Central City—Merrick Co. Fair Assn. Sept. 10-13. Agnar Anderson.
Chadron—Dawes Co. Fair. Sept. 10-13. Carl Peterson.
Chambers—Holt Co. Agrl. Soc. Sept. 10-13. E. A. Farrier.
Chappell—Deuel Co. Fair Assn. Aug. 26-28. S. E. Olson.
Culbertson—Hitchcock Co. Agrl. Soc. Aug. 27-30. William Crumroy.
Deshler—Thayer Co. Fair. Aug. 13-16. T. S. Struve.
Dunning—Blaine Co. Agrl. Assn. Sept. 12-14. Pete Whitescarver.
Elwood—Gosper Co. Fair. Sept. 18-20. M. R. Morgan.
Eustis—Frontier Co. Agrl. Soc. Sept. 4-6. G. C. Hueftle.
Franklin—Franklin Co. Agrl. Soc. Aug. 18-21. W. A. Butler.
Fullerton—Nance Co. Fair Assn. Aug. 19-22. E. M. Black.
Geneva—Fillmore Co. Agrl. Soc. Sept. 11-13. Wesley Ogg.
Gordon—Sheridan Co. Fair & Rodeo. Aug. 28-30. Dale Sorensen.
Harrison—Sjoux Co. Fair Assn. Aug. 29-31. V. E. Marsteller.
Hartington—Cedar Co. Agrl. Soc. Aug. 31-Sept. 3. Edgar Hoar.
Hastings—Adams Co. Fair. Aug. 20-23. Henry R. Fausch.
Hemingford—Box Butte Co. Agrl. Soc. Last week in Aug. Frank Dee.
Homer—Dakota Co. Fair & 4-H Club Show. Aug. 22-24. Robert L. Voss, Dakota City.
Hyannis—Grant Co. Fair. Aug. 26-28. R. W. Bonfield.
Kearney—Buffalo Co. Fair. Aug. 26-30. S. A. Wilson.
Kimball—Kimball Co. Fair. Aug. 28-30. Vert B. Cargill.
Leigh—Colfax Co. Agrl. Soc. Aug. 27-30. J. D. Wurdeman.
Lexington—Dawson Co. Fair Assn. Aug. 27-30. Monte Kiffin.
Lincoln—Nebraska State Fair. Sept. 1-6. Perry Reed.
Loup City—Sherman Co. Agrl. Soc. Aug. 13-16. M. R. Beushausen.
Mitchell—Scotts Bluff Co. Agrl. Soc. Sept. 11-14. O. P. Burrows.
Neligh—Antelope Co. Fair. Sept. 6-8. David K. Rice.
Nelson—Nuckolls Co. Fair Assn. Aug. 28-30. Madison Sage.
Oakland—Burt Co. Fair. Aug. 18-21. C. H. Walton, Lyons, Neb.
Ogallala—Keith Co. Fair Assn. Aug. 22-24. F. J. Sibal.
Omaha—Ak-Sar-Ben Live Stock & Horse Show. Oct. 6-12. J. J. Isaacson.
Ord—Loup Valley Agrl. Soc. Sept. 9-12. C. C. Dale.
Orleans—Harlan Co. Free Fair Assn. Aug. 22-24. G. E. Devars.
Osceola—Polk Co. Fair Assn. Aug. 20-23. Louis A. Hastert, Shelby, Neb.
Pierce—Pierce Co. Agrl. Soc. Aug. 24-27. W. A. Boche.
Sargent—Sargent Community Fair. Sept. 9-11. Loy E. Hersh.
Scribner—Scribner Agrl. Soc. Sept. 11-13. W. H. Hasebrock.
Seward—Seward Co. Agrl. Soc. Aug. 22-24. Clyde A. Hardin.
Sidney—Cheyenne Co. Fair. Sept. 4-7. O. A. Olson.
South Sioux City—Dakota Co. Fair. Aug. 22-24. Robert L. Voss, Dakota City, Neb.
Stapleton—Logan Co. Agrl. Soc. Aug. 28-31. R. R. Brown.
Stockville—Frontier Co. Agrl. Soc. Aug. 27-30. G. I. Johnson.
Walthill—Thurston Co. Fair. Sept. 4-7. Alfred D. Raun.
Waterloo—Douglas Co. Fair. Sept. 11-14. Robert Herrington.
West Point—Cunningham Co. Fair. Aug. 26-30. Ed M. Baumann.

NEVADA

Elko—Elko Co. Agrl. Assn. Sept. 12-15. Donald Brown.
Winnemucca—Humboldt Co. Fair Assn. Aug. 31-Sept. 2. Alice Nelson.

NEW HAMPSHIRE

Contoocook—Contoocook Valley Fair Assn. Sept. 24-26. L. A. Nelson.
Lancaster—Lancaster Fair Assn. Aug. 31-Sept. 2. Carroll Stoughton.
Plymouth—Union Grange Fair. Sept. 10-12. William J. Neal.
Rochester—Rochester Agrl. Assn. Sept. 17-21. Ralph E. Cama.

NEW JERSEY

Flemington—Flemington Agrl. Fair Assn. Aug. 27-Sept. 4. Major E. B. Allen.
Hackettstown—Hackettstown Fair. Aug. 14-17. Howard S. Sutton.
Madison—Madison Fair. June 17-22. J. J. Mottola.
Trenton—New Jersey State Fair. Sept. 22-28. H. E. LaBreeque.
Troy Hills—Morris Co. Fair Assn. Aug. 21-24. Kenneth E. Kostenbader, Morristown.

NEW MEXICO

Albuquerque—New Mexico State Fair. Sept. 22-29. Leon H. Harms.
Deming—Luna Co. Fair & Live-Stock Show. Sept. 14-15. James W. Donaldson.
Farmington—San Juan Co. Fair Assn. Sept. 6-8. L. H. Moore.

Lovington—Lea Co. Fair Assn. Sept. 13-15. Bea McLaren.
Portales—Roosevelt Co. Fair Assn. Sept. 18-21. W. G. Vinzant.
Roswell—Eastern N. M. State Fair. Oct. 2-5. E. E. Patterson.

NEW YORK

Afton—Afton Fair. Aug. 13-17. Harry G. Horton.
Altamont—Altamont Fair. Aug. 12-17. Roy F. Peugh.
Avon—Genesee Valley Breeders' Assn. Sept. 6-7. John Steele.
Ballston Spa—Saratoga Co. Agrl. Soc. Aug. 20-23. Willard T. Saunders, Ballston Lake, N. Y.
Bath—Steuben Co. Agrl. Soc. Sept. 10-14. J. Victor Faucett.
Batavia—Genesee Co. Agrl. Soc. Aug. 12-17. Glen W. Grinnell.
Boonville—Boonville Fair Assn. Aug. 5-10. E. R. Hargrave.
Brookfield—Madison Co. Fair. Sept. 2-5. Clifton C. Craine.
Caledonia—Caledonia Fair. Aug. 6-10. G. H. Cullings.
Cambridge—Cambridge Valley Agrl. Soc. Aug. 28-31. P. G. Houlton, Hoosick Falls.
Chatham—Columbia Co. Agrl. Soc. Aug. 31-Sept. 4. William A. Dardess.
Cobleskill—Cobleskill Agrl. Soc. Sept. 16-20. William H. Golding.
Cortland—Cortland Co. Agrl. Soc. Aug. 19-24. Harry B. Tanner.
Dunkirk—Chautauqua Co. Fair. Sept. 2-6. C. C. Cain.
Elmira—Chemung Co. Agrl. Soc. Aug. 26-31. J. E. Williamson.
Fonda—Montgomery Co. Agrl. Soc. Aug. 31-Sept. 4. Edward Rothmeyer.
Gouverneur—Gouverneur Fair. Aug. 13-17. Bligh A. Dods.
Hamburg—Eric Co. Agrl. Soc. Aug. 19-24. J. C. Newton.
Hemlock—Hemlock Lake Union Agrl. Soc. Sept. 4-7. Glenn C. McNinch.
Ithaca—Tompkins Co. Agrl. Soc. Aug. 12-17. Leon C. Rothermich.
Kingston—Ulster Co. Agrl. Soc. Aug. 21. E. W. Hathaway.
Lockport—Niagara Co. Agrl. Assn. Aug. 5-10. Elwood Taylor.
Malone—Franklin Co. Agrl. Soc. Aug. 19-24. H. B. Kelley.
Mincola—Mincola Fair. Sept. 24-28. Fred D. Baldwin.
Nassau—Rensselaer Co. Agrl. Soc. Aug. 7-10. Harry Ropkman, E. Schodaek, N. Y.
New York—New York World's Fair. May 11-Oct. 27. Grover A. Whalen, pres.
Norwich—Chenango Co. Agrl. Soc. Aug. 6-9. F. B. Littlefair.
Owego—Tioga Co. Agrl. Soc. July 30-Aug. 3. Leon I. Finch.
Palmyra—Union Agrl. Soc. Sept. 25-28. W. Ray Converse.
Penn Yan—Yates Co. Agrl. Soc. Aug. 21-23. Oliver Wilcox.
Rhinebeck—Dutchess Co. Agrl. Soc. Aug. 27-30. Benson R. Frost.
Riverhead—Suffolk Co. Agrl. Soc. Sept. 2-7. Frank M. Corwin.
Sandy Creek—Sandy Creek Fair. Aug. 13-16. Carl T. Moon, Pulaski, N. Y.
Schaghticoke—Rensselaer Co. Agrl. Soc. Sept. 2-5. Carl W. Lohnes.
Syracuse—New York State Fair. Aug. 25-Sept. 2. Paul Smith.
Trumansburg—Union Agrl. Soc. Oct. 2-5. J. Wesley Tunison.
Vernon—Vernon Agrl. Soc. Sept. 11-14. Charles Warren, Sherrill, N. Y.
Walton—Delaware Valley Agrl. Soc. Aug. 20-23. Paul G. Williams.
Waterloo—Seneca Agrl. Assn. Aug. 13-17. George Jarvis.
Watkins Glen—Schuyler Co. Agrl. Soc. Aug. 21-24. Milo Hitchcock.
White Plains—West Chester Co. Agrl. Assn. Sept. 11-14. Mrs. John McAllister.

NORTH CAROLINA

Albemarle—Stanly Co. Fair. Oct. 7-12. F. B. Patterson.
Angier—Barnett Co. Fair. Week of Oct. 14. N. G. Bartlett, Kinston, N. C.
Asheboro—Randolph Co. Fair. Sept. 23-28. Waldo C. Cheek.
Asheville—Buncombe Co. Dist. Colored Fair. Sept. 9-14. E. W. Pearson Sr.
Asheville—Western N. C. Agrl. & Indust. Fair. Sept. 16-21. G. R. Lewis.
Beaufort—Carteret Fair. Sept. 30-Oct. 5. William L. Hatsell.
Charlotte—Southern States Fair. Oct. 14-19. Dr. J. S. Dorton.
Cherokee—Cherokee Indian Fair Assn. Oct. 8-11. J. L. Walters.
Clinton—Sampson Co. Fair. Week of Oct. 21. N. G. Bartlett, Kinston, N. C.
Durham—American Legion Durham Co. Fair & Tobacco Festival. Week of Sept. 30. Mel J. Thompson.
Ellenboro—Colfax Free Fair. Sept. 5-7. Curtis Price.
Goldsboro—Wayne Co. Fair Assn. Week of Oct. 14. W. C. Denmark.
Greenville—Pitt Co. Fair. Oct. 14. A. J. Grey.
Henderson—Vance Co. Colored Fair. Oct. 21-26. Brooks Hawkins.
Hickory—Catawba Fair Assn. Oct. 1-5. John W. Robinson.
High Point—High Point Fair Assn. Sept. 23-28. A. C. Ingram.
Kinston—Neuse-Atlantic Fair. Week of Oct. 21. N. G. Bartlett.
Laurinburg—Sand Hill of Scotland Fair. Oct. 15-19. P. F. Newton, R. 1, Box 43, Laurel Hill.
Leaksville—Spray—Rockingham Co. Fair Assn. Sept. 9-14. S. M. Harris.
Lexington—Davidson Co. Fair. Week of Sept. 18. Dave Leonard.
Littleton—Littleton Fair. Week of Oct. 21. T. R. Walker.
Lumberton—Robeson Co. Fair. Sept. 17-20. R. A. Hedgpho.
Monroe—Union Co. Fair Assn. Oct. 8-12. M. W. Williams.
Mount Airy—Mount Airy American Legion Fair. Sept. 16-21. W. L. Snyder.
North Wilkesboro—Great Northwestern Fair. Sept. 10-14. W. A. McNeil.
Raeford—North Carolina State Fair. Oct. 8-12. Dr. J. S. Dorton, Shelby, N. C.
Reidsville—Reidsville Fair Assn. Sept. 30-Oct. 5. Aaron Weinstein.
Rutherfordton—Rutherford Co. Fair Assn. Sept. 17-21. F. E. Patton.

Shelby—Cleveland Co. Fair Assn. Sept. 24-28. Dr. J. S. Dorton.
Spring Hope—Nash Co. Fair. Week of Sept. 23. Hobart Brantley.
Spruce Pine—Toe River Fair Assn. Sept. 10-14. W. M. Wiseman.
Tarboro—Edgecombe Co. Fair. Oct. 29. Mrs. Mary M. Godfrey.
Warsaw—Duplin Co. Agrl. Fair Assn. Nov. 11-16. R. D. Johnson.
Washington—Beaufort Co. Fair Assn. Oct. 7-12. F. T. McDevett.
Weldon—Halifax Co. Fair. Week of Oct. 7. N. G. Bartlett, Kinston, N. C.
Williamston—Martin Co. Fair. Sept. 30. A. J. Grey, Greenville, N. C.
Wilson—Wilson Co. Fair. Oct. 21. W. H. Dunn.
Winston—Salem—Winston—Salem & Forsyth Co. Fair Assn. Oct. 8-12. G. C. McNaair.
Woodland—Roanoke-Chowan Fair. Week of Oct. 7. T. R. Walker, Littleton, N. C.

NORTH DAKOTA

Bottineau—Bottineau Co. Agrl. Soc. Sept. 12-14. Dr. J. C. Jirikowic.
Cando—Towner Co. Fair Assn. June 27-29. Ralph Garber.
Fargo—North Dakota State Fair. Aug. 26-31. Frank S. Talcott.
Fessenden—Wells Co. Free Fair. July 9-12. Edw. W. Vancura.
Flaxton—Burke Co. Fair. July 10-12. B. B. Bair.
Hamilton—Pembina Co. Fair. July 18-20. Franklin Page.
Jamestown—Stutsman Co. Fair Assn. July 3-5. E. W. Mueller.
Langdon—Cavalier Co. Fair. July 15-17. Dick Porkner.
Minot—North Dakota State Fair. June 17-22. H. L. Finke.

OHIO

Ashland—Ashland Co. Agrl. Soc. Sept. 18-20. James S. Atterholt.
Ashley—Ashley Ind. Agrl. Soc. July 31-Aug. 3. Harry S. Wigton.
Athens—Athens Co. Agrl. Soc. Aug. 20-23. Herb J. Parker.
Attica—Attica Fair. Oct. 2-4. Carl B. Carpenter.
Barlow—Barlow Agrl. Assn. Sept. 26-27. C. E. Lawton.
Bellville—Bellville Ind. Agrl. Soc. Sept. 11-14. E. O. Kochheiser.
Bellefontaine—Logan Co. Agrl. Soc. Sept. 17-20. Carl C. Kirk.
Berea—Cuyahoga Co. Agrl. Soc. Aug. 15-18. William H. Kroesen.
Bucyrus—Crawford Co. Agrl. Soc. Aug. 13-16. Morris Knisely.
Bluffton—Bluffton Agrl. Soc. Dec. 4-6. Harry P. Barnes.
Burton—Geauga Co. Agrl. Soc. Aug. 30-Sept. 2. Charles A. Riley.
Cadiz—Harrison Co. Agrl. Assn. Sept. 11-13. Lance H. Barger.
Caldwell—Noble Co. Agrl. Soc. Aug. 28-30. O. J. Lorenz.
Canfield—Mahoning Co. Agrl. Soc. Aug. 30-Sept. 2. E. R. Zieger, Youngstown, O.
Canton—Stark Co. Agrl. Soc. Aug. 31-Sept. 4. Ed S. Wilson.
Carrollton—Carroll Co. Agrl. Soc. Sept. 25-28. T. W. Blazer, Delroy, O.
Carthage—Cincinnati—Hamilton Co. Agrl. Soc. Sept. 11-14. D. R. Van Atta, Court House, Cincinnati.
Celina—Mercer Co. Agrl. Soc. Aug. 11-16. C. W. Vale.
Circleville—Pickaway Co. Agrl. Soc. Oct. 16-19. Mack Parrett Jr.
Columbus—Ohio State Fair. Aug. 24-30. Win H. Kinnan.
Columbus Grove—Putnam-Allen Co. Fair. Dec. 17-20. T. M. Teegardin.
Coshocton—Coshocton Co. Agrl. Soc. Oct. 1-5. C. V. Gray, R. 1, Dresden, O.
Croton—Hartford Ind. Agrl. Soc. Sept. 4-7. C. H. Sinkey, Centerburg, O.
Dayton—Montgomery Co. Fair. Sept. 2-5. R. C. Haines.
Delaware—Delaware Co. Agrl. Soc. Sept. 17-21. L. W. Mackenzie.
Delphos—Allen Co. Agrl. Soc. Aug. 20-24. Art O. Wulforth.
Dover—Tuscarawas Co. Agrl. Soc. Sept. 18-21. G. G. Krantz.
Eaton—Preston Co. Fair. Aug. 6-9. A. H. Morton, Camden, O.
Elyria—Lorain Co. Agrl. Soc. Aug. 31-Sept. 2. R. J. Agate.
Findlay—Hancock Co. Agrl. Soc. Sept. 4-7. Orvell Crates, Jenera, O.
Fremont—Sandusky Co. Agrl. Soc. Sept. 3-6. Russell S. Hull.
Gallipolis—Gallia Co. Agrl. Soc. Sept. 22-28. Nellie McNealey.
Georgetown—Brown Co. Agrl. Soc. Oct. 2-4. E. A. Quinlan.
Greenville—Darke Co. Agrl. Soc. Aug. 18-23. Deo S. Teaford.
Hamilton—Butler Co. Agrl. Soc. Sept. 24-28. John W. Cochran.
Hicksville—Defiance Co. Fair Assn. Aug. 20-23. M. H. Bevington.
Hilliards—Franklin Co. Agrl. Soc. Aug. 14-16. Arch A. Alder.
Hillsboro—Highland Co. Fair. Sept. 24-27. W. C. Stanforth.
Jefferson—Ashtabula Co. Agrl. Soc. Aug. 13-16. E. W. Lamson.
Kenton—Hardin Co. Fair. Oct. 9-12. Robt. Mallow.
Lancaster—Fairfield Co. Agrl. Soc. Oct. 9-12. Russell W. Ait, R. 1, Baltimore, O.
Lebanon—Warren Co. Agrl. Soc. Sept. 17-20. John T. Gorman.
Lisbon—Columbiana Co. Agrl. Soc. Sept. 10-12. J. H. Sinclair.
Logan—Hocking Co. Fair. Sept. 24-30. J. H. Barker.
London—Madison Co. Fair. Aug. 20-23. Fred M. Guy, Irwin, O.
Loudonville—Loudonville Agrl. Soc. Oct. 1-3. Charles Bernhardt Jr.
Lucasville—Scioto Co. Agrl. Assn. July 30-Aug. 2. H. T. Caldwell, Portsmouth, O.
McArthur—Vinton Co. Agrl. Assn. Sept. 11-14. John Jones.
McConnelsville—Morgan Co. Agrl. Soc. Sept. 11-13. Ray Smith, R. 1, Blue Rock, O.
Mansfield—Richland Co. Agrl. Soc. July 31-Aug. 3. R. D. Hale.
Marietta—Washington Co. Agrl. Assn. Sept. 2-4. L. E. Apple.
Marion—Marion Co. Agrl. Soc. Aug. 20-23. James W. Hungate.
Marysville—Union Co. Agrl. Soc. Oct. 1-4. H. A. Taylor.

Medina—Medina Co. Agrl. Soc. Sept. 4-7. Jay V. Einhart.
Middleport—Meigs Co. Fair. Sept. 11-13. Jean Hart.
Millersburg—Holmes Co. Agrl. Soc. Sept. 3-6. H. C. Logsdon.
Montpelier—Williams Co. Agrl. Soc. Sept. 10-14. Victor W. Lockhart.
Mount Gilead—Morrow Co. Agrl. Assn. Sept. 25-28. O. E. Smith.
Mount Vernon—Knox Co. Agrl. Soc. Aug. 6-9. Henry G. Richards.
Napoleon—Henry Co. Agrl. Soc. Sept. 25-28. James Murray.
Newark—Licking Co. Agrl. Soc. Aug. 20-23. Keith W. Lowery, Buckeye Lake, O.
Norwalk—Huron Co. Agrl. Soc. Aug. 13-16. Mrs. Elfreda Crayton.
Old Washington—Guernsey Co. Agrl. Soc. Aug. 7-9. J. P. St. Clair.
Ottawa—Putnam Co. Agrl. Soc. Oct. 8-12. Jos. L. Brickner.
Owensville—Clermont Co. Agrl. Soc. Aug. 13-16. Carey W. Thompson, Cozaddale, O.
Painesville—Lake Co. Agrl. Soc. Aug. 21-23. Charles J. Gray.
Plain City—Plain City Ind. Agrl. Soc. July 31-Aug. 3. J. L. Rihl.
Paudling—Paulding Co. Agrl. Soc. Sept. 17-20. Charles King, Payne, O.
Piketon—Pike Co. Agrl. Soc. Aug. 6-9. J. C. Black.
Proctorville—Lawrence Co. Agrl. Soc. Aug. 20-23. D. E. Lewis, Ironton, O.
Randolph—Randolph Agrl. Soc. Sept. 13-14. R. Hamilton.
Richwood—Richwood Fair. Aug. 6-9. F. E. Riley.
St. Clairsville—Belmont Co. Agrl. Soc. Sept. 5-7. William R. Butler Jr.
Sidney—Shelby Co. Agrl. Soc. Sept. 11-13. Ben O. Harman, Box 37, Anna, O.
Smithfield—Jefferson Co. Agrl. Soc. Sept. 18-20. R. C. Bailey, Adena, O.
Smyrna—Tri-County Ind. Agrl. Soc. Sept. 24-26. H. M. Fitch, Moorefield, O.
Somerset—Somerset Pumpkin Show & Agrl. Assn. Sept. 25-28. R. M. Alspach.
Tiffin—Seneca Co. Agrl. Soc. Aug. 20-23. C. B. Baker.
Toledo—Lucas Co. Agrl. Soc. Sept. 13-16. Charles Glann.
Troy—Miami Co. Agrl. Soc. Aug. 13-16. E. O. Ritter.
Upper Sandusky—Wyandot Co. Agrl. Soc. Sept. 10-13. H. A. Hudson.
Urbana—Champaign Co. Agrl. Soc. Aug. 6-9. John W. Yoder.
Van Wert—Van Wert Co. Agrl. Soc. Sept. 2-6. N. E. Stuckey.
Wapakoneta—Auglaize Co. Agrl. Soc. Sept. 22-27. Harry Kahn.
Warren—Trumbull Co. Agrl. Soc. Aug. 6-8. Donald R. Baker.
Washington C. H.—Payette Co. Agrl. Soc. July 23-27. George L. Gossard.
Wauseon—Fulton Co. Agrl. Soc. Oct. 2-5. Orlo Whittecar.
Wellington—Wellington Fair Assn. Aug. 20-22. A. R. Branson.
Wellston—Jackson Co. Agrl. Soc. Aug. 13-16. Henry L. Phillips.
West Union—Adams Co. Agrl. Soc. Aug. 6-9. H. M. Satterfield.
Wilmingon—Clinton Co. Agrl. Soc. Aug. 6-9. H. D. Pennington.
Woodsfield—Monroe Co. Agrl. Soc. Aug. 1-3. Ralph P. Schumacher.
Wooster—Wayne Co. Agrl. Soc. Sept. 9-13. W. J. Buss.
Xenia—Greene Co. Agrl. Soc. July 30-Aug. 2. Mrs. J. Robert Bryson.
Zanesville—Muskingum Co. Agrl. Soc. Aug. 13-16. Leslie W. Wilson.

OKLAHOMA

Alva—Woods Co. Free Fair. Oct. 2. George Lightburn, Capron, Okla.
Anadarko—Caddo Co. Free Fair. Sept. 11-14. E. T. Cook.
Arapaho—Custer Co. Free Fair. Sept. 11-14. Riley Tarver.
Arnett—Ellis Co. Fair Assn. Sept. 12-14. C. A. Null.
Beaver—Beaver Co. Free Fair Assn. Sept. 11-14. Alice Barby.
Carnegie—Carnegie Tri-County Free Fair Assn. Sept. 4-7. J. C. Stafford.
Cushing—Cushing District Fair. Sept. 4-7. D. H. Fisher.
Dewey—Washington Co. Free Fair. Sept. 2-5. Nena Scott, Bartlesville, Okla.
Dover—Dover Community Fair. Aug. 30-31. Conn Price.
Duncan—Stephens Co. Fair Assn. Sept. 9-14. Murray Cox.
Durant—Bryan Co. Free Fair Assn. Sept. 11-14. Allen Hill.
Fairview—Major Co. Free Fair. Sept. 16-19. W. B. Hanly.
Guthrie—Logan Co. Free Fair Assn. Sept. 17-19. Chester W. Mitchell.
Hennessey—Hennessey Free Fair. Sept. 1-3. J. W. Gramlich.
Hydro—Hydro District Fair. Sept. 5-7. Mrs. Grace Felton.
Muskegon—Oklahoma Free State Fair. Sept. 29-Oct. 5. Ethel Murray Simons.
Okemah—Okfuskee Co. Fair Assn. Sept. 5-7. Clarence Humphrey.
Oklahoma City—Oklahoma State Fair & Expo. Sept. 21-28. Ralph T. Hemphill.
Pauls Valley—Garvin Co. Free Fair. Sept. 5-7 (tentative). Russell Pierson.
Perry—Noble Co. Free Fair. Sept. 14-20. J. L. Culberson.
Pond Creek—Grant Co. Free Fair Assn. Oct. 7-10. James R. Childers.
Purcell—McClain Co. Free Fair Assn. Sept. 12-14. Ed Davis.
Stillwater—Payne Co. Free Fair. Sept. 10-13. W. Cromwell.
Tulsa—Tulsa State Fair. Sept. 8-14. H. E. Bridges.
Vinita—American Legion County Fair & Rodeo. Aug. 27-Sept. 1. Frank Bailey.
Watonga—Blaine Co. Free Fair Assn. Sept. 10-13. Floyd D. Dowell.
Waurika—Jefferson Co. Free Fair Assn. Sept. 12-14. Roy Richerson.

OREGON

Albany—Linn Co. Fair. Aug. 29-30. F. G. Mullen.
Astoria—Columbia Co. Fair. Aug. 22-24. E. E. Maller, Goble, Ore.
Burns—Harney Co. Fair Assn. Sept. 13-15. Walter Powell.
Canby—Clackamas Co. Fair. Aug. 28-31. J. P. Telford, Oregon City, Ore.
Eugene—Lane Co. Fair Assn. Sept. 18-21. R. C. Kuehner.

Fossil—Wheeler Co. Fair. Sept. 27-28. A. C. Ebert. Grants Pass—Josephine Co. Fair Assn. Sept. 11-14. F. G. Roper. Gresham—Multnomah Co. Fair Assn. Aug. 19-25. A. H. Lea. Hillsboro—Washington Co. Fair. Aug. 29-31. Leon S. Davis. Hood River—Hood River Co. School Fair. Aug. 28-29. A. L. Marble. John Day—Grant Co. Fair. Sept. 19-21. Charles Trowbridge. Lakeview—Lake Co. Fair. Aug. 31-Sept. 2. Dean Harris, Summer Lake, Ore. Madras—Jefferson Co. Fair. Sept. 20-21. Lillian Watts. Monmouth—Polk Co. Fair. Aug. 23-24. Josiah Wills, Dallas. Moro—Sherman Co. Fair Assn. Sept. 13-15. LeRoy C. Wright. Myrtle Point—Coos & Curry Co. Fair Assn. Sept. 11-14. L. H. Pearce. Ontario—Malheur Co. Fair Assn. Aug. 31-Sept. 2. E. B. Cudd. Portland—Pacific Intern'l Live-Stock Expo. Oct. 5-12. O. M. Plummer. Prineville—Crook Co. Fair. Oct. 3-5. R. L. Schee. Redmond—Deschutes Co. Fair Assn. Sept. 26-28. Clare L. Colegrove. Salem—Oregon State Fair. Sept. 2-8. Leo G. Spitzbart. Tillamook—Tillamook Co. Fair. Aug. 14-17. C. H. Bergstrom. Tygh Valley—Wasco Co. Fair. Sept. 20-22. Floyd Kelly.

Wattsburg—Wattsburg Agrl. Soc. Aug. 27-31. H. M. Burrows. Waynesburg—Waynesburg Fair Assn. July 31-Aug. 2. Ambrose Bradley. West Alexander—West Alexander Agrl. Assn. Sept. 12-14. Paul Rogers. Wind Ridge—Richhill Agrl. Soc. Aug. 20-22. O. I. Dillie. Yellow Creek—Northern Bedford Co. Fair Assn. Oct. 17-19. Howard F. Fox. York—York Inter-State Fair. Oct. 1-5. John H. Rutter. RHODE ISLAND Kingston—Rhode Island State Fair Assn. Aug. 28-Sept. 2. A. N. Peckham. SOUTH CAROLINA Anderson—Anderson Fair. No. 4-9. J. A. Mitchell. Anderson—Anderson Colored Fair Assn. Nov. 11-16. J. A. Gresham. Bishopville—Lee Co. Fair Assn. Oct. 21-26. M. B. McCutchen. Brunson—Hampton Co. Fair Assn. Week of Nov. 25. W. F. Hogarth. Camden—Kershaw Co. Fair Assn. Oct. 7-12. D. J. Creed. Chester—Chester Co. Colored Fair Assn. Oct. 21-26. Wayman Johnson. Columbia—South Carolina State Fair Assn. Oct. 21-26. Paul V. Moore. Dillon—Dillon Co. Fair. Oct. 22-26. Joe Cabell Davis. Greenville—Greenville Co. Fair Assn. Oct. 14-19. H. C. Crawford. Greenwood—Greenwood Co. Fair. Oct. 21-26. C. A. Herlong, Greer, S. C. Kingstree—Williamsburg Co. Fair Assn. Oct. 14-19. H. C. Crawford. Manning—Clarendon Co. Fair Assn. Oct. 28-Nov. 2. Charlton DuRant Jr. Newberry—Newberry Fair. Oct. 28-Nov. 2. J. P. Moon. Orangeburg—Orangeburg Co. Fair Assn. Oct. 29-Nov. 2. J. M. Hughes. Orangeburg—Orangeburg Co. Colored Fair Assn. Oct. 8-11. W. C. Lewis. Owings—Mt. Carmel Fair. Oct. 16-19. A. N. Saxon. Rock Hill—York Co. Fair Assn. Oct. 21-26. P. M. Sealy. Spartanburg—Spartanburg Co. Fair Assn. Oct. 7-12. D. C. Todd. Union—Union Co. Fair Assn. Oct. 21-26. A. M. Vick. Walterboro—Colleton Co. Fair Assn. Week of Nov. 4. E. E. Jones. York—York Co. Colored Fair Assn. Oct. 21-26. L. A. Wright, R. 4. Clover, S. C. SOUTH DAKOTA Clear Lake—Deuel Co. Fair. Sept. 18-20. Fred Seeger. Fort Pierre—Stanley Co. Fair. Aug. 22-24. Rex Terry. Huron—South Dakota State Fair. Sept. 2-7. C. B. Hansen. Martin—Bennett Co. Fair Assn. Aug. 15-17. Maurice Jensen. Mitchell—Corn Palace Festival. Sept. 23-28. Dyer H. Campbell. Murdo—Jones Co. Fair Assn. Aug. 29-31. M. E. Sanderson. Nisland—Butte Co. Fair. Aug. 22-24. Beyer Aune, Newell, S. D. Onida—Sully Co. Fair. Aug. 22-24. John E. Jeremiason. Selby—Walworth Co. Fair Assn. July 4. Robert Abel. Sioux Falls—Sioux Empire Fair. Aug. 19-23. John F. White. Tripp—Hutchinson Co. Fair. Aug. 26-29. John H. Craig. Vermillion—Clay Co. Fair Assn. Aug. 27-30. K. B. Collar. TENNESSEE Alexandria—DeKalb Co. Fair. Aug. 28-31. Rob Roy. Bolivar—Hardeman Co. Colored Fair Assn. Oct. 3-5. W. B. Hunt, Grand Junction, Tenn. Camden—Benton Co. Fair Assn. Sept. 23-28. R. L. Davis. Carthage—Carthage Agrl. Assn. Aug. 14-17. W. B. Robinson. Celina—Clay Co. Agrl. Free Fair. Aug. 29-31. Guy B. Johnson. Centerville—Hickman Co. Fair Assn. Sept. 11-14. G. J. Carothers Jr. Chattanooga—Chattanooga Interstate Fair. Week of Sept. 16. W. M. Broxton. Clarksville—Montgomery Co. Colored Fair. Oct. 4-5. James A. Belle. Cookeville—Putnam Co. Agrl. Fair. Sept. 5-7. O. D. Massa. Cottage Grove—Cottage Grove Fair Assn. Oct. 4. Dan H. Snow. Erin—Houston Co. Fair. Sept. 20-21. O. R. Holley. Fayetteville—Lincoln Co. Fair Assn. Aug. 28-30. Hiram Higgins. Gallatin—Sumner Co. Colored Agrl. Fair Assn. Aug. 29-31. Rufus Horton. Henderson—Chester Co. Fair Assn. Oct. 14-19. D. P. Headden. Huntington—Carroll Co. Colored Fair Assn. Oct. 9-12. W. A. Cox. Huntington—Carroll Co. Fair. Oct. 1-5. J. F. Walters. Jackson—West Tenn. District Fair. Sept. 9-14. A. U. Taylor. Jackson—Madison Co. A. & M. Fair Assn. Sept. 18-21. J. E. McNeely. Jasper—Marion Co. Fair. Sept. 12-14. J. F. Hoge. Knoxville—Tennessee Valley Fair. Sept. 23-28. Charles A. Brakebill. Lawrenceburg—Lawrenceburg Co. Middle Tenn. District Fair. Oct. 23-28. Dr. E. R. Braly. Lebanon—Wilson Co. Fair. Sept. 11-14. A. W. McCartney. Lexington—Henderson Co. Fair. Sept. 16-23. C. F. Armstrong. Lexington—Henderson Co. Colored Free Fair. Sept. 9-14. Prof. C. C. Bond. McMinnville—Warren Co. Fair Assn. Sept. 5-7. W. T. Moffitt, Rock Island, Tenn. Manchester—Coffee Co. Fair Assn. Sept. 19-21. David W. Shields Jr. Maynardville—Union Co. Fair Assn. Sept. 20. C. L. Loy. Memphis—Mid-South Fair. Sept. 23-28. Henry W. Beaudoin. Memphis—Colored Tri-State Fair Assn. Oct. 3-5. Dr. L. G. Patterson. Monterey—Monterey Agrl. Fair. Aug. 29-31. Mrs. George Litton. Murfreesboro—Mid-State Colored Fair. Sept. 4-7. Dr. James R. Patterson.

Nashville—Tennessee State Fair. Sept. 16-21. Phil C. Travis. Onida—Scott Co. Fair. Sept. 27. E. C. Terry. Petersburg—Petersburg Colt Show Assn. Sept. 3-4. I. M. Davidson. Santa Fe—Maury Co. Fair Assn. Sept. 5-7. T. S. Wade. Sevierville—Sevier Co. Fair Assn. Sept. 16-21. Ernest Thurman. Sparta—White Co. Fair Assn. Sept. 12-14. William L. Little. Tracy City—Grundy Co. Fair Assn. Aug. 29-31. W. T. Roberts. Trenton—Gibson Co. Fair. Sept. 4-7. John R. Wade. Union City—Obion Co. Fair Assn. Sept. 16-21. Fred Latimer. Wheat—Wheat Community Fair. Sept. 4-6. John Watson. Winchester—Franklin Co. Fair. Aug. 20-31. J. F. Vaughan. Woodbury—Cannon Co. Fair. Sept. 13-14. Mrs. Hesta M. Cummings. TEXAS Amarillo—Tri-State Fair Assn. Sept. 23-28. R. R. Pinkney. Beaumont—South Texas State Fair. Nov. 1-11. L. R. Herring Jr. Boerne—Kendall Co. Fair Assn. Aug. 30-Sept. 1. A. McD. Gilliat. Bowie—Bowie Fair Assn. Oct. 2-5. Major Ned Horton. Center—Shelby Co. Fair Assn. Oct. 14-19. Bubba Cowser. Centerville—Leon Co. Fair Assn. Oct. 2-5. C. D. Barnes. Corsicana—Corsicana Live-Stock & Agrl. Show. Week of Sept. 23. R. W. Knight. Crockett—Houston Co. Fair. Oct. 14-19. Staley W. Mims. Crosbyton—Crosby Co. Fair Assn. Sept. 17-19. Frank E. White. Dallas—State Fair of Texas. Oct. 5-20. Roy Rupard. Denton—Denton Co. Fair Assn. Oct. 1-5. O. L. Fowler. Eagle Lake—Colorado Co. Fair Assn. Nov. 7-11. Ben H. Faber. Eastland—Eastland Co. Fair Assn. Oct. 17-19. H. J. Tanner. Franklin—Robertson Co. Fair Assn. Sept. 25-28. V. M. Harris. Gainesville—Cooke Co. Fair Assn. Aug. 19-24. Claude Jones. Giddings—Lee Co. Fair Assn. Oct. 10-12. M. F. Kieke. Gonzales—Gonzales Co. Fair Assn. Oct. 21-26. J. M. Wilson. Graham—North Central Dist. Fair of Texas. Sept. 17-21. Glenn Burgess. Greenville—Hunt Co. Fair. Aug. 26-31. C. A. Duck. Hamilton—Hamilton Co. Fair Assn. Sept. 25-28. T. D. Craddock. Huntsville—Walker Co. Fair Assn. Oct. 21-26. John T. Baldwin. Iowa Park—Wichita Co. Fair Assn. Sept. 25-28. Mrs. R. E. Van Horn. Jacksonville—East Texas Live-Stock Expo. Oct. 7-12. Zack Taylor. La Grange—Fayette Co. Fair Assn. Oct. 3-6. G. A. Koenig. Leonard—Leonard Fair Assn. Sept. 24-28. H. H. Blackburn. Liberty—Liberty Co. Fair. Oct. 29-Nov. 2. Milton Sipes. Linden—Cass Co. Fair Assn. Sept. 24-28. W. D. Berry. Lubbock—Panhandle South Plains Fair Assn. Sept. 30-Oct. 5. A. B. Davis. Lufkin—Texas Forest Festival. Oct. 7-12. M. D. Abernathy. McKinney—Collin Co. Fair Assn. Sept. 24-27. W. Hammond Moore. Marfa—Highland Fair Assn. Oct. 3-5. R. I. Bledsoe. Marshall—Central East Texas Fair Assn. Sept. 23-28. John Brogott. Mesquite—Mesquite Fair Assn. Sept. 18-21. Mrs. Ruth Hilliard. New Braunfels—Comal Co. Fair Assn. Sept. 21-23. M. F. Wittenborn. Palestine—Anderson Co. Fair. Oct. 7-12. C. O. Miller Jr. Paris—Lamar District Fair. Sept. 2-7. H. L. Baker. Pittsburg—Northeast Texas Fair Assn. Oct. 9-12. W. B. Morris. Quinlan—Quinlan Fair Assn. Sept. 10-16 (tentative). Hobart Lytal. Rising Star—Rising Star Free Fair. Sept. 12-14. J. F. Robertson. San Augustine—San Augustine Co. Fair Assn. Oct. 8-12. J. J. Mitchell. Silsbee—Hardin Co. Fair. Oct. 9-12. J. F. Weathersby. Snyder—Scurry Co. Products Show. Oct. 17-19. Ray E. Dickson. Tyler—East Texas Fair Assn. Sept. 16-21. V. F. Fitzhugh. Waco—Brazos Valley Fair. Oct. 18-27. Harrison B. Waite. Wharton—Wharton Co. Fair Assn. Oct. 15-19. H. C. Copenhaver. Yorktown—Yorktown Fair Assn. Oct. 16-19. Paul A. Schmidt. UTAH Coalville—Summit Co. Fair Assn. Sept. 10-12. K. B. Hixson. Logan—Cache Co. Fair. Sept. 10-12. N. J. Crookston. Provo—Utah Co. Fair. Sept. 5-7. M. H. Harrison. Richfield—Sevier Co. Fair & Kow County Carnival. Aug. 22-25. Ray E. Carr. Salt Lake City—Utah State Fair. Sept. 14-21. E. E. Holmes. VERMONT Barton—Orleans Co. Fair. Aug. 14-17. Fred C. Brown. Essex Junction—Champlain Valley Expo. Aug. 26-31. Harris K. Drury. Hartland—Hartland Fair. Aug. 21-23. Merle E. Dimick. Rutland—Rutland State Fair. Sept. 2-7. Carl W. Olney. Morrisville—Lamolle Valley Fair. Aug. 7-10. Erwin H. Olmstead. Northfield—Washington Co. Agrl. Soc. Sept. 12-14. Richard H. Savage, E. Randolph. Tunbridge—Union Agrl. Soc. Sept. 17-19. Edw. R. Flint. VIRGINIA Abingdon—Southwest Va. Fair & Horse Show. Aug. 20-24. A. McBradley. Amherst—Amherst Co. Fair Assn. Oct. 2-4. L. H. Shrader.

Berryville—Clarke Co. Horse & Colt Show Assn. Aug. 15-16. A. B. Hummer. Blackstone—Courier-Record Fair Assn. Sept. 16-21. W. C. Coleburn. Charlottesville—Albemarle Agrl. & Indust. Fair. Sept. 16-21. W. F. Carter Jr. Chase City—Mecklenburg Co. Fair Assn. Oct. 8-11. R. L. Emory. Chesterfield C. H.—Chesterfield Co. Fair Assn. Oct. 10-12. W. C. Shawen. Covington—Allegheny Co. Fair Assn. Sept. 9-14. Thomas B. McCaleb. Danville—Danville Fair Assn. Oct. 8-11. C. L. Booth. Emporia—Emporia Fair. Oct. 15-19. B. M. Garner. Farmville—Five-County Fair Assn. Sept. 16-21. J. B. Wall. Fincastle—Botetourt Co. Fair. Sept. 17-21. Cecil E. Shlesser. Galax—Galax Fair. Sept. 9-14. W. C. Robertson. Keller—Eastern Shore Agrl. Fair Assn. Aug. 27-31. J. M. Mason. Lexington—Rockbridge Co. Fair Assn. Sept. 16-21. Curtis C. Humphris, E. Lexington. Luray—Page Co. Agrl. Fair Assn. Aug. 13-17. Amos Cave. Lynchburg—Lynchburg Agrl. Fair Assn. Sept. 23-28. Abe Cohen. Manassas—Manassas Horse Show & Fair Assn. Aug. 31-Sept. 2. James M. Baucum. Martinsville—Henry Co. Fair Assn. Sept. 30-Oct. 5. O. B. Hensley. Mathews—Mathews Co. Fair. Sept. 2-7. R. W. Foster. Orange—Firemen's Fair. Week of July 4. E. H. House. Petersburg—Southside Va. Fair. Sept. 30-Oct. 5. R. Willard Eanes. Richmond—Virginia State Fair Assn. Sept. 23-28. Charles A. Somma. Roanoke—Roanoke Fair. Sept. 2-7. Carleton Penn. Roanoke—Roanoke Colored Fair Assn. Sept. 6-12. H. F. W. Williams, R. 2, Box 18 A, Forest, Va. Rocky Mount—Franklin Co. Fair Assn. Sept. 9-14. H. F. Fralin. South Boston—Halifax Co. Fair. Oct. 15-19. W. W. Wilkins. Staunton—Staunton Fair. Sept. 9-14. C. B. Ralston. Suffolk—Tidewater Fair Assn. Oct. 22-25. H. C. Holman. Warsaw—Northern Neck Fair Assn. Sept. 16-21. L. F. Altaffer. WASHINGTON Chehalis—Centralia—Lewis Co. Fair Assn. Aug. 22-25. Thomas E. Wood. Langley—Island Co. Fair Assn. Sept. 13-14. E. E. Noble. Lynden—Northwest Wash. District Fair. Sept. 11-14. Jack Elliott. Port Angeles—Clallam Co. Fair Assn. Sept. 13-15. W. C. Gellor. Puyallup—Western Wash. Fair. Sept. 16-22. A. E. Bartel. Ritzville—Adams Co. 4-H Fair Assn. Sept. 6-7. George C. Burckhalter. Walla Walla—Southeastern Wash. Fair Assn. Aug. 29-31. L. L. Stewart. Waterville—Douglas Co. Fair. Sept. 13-15. William Volz. WEST VIRGINIA Charles Town—Charles Town Horse Show & Fair Assn. June 12-15. C. M. B. Brown. Clarksburg—Central W. Va. State Fair. Sept. 2-7. Harry E. Wilson. Clay—Clay Co. Farm Bureau Fair Assn. Sept. 18-21. George C. Deems. Cowen—Webster Co. Fair. Sept. 2-7. Ralph Cunningham. Dunbar—West Virginia Free Fair. Aug. 31-Sept. 1. T. H. McGovran. Glenview—Gilmer Co. Fair Assn. Aug. 21-24. Delbert Stalnaker. Lewisburg—Roanoke—Greenbrier Valley Fair. Aug. 26-31. W. L. Tabscott. Mannington—Mannington Dist. Fair Assn. Sept. 4-7. Golf. Sturm. Marlinton—Pocahontas Co. Fair. Aug. 19-24. Fred C. Allen. New Hope—Beaver Pond Dist. Fair. Sept. 12-14. C. P. Hylton, R. 1, Box 78, Princeton. Parsons—Tucker Co. Fair Assn. Sept. 4-7. L. W. Storms. Pennington—Ritchie Co. Fair Assn. Aug. 27-30. H. J. Scott. Petersburg—Tri-County Fair Assn. Sept. 11-13. C. L. Sticker. Summersville—Nicholas Co. Fair Assn. Aug. 28-31. R. M. Snyder. Sutton—Braxton Co. Fair Assn. Sept. 9-14. Earle Morrison. WISCONSIN Baraboo—Sauk Co. Agrl. Soc. Aug. 27-30. M. H. Schey. Beaver Dam—Dodge Co. Fair Assn. Sept. 7-11. J. F. Malone. Black River Falls—Jackson Co. Fair Assn. Sept. 7-10. Douglas J. Curran. Bloomington—Blakes Prairie Agrl. Assn. Sept. 6-8. B. J. Oates. Cedarburg—Ozaukee Co. Agrl. Soc. Aug. 8-11. H. F. Kaul. Chilton—Calumet Co. Agrl. Assn. Aug. 30-Sept. 2. T. Henry Weeks. Chippewa Falls—Northern Wis. District Fair. Aug. 6-11. A. L. Putnam. DePere—Brown Co. Fair. Aug. 21-25. William S. Klaus. Eagle River—Vilas Co. Agrl. Soc. Aug. 24-25. Charles A. Bethke. Eau Claire—Eau Claire Co. 4-H Fair. Aug. 13-15. P. B. Eves. Elkhorn—Walworth Co. Agrl. Soc. Aug. 30-Sept. 3. P. M. Porter. Elroy—Elroy Fair. Aug. 9-11. O. D. Whitehill. Fond du Lac—Fond du Lac Co. Fair. Aug. 12-15. R. H. Cameron. Galesville—Trempealeau Co. Fair. Aug. 10-13. F. M. Smith. Gays Mills—Crawford Co. Fair Assn. Sept. 5-8. Leonore M. Feldmann, Prairie du Chien. Grantsburg—Burnett Co. Co-Op. Agrl. Soc. Fair. Aug. 22-24. Ray G. Lidbom. Iron River—Bayfield Co. Fair. Aug. 23-25. R. J. Halvenstat. Janesville—Rock Co. 4-H Jr. Fair & Live-Stock Assn. Aug. 12-15. R. T. Glasco. La Crosse—La Crosse Inter-State Fair Assn. Aug. 6-10. Joseph J. Frisch. Ladysmith—Rusk Co. Fair. Aug. 28-31. F. J. Manning. Lancaster—Grant Co. Agrl. Assn. Aug. 14-16. H. Ernest Naumann. Luxemburg—Kewaunee Co. Fair. Aug. 31-Sept. 2. Julius Cahn.



Mantowoc—Mantowoc Co. Fair. Aug. 14-18. George W. Kiel. Marshfield—Central Wis. State Fair Assn. Sept. 1-5. R. R. Williams. Mauston—Junco Co. Agrl. Assn. Aug. 12-15. H. E. Rynearson. Medford—Taylor Co. 4-H Fair. Aug. 31-Sept. 2. Mrs. Rex Copper, R. 2, Withee, Wis. Mellen—Ashland Co. Fair Assn. Sept. 6-8. Clayton H. Landry. Menomonie—Dunn Co. Free Fair. Aug. 17-22. E. L. Pierce. Milwaukee—Wisconsin State Fair. Aug. 17-25. Ralph E. Ammon, State Fair Park, West Allis, Wis. Mineral Point—Southwestern Wis. Fair Assn. Aug. 30-Sept. 2. C. L. Winn. Mondovi—Buffalo Co. Agrl. Soc. Aug. 24-27. A. R. Feckler. Monroe—Green Co. Fair. Aug. 1-4. B. J. Dunwiddle. Neillsville—Clark Co. Agrl. Soc. Aug. 26-29. Harold Huckstead. Oshkosh—Winnebago Co. Fair & Expo. Aug. 27-30. Taylor G. Brown. Phillips—Price Co. Agrl. Soc. Aug. 29-Sept. 3. Karl Mess. Platteville—Big Badger Fair. July 18-21. W. G. Pitts. Plymouth—Sheboygan Co. Fair. Aug. 30-Sept. 2. W. H. Eldridge. Portage—Columbia Co. Fair Assn. Aug. 24-27. W. Horace Johnston. Rice Lake—Barron Co. Agrl. Soc. Aug. 28-31. A. M. Chrislaw. Richland Center—Richland Co. Agrl. Soc. Sept. 10-13. H. J. Gochenaur. Rhineland—Oneida Co. Fair. Aug. 22-25. J. M. Reed. Rosholt—Rosholt Free Community Fair Assn. Aug. 31-Sept. 2. Dr. W. A. Jensen. St. Croix Falls—Polk Co. Fair. Aug. 15-18. F. H. Kildow. Seymour—Seymour Fair & Driving Park Assn. Aug. 15-18. F. W. Huth. Shawano—Shawano Co. Fair. Sept. 3-5. Louis W. Chateau. Slinger—Washington Co. 4-H Fair. Aug. 16-18. E. E. Skallskey, West Bend, Wis. Spooner—Washburn Co. Junior Fair. Aug. 12-14. W. H. Dougherty. Sturgeon Bay—Door Co. Fair Assn. Aug. 23-25. John Miles. Superior—Tri-State Fair. Aug. 12-18. M. H. Lavine. Turtle Lake—Turtle Lake Inter-County Fair. Aug. 23-24. Walter Cornwall. Union Grove—Racine Co. Agrl. Soc. Aug. 27-29. E. A. Polley, Rochester, Wis. Viroqua—Vernon Co. Fair. Sept. 17-21. Fred S. Rogers. Wausau—Wisconsin Valley Fair & Expo. Aug. 10-15. H. A. Kiefer. Wausaukee—Marinette Co. Fair Assn. Sept. 6-8. Charles B. Drewry, Marinette, Wis.

Wautoma—Waushara Co. Fair. Aug. 19-22. Eimer Wandrey. Webster—Central Burnett Co. Fair Assn. Aug. 29-31. R. E. Krause. Westfield—Marquette Co. Agrl. Assn. Sept. 3-6. W. P. Fuller. WYOMING Douglas—Wyoming State Fair. Sept. 6-9. Lem Carmin. Powell—Big Horn Basin Fair. Sept. 4-7. H. L. Rains. Riverton—Fremont Co. Fair Assn. Aug. 31-Sept. 2. Lee F. Bond. Torrington—Goshen Co. Fair. Sept. 2-4. E. P. Ferry.

CANADA

ALBERTA Benalto—Benalto Agrl. Soc. July 31-Aug. 1. A. Norton. Calgary—Calgary Exhn. & Stampede. July 8-13. E. L. Richardson. Camrose—Camrose Exhn. Assn. July 25-27. C. R. Pearson. Edmonton—Edmonton Exhn. Assn. July 15-20. P. W. Abbott. Red Deer—Red Deer Agrl. Soc. July 22-24. V. S. Jorkland. Vegreville—Vegreville Exhn. Assn. July 29-31. J. Fitzallen. Vermilion—Vermilion Agrl. Soc. Aug. 1-3. S. C. Heckbert. BRITISH COLUMBIA Armstrong—Interior Provincial Exhn. Sept. 9-12. Mat. Hassen. Chilliwack—Chilliwack Agrl. Assn. Sept. 18-19. E. H. Barton. Victoria—B. C. Agrl. Assn. Sept. 7-14. W. H. Mearns, Willows Park, Victoria. Williams Lake—Cariboo Live-Stock Fair Assn. Oct. 15-18. V. W. Norton. MANITOBA Brandon—Provincial Exhn. of Man. July 1-5. J. E. Rettle. Carman—Dufferin Agrl. Soc. June 28-July 1. T. A. Johnson. Dauphin—Dauphin Agrl. Soc. July 11-13. Dr. O. McGuirk. NEWFOUNDLAND St. Johns—All-Newfoundland Agrl. Exhn. Oct. 9-16. Arthur Johnson. NOVA SCOTIA Antigonish—Antigonish Co. Farmers' Exhn. Sept. 17-18. D. P. Cheroohn. Lawrenceville—Annapolis Co. Exhn. Sept. 10-13. Donald St. C. White. Middle Musquodoboit—Middle Musquodoboit Agrl. Soc. Sept. 17-18. R. H. Reid. North Sydney—Cape Breton Co. Exhn. Sept. 2-6. Charles Munn Jr. ONTARIO Acton—Acton Agrl. Soc. Sept. 17-18. E. T. Thiedford.

Arnprior—Arnprior Agrl. Soc. Aug. 28-30. W. H. Murphy. Avonmore—Roxborough Agrl. Soc. Sept. 26-27. E. M. Miller. Barrie—Barrie Agrl. Soc. Sept. 16-19. A. H. Felt. Beachburg—North Renfrew Agrl. Soc. Sept. 23-25. B. H. Brown. Bracebridge—South Muskoka Agrl. Soc. Sept. 19-20. Jerry Dickie. Delta—Delta Fair Assn. Sept. 2-4. Isaac Stevens, Harlem, Ont. Dresden—Camden Agrl. Soc., Kent Co. Sept. 17-19. H. J. French. Elmira—Elmira & Woolwich Agrl. Soc. Aug. 30-Sept. 2. Harry W. Zilliox. Harrow—Colchester South Agrl. Soc. Sept. 26-28. F. J. Martin. Lansdowne—Lansdowne Agrl. Soc. Sept. 12-14. S. C. E. Dixon. Leamington—Leamington District Agrl. Soc. Sept. 30-Oct. 5. Emma Atkins. Lindsay—Lindsay Central Exhn. Sept. 19-21. W. E. Agnew. London—Western Fair. Sept. 9-14. W. D. Jackson. Markham—Markham Fair. Oct. 3-5. R. H. Crosby. Midland—Tiny & Tay Agrl. Soc. Sept. 12-14. R. G. Nesbitt. Napanee—Lennox Agrl. Soc. Aug. 19-21. G. M. Van Lewen. Orangeville—Orangeville Fair. Sept. 13-14. Jos. E. Cooney. Orillia—Orillia Fair. Sept. 5-7. Irwin McMahon, Hawkestone, Ont. Oshawa—South Ont. Agrl. Soc. Sept. 9-11. R. B. Faith. Ottawa—Central Can. Exhn. Assn. Aug. 19-24. H. H. McElroy. Owen Sound—Owen Sound Agrl. Soc. Sept. 28-Oct. 1. Otto Johann. Port Arthur—Fort William—Canadian Lakehead Exhn. Aug. 5-10. Wilfred Walker. Rainy River—Atwood Agrl. Soc. Aug. 29-31. Ernest J. Gosselin. Renfrew—South Renfrew Agrl. Soc. Sept. 10-13. H. A. Jordan. Richmond—Carleton Co. Agrl. Soc. Sept. 19-21. G. M. Stewart. Rodney—Rodney Fair. Oct. 8-9. J. A. MacLean. Sault Ste. Marie—Central Algoma Agrl. Soc. Sept. 10-12. J. C. Noble. Smithville—Smithville Agrl. Soc. Oct. 1-2. C. H. Snyder. Stratford—Stratford Agrl. Soc. Sept. 16-18. James Stewart. Tillsonburg—Tillsonburg & Dereham Agrl. Soc. Aug. 27-29. M. Ostrander. Toronto—Canadian Natl. Exhn. Aug. 23-Sept. 7. Elwood A. Hughes. Vankleek Hill—Vankleek Hill Agrl. Soc. Sept. 5-7. Colin J. Campbell.

Welland—Welland Co. Agrl. Soc. Sept. 12-14. A. A. Marshall. Walpole Island—Walpole Island Fair Assn. Aug. 26-29. Charles R. Jacobs, R. R. 3. Wallaceburg, Ont. Woodstock—Woodstock Agrl. Soc. Aug. 20-22. J. E. Nephew. PRINCE EDWARD ISLAND Charlottetown—Charlottetown Driv. Park & Protv. Exhn. Assn. Aug. 12-16. J. W. Boulter. QUEBEC Aylmer—Gatineau Co. Agrl. Soc., Div. A. Sept. 12-14. R. K. Edey. Brome—Brome Co. Agrl. Soc. Sept. 2-4. E. Caldwell. Chapeau—Chapeau Agrl. Soc. Sept. 24-26. Irwin P. Cahill. Chicoutimi—Chicoutimi Agrl. Soc. Aug. 14-18. Simon Maltais. Cookshire—Compton Co. Agrl. Soc., No. 1. Aug. 19-21. Waymer S. Laberee. Granby—Granby Fair. Sept. 5-7. J. J. B. Payne. Maniwaki—Gatineau Co. Agrl. Soc., Div. B. Sept. 12-14. Palma Joanis. Quebec—Quebec Provincial Expo. Aug. 31-Sept. 2. Emery Boucher. Richmond—Richmond Co. Agrl. Soc. Aug. 15-17. W. R. Stevens. Roberval—Roberval Fair. Aug. 21-26. J. Ed Bolly. St. Hyacinthe—St. Hyacinthe Regional Exhn. Aug. 5-10. A. R. Demers. St. Scholastique—St. Scholastique Expo. Sept. 9-12. J. Leo Beaudet, St. Scholastique, Que. Deux, Montagnes, Que. Scotstown—Compton Co. Agrl. Soc., No. 2. Aug. 30-31. John P. MacLeod. Shawville—Pontiac Co. Agrl. Soc., No. 1. Sept. 19-21. R. W. Hodgins. Sherbrooke—Sherbrooke Fair. Aug. 24-31. Norrey W. Price. Waterloo—Shefford Co. Agrl. Soc. Aug. 12-14. R. R. Bachand. SASKATCHEWAN Estevan—Estevan Industrial Exhn. July 2-4. Irwin Dean. Lloydminster—Lloydminster Agrl. Exhn. Assn. Aug. 5-7. Gordon M. Cook. Moose Jaw—Moose Jaw Exhn. June 26-29. George D. Mackie. North Battleford—North Battleford Agrl. Soc. Aug. 8-10. F. Wright. Prince Albert—Prince Albert Agrl. Soc. Aug. 12-14. John P. Curror. Regina—Regina Agrl. & Indust. Exhn. Assn. July 29-Aug. 3. D. T. Elderkin. Saskatoon—Saskatoon Industrial Exhn. July 22-27. Sid W. Johns. Weyburn—Weyburn Agrl. Soc. July 5-6. Fred C. Zabel. HAWAII Kahului—Mauit Co. Fair. Oct. 10-12. W. H. Engle.

ALABAMA Mobile—Grand View Park, Inc., George W. Pearson, owner; Arthur Pond, mgr.; has three rides, six concession games, coin machines; books orchestras, free acts. Oxford—Oxford Lake Park, J. A. Hulsey, owner-mgr.; has two rides, eight concession games, pool, coin machines; books pay and free attractions on special occasions. ARIZONA Phoenix—Joyland Park, F. A. Jones, owner; S. Wayne Lamborn, mgr.; has six rides, 11 concession games, pool; books acts. Phoenix—Riverside Park, Paramount, Publix, Rickards and Nace, owners; Jack Hutchens, mgr.; has four rides, five concession games, pool, penny arcade, coin machines; books orchestras, pay and free attractions. ARKANSAS Hot Springs—Fountain Lake Park, Dr. H. D. Ferguson, owner-mgr.; has one concession game, pool, penny arcade, coin machines; books orchestras. Little Rock—Willow Springs Park, Mr. and Mrs. J. A. Jacobs, owners; Clara Jacobs, mgr.; has one ride, two concession games, pool, penny arcade; books free acts. CALIFORNIA Balboa—Balboa Fun Zone, Al Anderson, mgr.; has three rides, 15 concession games, penny arcade, coin machines. Guerneville—Guerneville Village, Barnett and Weeks, owners; R. A. Belden, mgr.; has two rides, 12 concession games; books pay and free attractions. Long Beach—The Pike, Long Beach Bath House & Amusement Co., owners; C. C. Marlette, mgr.; has three rides, nine concession games, pool, penny arcade; books pay and free attractions occasionally. Los Angeles—Diehl's Amusement Park, Joe Diehl, owner-mgr.; has 10 rides, penny arcade. Los Angeles—Goldenwest Amusement Park, Chas. B. Chrysler, mgr. Los Angeles—Virginia Park, Pacific Mutual Life Ins. Co., owners; J. Ed Brown, mgr.; has 10 rides, 10 concession games, penny arcade, coin machines. Ocean Park—Ocean Park Amusement Pier, Ocean Park Pier Amusement Corp., owners; Jefferson W. Asher, mgr.; has 10 rides, 50 concession games, penny arcade, coin machines; books pay and free attractions. San Francisco—Playland, George K. Whitney, owner; has 20 rides, 25 concession games, penny arcade; books orchestras. San Jose—Electric Park, Lewis & Winsor, owners; Jack E. Lewis, mgr. (mail address, 966 Market St., San Francisco); has five rides, 30 concession games, pool, rnk, penny arcade; book orchestras, acts. Santa Cruz—Santa Cruz Seaside Co., J. R. Williamson, mgr.; has 17 rides, 23 concession games, pool, penny arcade; books orchestras, free acts. Venice—Venice Pier and Plunge, Abbott Kinney Co., owners; E. A. Gerety Jr., mgr.; has 20 rides, 50 concession games, pool, penny arcade, coin machines; books orchestras, free acts. COLORADO Denver—Lakeside Park, The Lakeside Park Co., owners; Benjamin Krasner, mgr.; has 14 rides, seven concession games, pool, penny arcade; books orchestras, free acts. Denver—Elitch's Gardens, A. B. Gurtler, owner-mgr.; has 10 rides, 12 concession games, penny arcade, coin machines; books orchestras. Pueblo—Lake Minnequa Park, J. J. McQuillan, mgr.; has two rides, concessions, pool, rnk; books orchestras.

AMUSEMENT PARKS

CONNECTICUT Bridgeport—Pleasure Beach Park, owned by city; Perry W. Rodman, dir.; has 15 rides, 10 concession games, pool, rnk, penny arcade; books orchestras; acts occasionally. Bristol—Lake Compounce, Pierce & Norton Co., owners; I. E. Pierce, mgr.; has seven rides, three concession games, pool, rnk, penny arcade, coin machines; books orchestras. Middlebury—Lake Quassapaug Park, M. J. Leon, owner-mgr.; has three rides, 10 concession games, pool; books free acts. Milford—Walnut Beach Park, John Laspino, owner-mgr.; has six rides, 25 concessions, rnk, penny arcade, coin machines. New Haven—Savin Rock Park, Savin Rock Park Co., Inc., owners; has 30 rides, 150 concession games, two rinks, penny arcade, coin machines; books orchestras, pay and free attractions. Rockville—Sandy Beach Park, Crystal Lake, George Bokis, owner; William G. Bokis, mgr.; has one ride, six concession games, lake, rnk, penny arcade; books orchestras, pay and free attractions. South Norwalk—Roton Point Park, Roton Point Park, Inc., owners; Harry Von Dwingelo, mgr.; has five rides, seven concession games, penny arcade; books orchestras. Waterbury—Lakewood Amusement Park, owned by city; James J. Curtin, mgr.; has two rides, three concession games, rnk; books acts. Winsted—Highland Lake Park, L. O. Connell, owner; Dr. A. Connell, mgr.; has two rides, seven concession games, lake, rnk, coin machines; books orchestras. DELAWARE New Castle—Deemer Beach Park, Deemer Beach Corp., owners; E. A. Lamon, mgr.; has six rides, 15 concession games, pool, rnk, penny arcade, coin machines; books orchestras, pay and free attractions. Wilmington—Lincoln Park, Joseph Formus, owner; has one ride, 12 concession games, pool; books orchestras, acts. DISTRICT OF COLUMBIA Washington—Glen Echo (Md.) Park, Glen Echo Park Co., owners; Leonard B. Schloss, gen. mgr.; has nine rides; pool, penny arcade; books orchestras. Washington—Suburban Gardens, Suburban Gardens, Inc., owners; J. B. Aley, mgr.; has six rides, 15 concession games, pool, penny arcade; books orchestras, pay and free attractions. FLORIDA Jacksonville Beach—Griffen's Amusement Park, F. A. Griffen Co., owners; F. A. Griffen, mgr.; has six rides, 10 concession games, penny arcade, coin machines. Sulphur Springs—Tampa—Sulphur Springs Park, Gordon C. Hunt, mgr.; has two rides, concessions, pool, coin machines; books acts. GEORGIA Atlanta—Sunset Amusement Park, Sunset Corp., owners; S. R. Speede, mgr.; has three rides, 10 concession games, penny arcade, coin machines; books orchestras, acts. Atlanta—Lakewood Park, Southeastern Fair Assn., owners; Mike Benton, mgr.; has 12 rides, eight concession games, rnk, coin machines.

Savannah—Gold Star Ranch Park, R. T. Carlyle, mgr.; has eight rides, six concession games; books free acts. IDAHO Boise—White City Park, R. L. Hull, mgr.; has five rides, eight concession games, rnk, penny arcade, pool; books orchestras, pay and free attractions. ILLINOIS Aurora—Exposition Park, Frank Thielen, owner-mgr.; has rides, concession games, pool. Chicago—Chicago's Navy Pier, Kenneth H. Burns, mgr. Chicago—Riverview Park, Riverview Park Co., owners; George A. Schmidt, mgr.; has 40 rides, 60 concession games, rnk, penny arcade, coin machines; books orchestras, acts. Paris—Twin Lakes Park, owned by city; I. P. Crose, mgr.; has three rides, six concession games, beach; books orchestras, acts. Round Lake—Avon Park, George P. Renehan, owner; has three rides, five concession games, pool, rnk; books orchestras, pay and free attractions. INDIANA Indianapolis—Broad Ripple Park, Warner A. McCurdy, mgr.; has 12 rides, 18 concession games, pool, rnk, penny arcade; books acts. Indianapolis—Riverside Amusement Park, Colemans & Colter, owners; H. E. Parker, mgr.; has 21 rides, 18 concession games, rnk, penny arcade; books orchestras, free acts. Michigan City—Washington Park, Lakeview Amusement Co., owners; H. K. Barr, mgr.; has four rides, 15 concession games, penny arcade, coin machines; books orchestras, pay and free attractions. South Bend—Playland Park, Peter Redden, owner; has seven rides, 12 concession games, pool, rnk, penny arcade, coin machines; books orchestras, acts. IOWA Arnolds Park—Bent's Amusement Park, E. M. Bent, owner-mgr.; has 10 rides, six concessions, rnk, penny arcade; books pay and free attractions. Clear Lake—Bayside Amusement Park, John J. Shea, owner-mgr.; has seven rides, 12 concession games, lake, rnk; books pay and free attractions on special occasions. Des Moines—Riverview Park, Irving H. Grossman, mgr.; has 10 rides, concessions, pool, penny arcade, coin machines; books orchestras. Fort Dodge—Exposition Park, C. J. Simmons, mgr.; has one ride, concession, pool, rnk. Ruthven—Grand View Park, Ross Hancock, owner-mgr.; has 10 concession games, rnk, penny arcade, coin machines; books orchestras and acts occasionally. Sioux City—Riverview Park, M. A. Lazere and Roy M. Warfield, owners-mgrs.; has 10 rides, 20 concession games, rnk, penny arcade; books orchestras, pay and free acts. Storm Lake—Lakeside Park, J. L. Figl, owner; Walter Lawrence, mgr.; has five rides, 14 concession games, rnk, penny arcade, coin machines; books orchestras, pay and free attractions.

Waterloo—Electric Park, C. E. and R. E. Peterson, owners; C. E. Peterson, mgr.; has four rides, 10 concession games, penny arcade; books orchestras, pay and free attractions occasionally. KANSAS Bonner Springs—Lakewood Park, L. D. Wiard, owner-mgr.; has four rides, 12 concession games, pool, rnk, penny arcade; books orchestras, pay and free attractions. KENTUCKY Bowling Green—Beech Bend Park, W. H. Brashear, owner; W. B. McGinnis, mgr.; has eight concession games, two beaches; books orchestras, pay and free attractions. Dayton—Tacoma Park, Mrs. T. A. Gesser, owner-mgr.; has three rides, two concession games, pool, rnk, penny arcade. Lexington—Joyland Park, Joyland Am. Co., owners; J. W. Sauer, mgr.; has three rides, 24 concession games, pool, penny arcade; books orchestras. Louisville—Fontaine Ferry Park, B. G. Brinkman, pres.; J. P. Singhiser, mgr.; has 16 rides, 15 concession games, pool, rnk, penny arcade, coin machines; books orchestras, free acts. LOUISIANA New Orleans—Pontchartrain Beach, Playland Amusement Co., Inc., owners; Harry J. Batt, mgr.; has eight rides, 10 concession games, penny arcade, coin machines; books pay and free attractions. MAINE Carmel—Auto Rest Park, Harry S. and Leo M. Wise, owners-mgrs.; has three rides, two concession games, penny arcade, coin machines; books free acts. Old Orchard Beach—Usen Amusements, Inc., Chas. W. Usen, mgr.; has eight rides; 6 concession games, rnk, penny arcade, coin machines; books orchestras. Old Orchard Beach—Whiteway, Whiteway Am. Co., Howard A. Duffy, mgr.; has four rides, concessions, coin machines. Old Orchard Beach—Old Orchard Pier, Howard A. Duffy, mgr.; has three rides, concessions, penny arcade, coin machines; books orchestras. MARYLAND Baltimore—Carlin's Park, John J. Carlin, mgr.; has 12 rides, 26 concession games, pool, rnk, penny arcade; books orchestras, acts. Baltimore—Thompson's Sea Girt House, James J. Hartlove, owner; John T. McCaslin, conc. mgr.; has four rides, 20 concession games, beach, penny arcade, coin machines; books acts. Baltimore—Gwynn Oak Park, Gwynn Oak Park, Inc., owners; J. L. Whittle, mgr.; has 12 rides, five concession games, penny arcade; books orchestras, free acts. Baltimore—Bayshore Park, George P. Mahoney, owner; Arch E. Clair, mgr.; has 12 rides, 14 concession games, beach, rnk, penny arcade, coin machines; books orchestras, free acts. Baltimore—Heintzerman's Revere Beach, Charles Heintzerman, owner; John T. McCaslin, mgr.; has three rides, 10 concession games, penny arcade, coin machines; books pay and free acts occasionally. Braddock Heights—Braddock Heights Park, E. W. Poole, mgr.; has various concession games, pool, rnk, penny arcade, coin machines; books orchestras, pay and free acts. Chesapeake Beach—Seaside Park, Seaside Park, Inc., owners; J. M. Rector, mgr.; has seven rides, 15 concession games, pool, penny arcade, coin machines; books pay acts occasionally.

Cumberland—Crystal Park. Thomas G. Gibson, owner-mgr.; has two rides, four concession games, rink, books orchestras, acts.

Earleville—White Crystal Beach, Alfred E. Green, mgr.; has two rides, eight concession games, penny arcade.

Marshall Hall — Marshall Hall Amusement Park, Marshall Park, Inc., owners; L. C. Addison, mgr.; has 10 rides, six concession games, penny arcade, coin machines; books orchestras.

Middle River—Cape May Beach, Cape May Beach Corp., owners; E. V. Shivers, mgr. (P. O. Stemmers Run, Md.); has three rides, five concession games, penny arcade, coin machines; books orchestras, pay and free attractions.

Ocean City—Windsor Resort, Windsor Resort, Inc., owners; William H. Scott, mgr.; has seven rides, eight concession games, penny arcade, coin machines.

Tolchester Beach—Tolchester Beach, Tolchester Lines, Inc., owners; B. B. Willis, mgr.; has five rides, five concession games, rink, penny arcade, coin machines; books free acts.

MASSACHUSETTS

Auburndale — Norumbega Park, Norumbega Park Co., owners; Roy Gill, mgr.; has 14 rides, 20 concession games, penny arcade; books orchestras, acts.

Brockton—Highland Park, Chas. F. Keller, mgr.

Fall River—Sandy Beach, Laurent O. Dubois, owner-mgr.; has two rides, penny arcade; books orchestras.

Fitchburg—Whalom Park, Whalom Park Am. Co., owners; Rodney F. Poland, mgr.; has five rides, 12 concession games, rink, penny arcade, coin machines; books orchestras.

Hull—Paragon Park, David Stone, mgr.; has 14 rides, five concession games, rink, penny arcade, coin machines; books orchestras, free acts.

Leominster—Lunenburg—Whalom Park, Whalom Park Amusement Co., owners; H. D. Gilmore, mgr.; has six rides, five concession games, lake, rink, penny arcade, coin machines; books orchestras, free acts.

Mendon—Lake Nipmuc Park, Rudolph Mainini, owner; Mrs. Florence J. Pyne, mgr.; has four rides, five concession games, penny arcade, coin machines; books orchestras, acts.

New Bedford—Acushnet Park, Daniel E. Bauer, owner-mgr.; has six rides, eight concession games, rink, penny arcade.

Salem—Salem Willows Park, Nicholas Xanthaky, mgr.; has four rides, three concession games, pool, penny arcade, coin machines; books orchestras, pay and free attractions.

Salisbury—Salisbury Beach, J. Patrick Harty, secy.; has 10 rides, concessions, pool, rink, penny arcade, coin machines; books orchestras, acts.

Worcester—White City Park, Park Enterprises, Inc., owners; Henry Bergen, mgr.; has eight rides, 10 concession games, pool, rink, penny arcade, coin machines; books orchestras, free attractions.

Wrentham—Lake Pearl Park, E. R. Enegren, owner-mgr.; has four rides, penny arcade, coin machines; books orchestras; free acts occasionally.

MICHIGAN

Bay City—Paraleon Park, H. W. Jennison Jr., mgr.; has three rides, concessions, coin machines; books orchestras.

Bay City—Wenona Beach, Wenona Beach Co., owners; O. D. Colbert, mgr.; has five rides, 10 concession games, rink, penny arcade; books orchestras, free acts.

Detroit (St. Clair Shores)—Jefferson Beach Amusement Park; has 24 rides, 32 concession games, penny arcade, coin machines; books orchestras.

Detroit—Edgewater Park, Edgewater Park, Inc., owners; Paul Heinze, mgr.; has 16 rides, 20 concession games, rink, penny arcade; books pay and free attractions.

East Detroit—Eastwood Park, Henry Wagner, gen. mgr.; has nine rides, concessions, pool, rink, penny arcade, coin machines; books orchestras, free acts.

Flint—Flint Park, Flint Park and Amusement Co., owners; E. E. Berger, mgr.; has 14 rides, 10 concession games, beach, rink, penny arcade, coin machines; books orchestras, pay and free attractions.

Grand Haven—Hyland Gardens, R. Haynes, mgr.; has concessions, rink, penny arcade, coin machines; books orchestras, free acts.

Grand Rapids—Ramona Park, G. R. Motor Bus Co., owners; L. J. Delamarter, mgr.; has six rides, eight concession games, lake, penny arcade; books orchestras, acts.

Haslett—Lake Lansing Amusement Park, W. A. and R. E. Sprague, owners-mgrs.; has seven rides, 15 concession games, penny arcade; books orchestras, acts.

Iron River—Sunset Lake Resort, Frank Erickson, owner-mgr.; has five rides, pool; books orchestras, free acts.

Jackson—Lake View Park, Ed. C. Beathel, owner; U. R. Dexter, mgr.; has four rides, 18 concession games, pool, rink, penny arcade; books orchestras, pay and free attractions.

Lake Orion—Park Island Amusement Park, Carl Ruebelman, owner-mgr.; has three rides, 10 concession games, pool, rink, penny arcade, coin machines; books orchestras, acts.

Muskegon—West Lake Park, Fletcher Fowler Jr., mgr.; has three rides, 20 concession games, lake, coin machines; books orchestras, acts.

MINNESOTA

Excelsior, near Minneapolis — Excelsior Amusement Park, The Fred W. Pearce Corp. of Ky., owners; has nine rides, eight concession games, penny arcade, coin machines; books orchestras, pay and free attractions.

Fairmont—Hand's Park, E. R. Hand, owner-mgr.; has one ride, five concession games, lake, coin machines; books orchestras, pay and free attractions.

Fairmont—Interlaken Park, Jno. Erickson and son, owners; R. A. Erickson, mgr.; has three rides, six concession games, beach, rink, penny arcade; books orchestras; free acts on Sundays and holidays.

St. Paul—Wildwood Park, A. J. Metzendorf, mgr.; has eight rides, concessions, penny arcade, coin machines; books orchestras, free acts.

Sherburn—Fox Lake Park, K. A. Nelson, mgr.; has rink; books orchestras.

MISSOURI

Excelsior Springs—Lake Maurer Amusement Park, J. F. Maurer, owners-mgrs.; has three rides, five concession games, pool, penny arcade; books orchestras, free acts.

Kansas City—Fairlyland Amusement Park, John Tumino, mgr.; has 18 rides, 15 concession games, pool, rink, penny arcade, coin machines; books orchestras, acts.

St. Joseph—Lake Contrary Amusement Park, L. F. Ingersoll, owner-mgr.; has nine rides, four concession games, penny arcade, coin machines; books orchestras, free acts.

St. Louis—Sauter's Park, Noble G. Parsonage, mgr.; has eight rides, concessions, pool, rink, penny arcade, coin machines.

St. Louis—Gray's Grove, Gray's Grove, Inc., owners; Wm. Gray, mgr.; has seven rides, concessions, penny arcade, coin machines.

St. Louis (Robertson)—Lakeside Amusement Park, Frank Amusement Co., owners; Joe Reeves, mgr.; has 14 rides, eight concession games, pool, penny arcade.

St. Louis—Parkview Amusement Park, Joseph Heytmann, mgr.; has nine rides, 10 concession games, pool, penny arcade.

St. Louis—Forest Park Highlands, Reorganization Investment Co., owners; A. W. Ketchum, mgr.; has 18 rides, 10 concession games, pool, penny arcade, coin machines; books orchestras, free acts.

St. Louis—Sylvan Beach, Sylvan Beach, Inc., owners; L. W. Peters, mgr. (mail address, Box 26, Kirkwood); has six rides, 15 concession games, pool, rink, penny arcade, coin machines.

Springfield—Doling Park, owned by city; W. W. Morrison, mgr.; has five rides, five concession games, pool, rink, penny arcade; books free acts.

NEBRASKA

Crete—Tuxedo Park, R. I. Blust, mgr.; has rides, concession games, pool, coin machines; books orchestras, pay and free attractions.

Hastings—Lib's Park, L. Phillips, owner-mgr.; has three rides, two concession games, pool, rink; books orchestras, pay and free attractions.

Lincoln—Capitol Beach, Central Realty & Investment Co., owners; H. R. Hawke, mgr.; has five rides, six concession games, pool, rink, penny arcade; books orchestras; pay and free attractions occasionally.

Omaha—Krug Park, Louis Slusky, owner-mgr.; has 15 rides, 20 concession games, pool, rink, penny arcade, coin machines; books orchestras, acts.

NEW HAMPSHIRE

Lochmere—Gardner's Grove, Silver Lake, Mollie C. Lambert, owner; Dick Lambert, mgr.; has one ride, eight concession games, pool, rink, penny arcade, coin machines; books orchestras, pay and free attractions.

Lake Spofford—Ware's Grove Park, Brattleboro, Vt., and Keene, N. H., William R. Manch, owner-mgr.; has one concession game, beach, rink; books orchestras.

Manchester—Crystal Lake Park, J. D. Kilonis, owner; Belle Kilonis, mgr.; has four rides, 12 concession games, lake, penny arcade; books acts.

Manchester—Pine Island Park, Public Service Co., owners; Barney J. Williams, mgr.; has eight rides, 14 concession games, beach, rink, penny arcade; books orchestras; pay and free attractions at times.

NEW JERSEY

Atlantic City—Steel Pier Amusement Pier, A. C. Steel Pier Co., owners; F. P. Gravatt, gen. mgr.; books orchestras, vaude, circus acts.

Atlantic City—Hamid's Million-Dollar Pier, Samuel W. Gumpertz, gen. mgr.; books orchestras, acts.

Atlantic City—Highlands—Atlantic Beach Park, Samuel Van Poznak and Mrs. Isbister, owners; Fred H. Fonty, mgr.; has seven rides, eight concession games, penny arcade, coin machines; books acts.

Atlantic City—Ocean Amusement Pier, A. C. Steel Pier Co., owners; Frank P. Gravatt, dir.; books orchestras; books vaude, circus and thrill acts.

Bound Brook—Riverside Park, Riverside Amusement Co., owners; J. W. Bayes, mgr.; has four rides, 7 concession games; books pay and free attractions.

Clementon—Clementon Lake Park, Theo. W. and E. G. Gibbs and A. R. Eldred, owners; Theo. W. Gibbs, mgr.; has 14 rides, eight concession games, pool, rink, penny arcade, coin machines; books free acts.

Irvington—Olympic Park, Olympic Park, Inc., owners; Henry A. Guenther, mgr.; has 21 rides, 10 concession games, pool, rink, two penny arcades, coin machines; books free acts.

Keansburg—Belvedere Beach Amusement Park, Thomas H. Ryan Jr., mgr.; has five rides, 16 concession games, pool, penny arcade; books pay acts.

Mays Landing—Lenape Park, Lenape Park Amusement Co., Inc., owners; Eugene Lelling, mgr.; has five rides, six concession games, lake, rink; books pay and free attractions.

Newark—Dreamland Park, V. J. Brown, owner-mgr.; has 12 rides, 40 concession games, pool, rink, penny arcade, coin machines; books orchestras, free acts.

Palisade—Palisades Amusement Park, Jack and Irving Rosenthal, owners-mgrs.; has 32 rides, 58 concession games, pool, penny arcade, coin machines; books orchestras, free acts.

West Orange—Crystal Lake Park, D. Mauro, mgr.; has four rides, one concession game, pool, penny arcade.

Wildwood—Casino Arcade Park, Carl & Ramagosa, Inc., owners; S. B. Ramagosa, mgr.; has 12 rides, 26 concession games, rink, penny arcade, coin machines; books acts.

Wildwood—Playland Park, Cedar-Schellenger Corp., owners; Robert J. Kay, mgr.; has 15 rides; one concession game.

Wildwood—Hunt's Ocean Pier, Wildwood Ocean Pier Corp., owners; Guy B. Hunt, mgr.; has 12 rides; books orchestras, free acts.

NEW YORK

Auburn—Enna Jettick Park, Cayuga Amusement Co., Inc., owners; W. B. Haefner, mgr.; has eight rides, 20 concession games, penny arcade, coin machines; books orchestras, free acts.

Bemus Point on Chautauqua Lake—Bemus Point Park, Arnold Lindstorm and Frank Meyers, owners-mgrs.; has two rides, concessions, beach, coin machines; books orchestras.

Canandaigua—Roseland Park, William W. Muar, owner-mgr.; has six rides, six concession games, penny arcade, coin machines; books orchestras, free acts.

Celoron—Celoron Park, J. G. Campbell, owner; H. S. Cettman, mgr.; has 15 rides, nine concession games, lake, rink, penny arcade, coin machines; books orchestras, free acts.

Cohocton (Loon Lake)—Palace Amusement Park, M. G. Wall, owner-mgr.; has two rides, six concessions, beach, rink, penny arcade, coin machines; books orchestras, acts.

Coney Island—Steeplechase Park, Steeplechase Amusement Co., owners; James J. Onorato, mgr.; has 31 rides, concessions, pool, penny arcade, coin machines.

Coney Island—Luna Park, Coney Holding Corp., Milton Sheen, lessee; has 29 rides, 43 concessions, pool, rink, penny arcade, coin machines; books free acts.

Cuba—Olivestreet Park, J. F. Olive, owner-mgr.; has three rides, two concession games, lake; books orchestras, acts.

Harmon—Croton Point Park, Myron Alpert, mgr.; has three rides, concessions, penny arcade, coin machines; books acts occasionally.

Manlius, near Syracuse—Suburban Park, Fred W. Searle, owner-mgr.; has five rides, five concession games, penny arcade, coin machines; books orchestras, free acts.

Maple Springs—Midway Park, J. W. & N. W. Ry. Co., owners; Wm. G. Johnson, mgr.; has two rides, 14 concession games, lake, rink, penny arcade, coin machines; books orchestras, acts.

Newburgh—Orange Lake Amusement Park, Howard T. LeVan, mgr.; has five rides, concessions, pool, rink, penny arcade; books orchestras, free acts.

New York—Starlight Amusement Park, Bill Harkins, mgr.

New York—Clason Point Park, A. E. Downes, mgr.; has seven rides, 30 concessions, pool, rink, penny arcade; books orchestras, free acts.

Niagara Falls—Fort Niagara Beach Park on Lake Ontario, 13 miles east; has three rides, concessions, rink, penny arcade.

Niagara Falls—Neptune Beach, Joseph F. Paness, owner-mgr.; has eight rides, 30 concession games; books orchestras; free acts week-ends.

Olcott Beach—Olcott Beach Park, Theo. Morrot, mgr.; has four rides, 10 concession games.

Perry, near Batavia—Silver Lake Park, Silver Lake Am. Co., owners; John Skironski, mgr.; has one ride, concessions, beach, penny arcade, coin machines; books orchestras; free acts occasionally.

Poughkeepsie—Woodcliff Amusement Park, Seven Gables Realty Corp., lessees; Nicholas F. Dyruff, mgr.; has 11 rides, 27 concession games, pool, rink, penny arcade, coin machines; books orchestras.

Rochester—Manitou Beach, George Wiedman, owner-mgr.; has two rides, concessions, coin machines; books orchestras, free acts.

Rochester—Dreamland Park, Street Railway Co., owners; George W. Long, lessee; has seven rides, eight concession games, penny arcade; books free acts.

Rockaway Beach—Rockaway's Playland, Playland Holding Corp., owners; Louis Meisel, mgr.; has 22 rides, seven concession games, penny arcade, coin machines.

Rockaway Beach—A. & K. Amusement Corp., Morris Kraus, mgr.; has 10 rides, one concession.

NORTH CAROLINA

Asheville—Recreation Park, owned by city; R. E. James, mgr.; has five rides, three concession games, pool, rink.

Graham—V. F. W. Amusement Park, S. R. Holt, mgr.; has four rides, 10 concession games, pool; books orchestras, acts.

High Point—City Lake Park, R. D. Penny, mgr.; has six rides, concessions, pool; books orchestras; acts occasionally.

Wilmington—Carolina Beach, Norman L. Mintz, mgr.; has three rides, concessions, penny arcade, coin machines; books orchestras.

OHIO

Akron—Summit Beach Park, Miller Estate, owners; Frank Rafal, mgr.; has five rides, concession games, pool, rink, penny arcade, coin machines; books orchestras, acts.

Akron—Sandy Beach Park, W. I. Warensford, owner-mgr.; has three rides, five concession games, pool, penny arcade.

Alliance—Lake Park, Lake Park Co., owners; R. D. Williams, mgr.; has two rides, five concession games, lake, rink; books pay and free attractions occasionally.

Arcadia—Midway Park on Route 12, Henry Marech, owner-mgr.; has two rides, eight concession games, pool, rink; books pay and free attractions.

Bascom—Meadowbrook Park, the Meadowbrook Park Co., owners; H. L. Walter, mgr.; has five rides, pool; books orchestras; pay and free acts occasionally.

Brady Lake—Brady Lake Park, D. M. Wilson (Ravenna, O.), mgr.; has six rides, 10 concession games, lake, rink, penny arcade, coin machines; books orchestras, free acts.

Buckeye Lake—Buckeye Lake Park, J. J. Carlin, owner; A. M. Brown, mgr.; has 15 rides, 22 concession games, pool, rink, penny arcade, coin machines; books orchestras, acts.

Bucyrus—Seccalum Park, C. W. Jolly, mgr.; has 20 rides, six concession games, pool, rink, penny arcade, coin machines; books orchestras, pay and free attractions.

Canton—Meyers Lake Park, Carl M. Sinclair, mgr.; has seven rides, concessions, beach, rink, penny arcade, coin machines; books orchestras; free acts occasionally.

Celina—Edgewater Park, Grand Lake, B. A. and C. A. Myers, owners; Theo. Hull, mgr.; has two rides, 0 concession games, rink; books orchestras, pay and free attractions.

Chippewa Lake—Chippewa Lake Park, Parker Beach, owner-mgr.; has 16 rides, 24 concession games, rink, penny arcade; books orchestras, free acts.

Cincinnati—Zoological Gardens, Jos. Stephan, supt.; has Kiddie Land (rides).

Cincinnati—Coney Island, Coney Island, Inc., owners; Edward L. Schott, mgr.; has 28 rides, 15 concession games, pool, penny arcade; books orchestras, pay and free attractions.

Cleveland—Puritan Springs Park, Puritan Springs Park Co., owners; J. E. Viskoy, mgr.; has 14 rides, 12 concession games, rink, penny arcade, coin machines; books orchestras.

Cleveland—Euclid Beach Park, Harvey J. Humphrey, gen. mgr.; has 23 rides, concessions, pool, rink, penny arcade; books orchestras.

Columbus—Zoo Park, Zoo Park Co., owners; Leo and Elmer G. Haehein, mgrs.; has 10 rides, eight concession games, rink, penny arcade; books orchestras, pay and free attractions.

Coshocton—Lake Park, F. D. Johns, mgr.; has two rides, concessions, lake, penny arcade, coin machines; books orchestras, acts.

Dayton—Frankie's Forest Park, F. J. Schauler, owner-mgr.; has 11 rides, eight concession games, penny arcade, coin machines; books orchestras, free acts.

Dayton—Lakeside Park, Lakeside Park Co., owners; Gerald Niermann, mgr.; has 14 rides, six concession games, penny arcade, coin machines; books orchestras.

Defiance—Power Dam Park, Chas. Murphy, owner-mgr.; has two rides, three concessions, rink, penny arcade; books orchestras, free acts.

Diamond—Craig Beach Park, Art Mallory, mgr.; has five rides, six concession games, beach, penny arcade; books orchestras, acts.

Findlay—Riverside Park, owned by city; has four rides, six concession games, pool, penny arcade; books pay acts.

Geauga Lake—Geauga Lake Park, W. J. Kuhlman, owner-mgr.; has 17 rides, 26 concession games, pool, penny arcade, coin machines; books orchestras, pay and free attractions.

Genoa—Forest Park, C. J. Uthoff, owner-mgr.; has eight rides, 22 concession games, rink, penny arcade, coin machines; books orchestras, pay and free attractions.

Haskins—Vollmar's Park, Mrs. Ella Vollmar, owner; P. J. Wallenschneder, mgr.; has three rides, six concession games, pool, coin machines; books orchestras, pay and free attractions.

Mansfield—Casino Park, G. W. Taylor, owner-mgr.; has four rides, six concession games, pool, penny arcade, coin machines; books pay attractions.

Middletown—LeSourdsville Lake, Don Dazey, mgr.; has nine rides, concessions, pool; books orchestras.

Russells Point—Sandy Beach Park, Lou W. Greiner, owner; Milt H. Tarloff, mgr.; has 10 rides, 22 concession games, pool, rink, penny arcade, coin machines; books orchestras.

Russells Point—Russells Point Miniature World's Fair, French L. Wilgus, owner; Jack Stone, mgr.; has 10 rides, 125 exhibits, pool, rink, penny arcade; books orchestras, pay and free attractions.

Russells Point—Russells Point Boardwalk, French L. Wilgus, owner; Jack Stone, mgr.; has 20 rides, 30 concession games, pool, penny arcade; books orchestras, pay and free attractions.

Sandusky—Cedar Point on Lake Erie, The G. A. Boeckling Co., owners; Edw. A. Smith, mgr.; has 30 rides and attractions, 10 concession games, penny arcade; books orchestras.

Toledo—Walbridge Park, H. F. Covode, mgr.; has eight rides, concessions, penny arcade.

Youngstown—Idora Park, Charles Deibel, mgr.; has 13 rides, 7 concession games, pool, rink, penny arcade, coin machines; books orchestras, free acts.

Zanesville—Moxahala Park, A. & D. Amusements, Inc., owners; George E. Anagnost, mgr.; has five rides, 12 concession games, pool, penny arcade, coin machines; books orchestras, pay and free acts.

OKLAHOMA

Enid—Lake Hellums Park; has two rides, six concession games, pool, rink, penny arcade; books orchestras, acts.

Oklahoma City—Springlake Amusement Park, Roy Staton, mgr.; has 11 rides, concessions, pool, penny arcade, coin machines; books orchestras; free acts occasionally.

Oklahoma City—W'low Springs Amusement Park, James Shears, mgr.; has four rides, concessions, beach.

Tulsa—Crystal City Park, John C. Mullins, owner-mgr.; has seven rides, 10 concession games, pool, rink, penny arcade; books orchestras.

Vermilion—Crystal Beach Amusement Park, J. L. Blanchat, owner-mgr.; has five rides, 25 concession games, rink, penny arcade, coin machines; books orchestras, pay and free attractions.



OREGON

Portland—Oaks Amusement Park, United Am. Co., owners; E. H. Bollinger, mgr.; has 10 rides, five concession games, rink, penny arcade; books acts.  
 Portland—Janzen Beach Park, Hayden Island Amusement Co., owners; Paul H. Huedepohl, mgr.; has 14 rides, seven concession games, four pools, penny arcade, coin machines; books orchestras, pay and free attractions.

PENNSYLVANIA

Allentown—Central Park, C. P. Am. Co., owner; has 12 rides, 16 concession games, rink, penny arcade, coin machines; books acts occasionally.  
 Allentown—Dorney Park, R. L. Plarr, mgr.; has 10 rides, concessions, pool, rink, penny arcade; books orchestras, acts.  
 Altoona—Lakemont Park, County Commissioners, owners; E. J. Bigley, Park Administrator, mgr.; has seven rides, pool, rink, penny arcade; books orchestras, free acts.  
 Barnesville—Lakeside Park, J. Tomat, mgr.; has nine rides, 11 concession games, lake, rink; books orchestras, pay and free attractions.  
 Bellefonte—Hecla Park, A. F. Hockman, owner-mgr.; has one ride, six concession games, pool, rink, penny arcade; books orchestras, free acts.  
 Boiling Springs—Boiling Springs Park and Pool, William M. Bucher and Gilbert Malcolm, owners; William M. Bucher, mgr.; has three rides, concession games, pool.  
 Carbondale—Newton Lake Park, Franklin E. Wagner, mgr.; has 10 rides, 10 concession games; books orchestras, free acts.  
 Chalfont—Forest Park, Forest Park Co., owners; has five rides, five concession games, pool, penny arcade; books acts for Sundays.  
 Chambersburg—Red Bridge Park, C. & S. Railway Co., owners; Mrs. E. F. Goetz, mgr.; has five rides, three concession games, pool, rink; books pay and free attractions.  
 Conneaut Lake Park—Conneaut Lake Park, Hotel Conneaut, Inc., owners; T. C. Foley, mgr.; has 20 rides, 47 concession games, rink, penny arcade; books orchestras, pay and free attractions.  
 Dallas—Fernbrook Park, Leo Insalaco (Pittston, Pa), owner-mgr.; has five rides, six concession games, rink, penny arcade, coin machines; books orchestras, acts.  
 Easton—Bushkill Park, Thomas V. Long, mgr.; has two rides, concessions, pool, rink, penny arcade, coin machines; books acts.  
 Easton—Willow Park, Daniel Shelbo, mgr.; has three rides, eight concession games, pool, penny arcade, coin machines; books orchestras, pay and free attractions.  
 Ellysburg—Knoebel's Grove, H. H. Knoebel, owner; L. L. Knoebel, mgr.; has three rides, eight concession games, pool, rink, penny arcade, coin machines.  
 Erie—Waldameer Beach Park, F. W. A. Moeller, owner-mgr.; has 10 rides, 10 concession games, penny arcade; books orchestras, pay and free acts.  
 Halifax—Tourist Park, F. E. Dodson, owner-mgr.; has two rides, six concession games, penny arcade, coin machines; books pay attractions.  
 Hanover—Forest Park, A. Karst and son, owners; A. Karst, mgr.; has nine rides, 15 concession games, rink, penny arcade, coin machines; books orchestras, pay and free attractions.  
 Hazleton—Hazel Park, E. J. and Caleb Williams, mgrs.; has five rides, four concession games, rink, penny arcade, coin machines; books orchestras.  
 Hershey—Hershey Park, Hershey Estates, owners; J. B. Sollenberger, mgr.; has 14 rides, pool, rink, penny arcade; books orchestras.  
 Johnstown—Ideal Park, Milan Diklich, owner-mgr.; has two rides, four concession games, pool, rink.  
 Lake Ariel—Lake Ariel Park and Beach, Lake Ariel Park & Amusement Co., owners; F. B. Derby, mgr.; has nine rides, eight concession games, penny arcade; books pay and free attractions.  
 Lancaster—Rocky Springs Park, Joseph Figari, owner-mgr.; has six rides, five concession games, pool, rink, penny arcade; books orchestras, pay acts.  
 Lancaster—Maple Grove Park, Ralph W. Coho Jr., mgr.; has five rides, concessions; pool, rink, penny arcade; books orchestras.  
 Lewiston—Kishacoquillas Park, James E. and John H. Moren, owners; has four rides, pool, rink; books orchestras, free acts.  
 Ligonier—Idlewild Park, Idlewild Management Co., owners; C. C. Macdonald, mgr.; has 10 rides, pool, penny arcade; books free acts.  
 McKeesport—Olympia Park, B. E. Atkinson, owner; H. E. Hampe, mgr.; has 20 rides, 10 concession games, pool, rink, penny arcade; books orchestras, pay and free attractions.  
 Mahanoy City—Lakewood Park, R. Guinan, owner; Howard Hobbs, mgr.; has 14 rides, 40 concession games, pool, rink, penny arcade, coin machines; books orchestras, pay and free attractions.  
 Mauch Chunk—Flagstaff Mt. Park, Stewart K. Evans, owner-mgr.; has rink, penny arcade; books orchestras.  
 Mechanicsburg—Williams Grove Park, R. E. Richwine, owner-mgr.; has 12 rides, 20 concession games, pool, penny arcade, coin machines; books orchestras, stage and free acts.  
 Mechanicsburg—Willow Mill Park, A. L. Runk, mgr.; has six rides, 10 concession games, pool, rink, penny arcade, coin machines; books orchestras, free acts.  
 Mount Gretna—Mount Gretna Park and Beach, Gene P. Otto, mgr.; has three rides, 15 concession games, rink, penny arcade; books pay attractions.  
 New Castle—Cascade Park, owned by city; C. C. Coulthard, mgr.; has four rides, 11 concessions, pool; books orchestras, acts.  
 Parkside—Menlo Park, Henry S. Wilson, mgr.; has four rides, three concession games, pool, rink; books free acts.  
 Philadelphia—Woodside Park, N. S. Alexander, lessee; has 29 rides, pool, rink, penny arcade.  
 Pittsburgh—Burke Glen Park, Burke Bros., owners; William H. Burke, mgr.; has eight rides, pool, rink, penny arcade, coin machines.

Pittsburgh—Kennywood Park, Kennywood Park Corp., owners; A. B. McSwigan, pres.; has 35 rides, 10 concession games, pool, penny arcade, coin machines; books orchestras, free acts.  
 Pittsburgh—West View Park, West View Park Co., owners; C. L. Beares Jr., mgr.; has 19 rides, 12 concession games, rink, penny arcade; books orchestra, pay and free attractions.  
 Pottstown—Sanatoga Park, Robert H. Albright, mgr.; has three rides, three concession games, pool, rink, penny arcade; books acts occasionally.  
 Pottsville—Dream City Park, Samuel Asche, owner; H. B. Hobbs, agent; has six rides, 18 concession games, pool, rink, penny arcade, coin machines; books orchestras; occasionally.  
 Reading—Carsonia Park, Joseph Sigg, mgr.; has eight rides, concessions, pool, rink, penny arcade; books orchestras, acts.  
 Reading—Socialist Park, Willow Glen Park Assn., owners; George M. Rhodes, mgr.; has 11 concession games, pool, rink; books orchestras, free acts.  
 Scranton—Rocky Glen Park, between Scranton and Wilkes-Barre on Route 11 at Moosic, Benjamin Sterling Jr., owner; Frank Grover, mgr.; has 12 rides, 10 concession games, lake, penny arcade, coin machines; books orchestras, pay and free attractions.  
 Shamokin—Edgewater Park, Shamokin and Trevorton Bus Line Co., owners; George H. Jones, mgr.; has five rides, nine concession games, pool, rink, penny arcade; books orchestras, pay and free attractions.  
 Somerton—Philadelphia—Somerton Springs Park, Robert M. Platt, owner; Vernon D. Platt, lessee; has pool, penny arcade; books orchestras, pay and free attractions.  
 Sunbury—Rolling Green Park, R. M. Spangler, owner-mgr.; has 10 rides, 12 concession games, pool, penny arcade, coin machines; books orchestras, pay and free attractions.  
 Wilkes-Barre—Sans Souci Park, L. S. Barr, mgr.; has 10 rides, concessions, pool, rink, penny arcade, coin machines; books orchestras occasionally.  
 Willow Grove—Willow Grove Park, Willow Grove Park Co., owners; E. E. Poehl, mgr.; has 20 rides, eight concession games, rink, penny arcade; books pay and free attractions.

**RHODE ISLAND**  
 East Providence—Crescent Park, Crescent Park Am. Assn., Inc., owners; John T. Clair, mgr.; has 10 rides, 20 concession games, penny arcade, coin machines; books orchestras; acts occasionally.

**SOUTH CAROLINA**  
 Georgetown—Kensington Park, J. W. Doar, mgr.; has three rides, six concessions, pool; books orchestras; acts occasionally.  
 Isle of Palms—Isle of Palms Seaboard Realty Co., owners; K. J. Klump, mgr.; has three rides, three concession games; books orchestras, free acts.

**TENNESSEE**  
 Chattanooga—Lake Winnepesaukee, Mrs. Minette Dixon, owner-mgr.; has three rides, three concession games, pool, rink; books pay and free attractions.  
 Chattanooga—Warner Park, owned by city; P. R. Ogiatti, mgr.; has eight rides, 15 concession games, pool, rink.  
 Knoxville—Chilhowee Park, owned by city; Charles A. Brakebill, mgr.; has eight rides, 10 concession games, rink.  
 Memphis—Fairgrounds Amusement Park, Mid-South Fair, Inc., owners; Henry W. Beaudoin, mgr.; has 10 rides, two concession games, pool, penny arcade; books free acts occasionally.

**TEXAS**  
 Corpus Christi—North Beach Amusement Park, North Beach Bath House Co., owners; John S. Mosser, mgr.; has five rides, 10 concession games, pool, rink, penny arcade, coin machines; books acts occasionally.  
 Dallas—Kidd Springs Park, Guy Draper, mgr.; has two rides, concessions, pool, penny arcade, coin machines; books orchestras; acts occasionally.  
 Dallas—Fair Park, owned by city; Roy Rupard, mgr.; has six rides, pool, rink, penny arcade; books pay and free attractions.  
 El Paso—Washington Park, owned by city; G. W. Wilson, mgr.; has six rides, pool, rink, penny arcade.  
 Ft. Worth—Casino Park, George T. Smith, mgr.; has 10 rides, concessions, beach, penny arcade, coin machines; books orchestras, acts.  
 Galveston—Beach Amusement Park, Beach Am. Park, Inc., owners; Sam Eerio, mgr.; has eight rides, 15 concession games, penny arcade, coin machines; books free acts.  
 Houston—Sylvan Beach, Sylvan Beach Co., owners; E. L. Crain, pres.; has six rides, 12 concession games, penny arcade, coin machines; books orchestras, acts.

**UTAH**  
 Salt Lake City—Saltair Beach, Saltair Beach Co., owners; Thomas M. Wheeler, mgr.; has five rides, seven concession games, lake, penny arcade; books orchestras; pay and free attractions occasionally.

**VIRGINIA**  
 Buckroe Beach—Buckroe Beach Park, Va. Public Service Co., owners; T. M. McComb, mgr.; has seven rides, seven concession games, penny arcade; books orchestras, free acts.  
 Danville—Luna Lake Park, J. E. Witcher, pres.; W. H. Vidal, mgr.; has three rides, 10 concession games, pool; books orchestras, pay and free attractions.  
 Norfolk—Ocean View Park, Ocean View, Inc., owners; Otto Wells, mgr.; has 17 rides, 25 concession games, rink, penny arcade, coin machines; books orchestras, free acts.  
 Roanoke—Lakeside Park, H. L. Roberts, owner-mgr.; has 10 rides, 16 concession games, pool, rink; books orchestras, pay and free attractions.  
 Virginia Beach—Seaside Park, Seapines Improvement Corp., owners; K. C. Gerard, mgr.; has 10 rides, 10 concession games, pool, rink, penny arcade, coin machines; books orchestras, acts.

**WASHINGTON**  
 Blaine—Birch Bay Park, Melvin T. Cook, owner-mgr.; has seven rides, 12 concession games, penny arcade, coin machines.

Redondo—Redondo Beach Park, W. J. Betts, owner-mgr.; has two rides, six concession games, rink, penny arcade.  
 Seattle—Playland Park, Playland Amusement Co., owners; Carl E. Phare, mgr.; has 10 rides, six concession games, rink, penny arcade, coin machines; books pay and free attractions.  
 Spokane—Natorium Park, Louis Vogel, owner-mgr.; has eight rides, four concession games, pool, penny arcade, cold machines; books orchestras.

**WEST VIRGINIA**  
 Chester—Rock Springs Park, C. C. Macdonald, owner; R. L. Hand, mgr.; has 10 rides, eight concession games, pool, rink, penny arcade, coin machines; books orchestras, pay and free attractions.  
 Huntington—Camden Park, E. G. Via and Co., owners; E. G. Via, mgr.; has nine rides, concession games, pool, rink, penny arcade; books orchestras, pay and free attractions.

**WISCONSIN**  
 Appleton—Waverly Beach, Howard Campbell, owner-mgr.; has one ride, five concession games, beach, rink, penny arcade, coin machines; books orchestras.  
 Chippewa Falls—Wisota Beach Park, Wisota Beach Co., owners; E. C. Cote, mgr.; has four concession games, coin machines; books orchestras, pay and free attractions.  
 Highcliff—Highcliff Park, Mrs. M. H. Niesen, Kaukauna, Wis., owner; Lothar Kemp, mgr.; has two rides, three concession games, penny arcade, coin machines; books acts.  
 Milwaukee—Waukesha Beach Amusement Park, Theo M. Toll, owner-mgr.; has 10 rides, 20 concession games, penny arcade; books orchestras; acts occasionally.  
 Milwaukee—State Fair Park, State Fair Park, Inc., owners; C. S. Rose, mgr.; has 15 rides, 12 concession games, penny arcade; books orchestras; free acts occasionally.  
 Muskego—Muskego Beach, Muskego Beach, Inc., owners; William J. Bozhardt, mgr.; has seven rides, 23 concession games, rink, penny arcade, coin machines; books orchestras, free acts.

**CANADA**  
 Aldershot, Ont.—La Salle Park, City of Hamilton, owners; Jay Miller, mgr.; has four rides, nine concession games, rink, penny arcade; books orchestras, pay and free attractions.

arcade; books orchestras, pay and free attractions.  
 Crystal Beach, Ont.—Crystal Beach, Crystal Beach Transit Corp., owners; H. S. Hall, mgr.; has 18 rides, 25 concession games, rink, penny arcade, coin machines; books orchestras.  
 London, Ont.—Springbank Amusement Park, Victor Amusement Co., owners; D. H. Walsh, mgr.; has four rides, three concession games, penny arcade; books orchestras, pay and free attractions.  
 Montreal, Que.—Belmont Park, Belmont Park Co., owners; Rex D. Billings, mgr.; has 18 rides, 14 concession games, penny arcade; books pay and free attractions.  
 Montreal, Que.—Dominion Park, George Ducharme, mgr.; has 20 rides, 22 concession games, penny arcade; books orchestras, acts.  
 Port Stanley, Ont.—Port Stanley Amusement Park; has two rides, four concession games, pool, penny arcade, coin machines; books orchestras, pay acts.  
 Port Dalhousie—Lakeside Park, Canadian National Railways, owners; S. H. Brookson, mgr.; has six rides, 17 concession games, lake; books free acts.  
 St. Catharines, Ont.—Port Dalhousie Park, Canadian Nat'l Ry. Co., owners; has four rides, 10 concession games; books orchestras.  
 Toronto, Ont.—Hanlan's Memorial Park, Toronto Transportation Commission, operators; has six rides, concessions, rink, penny arcade, coin machines; books acts.  
 Toronto, Ont.—Sunnyside Beach, The Toronto Harbour Commissioners, owners; has eight rides, 18 concession games, pool, rink, coin machines; books acts.  
 Vancouver, B. C.—Happyland, Hastings Park, Pacific Coast Am. Co., Ltd., owners; John K. Matheson, mgr.; has 15 rides, 25 concession games, rink, penny arcade; books free acts.  
 Winnipeg, Man.—River Park, N. P. Mallis, owner-mgr.; has five rides, 12 concession games, rink, penny arcade, coin machines; books pay and free attractions.  
 Winnipeg, Man.—Winnipeg Beach Amusements, Ltd., Equitable Trust Co., owners; H. A. Gault, mgr.; has six rides, seven concession games, penny arcade, coin machines.

Supplementary List

(The following are not completely equipped amusement parks, but have pools, coin-operated machines, rinks and book orchestras and acts.)

ALABAMA

Florence—Fair Park, North Ala. Fair & Park Assn., owners; C. H. Jackson, mgr.; has pool; books pay and free attractions.  
 Tusculum—American Legion Park, owned by city; R. B. Harris, mgr.; has pool, rink, books orchestras, acts.

COLORADO

Estes Park—Riverside Amusement Park, T. C. Jelsma, owner-mgr.; has 10 concession games, pool; books orchestras.

CONNECTICUT

Killingley—Wildwood Park, Alexander's Lake, P. J. Sheridan, owner-mgr.; has bathing beach, rink; books orchestras; free acts on Sunday.  
 Meriden—Hanover Park, The Connecticut Co., owners; J. C. Rubano, mgr.; has rink, coin machines; books orchestras occasionally.  
 Waterbury—Hamilton Park, owned by city; James J. Curtin, supt.; has pool, rink; books orchestras.

DELAWARE

Port Penn—Delaware Beach, Delaware Beach Amusement Co., owner.

FLORIDA

Pensacola—Bayview Park, owned by city; F. G. Wilson, mgr.; has pool; books orchestras, pay and free attractions.  
 Pensacola—Pensacola Beach, Pensacola Bridge Corp., owners; Russell Gill, mgr.; has five concession games; books orchestras, acts.

GEORGIA

Macon—Recreation Park, W. C. Ragan, mgr.; has lake, coin machines; books orchestras.  
 Savannah—Barbee's Park, Isle of Hope, Will M. Barbee, mgr.; books orchestras, cabaret acts.

ILLINOIS

Bloomington—Circus Club Park, Bert Doss, owner-mgr.; has pool, coin machines; books orchestras, floor shows.  
 Havana—Riverside Park, L. A. England, mgr.; has one ride, four concession games, rink; books orchestras, pay and free attractions.  
 Kankakee—Avon Park, Harry A. Yeates, mgr.; has concessions, beach; books orchestras, acts.  
 Mattoon—Paradise Lake Park, Frank Orndorff, owner-mgr.; has pool, penny arcade.  
 Pekin—Mineral Springs Park, Pekin Park District, owners; A. G. Keller, secy.; has pool; books pay and free attractions.  
 Quincy—Baldwin Park, Tom Baldwin, owner-mgr.; has rink; books orchestras.  
 Streator—Illini Beach, Andrew F. Brix, owner-mgr.; books orchestras, pay acts.

INDIANA

Cambridge City—Wehi Lake Park, Edwin Wicks (Perishing, Ind.), owner; has concessions, pool; books acts.  
 Evansville—Mesker Park and Zoo, owned by city; Max H. Ritter, supt.; has three rides.  
 Hamilton—Circle Park, H. G. Waterhouse, owner; D. B. Waterhouse, mgr.; has two rides, beach, rink, penny arcade; books orchestras, pay and free attractions.  
 Indianapolis—Longacre Park, Edwin E. Thompson, owner-mgr.; has pool.  
 Lafayette—Maple Point Park, E. C. Dennis, mgr.; has rink, coin machines.  
 Montpelier—Blue Water Park, H. L. Kelley, mgr.; has two concessions; pool; books orchestras.

New Castle—Shively Park, W. E. H. March, owner-mgr.; has pool, rink, coin machines.  
 Ray—Terrace Garden, Beulah Keeney, owner; has 12 concession games; books orchestras, acts.  
 Vincennes—Lake Lawrence Bathing Beach, Mrs. Minta Meskimen, owner-mgr.; has lake; books orchestras, pay and free attractions.

IOWA

Boone—Spring Lake Resort, Robt. McBride, owner-mgr.; has two rides, three concession games, pool, rink; books orchestras, pay and free attractions.  
 Montrose—Bluff Park, Walter Phillips, owner-mgr.; has beach, rink.  
 Oelwein—Wildwood Park, J. O. Brownell, owner; James Edwards, mgr.; books orchestras, floor shows, vaude acts.

KANSAS

Marysville—Cahan Park, Frank Cason, owner-mgr.; has pool; books orchestras, acts.  
 Wichita—Sandy Beach, N. B. Stauffer, owner-mgr.; has pool, rink; books pay and free attractions.

KENTUCKY

Owensboro—Rube's Pleasure Park, R. R. Sands, owner-mgr.; has one ride, five concession games, pool; books free acts.

LOUISIANA

Morgan City—Morgan City Beach, owned by city; has concessions; books acts.

MAINE

Farmington—Stanwood Park Zoo, Archie S. Pratt, mgr.  
 Skowhegan—Lakewood Park, Lakewood, Inc., owners; H. L. Swett, mgr.; has lake, coin machines.

MASSACHUSETTS

Boston—Revere Beach.  
 Bridgewater—Pilgrim Park, E. C. Hayden, owner-mgr.; has lake, rink; books free acts.  
 New Bedford—Lincoln Park and Fort Phoenix Bathing Beach, Union Street Railway Co., owners; G. P. Rexford, mgr.; has one ride, concession games, rink, penny arcade, coin machines.  
 Newburyport—Plum Island Beach, J. M. Kelleher, mgr.; has concessions; books orchestras, acts.

MICHIGAN

Benton Harbor—Eden Springs Park, House of David, owners; Edmund Bulley, supt.; has coin machines; books orchestras, free acts.  
 Detroit—Estral Beach, W. J. Sulyand, mgr.; has five concessions, penny arcade, coin machines; books free acts.  
 Detroit (P. O. Sans Souci)—Tashmoo Park, Wm. C. Harm, mgr.; has one ride, one concession, pool, coin machines.

MINNESOTA

Battle Lake—Camp Balmoral, C. J. Matthews, owner-mgr.; has lake, rink, coin machines; books orchestras.  
 Lynd—Lyndwood Park, George Rankin, owner-mgr.; has pool, rink; books orchestras; pay and free attractions on special days.

MISSOURI

Chillicothe—Campbell's Park, Dr. T. K. Campbell, owner; Bolis Campbell, mgr.; has pool; books orchestras, pay free acts.  
 Hannibal—Indian Mound Park, C. P. Hickman, mgr.; has pool, rink; books pay acts.

MONTANA

Miles City—Leon Park Amusements, Leon Bros., owners; D. P. Leon, mgr.; books orchestras, pay and free attractions.

NEBRASKA

Alma—Alma Park, C. G. Battin, owner; Elmer Hall, mgr.; has pool, rink; books orchestras.  
 Beatrice—Beatrice Municipal Amusement Park, Park Board, mgrs.; has pool, ice rink; books orchestras, pay and free attractions.  
 Beaver City—Horton's Park, Tom Kelly, owner-mgr.; has pool, rink; books acts.  
 (See LIST on page 107)

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**AGENTS AND DISTRIBUTORS WANTED**

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**AGENTS—ROCK BOTTOM PRICES, QUALITY** Merchandise. 16-oz. Vanilla with Bean, 20c; 16-oz. Coconut Oil Shampoo, 10c; 8-oz. Black Pepper, 9c. Hundreds of other bargains. Catalog Free. **LOYD'S,** 3-A North Paulina, Chicago.

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**AGENTS, SALESMEN, DISTRIBUTORS, NOV-** elty Stores, Stands, Confectioneries—Sell Novelty Fun Cards, Novelties, Fan Razor Blades, etc. Samples, 10c. **NATIONAL SPECIALTIES,** 430 Central Ave., Cincinnati, O. x

**AGENTS—MAKE BIG MONEY SELLING BOOK** Matches for advertising. Sample free. Write **JOSEPH CURIN,** 1807 So. Carpenter Street, Chicago, Ill.

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40,000 WHITE MICE CONSTANTLY IN Stock. Showmen, we solicit your orders. Quotations cheerfully furnished. H. LUTZ, the Mice Man, Reinholds, Pa.

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MAKE MONEY WITH YOUR OWN PRODUCTS —Real Manufacturing Formulas. Lists free. CUMMINGS, Chemist, 228 Gordon Avenue, Syracuse, N. Y.

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MEN, WOMEN EVERYWHERE START PAY-ing business at home, spare time. No canvassing. Your success assured. Self-addressed envelope for complete details. GOULD PUB-LISHING CO., 67 Brookfield, Lawrence, Mass.

NEED MONEY?—SEND 3c STAMP NOW FOR money-making details spare time mail order business. Small starting capital, no canvassing. THORNBURGH SERVICE, 1206 Monroe, Wichita Falls, Tex. ap20x

NEW ARTICLE—"20,000 SOLD IN MINNE-sota." Costs 23c, sells for \$1.00. No can-vassing, no peddling. New plan. Send 10c for 3 samples. CHEMIST CO., 2341 North Thomas Ave., Minneapolis, Minn.

"NEW MONEY MAKERS"—70-PAGE MAIL order Magazine, prints hundreds new, novel, spare-time plans each month. Copy, 10c. D. MARVIN, Publisher, 330 S. Wells, Chicago.

PITCHMEN! SOLICITORS! — MAKE EXTRA money with new Stamping Outfit. Stamp Checks, Plates, Fobs. Catalog 69-B free. C. H. HANSON, 303 W. Erie, Chicago. x

PITCHMEN, DEMONSTRATORS, CARNEY— My lightning spot remover and picture transfer gets the folding green. No trash, cheap. Formula, demonstrating directions, spiel. Quarter cash. JOHNNIE DICKENS, 4639 S. 4th, Arlington, Va.

SELL SNOW BALLS—OWN A BUSINESS, 400% profits. Outfits \$4.75 up. Flavors 50c pint up. Circular free. Instructions 10c. SNOW BALL CO., Jacksonville, Fla.

SOAP, 14,000 BARS AT 1 1/4c EACH; MEN'S Ties, assorted 100 for \$4.00; Mufflers, Wool Finish, dozen, \$1.85; cash only. HEIL'S, Cay-lord, Minn.

SUMMER RESORT SOUVENIRS—BURNT AND hand-painted Leather Novelties for your tourist trade, with name of resort or park imprinted. Indian leather novelties, Ameri-can made. Catalog. LEON MICHAEL, 39 East 20th St., New York City.

THIS AD MAY MARK THE TURNING POINT in your career. Here is your chance to own your own business free from worry of bosses, or getting fired. Our New Food Product brings you this opportunity, and it costs only a small amount to start. NIFTY CO., Joliet Rd., Rt. 66, La Grange, Ill.

WANTED — FRANCHISE PROPOSITIONS OF merit by experienced franchise salesmen. In-terested in Western Territory. POST OFFICE BOX 701, Sioux City, Iowa. x

WILL RENT MODERN BALLROOM — SIX thousand square feet floor space; also Tavern. WALTER JACOBSEN, Marine Ballroom, Frankfurt, Mich.

"YOU MIGHT START YOUR OWN BUSINESS"—Either sex. Details, dime. MAPLES, Dept. B., 3418 South Marshfield Ave., Chicago, Ill.

\$15 AN HOUR—SELL GRAPHOLOGY CHARTS and Handout Packets. Samples 15c. Hurry. NAT'L GRAPHOLOGISTS, Box 601, Portland, Oregon.

10c BRINGS "GOLDEN OPPORTUNITIES" OR "Money By Mail"; 25c brings "Money Mak-ing Business Starters." CAVINESS MAIL SERV-ICE, Haines City, Fla.

COIN-OPERATED MACHINES SECOND-HAND

Notice

Only advertisements of used machines accepted for publication in this column. Machines of recent manufacture and being advertised extensively in The Billboard by manufacturers, distributors or jobbers may not be advertised as "used" in The Billboard.

A CATALOG SHOWING 500 RECONDITIONED Machine Bargains—All types. Write for free copy. BADGER NOVELTY, 2546 N. 30th, Mil-waukee, Wis. ap20x

A BARGAIN—MASTERS, SNACKS, 4-IN-1 Bings, Challenger Ideal Card Vendors, penny Diggers; lowest price. "AJAX," 441 Elizabeth Ave., Newark, N. J.

A SACRIFICE, PERFECT CONDITION — Cherry Bell, Blue Front, Mills Extraordinary, Pace Comet, Penny Pack, Two Stands, \$95.00. 1/3 deposit, balance C. O. D. H. A. WHITE, Phenix City, Ala.

ARCADE MACHINES AND EQUIPMENT bought, sold and exchanged. We have some real antique numbers—200 good used Violano Virtuoso rolls and two Violanos. HEROUX ENTERPRISES, 3227 Western Ave-nue, Seattle, Wash.

BALLY SPORT PAGE, \$45.00; MILLS CHROME Bell, \$75.00; Jennings Good Luck, \$45.00; Western Baseball Free Play, 1939 Model, \$85.00; Western Baseball Payout, 1939 mod-el, \$85.00; Cowboy Free Play, \$35.00; Black Cabinet Paces Races, \$55.00; Chevron Free Play, \$22.50; Winning Ticket, \$72.50. ROB-ERT ALLRED, Randleman, N. C.

BARGAINS—1c EVERREADY, THREE COM-partments, and Hershey Bar Machines, \$4.50. Cigaret venders, \$12.50. BOSTON EXCHANGE, 1326 Washington St., Boston, Massachusetts.

CASH FOR GOTTLIEB GRIPPERS. SINGLES \$5.00 (indicator button model only); Trip-les Short Base \$7.50; Triples Long Base \$8.50. All machines must be complete and in good operating condition. Advise first letter number for sale, condition and type. Send commercial references. BRODIE COM-PANY, 3311 Ross, Dallas, Texas.

CHICKEN SAM RAYOLITE GUNS, \$110; TOM Mix, \$30; Rockola, \$12; Mills Do Re Mis, \$30 ea.; one-third deposit with order, bal. C. O. D. ALBERT A. KURITZ, 1624 6th St., Rock Island, Ill.

COLUMBUS MODEL "A," 1c PEANUT MA-chines, reconditioned; refinished like new; 1-3 deposit; \$3.50 each. LOWREY, 2211 No. 73rd Ave., Elmwood Park, Ill.

FACTORY REBUILT RED HEAD TRACK TIMES with latest improvements. Extra clear glass over decorated glass to prevent breakage of latter. Cabinets refinished. Guaranteed. Won-derful bargain over ordinary used machines, \$55.00. One-third deposit. W. E. KEENEY MFG. CO., 2611 Indiana Ave., Chicago.

FIFTEEN BUDDY TRAVELING CRANES— \$125 lot. Bargain. Good condition. 1/2 de-posit. A. GREENSPAN, 4226 Viola St., Phila-delphia, Pa. ap13

FLOOR SAMPLES 25c PLAY MILLS SQUARE Bells, \$125.00; Mills Factory Rebuilt Big Races, never used, \$50.00. Send 1-3 deposit with shipping instructions. BILL FREY, INC., Miami, Fla. ap20

FOR SALE—FIVE 1939 TEN STRIKES, IN-cluding Texas State taxes. A-1 condition, \$150.00 each. 1/3 down. C. & G. NOV-ELTY CO., 2429 McKinney Ave., Dallas, Tex.

FOR SALE—54 USED CANDY OR NUT VEND-ing Machines with pedestals, 2 penny and one 5c slots, very reasonable. BOX C-439, Billboard, Cincinnati, O.

FOR SALE—BLUE FRONTS, 10c, 27.50; Chiefs with silver fronts, 5c, 10c, 25c, \$35.00. MUSIC MACHINE CO., Brunswick, Ga.

FOR SALE—5c MELON BELLS, SERIAL OVER 42,000; Caille Commanders, Watling Rola-tops, Fleetwoods, \$17.50; Fairgrounds, Derby Champs, \$19.50; Liberty Bells, flat and slant, \$22.50; Saratogas and Pace Reels (skill field). TOLEDO COIN MACHINE EX., Toledo, O.

FOR SALE—20 SLIGHTLY USED NORTH-western DeLuxe vending machines, like new; excellent condition. BOX 148, care Billboard, 1564 Broadway, New York.

FOR SALE—NEARLY NEW \$750 WARNER Automatic Recording Machine. Records voice automatically, 25c. Owner retiring coin-machine business. No reasonable cash offer re-fused. Address BOX C-437, care Billboard, Cincinnati.

FOR USED COIN MACHINES, BE UP TO date, send for our Weekly Bulletin. GOOD-BODY, 1824 East Main Street, Rochester, New York. my11x

FOR SALE—5 SEEBURG GEMS, \$135.00 EACH; 2 Crowns, \$160.00; 5 Plazas, \$165.00; 6 Rockola 39 De Luxes, \$185.00; 10 Stands, \$170.00; 2 Monarchs, \$110.00; 2 Mills Thrones of Music, \$210.00 each. CARL KING, Elwood, Ind.

FOR SALE — BALLY EUREKA, SNOOKS, Speedy, Fifth Inning, Rebound, Western De Luxe Baseball, Jennings and Pace Slot Machines. AUTOMATIC VENDER COMPANY, Post Office Box 313, Mobile, Ala. ap13x

IF INTERESTED IN PURCHASING ONE OF our Old Faithful Arcade Equipments of Pre-World War days, then answer this ad, if you mean business. ARCADE AMUSEMENT COMPANY, 103 First Ave., North, Minneap-olis, Minn.

MAKE OFFER, ALL OR PART—CONFECTI-ON Nut Machines: 5 Ad-Lee, 3 column, deluxe stand; 10 Automatic Stores, 4 column; 7 deluxe stands; 40 Penny King, 4-in-1; 53 Columbus Model M, Porcelain; 30 Peerless; large globe; 45 Northwestern, Model 33 Junior, porcelain; 10 Penny-Nickel, large globe, nickel plated; 18 Appletons; 8 Masters Toy Machines. Candy-Bar Machines: 50 Hershey Penny Bar, Crown make, 164-bar ca-pacity; 10 Manning, 4-column candy charms, Gum-Vending Machines: 98 Hoff Venders, Wrigley's short stick gum. One-Inch Blow Ball Gum Machines: 52 Universal; 43 Peerless; 24 Columbus Model 18; 89 Forty Penny-Nickel Northwestern Nut Machines, porcelain; two Northwestern Triselectors; 46 Columbus Model 21, porcelain, no attachments; two Machine Stands. All machines good condition, one-cent play. C. J. FENDRICK, 2671 Eudora St., Denver, Colo. x

MILLS LOBOY SCALES, \$17.50, LIKE NEW; three-month-old Seeburg Chicken Sam, Ray-Guns, \$135.00. SEEBURG DISTRIBUTORS, 172 N. E. 96th, Miami, Fla.

NORTHWESTERN PENNY MERCHANDISERS \$4.50, porcelain; Northwestern No. 33 Gum Vendors \$3.00, porcelain; also metal stands, wall brackets and celluloid charms at greatly reduced prices for quick sale. Write for complete list. Send 25c deposit with order. WARD PETERS, Baton Rouge, La. ap27x

NOVELTY PINBALL GAMES, AUTOMATIC Payout Machines, Counter Games of every description, priced right and guaranteed to be in perfect operating condition. Write DIXIE AMUSEMENT COMPANY, Dothan, Ala.

NOVELTY PIN GAMES, \$7.00. SIX BULL'S Eyes, Zephyrs, Swings, Jungles, Silver Flashes. Seven Target Roll Bowlo Bumps, \$20 Each. 1/2 Deposit. MUTUAL AMUSEMENT CO., 3114 Boardwalk, Wildwood, N. J. ap13x

ONE BALL PAYOUTS—(3) BALLY DERBYS, Pamco Ballot, Pamco Parley, \$25.00 for all five or \$7.00 each. S. D. GARTHWAITE, 114 Center, Milton, Pa.

ONLY FEW LEFT—MILLS FLIP SKILL, \$15.00 each. Absolutely legal penny play counter game. These machines are in perfect condi-tion. Sold for \$39.50 each. 1/3 deposit with order. BRODIE COMPANY, 3311 Ross, Dallas, Tex.

PENNY ARCADES — WE ARE THE WORLD'S Leading Headquarters for like new and used equipment. See us before you buy. MIKE MUNVES CORP., 593 Tenth Ave., New York. tfr

PENNY ARCADE FOR SALE—ABOUT 135 Machines. Excellent condition. Retiring. Good proposition for quick cash buyer. GRACE KAMPF, Beacon, N. Y.

PENNY ARCADE MACHINES, LIFTERS, Grips, Fighters, etc. Send for list. Will re-build your punching bag. A. M. JOHNSON, 57 St. Marys Rd., Buffalo, N. Y.

PENNY WEIGHING SCALE BUSINESS, Fin-est Established Routes, South Texas. Write OWNER, 215 E. 20th St., Houston, Texas.

PENNY ARCADE HEADQUARTERS SINCE 1895 — Guaranteed factory reconditioned Arcade Machines. Anything to trade? Forward details and send for our latest list of recondi-tioned machines today. INTERNATIONAL MUTOSCOPE REEL CO., INC., 4407 111th St., Long Island City, N. Y. x

PRICED TO MOVE—SIX LATEST MODEL Free Plays, Mills 1-2-3 with animal reels, \$69.50; one Chicken Sam, with stand, \$95.00; five Exhibit Rotaries, A-1, \$49.50; one Evans, latest 1939 model, Ten Strike, floor sample, \$125.00 (a real \$169.50 value). Third de-posit, balance C.O.D. KENTUCKY AMUSE-MENT CO., 919 W. Jefferson, Louisville, Ky. x

RECORD SALE—GOOD USED RECORDS 5.00 per hundred. Satisfaction guaranteed. Dance, Hillbilly, Race, or assorted. MONROE VEND-ING COMPANY, 2918 South Grand, Monroe, Louisiana.

RESTAURANT-TRAILER — PRACTICALLY new; completely equipped; brakes, seats eight; griddle, urn, blinds, inlaid inoleum; \$1,100.00. AUTO & TRAILER SALES CO., Effingham, Ill. x

SPECIAL—TWENTY BALLY CONSOLE MODEL Free-Game Gold Cups at \$95.00 each. These games are like new. Send one-third deposit with order. NEW ORLEANS NOVELTY COM-PANY, 238 Dryades, New Orleans, La.

TWENTY (20) SHOCKING MACHINES, AD-vance like new, \$5.00; ten (10) Challenger Pistols, \$15.00; 1-3 deposit. H. W. DES-PORTES, 1429 Lincoln, Columbia, S. C.

TWO HUNDRED MILLS VEST POCKET Bells, can't be told from new; Serials 16,000 \$30.00. Send 1-3 deposit with shipping in-structions. BILL FREY, INC., Miami, Fla. ap20

VENDING MACHINES, SLOTS, COUNTER Games repaired by experienced mechanics; reasonable. Work guaranteed. Open from 10 a. m. to 10 p. m.; Sundays, 4 p. m. Ma-chines bought, sold and exchanged. DEVICES MFG. SALES CO., 1113 Newberry Ave., Chi-cago, Ill.

WANT 1937 RED HEAD AND 1938 TRACK Times with Brown Strip; Red, Black, Gold Trim Cabinets. Serial Numbers and price first letter. L. COLANER, 222 North Dawson St., Uhrichsville, O.

WANT SMALL PENNY WEIGHING SCALES. State price, condition, whether or not on location. BOX C-440, Billboard, Cincinnati, O.

WANTED—CASH WAITING PHOTOMATICS and Seeburg Rayolites; advise serial numbers, age, number available, general condition; lowest prices; must be cheap for resale. LEMKE COIN MACHINE CO., 31 W. Vernor, Detroit, Mich. x

WANTED—WURLITZER MODEL 412 PHONO-graphs. Will pay \$25.00 f.o.b. Brooklyn for perfect machines. ROBBS CO., 1141 DeKalb Ave., Brooklyn, N. Y. ap20

WANTED — OLD-TIME TIME BATTERY-OP-erated Slots and old Counter Slots of all kinds. What have you laying around? OLD COIN MACHINE EXHIBIT, 2700 Wabash, Chicago.

WANTED—HIT NUMBERS AND OTHER Keeney Free Plays. Cash waiting. COIN CRAFT CANADA, Hamilton, Ont., Canada.

WANTED—MILLS Q.T.'s, FUTURITIES, BLUE Fronts, Groetchen Columbias; exchange for high-grade used phonographs; 24 Mickey Mouse machines with charms, \$125.00. COLE-MAN NOVELTY, Rockford, Ill.

WANTING SCALES, PLAIN, \$35.00; VEST Pockets, \$22.50; Shipman's Stamp Machines, \$11.00; Zepha Cigaret Reels, \$7.50; Q. T., \$25.00; Columbia, \$25.00; Turf Time Counter, \$5.00. O'BRIEN, 89 Thames, Newport, R. I.

WE ARE BUYING AND SELLING ALL MAKE phonographs, late models, good working order, cash waiting; preferable in or near New York. MAXWELL MUSIC MACHINE CO., 695 E. 141st St., New York City.

Additional Ads Under This Classification Will Be Found on the Next Page.

**5/8" BALL GUM, FACTORY FRESH, 12c BOX;** Tab, Stick, Midget Chicks, every Vending Gum. **AMERICAN CHEWING**, Mt. Pleasant, Newark, N. J. my4

**2 EVANS 1939 TEN STRIKES, \$125.00;** 2 Seeburg Chicken Sams with Stands, \$125.00; Four 1937 Rockola World Series, \$50.00; 2 Western Baseballs, free play, \$65.00; Novelty, \$50.00. 1/3 cash, balance C. O. D. **MILAM MUSIC CO.**, Cameron, Tex.

**3-WAY GRIPPERS \$5.00. MOD. F TARGETS \$7.50.** Bally Reserves, Bumpers, Fleets, Track Meets, Bobs, Smoke Reels, \$5.00 each. Chicken Sams \$95.00. **JONES NOVELTY**, Stephenville, Texas.

**20 CHALLENGER TARGET, LIKE NEW, \$16.50;** 3 Evans 1939 10 Strike; good, like new, \$135.00; 10 Gottlieb 3 Way Grips, \$9.00; 10 Blue Fronts, above 400,000, used 3 weeks, \$40.00; 10 Extraordinary Mills, used 3 weeks, \$27.50. Third deposit, bal. C.O.D. **O. B. WHITESIDE**, Clinton, Okla.

**ELECTRO FREEZE CUSTARD MACHINE—** Mounted on latest designed trailer; steam boiler; sanitary; used 95 days; cost new \$3,200; sell for cash cheap. Details and picture request. **HAM**, Main St., West Glens Falls, N. Y.

**FOR QUICK SALE—\$300 COOKHOUSE COMPLETE;** Ford Truck; House Trailer. **LARSON**, 337 Liberty St., Little Ferry, N. J.

**FOR SALE—BAND ORGAN IN A-1 CONDITION.** Uses Wurlitzer 125 rolls. No reasonable offer refused. **MIKE HANNON**, Arcadia, Wis.

**LONG-EAKINS CARMELCRISP POPCORN MACHINE,** candy kettle, motor, gears, etc. Complete. Good condition. Cost \$200.00. Sacrifice for \$65.00. Ringer Do-Nut Machine, \$15. **RESSLER**, Box 233, West New York, N. J.

**NU-WAY FROZEN CUSTARD — COMPLETE** outfit on International truck; good condition; \$450.00. **CURTIS COMBS**, 518 Massachusetts Ave., Indianapolis, Ind.

**PENNY EMBOSSE—LATEST MODEL; NEVER** used; 3 dies, United States Map, Lord's Prayer, Crucifix. Cost \$225.00; take \$150.00. **JOHN PAYNE**, 1203 N. W. 45 St., Miami, Fla. ap13

**POPCORN, POTATO CHIP, CRISPETTE, CARMEL** Popcorn, and Cheese Coated Popcorn Machines. **LONG EAKINS CO.**, 1976 High St., Springfield, O. ap13x

**PORTABLE SKATING RINK FOR SALE—FULLY** equipped; in good condition. Maple Floor, 42x100, \$2,250.00. **ALBERT KEATLEY**, Pharr, Texas.

**POWERFUL PORTABLE PUBLIC ADDRESS** System; latest type; like new. Real bargain, \$35.00 complete. Free trial. Write **DON KENNEDY**, Shelbyville, Ind.

**RECONDITIONED HENRY EASY FREEZE** Frozen Custard Machine with all accessories. Cheap. **FROZEN CUSTARD MACHINERY CO.**, 869 Thomas St., Memphis, Tenn. x

**FOUR EVANS ELECTRIC POKER ROLL** Downs; cost \$50.00 each, all for \$50.00; 2 French trap-door string games, cost \$35.00 each, \$25.00 for both; 144 butter-chip dish, penny-pitch wire-top stand, \$10.00; two Mission orange-drink dispensers, factory overhauled, cost \$125.00 each, sell \$25.00 each; Talbot trunk model sugar-puff waffle machine, nearly new, \$50.00; Talbot trunk popcorn machine, \$25.00; Mickey Mouse circus banner, \$5.00; tent, 20x40, two years old, white poles, stakes, trade for one center pole round top. **GROVER KORTONIC**, 4353 Warner Rd., Cleveland, Ohio. x

**HOUSE-CAR, SUITABLE FOR CARNIVAL OR** Med Show. Misc. Show Equipment included. For sale cheap. **CALIFORNIA COUDENS**, Mt. Hermon, Mass.

**HOLLYWOOD SEARCHLIGHTS; 24" \$125.00;** 30" \$250.00; 40-60 ampere spots; Twin-Arc Kleigs; complete, \$25.00 each. Dimmers, Floodlights. **LEE**, 1705 McKinney, Dallas, Tex.

**JACK POT PENNY PITCH \$5.00; OTHER** games; fast selling novelties, all kinds—Bargain list, stamp. **KENNEL'S**, U. Sta., Fayetteville, Ark. x

**LIGHT PLANT GENERATORS — SWITCH-** boards; several used, excellent condition; 5, 10, 15, 20, 25, 35-kilowatt. Price low. **ROBB MACHINE CO.**, Dover, Ohio.

**MECHANICAL STAKE DRIVER, USED TWO** weeks; khaki tent, like new, 16 x 20, 8-foot sidewall. **EWALT AMUSEMENT COMPANY**, Geneva, Nebr.

**MERRY-GO-ROUND, TRUCK AND SEMI,** \$800.00; Shooting Gallery Back Stop, Targets, \$50.00; Photo Gallery, \$75.00. Will book. **PEAKMAN AMUSEMENTS**, Pensacola, Fla.

**MERRY-GO-ROUND, SWISS BEARING; BEAU-** tiful carved horses; two organs; newly painted; perfect condition. Reason, retiring; can be seen by appointment. **T. H. RYAN**, Keyport, N. J.

**MINIATURE STEAM RAILROAD ENGINE, 15"** gauge, and three cars, some track. A-1 condition. \$7.50 cash. **EDWARDS FALLS AMUSEMENT CO., INC.**, Manlius, N. Y.

**MINIATURE STEAM TRAIN WITH 500 FEET** track. Bingo Stand, wiring, shelving, tent, loud speaker, like new, complete; two-wheel trailer; Penny Pitch frame. **BOX C-434**, Billboard, Cincinnati, O.

**MODERN TENT TALKIE THEATRE COMPLETE** \$475. Tent, seats, projectors, films; all strictly A-1 condition. **W. TARKINGTON**, Warner, Okla.

**MODERN 50-FT. 3-ABREAST GALLOPING** Horse Carousel for Park or Beach. Price right or percentage. **PAUL**, 3122 N. Park Ave., Philadelphia, Pa.

**MONKEY SPEEDWAY—THREE CARS, FLASH,** Doll Prizes, Trunk; cost \$500; year old. Make offer. **F. GUNTHER**, 21 Miriam Ave., Roosevelt, N. Y.

**NEW GAMES GREAT FOR MIDWAY—SHOOT** Ball in Hole aBell; Rollum Dimes, Nickels; either game \$5.00. **F. O. B. WM. SULLIVAN**, 516 Englewood Ave., Chicago. x

**NEW AND USED BALLOONS AND PARA-** chutes for sale. **ETHEL PRITCHETT**, Danville, Ind.

**PARK CONCESSION BARGAIN—MAKE OFFER.** Five genuine Seeburg Rayolites. Big profit operating for prizes like Skee Ball. Excellent condition. Terms. **WHITFIELD**, 16503 Edgewater Drive, Cleveland, O. x

**RABBIT RACE — GOOD CONDITION; 12** units; cheap. **FABER**, 137 84th St., Rockaway Beach, N. Y.

**ROLO — COMBINATION FUNHOUSE AND** Ride; portable; like new; \$5,000 worth of equipment; sacrifice for \$2,500. **A. BAKERMAN**, Keansburg, N. J. ap13

**RUBBER MOLDS—CAST YOUR OWN PLAS-** ter; 12 used molds \$50.00; 4 molds \$20.00; 8 molds, \$35.00. **A. W. DOWNS**, Marshall, Michigan.

**SMALL MERRY-GO-ROUND FOR TRUCK OR** wagon, \$65.00; 1,000 feet steel track (miniature railroad), \$50.00. **MAX GESKIN**, 2862 Cortland St., Coney Island, N. Y. x

**SPECIALY BUILT CONCESSION TRAILER,** 2 wheels, overload truck tires; opens four sides; suitable for Diggers, Custard Confection, Eats, Drinks; sell cheap; trade for house car; sleep four. What have you? **GEO. RITTER**, 164 Vesta Ave., Daly City, Calif.

**TALKING ROBOT—QUICK MONEY GETTER;** Flashie, unique attraction; carnivals, fairs, theaters, assuring year-round bankroll; sacrifice, \$150.00; worth \$1,000. **HEINSEN**, 63 Elmwood, Providence, R. I.

**TANGLEY CALLIAPHONE MOUNTED ON** Hudson Truck; also 4-wheel trailer. Apply **MRS. F. A. BOGUE**, 519 1/2 7th St., Rockford, Illinois.

**"THE SPINNER"—NEWEST ELECTRIC PENNY** Pitch Board. Beautiful flash. Details for stamp. Postals Ignored. **F. M. WELCH**, 735 East Main St., Rochester, N. Y.

**WALK-THRU SHOWS, CRIME SHOWS, WAR,** Life, Birth of Baby, Over the Transom, Electric Chairs, Palmistry, Astrology Flash Panels, Crime and Medical Pictures. List free. Write us for hot shows that get the money. Good allowance on trade. What have you? **CHAS. T. BUELL CO.**, Box 306, Newark, O., Manufacturers. x

**2 MECHANICAL SHOWS; WORK FINE CHIP-** man's Miniature Circus with banner, Band Organs, Calliaphone, complete orchestre, Evans buckets, logs, skillos, sixanows, corn poppers. **COLLINS**, Box 77, Kearney, Nebr.

**10x14, 11x12, 12 1/2x20, 6x8 (ON TRAILER),** 10-13 1/2 (on truck) Shooting Galleries, Calliaphone; 3 Midget Autos; Chuck Cage Racing Wheel; 4 for Dime Photo. **WHITTAKER**, 5404 Wentworth, Chicago.

**18 AUTO SCOOTERS, WIRE NETTING, FLOOR** steel, 30x64 ft., bumper springs, bonding irons, electrical equipment, complete ride. Sell cheap. **BOX 304**, Celoron, N. Y.

**45' CAROUSEL—3 ABREAST, NON-JUMPER.** Sacrifice for \$600.00 cash. Variety hand-carved animals, good running order. **BOX 304**, Celoron, N. Y.

**\$175 SWORD BOX ILLUSION AND 25** swords, \$75; \$150 Doll House Illusion, \$57; \$45 Guillotine for \$25; photos—details, one dollar. Returnable. **NELMAR**, 2851 Milwaukee, Chicago.

**\$50,000.00 WORTH OF THEATRE AND STAGE** equipment. Sacrifice prices. Seats, machines, scenery, pulleys, weights, curtains, dimmers, tracks, border lights, large and small spotlights, brass rail, good as new. **STEBBINS THEATRE EQUIPMENT CO.**, 1804 Wyandotte, Kansas City, Mo. x

**COSTUMES, UNIFORMS, WARDROBE**

**A-1 EVENING GOWNS, WRAPS, \$2.00; SHOES,** 50c up; Furs, Costumes, Mixed Bundles, \$1.00. Street Wear. **CONLEY**, 310 W. 47th, New York. ap20

**COSTUMES, WIGS, UNIFORMS, MESS JACKETS,** Minstrel Supplies for sale. Lowest prices in America. Free catalogue. **KLEIN COSTUME COMPANY**, 66 Shawmut Ave., Boston, Mass.

**FLASHY GIRL SHOW COSTUMES, CLOSING** out, \$1.00. Others \$3.00. Made to order \$5.00, spangled, beaded, rhinestoned. **BETTY BOATRIGHT**, Bend Oregon.

**FRENCH WIGS, EYELASHES, TOUPEES,** hand-made, Shapely Legpads — Rubber Busts, Artificial Fingernails, (Thermo Chin Uplifts), Tights, Letardrs, Opera-Invisible Hose, Elastic—Rubber Garments, Female Impersonators' Outfits, 1940 Illustrated Catalog 10c, Latest Selective Costume Illustrations 10c, deductible from order. **SEYMOUR**, 246 Fifth Ave., N. Y. x

**"BEADED" WAR "BONNETS" HALF PRICE.** White, black tipped eagle feathers \$13.00. Part White, \$7.00; brown, \$5.00. **BACKUS GOODS**, Florence, Colo.

**FORMULAS**

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CORNET—EXPERIENCED CIRCUS OR CARNIVAL. THOS. GARDNER, 821 1/2 N. Rampart St., New Orleans, La.

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EXPERIENCED GIRL SAXOPHONIST DOUBLING clarinet wants job; can read, fake, play anything. State all in first letter. BOX C-442, Billboard, Cincinnati.

GIRL ALTO SAX AND CLARINET—FINE tone; young, can read anything. Location only. BOX C-446, Billboard, Cincinnati, O.

GIRL MUSICIAN—TENOR SAX, CLARINET, double alto sax, string bass, violin, viola. Some experience. Go anywhere. Tone. Donate some orchestrations. Can join union. 21. KATHLEEN SOUSER, 2735 N. 50th, Lincoln, Nebraska.

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PIANIST AND DRUMMER—TWO COLLEGE men; six years' experience; desire summer work with large or small band, small preferred; read, fake, swing, sweet; drummer doubles violin, scat numbers, novelties; pianist arranges, composes. Write GEORGE CAVENDER, 231 West Crescent, Marquette, Mich.

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PRESS AGENT — A-1 work; just completed successful national campaign. Knows all angles; excellent for all promotions. CROSS, 68 Huntington, Newark, N. J.

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MANAGER—FAMOUS RADIO PERSONALITY; exceptional stage, club, screen, air background; production, publicity, promotion, management; have splendid contacts for outstanding artists, orchestras, Hillbilly bands and shows. Write GARY HILL, 3 Crandall St., Binghamton, N. Y.

AGENT in organized school territory of twelve to fifteen weeks for next fall season. Only high-class Educational Novelty Acts suitable for schools considered. Send full details and literature. Have good proposition for act selected. AGENT, Box C-448, The Billboard, Cincinnati.

AT LIBERTY BANDS AND ORCHESTRAS

AT LIBERTY JUNE 1, FIVE-PIECE COMBO. Young, sober, dependable, and plenty experience. Fine swing, very danceable. Desire summer resort location. Reliable employer, write for particulars, LEONARD ANDERSON, 508 Grant, Danville, Ill.

DON MOSS AND HIS MERRY MEN—TWELVE young men, together three years, desire steady summer spot. Play sweet and swing. Full equipment, include vocalist and arranger. Will reduce size if necessary. Non-union. Write, wire DON MOSS, New Windsor, Md.

DON YOUNG'S SWING QUARTET—"MUSIC styled for dancing"; feature vocals, solos, novelties, special arrangements and finest equipment; four young men, three years' experience together; desire summer location engagement. Write DON YOUNG, 619 Oak, Marquette, Mich.

AVAILABLE—Very fine Five-Piece Unit. All essentials, transportation, cut or augment. Location only. Go anywhere; reliable. ORCHESTRA, 173 North Kingston St., Caledonia, Minn. ap27

AVAILABLE SOON—Thirteen-Piece Orchestra desires summer location. Just finished nine successful months in North Carolina. Radio and stage experience; play commercial or swing. Union, a modern dance unit for hotel, resort. Locate, travel. State all first letter. Address JIMMIE MCGOWAN, care Imperial Club Orchestra, 3742 Broadway, Kansas City, Mo. ap20

CLEVER TRIO — Young college husband, wife double dozen instruments, vocals. Finest equipment, training, experience. Real producing concert-dinner-dance unit for hotel, resort. Locate, travel. Notice essential. For "Music with Style" write TRIO, 77 Walnut, Elmira, N. Y. ap13

EXCELLENT Six-Piece Orchestra available for summer location. Will augment. Lights, stands, P. A. system. Write ORCHESTRA, P. O. Box 484, Hagerstown, Md.

ORGANIZED UNION ORCHESTRA desires summer location dates. Nine pieces, can augment; also furnish Girl Vocalist. Large library, special arrangements (two arrangers), novelties. P. A. system, stands, lights, etc. Will also consider connection with semi-name or name front. RICHARD LEON, 1876 Tutwiler, Memphis, Tenn. ap20



TENOR SAX, ALTO, CLARINET—TONE, READ, go; plenty experience; available immediately; state all. "BENNY" BENDIT, Wyatt, Ind.

TROMBONIST—23, SOBER AND HARD worker; good tone; good range; good reader. Just the man for commercial outfit. J. R. MORRIS, 128 N. E. 7th Street, Miami, Fla.

TROMBONIST—CUT IT ANYWHERE. GOOD dresser, sober trouper. No jump too far. Join on wire. BING HARRIS, 457 6th St., San Bernardino, Calif.

VIOLINIST—DOUBLING SPANISH AND ELECTRIC GUITAR. Union, competent, responsible. 1006 RAYNOR, Joliet, Ill.

A-1 SWING DRUMMER—Age 21, single, nice personality, good showmanship; union; rudimental, read, jam. Solid rhythm, fine take-off; four-beat or Dixie. Gene Krupa pearl drums and toms. Good references. All offers considered. No panics, please. Don't misrepresent. I haven't. NEIL BELANGER, 917 Fourth Ave., S. W., Aberdeen, S. D. ap13

ACCORDIONIST doubling Altosaxophone, Clarinet, Cello, Bass. Wide experience symphony, radio, dance. Young, reliable. Address MUSCIAN, care Bader, Apt. 5B, 639 W. 207th St., New York. ap27

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DRUMMER—Union, young, fully experienced every type playing. Have car. Can join anywhere immediately for reliable job. Give complete details, fine references exchanged if desired. STANLEY HOTALING, Warwick, N. Y.

DRUMMER—20; union; after May 25; six years' experience. Go anywhere. Neat, sober. CARL MILLS, 120 Ewing St., Peru, Ind.

DRUMMER—Young, union, reliable; fully qualified for any job by eight years' real experience. Have car, free to join anywhere immediately. Give full details, including working conditions, hours and, of course, salary. References exchanged. STANLEY HOTALING, Warwick, N. Y.

DRUMMER—Many years' experience practically all lines; reliable; anything but prefer small swing band. AL KLEINSMITH, 1113 N. Sixth St., Leavenworth, Kan. my4

FEATURE ELECTRIC STEEL and Rhythm Guitar—Doubling strong trumpet and violin. Experienced all lines. Age, 32; good appearance. Specialties, all essentials, prefer reliable show. MUSCIAN, 357 North College Ave., Fayetteville, Ark.

GIRL TENOR, SAX, CLARINET, VIOLIN—Experienced, read, take-off, good tone, union. Available immediately. Don't misrepresent. SHEILA SENARD, 101 Cherry St., Punxsutawney, Pa. ap20

GUITARIST—Available at once. Union. Prefer dance orchestra or strolling combination. Single, sober, neat, young. Free to travel. Read, take, rhythm, fill-ins, solos, etc. Cut anything required of an orchestra guitarist. Consider any reliable offer. No hams, panics. Write or wire JOHN RECTOR, Hickory, N. C. ap27

SECOND TRUMPET—Can read and jam; have tenor voice. Just finished winter tour. Had night club, radio and novelty experience. Want location work only. Must be reliable. Write all details. Union. Married. HOMER POWELL, 808 Park Ave., West, Oskaloosa, Ia. ap13

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TENOR SAX, TRUMPET and Girl Vocalist at Liberty April 15th—Union, experience, reliable, young and neat. Prefer location but will consider any offer. No panics. PAUL V. LEITCH, 407 15th St., Huntington, W. Va. ap20

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AVAILABLE FOR MICHIGAN, Indiana and Ohio—High-grade Magic and Illusion Platform Act. Flash equipment. Reasonable rates. "LYMAN," Colon, Mich.

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BALLOON ASCENSIONS— and Parachute Drops. ETHEL PRITCHETT, Danville, Ind. ap20

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BALLOON ASCENSIONS—With Sensational Breath-Taking Parachute Jumping with modern equipment for Fairs, Parks, Celebrations. Always reliable. CLAUDE L. SHAFER, 1041 So. Dennison St., Indianapolis, Ind. my4

BALLOON ASCENSIONS, Parachute Jumping furnished Parks, Fairs, Celebrations. Experienced operators. O. E. RUTH'S BALLOON CO., 1021 Collier St., Indianapolis, Ind.

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CAPABLE MANAGER OF REFRESHMENT, restaurant concessions. Eighteen years in one park. Thoroughly experienced, substantial reference. What's your proposition? BOX C-445, Billboard, Cincinnati. ap20

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SI, FANNY AND TRICK MULE, ABNER—Comedy Novelty Act, Rube Clown grandstand; also several short Comedy Acts. Available for fairs. SI OTIS, care Renfro Valley Barn Dance, Mt. Vernon, Ky. my18

STRATOSPHERE FLIGHT—INVESTIGATE. WILFRID SNASHALL, R. 3, Binghamton, N. Y. ap13

THE DALTONS—ROPE SPINNING BLIND-folded, featuring 16-year-old Slim, the only person presenting 7 minutes of fancy rope spinning in this manner. Also Rifle and Pistol Sharpshooting and Bull Whip Manipulating. Two people. Available after April 15 for circus, fairs, etc. Mail address: Centerdale, R. 1.

THREE FREE ACTS AT LIBERTY, SLACK WIRE Act, Comedy Juggling and Balancing Act, Comedy Dog Acts. Price of acts reasonable. Write for literature. CHESTER HUBER, Wabasha, Minn. my4

WILL GOULET WITH "SHEIK," SPOTTED Arabian trick stallion; does spectacular action tricks; walks on hind legs, several dance routines, hurdleless jumping act, drunken act; does over 25 different acts; also I am young professional horse trainer, capable of teaching all high school acts; have my transportation. Write WILL GOULET, Prosser, Wash.

ATTENTION, RADIO AND FAIR COMMITTEES—Drama of the Gay '90s. Melodrama that granddad loved. Beautifully staged. Fine cast. Hold the evening crowd with feature night attraction. Real money-maker. Everything complete, including paper. Priced right. Bookers also write. Get full details. MERCHANTS OF MERRIMENT, General Delivery, Omaha, Neb. ap13

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DOUBLE DOG ACT—Featuring rope walking and 50 ft. high dive. Playing New England States only. Literature on request. H. BATSON, care The Billboard, Cincinnati, O. my4

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I HAVE the Only Unit of Its Kind—Comedy Acts, Straight Novelty Acts, Clown Acts. Best and most for least. CLOYD HARRISON, The Billboard, Cincinnati, O.

LEO FRANCIS—Comedy, singing, talking, big-shoe dancing, novelty musical, white-face clown; neat make-up, first class wardrobe, good platform act; can play own music. Address 228 North East St., Indianapolis, Ind.

NEW ACT—Bouncing Lindsley and dummy girl on bounding rope. Scream start to finish. 120 W. 14th St., Neilsville, Wis.

PROF. PEAK'S Punch and Judy. The real block heads. Open for resort. All summer or special engagements. Address 3504-6 N. 8th St., Philadelphia, Pa. Tel. SAGmore 5536.

THE ACT BEAUTIFUL—Handsome White Cockatoos and Military Macaws, an outstanding novelty. Presented by the one and only himself, Prof. Pamahasika, Permanent address, 3504-6 N. 8th St., Philadelphia, Pa. Tel. SAGmore 5536.

THEATRICAL PRODUCTIONS in Miniature—Beautiful marionette stage. Address MARTIN CARROLL, 2638 Lexington St., Chicago, Ill.

THRILL ACTS—Unit offering sensational and unusual acts. Featuring the Flying Trapeze, America's most beautiful motorized thrill performance. Copyright. Will consider contracting Flying Trapeze as single act. If you can offer definite contract write or wire. ALL AMERICAN DAREDEVILS, care of JACK EVANS, 448 Mt. Vernon Road, Newark, O.

TWO FEATURE PLATFORM ACTS—Wire Walker and Jugglers. Each act runs fifteen minutes. Write for prices and literature. THE GRIFFITH TRIO, 316 Main, Keokuk, Ia. ap27

AT LIBERTY PIANO PLAYERS

EXPERIENCED PIANIST—READ, FAKE; single, capable, reliable. PIANIST, 215 West Stadium, West La Fayette, Ind.

MALE PIANIST AND ACCORDIONIST WANTS situation with any size band. White; age 25; weight, 180 pounds. Well qualified musically. Three years with nine-piece band. One year on radio program. Write to FREEMAN, Xenia, Ill. ap27

PIANO PLAYER—Small show, club or tavern. Read, fake, transpose. Thoroughly experienced. Any proposition considered. Write, stating all. No wires. HAROLD DRAGER, Marshall, Wis. ap27

AT LIBERTY SINGERS

GIRL VOCALIST—RADIO AND NIGHT CLUB experience, wishes position. Ballads and Continental varieties. Address BOX NY-1, Billboard, 1564 Broadway, New York.

AT LIBERTY VAUDEVILLE ARTISTS

AT LIBERTY—VERSATILE Team. Have 35mm. Talkie Outfit, complete, with week's features and truck. Consider joining team with tent outfit. Prefer South. Please give particulars. GRAHAM, 56 Charles St., Totowa Boro, N. J.

A-1 LIBERTY TEAM, WORK ACTS AND BITS or Novelty Acts. Contortion, Bumps, Juggling, Magic. Join at once. Circus, Vodvil or Med. KAY EDWARDS, Max's Camp, Savannah, Ga.

AT LIBERTY—GOOD OLD-TIME AND COW-boy Singer, chords the guitar to own singing; have flashy stage costume; do not drink or swear and have nice personality; seven years' experience on radio and stage. Can M. C. Cowboy or Hillbilly Show. Age 25. Salary preferred. No hot stuff or swing. Address COLORADO SLIM, R. D. No. 3, Punxsutawney, Pa.

AT LIBERTY—VERSATILE TEAM FOR REP OR Med.—Lady, A-1 Piano Player; good Straights in acts; second business, age 29. Man: All around Comedian; age 36; blackface, up in all acts. Produce comedy or general business. Guitar for Hillbilly Ork; single and double specialties. Sober and reliable. Have Silver Dome Trailer and 40 model car. Write or wire. JIMMIE TUCKER, Augusta, Ky.

ENTERTAINER—EXPERIENCED. JOKES, MONOLOGS, Impersonations, small Magic all descriptions. Many sleights, wide variety apparatus. Sober. Prefer small company. O. J. CAMPBELL, General Delivery, Clarksburg, W. Va.

FOR MED SHOW—ECCENTRIC SINGING, talking comedian; do 12 specialties; second comedy in bits or afterpieces; work sales utility man; don't drive car; salary low. BERT FRANCIS, Indianapolis, Ind., 134 West Maryland St., Apt. 314.

LECTURER FOR MEDICINE SHOW—GOOD straight in all acts. A-1 Talker. Sober and reliable. Let me hear your best offer. Join anywhere. JOSEPH F. STEELE, 206 E. 96th St., New York City, N. Y.

ROLLER SKATING ACT—THE SENSATIONAL "Variety Whirlers." Available for clubs and lodges in Southern New England. Write for literature. VARIETY WHIRLERS, 37 West St., Brockton, Mass.

SMALL SOUBRETTE, PARTS, SPECIALTIES, some piano, fake snare drum, calliophone. Consider partner. Address UNA PELHAM, Box 165, Fort Wayne, Ind.

THE CAPT. MACK SMALL FRY CIRCUS IS A uniquely new, different show idea, featuring trained animal attractions; also Miniature Menagerie Circus Wagons. Mobile P. A. Musical Sound System. The only show of its kind in America. Recent Phila. engagement a huge success. Write today for details—describe your needs. CAPT. MACK CIRCUS, R. D. 1, Paterson, N. J.

THREE VERSATILE PERFORMERS—TWO MEN, One Lady. Comedians, Singers, Dancers, Magic, Escapes, Contortion, Cowboy Hill Billy with Guitar. Change strong for two weeks. Best of wardrobe. Will go anywhere; have car and house trailer. Wire best offer. WALTER KING, General Delivery, Elm City, N. C.

AMATEUR—Female. Has swell song. Was smash hit at Columbus Theater, 59th St. and Broadway. Cannot leave town. EDITH SARGENT, 216 West 100th St., N. Y. ap20

AT LIBERTY Account Disappointment—Comedian doubling banjo in orchestra. Pianist doubling piano accordion, general business or characters. Single and double specialties. Have car. Join on wire. WALTER AND HELEN (GENTRY) PRICE, Gladstone Hotel, Kansas City, Mo.

IF YOU ARE LOOKING for an Act, something different for outside or indoor shows, please write us for full particulars. We have Lighting Plant, Sound Truck, Public Address System and a Ready-Made Stage. House trailer and transportation. This is a high-class act, not a tramp. MARCE & LORING, General Delivery, Union City, Tenn. ap13

STANDARD COMEDY ACT—Man, Emcee. Producing Comedian. Girl, Pianist, Leader. Vocalist. Ideal combination for units. Have car. Address DOBSON, 3933 Drexel Blvd., Chicago. ap13

VERSATILE YOUNG MAN—Med. Rep or Vaude Acts, Bits, After Pieces. Drums in orchestra. Have outfit. Song and dance specialties. ROY WYANT, 221 S. Lincoln, Ponca City, Okla.

WILL BOOK small show in halls on percentage. Old-time movie picture show considered. BOX 145, care The Billboard, 1564 Broadway, New York, N. Y.

LIST

(Continued from page 101) Loup City—Jenner's Zoo Museum Park, Henry Jenner, owner-mgr.; has one ride, five concession games. Omaha—Lakeview Park, H. F. Munchhoff, mgr.; has four concession games, rink, penny arcade; books orchestras, pay and free attractions. Venus—Oak View Park, John Pospeshil, owner; Albert Pospeshil, mgr.; has pool, rink; books orchestras. NEW HAMPSHIRE Bradford—Massachusetts Casino Park, Max Israel, owner-mgr.; has penny arcade, coin man mgr.; has pool, rink. Dover—Central Park, L. E. Lynde, owner-mgr.; has penny arcade, coin machines; books orchestras, free acts. NEW JERSEY Atlantic City—Garden Pier, Garden Pier Co., owners; F. G. Burk, mgr.; has eight concession games, penny arcade, coin machines. (See LIST on page 130)

Burlington—Sylvan Lake Park, Ed Ruth, owner-mgr.; has four concession games, pool, rink; books orchestras; pay and free attractions occasionally. Watsonstown—Lake Worth Park, on White Horse Pike, 12 miles from Philadelphia; Royden Haines, mgr.; has beach, roller rink.

NEW YORK Amsterdam—Mohawk Mills Park, Wallace McQuatters, mgr.; has rink; books orchestras. Gardenville—Gardenville Grove, George Pinzel, owner-mgr.; has one ride, 10 concession games, coin machines; books acts. Geneseo—Long Point Park, Harry W. Berry, owner; has 10 concession games, lake, penny arcade, coin machines; books orchestras. Richfield Springs—Canadarago Park, Joe Magee, owner-mgr.; has lake, rink; books orchestras, free acts. Saratoga Springs—Kayderosa Park, E. A. Walker, owner-mgr.; has one ride, beach, rink, penny arcade, coin machines. Sea Cliff—Sea Cliff Beach and Pool, R. C. Stevenson, owner-mgr.; has two concession games, pool, penny arcade, coin machines. Syracuse—Boysen Bay Park, Gerson Rubenstein, mgr.; has concessions, beach, rink, coin machines. Wantagh—Jones Beach State Park, State of New York, owners; S. J. Polek, mgr.; has pool; books pay and free attractions.

NORTH CAROLINA Morehead City—Atlantic Beach, Atlantic Beach and Bridge Co., owners; E. G. Petry, mgr.; has 20 concession games, rink, coin machines; books orchestras. Wilmington—Lumina, Wrightsville Beach, Clyde Needham, mgr.; has concessions; books orchestras. Winston-Salem—Crystal Lake Park, R. T. Davis, owner-mgr.; has one concession game, pool; books orchestras occasionally.

OHIO Brookfield—Yankee Lake, Paul Jerko, mgr.; has pool, coin machines; books orchestras, acts. Canal Winchester—Edgewater Park, Chas. E. Gerling, owner-mgr.; has five concession games, coin machines. Cleveland—Brookside Park and Zoo, Capt. Curley Wilson, supt.; has concessions, pool. Columbus—Indianola Park, Columbian Building & Loan Co., owners; has pool; books orchestras. Dupont—Franconia Park, W. S. Myers, owner-mgr.; has three concession games; books acts.

Kenton—Lake Idlewild, H. Duckham and H. J. Pfeiffer, owners; George Gelinas, lessee; has pool, rink; books acts occasionally. Lakeville—Lakeview Park, Lakeview Park Co., Inc., owners; C. D. Neisley, mgr.; has pool, coin machines; books orchestras, acts. Mentor-on-the-Lake—Mentor Beach Amusement Park; has two rides, four concession games. Millersport—Summerland Beach, Millersport Bank, owners; George Hartgrove, mgr.; has concession games, lake; books orchestras, free acts. Minerva—Minerva Park, Roy Wickersham and Howard Brown, mgrs.; has pool, rink; books orchestras, free acts. Mount Orab—Star Lake Park, G. B. Courts, owner; has five concession games, pool, penny arcade, coin machines; books vaude acts.

New Philadelphia—Tuscora Park, owned by city; W. E. Geiser, mgr.; has pool, rink, penny arcade; books orchestras. North Benton—Paradise Park, Earl E. Santee, owner-mgr.; has four concession games, pool, penny arcade, coin machines. Uhrichsville—Riverside Park, W. G. Maurer, owner; books orchestras; pay and free attractions on special occasions. Venice, Cincinnati—Meadowbrook Amusement Park on Route 27, Venice Beach Country Club, Inc., owners; M. J. Gutman, mgr.; has two rides, pool; books orchestras and acts occasionally.

PENNSYLVANIA Berwick—West Side Park, C. A. Raseley, owner-mgr.; books orchestras, pay and free attractions. Bloomsburg—Columbia Park, John E. Stetler, owner-mgr.; has one ride, four concession games, pool, rink. Hanover—Willow Beach Park, D. M. Witner, trustee; Hen Heilman, mgr.; has concession games, pool, rink; books orchestras occasionally; pay and free attractions. Houston—Willow Beach Park, S. C. Reynolds, owner; has pool; books orchestras. Indiana—Dreamland Park, J. J. Cicero, owner-mgr.; has pool, rink; books orchestras, acts. Mount Carmel—Ruginis Park, Peter Ruginis, mgr.; has rink, penny arcade, coin machines; books orchestras.

Northumberland—Sandy Beach, W. D. Mantz, owner; W. D. Yarger, mgr.; has 10 concession games. St. Marys—Elk Casino Park, Cyril Van Kander, owner; has concession games, coin machines; books orchestras, pay acts. Spring Mount—Spring Mount Park, Walter A. Legler, mgr.; has four concession games, pool. Sunbury—Island Park, Island Amusements, Inc., owners; A. J. Chamberlain, mgr.; has pool, rink; books orchestras, acts. Trevese—Penn Valley Park, M. L. Walsh, owner; G. J. Walsh, mgr.; has rides, four concession games, pool, penny arcade; books pay and free attractions. Union City—Marcresan Beach Park, E. P. and C. M. Lee, owners-mgrs.; has one ride, four concession games, pool, coin machines; books acts occasionally. Walnutport—Edgemont Park, B. A. Gallagher, owner-mgr.; has pool, rink; books orchestras, pay attractions. Williamsport—Sunset Park, Baumgart Sisters, owners; Henrietta Baumgart, mgr.; has rink; books orchestras.

Yerkes—Grand View Park, Grand View Park Co., owners; Jack Fitzcharles, mgr.; has one ride, three concession games, pool, penny arcade; books pay and free attractions.

SOUTH CAROLINA Charleston—Folly Beach, Lester Karow, mgr.; books orchestras, acts. Charleston—Riverside Beach Park, E. A. Ham- (See LIST on page 130)

# Wholesale Merchandise

PRIZES • NOVELTIES • PREMIUMS • SPECIALTIES

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

## Top Prize Users Look Forward to New York Show

NEW YORK, April 6.—Prize users who feature toys were today looking forward to attending the annual toy show being held at 200 Fifth avenue and Hotel McAlpin, where seven acres of playthings are on display under auspices of Toy Manufacturers of the U. S. A., Inc. The event opened last Monday. Those generally interested in lines displayed will attend during the second and third weeks. This is said to be the largest showing of toys in the world.

James L. Fri, managing director of the association, said that this year more different types of toys than ever are made available to dealers.

More than 3,000 buyers are expected to attend the show and toy sales for 1940 are expected to surpass last year's mark of \$230,000,000, it was said.

## DEALS

A Column for OPERATORS & DISTRIBUTORS of SALES-BOARDS, SALESCARDS and TRADE STIMULATORS.

By BEN SMITH

Dunhill's silent flame lighter is definitely developing into a first-grade hit in the metropolitan New York area. Practically all the local boys are jumping on the band wagon, and no wonder. Cards laid are turning fast and catching the long green in bundles. Item is especially suited for a deal promotion. It has flash, consumer appeal, is a great little demonstrator and because it is priced low may be worked on a small card with a small take. Lighter delivers a flame when torch is rested on base and touched to any part of the figure over the base. Operators find that placements are a snap when a demonstration is given to a prospect and that such placements bring a high percentage of completions.

E. Birkholtz and Irving Geller, of Grand Sales, are cashing in heavily on the silent flame trend. They have exclusive distribution rights for the Veil Dancer, new Dunhill silent flame lighter. The Veil Dancer is a natural, for in addition to other features, it is offered exclusively as a premium number and is not available in retail stores. This protection is fine for a deal; for operators can forget about the possibility of cut-throat retail competition slaughtering the item. Seeing the Veil Dancer go so well locally, Birkholtz and Geller are now beginning to promote the item nationally.

Big Bill Burns is also beating the drums on the silent flame. He has a deal which is red hot and hitting on all four.

Brien Seward, well-known and popular fur expert, finally went and did it. He is now in business for himself and is looking forward to doing a big job in supplying salesboard operators with a complete line of fur coats and jackets. At the moment he is featuring spring furs, which include jackets and boleros. He says his policy always has been and will continue to be "Good values and efficient service."

Ed Meserole drops us a line from Chicago to say that everything is set on his new deal. He will spring it when he returns to New York shortly.

HAPPY LANDING.

## Novelty Workers Eye Circus As Testing Ground for Items

Pinocchio makes roaring debut and is seen as likely leader—balloons are out to set new records as Ringling show opens at Madison Square Garden

NEW YORK, April 6.—Pitchmen and concessioners who handle circus novelties turned their eyes toward Madison Square Garden April 5 to get a preview on items whose pulling powers will be tested during the 26 days Ringling Bros. and Barnum & Bailey Circus appears there. While staples such as balloons, flying birds, whips and canes are again expected to get a good share of the business, Pinocchio items are being boomed as the top selling line. Novelty supply houses in metropolitan New York find the circus one of the best mediums for testing new items.

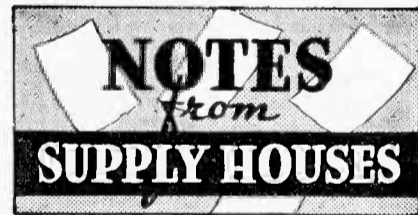
## Lucky Charms Back As Biz Stimulators

NEW YORK, April 6.—Streetmen, bingo operators and concessioners are reported again turning to business stimulators, with the rabbit's foot aided by a newcomer, the four-leaf clover, creating increasing takes.

Bingo operators are also offering the items for consolation or small prize awards and they are credited, in many cases, with increasing attendances.

Concessioners are finding the newcomer a fine award for low scores.

The clover-leaf charm is made of genuine four-leaf clovers grown especially for insertion in gold lacquered cases. This type of clover was perfected by C. T. Daniels, who began growing them as a hobby at Balboa Heights, Canal Zone. The leaves are specially treated and years of effort were required to perfect the unique clover presses.



Charlie Fischer, of Acme Metal Goods Mfg. Co., reports that from indications, gadgeteers are in for a good season. His firm, he says, is all set to take care of the boys and everything is in order to render efficient service for which Acme is famous. Company manufactures a complete line of items for pitchmen, streetmen and store demonstrators, including graters, slicers, peelers and juice extractors.

J. A. Silberman, of Jada Novelty Co., reports his firm has added a joke and trick department and caters to novelty stores and jobbers. A new trick and joke catalog is ready for mailing upon request. The magic coin chest item is earning folding money for the boys, Silberman says.

Jerry Gottlieb reports that bingo merchandise business is increasing. He recently moved into new and larger quarters.

Due to a sharp rise in business and to make more space available for new stock, H. M. J. Fur Co. announces that it has moved to larger quarters. Its 1940 spring, summer and fall catalog of boleros, jackets, capes, scarfs, fur rugs and household door openers is now ready

for mailing. Altho raw material is higher, a complete line with greater variety than ever is available at low prices. Officials predict that this season will be biggest in years.

George Kelner, of Harry Kelner and Son, Inc., said he is expecting one of the best seasons in history of his business because of enthusiasm created by introduction of Pinocchio items. He pointed out that this character is now available as an inflated toy, toss-up, balloon on a stick, stuffed doll and mechanical doll. The Lone Ranger, Popeye and other inflated toys are seen as winners, as are jumbo Jap inflated animals, such as elephant, camel, dog and horse. An outstanding item this year, Kelner says, will be tinsel-trimmed celluloid dolls available in seven or 12-inch sizes attached to canes. The tomahawk cane is already showing indications of being a top seller.

Pitchmen are reported taking to mechanical toys in a big way. Monkey on a chair, roll-over cat, monkey with wagging tail and playing banjo and monkey with wagging tail and tipping hat are being groomed for circus trade and later for appearances on carnival midways and at fairs and parks.

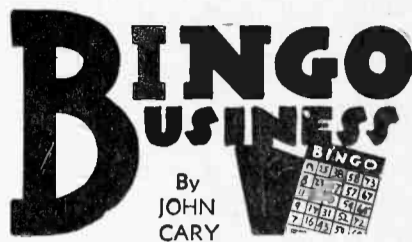
### Badges To Click

Circus souvenir badges are out again to claim honors. These badges, with moving-eye animals attached, are expected to earn big takes. Ride 'em cowboy silk handkerchiefs and Lone Ranger holster with clicker pistol are expected to be on top when sales tabulations are made.

The circus is again featuring Gargantua and many workers have a mechanical toy which resembles this animal.

Balloons, says Helen Warny, of Toy Balloon Co., make the circus. This item is so closely associated with the three-ringers that they are almost synonymous. Balloons are now made of better quality material and in various sizes, shades and colors to attract both children and adults, she said.

Sid Goldfarb, of Goldfarb Novelty Co., will leave soon for the Coast to open a showroom. He will handle leather goods, cowboy suits and toy pistols. Firms he will represent include the novelty company with which he is now associated, Fineberg & Henry and Dan Breckner & Co.



DESPITE the fact that H. G. Whiting, of Jenkins, Minn., is busy readying three bingos for the 1940 carnival season, he has taken time to write us about his games.

WHITING says he has been in bingo business four seasons and that he has never run into a bad one. He attributes this to his selection of merchandise stock and a little bit to luck, which figures in any venture. Operating on a 75 per cent gross basis, he writes that he doesn't have an item on his stand that retails for less than \$1, with some as high as \$4. While an attempt is made to award merchandise with a wholesale value ranging from \$1 to \$1.10, Whiting feels that it is necessary that more expensive items be awarded from time to time. Other operators tell him that he is paying too much for prizes, but he hasn't been convinced of this. "I have found that on several lots I had to compete with a five-cent game that awarded cheaper prizes," he said. "The opposition had blankets, but worked them on the coupon system. We set up our stand near them, charging 10 cents, three for 25 cents and two for 15 cents, but no coupons, and offering the choice of the flash stand. I am not bragging, but we carried the crowd away each time.

"I am convinced that when operators, especially those who have outdoor games, offer prizes that people really want but hesitate to buy, they have a stock that will draw crowds." Whiting says that he does the ballyhoo and about 90 per cent of the calling and that he is in a position to study reaction of patrons. He carries a line of novelties, household appliances and even lawn chairs. When he goes out this season he expects to have a complete stock of the 21-inch Confucius dolls. This item, he believes, will be a big number on the midway.

Whiting writes that as a rule household items are the big thing with him. People play bingo and think about what they will select if they win, and those who work counters are the ones who have great influence on prize selection, he says. If a counterman has a good sales talk, he can swing a deal that works to the advantage of all concerned.

Whiting would like to know how others select stock. We'd like to hear from others, too, especially those operating outdoor games.

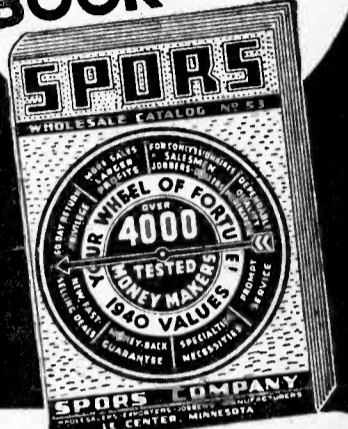
INDICATIONS are that the boys are getting ready for a big outdoor season. Judging from the number of orders that are being placed for heavy boards, the largest number of churches on record are expected to conduct bingo. For many of them it will be a new venture, but they are convinced that the game, if conducted right, can be the best fund-raising event they ever sponsored.

Committees in charge of church bingo are cognizant of the fact that certain fundamentals govern the success or failure of games. When games open outdoors, those in charge will see to it that there is plenty of light and, above all, comfortable chairs. They know that it is necessary, too, for patrons to hear clearly each number called, and a good public address system will be of prime importance. Operators who cleaned up on this type of game last season saw to it that every patron was made comfortable and that flash merchandise was on hand. With a line of items that are worthwhile, operators have found this the best way to draw an indifferent patron and make him a member of the crowd that returns to games. Winners have always been good advertisers and this season will not change that fact.



# Get 4000 Money-Making OPPORTUNITIES

**Free**  
**IN ONE**  
**BIG 260 PAGE**  
**BOOK**



260 pages chock-full of tested fast sellers for salemen, dealers and operators. New, revised 1940 issue off the press. Describes many plans for boosting sales, one of which may add \$3 to \$15 a day to your earnings. It illustrates carded goods, automobile accessories, household necessities, office specialties, wearing apparel—over 4,000 first quality items at low wholesale prices. All prices are F. O. B. Le Center, Minn. FREE, while stock lasts. Get your copy by mailing your request for it now.

**BIG HIT! SELLS QUICKLY**  
**Leather Four-In-Hand Ties.** These ties are made of leather with richly embossed patterns in silk-like weave. Made in attractive designs and come in the season's most popular colors. Tied with a ready-made—have adjustable elastic band with clasp to fit any neck size. Mailmen, firemen, sportsmen, gas station men and railroad workers are a few of the many ready prospects.  
**No. C264-RK.** Men's leather 4-in-hand ties, each on a card.  
**Sample, 28c. Dozen, \$2.50.**  
**Gross Lots Per Dozen, \$2.40.**  
**No. C526.** Leather Ties. Same as above but lighter weight leather.  
**Sample, 12c; Dozen, \$1.25; Gross, \$14.40.**

**ELGIN DRY SHAVER**  
**49c Each Gross Lots**  
**No. 2H8.** Has self-sharpening cutter, precision head, vibratory-type motor. Constructed to give long service. Operates on 110 volts, A.C. current. (Not connected with Elgin Watch Co.)  
**Sample 55c; Dozen 50c Each.**  
Our catalog shows and describes a large line of shaving necessities. Write for a copy of the catalog today. It's free.

**AMERICAN GIRL POWDER, PERFUME AND ROUGE DEAL**  
**No. D282.** Deal consists of 1 box of American Girl face powder, 1 bottle of American Girl perfume and 1 box of paste rouge, all neatly wrapped in cellophane. **Sample, 14c; Dozen, 12c Each; Gross, 10c Each.** Coupons for above deal, 85c for a large variety of cosmetics, drug sundries and soaps are shown in our 260-page book of bargains. Send for a copy today.

**115 NEEDLE BOOK**  
**Part Golden Eyed.**  
**No. N209.** Contains a select assortment of 115 assorted needles, large and small size. Made of best oil-tempered steel, nickel polished to prevent rusting. Perfectly tapered, large, improved eyes. A handy needle threader is also included so that any type of needle can be threaded easily and quickly.  
**Sample, 11c; Doz., 95c; Gross, \$10.95.**  
**No. N178.** New York World's Fair and other brand needle books. Contains 50 to 55 golden and silver eyed and a handy needle threader.  
**Dozen, 62c. Gross, \$6.95.**

**WRIST WATCH**  
**\$1.49**  
**No. V301.** Fine quality wrist watch. Tonneau shaped, chromium finished case, with unbreakable crystal and adjustable metal or leather band. Has rectangular movement. A three year service guarantee is given with each watch.  
**Each Any Quantity, \$1.49.**

**American Made**  
**5-Piece Sport Kit**  
**No. 6D3 1/2.** A full value kit consists of a pair of good quality sun glasses, pocket comb, finger nail file and beveled edge mirror packed in simulated Pigskin or Alligator grain case. **Sample, 17c. Dozen, \$1.58. Gross, \$17.95.**

## THE SWING IS TO BASEBALL

**A BIG FLASH — A FAST SELLER**  
**GETS LOCATIONS FOR YOU EASY**

**No. D320.** Play Ball Deal. Wide appeal. Has names of 70 outstanding baseball players on the cabinet. The fan will pull the player's name to see the prize it will bring. Deal consists of 70 surprises, each worth up to 10c or more. This deal is fascinating, exciting and amusing. Compels attention. Weight, each deal, 8 lbs. (Shipped express or freight.)

### PROSPECTS

Restaurants, cigar stores, inns, taverns, hotels, stores of all kinds, filling stations, resorts, gymnasiums, club houses, bowling alleys, etc. Brings in \$7.00. Sells to Dealer for \$5.25 to \$5.50. Costs you \$3.50. Lot of 12, \$3.35 each.



## A LEADING DEAL LADY ALICE 6-PIECE COMBINATION

**SIX-PIECE HOSE DEAL**  
**No. D300 1/2.** You will find this deal to be an unusual seller direct to the consumer or by conducting sales in stores, through sales coupon distribution. Some operators of similar deals put out by us report sales of 50 to 150 or more deals in a 2-hour sale. As this deal has more flash and is a bigger value—you should make more money with it than any operator has in the past.  
Deal consists of: 1 Lady Alice Lipstick; 1 Box Lady Alice Face Powder; 1 Bottle Lady Alice Perfume; 1 Jar Lady Alice Cold Cream; 2 Pair Ladies' Chardonize Rayon Hose, 320-needle construction, sizes 8 1/2 to 10 1/2, popular colors.  
**COMPARE WITH \$2.50 VALUE.** All full-sized packages. Offer the 2 pair hose FREE with the purchase of Lady Alice Toiletries for 99c—watch your sales skyrocket upward. Sales coupons supplied at 85c a 1,000 at your request.



Sample Deal, 53c Dozen, Each Deal, 52c Gross, Each Deal, 50c

## TWO-IN-ONE PEN AND PENCIL COMBINATION

One of the finest combination pen and pencils we have ever seen. All pencils have the repel and expel movement and pens are fitted with the latest stainless steel pen points, non-tarnishable. A 5 Year Service Guarantee is given with each instrument. The cap with 3 bands adds greatly to the attractiveness.

### MAKE THIS SIMPLE TEST

Fill the fountain pen with regular fountain pen ink. Write 10 words or 10,000. You will find it to be the smoothest writing and quickest starting pen you ever tried—or your money refunded per our money back guarantee.  
**No. R323 1/2.** Pearl color combination. Fitted with size 8 point. Jumbo style. **Sample 32c. Doz. \$2.65. Gr. \$29.50.**

**No. 1R1.** Mottled color combination. Fitted with size 8 point. **Sample 20c. Doz. \$1.98. Gr. \$22.95.**

**No. R93.** Black color combination. Fitted with size 4 point. **Sample 17c. Doz. \$1.60. Gr. \$17.95.**



## EVENING IN HAWAII PERFUME

**No. T764.** Mystery and excitement seem to be expressed by the captured fragrance of the intriguing odors. Packaged in an attractive 1/2 ounce bottle with bakelite cap. Your choice of Evening in Hawaii, Gardenia or Chypre odors.  
**Dozen 29c. Gross \$2.95.**



## ADHESIVE BANDAGES

**No. 32T14.** Packed 8 bandages (mercurochrome treated) in a printed cardboard window front folder. Size of folder 2 1/2 square.  
**Doz. 50c. Gross \$1.85.**  
**No. 32T18.** Water proof treated strips. 6 waterproof bandages in a folder with cellophane window front. Size of folder 3 1/2 "x5".  
**Dozen 22c. Gross \$2.40.**



## DEAN'S ADHESIVE PLASTER

**No. 31T2.** For surgical and general household use. Wound on the popular cartridge spool. 1" wide by 1 yard long. **Gross \$2.75.**  
**No. 32T9.** Gauze bandage 2 1/2x3 1/2 mesh. 2" wide, 10 yards long. **Dozen 44c. Gross \$4.98.**



A large variety of drug sundries is shown in the wholesale catalog. Write for a copy today.

## TOOTH PASTE

**No. T400.** Compare with regular 25c to 35c size. Assorted brands. A bargain fast seller. **Dozen 45c. Gross \$4.95.**  
**No. T550.** Shaving cream. Produces a rich, creamy lather. Attractively packed. **Dozen 45c. Gross \$4.95.**



## MEN'S HANDKERCHIEFS

**No. 5C23.** Colored woven borders and plain hemmed. Size 14 1/2 x15". A great value. **Doz. 23c. 10 Doz. \$2.15.**  
**Ladies' Handkerchiefs**  
**No. 5C21.** Assorted style. Slightly irregular. An exceptional quality for the price. Some come in fancy patterns or plain white, others solid colors with fancy border designs. A leader in bargains. **Doz. 18c. 10 Doz. \$1.75.**



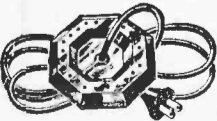
## ZIPPER MONEY POCKET BELT

**No. C146.** Made of quality cowhide bridle leather.  
Color: Black, with zipper money pocket as illustrated. New idea and should be a tremendous selling specialty. Will hold several \$1.00 bills. When demonstrating show the customer how easily the currency may be concealed in the underside of the belt with zipper closure. Sizes 28 to 46. Weight, each, 6 oz.  
**Sample 69c. Dozen \$7.98.**



## WATER HEATER

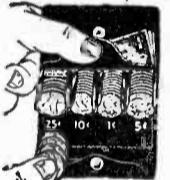
**No. E541 1/2.** Heats water quickly from light socket. Ideal for cottages, cabins, stores, homes, camps, offices, etc. Prospects everywhere. Operates on 110-120 A.C. or D.C. Each in box with instructions. A great demonstrator. **Sample 75c. Dozen 69c each.**



**A RECOMMENDED SPRING FAST SELLER**  
**HERBS**  
**No. T123.** Herb and oil inhalant. Made from a compound of herbs and oils. Recommended for discomforts caused by nasal congestion. The fumes from the inhalant do the trick. Satisfaction guaranteed or money back. **Dozen 98c. Gross \$9.96.**



## Coin Purse Dispenser



**No. M198.** This coin purse and dispenser keeps your change at your finger tips. Change kept in separate rows for ready accessibility. Capacity, 8 quarters, 15 dimes, 12 pennies, 8 nickels, total \$4.02; also compartments for bills. Makes change very quickly. Eliminates wear and tear on pockets and loss of coins. Handy—can be carried in pocket or purse or worn on belt. Size when closed 2 1/4 x3 1/2 inches. Operator of filling stations, vegetable stands, grocery stores, concession at fairs, bazaars, are a few of the many ready prospects that should buy on sight.  
**Sample 18c. Dozen \$1.95**

## Flash-Master Flashlight

**MAKES ITS OWN LIGHT WITHOUT BATTERIES**



**No. H890.** New Long-life light. requires no batteries. Gives a concentrated source of light. Self-generating mechanism produces its own light. Small, compact, light in weight—fits easily into the palm of the hand, pocket or handbag. A convenient serviceable light that is a giant in performance and should give a lifetime of service—and it's economical, too—Flashmaster pays for itself in eliminating battery refills. Housed in a Streamlined Black Bakelite case, set off with flashing metallic trimmings. Each in box.  
**Sample \$1.49; Dozen \$16.80**

## Crescent Marvel Cigarette Maker

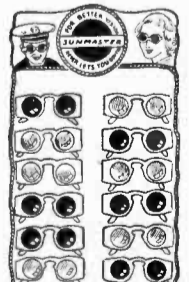
**With 100 Filter Tip Cigarette Tubes**



**No. M15.** Turns out perfect cigarettes as you like them. Granulated, mentholated or Turkish tobacco may be used. Pictorial instructions show how to make them. Metal construction of the cigarette maker assures dependable service. Cork-screw-like conveyor does not break or cut the tobacco. It entwines the shreds and puts an even fill of tobacco into each tube. Makes 20 cigarettes for about 7c in 5 minutes. One of the most unusual crowd drawers we have ever seen. A demonstration makes quick easy sales.  
**Wholesale Price, Each, 39c; Dozen, \$4.32**

## Start A Business of Your Own—Sell to Dealers

Have you ever thought that you would like to have a business of your own, be near your friends and be your own boss? Just think of the drug sundries, razor blades and household necessities that are used every day and purchased from merchants. Here is your opportunity to supply these merchants with tested sellers on attractive display cards. A few numbers are shown in this page—others are illustrated in our catalog. By establishing a route you will have a repeat business that should pave the way to your independence. Write for our 1940 Book of Opportunity. It's Free.



**Drexel Clip and Regular Combs With Premiums on a Card**  
**No. AN340.** A most appealing display card. Holds 6 clip combs and 6 regular combs which come in black and assorted colors together with 12 different premiums. When a customer purchases a comb for 10c he receives a "Free Premium," both wrapped together with cellophane. Take a card and show it to an operator of any department, drug or variety store—the sales appeal will be recognized and several cards should be purchased. Brings in \$1.20 at 10c a sale. **Wholesale Price, Each Card 52c; 10 Cards \$4.95.**

**SUN GLASS WITH SIDE PROTECTOR**  
**No. AV482.** 1 1/4" round convex lenses set in assorted color acetate frame with side protectors. High bridge, pear shaped temples. Packed 12 on attractive display card. **Sample 15c; Card, 98c; 10 Card Lots, \$9.95 Ea.**

**Veri-Keen Razor Blades**  
**No. H631.** A low priced double edge blade that gives unusual service. Made from surgical blue steel. Packed 5 blades in a package. 20 packages in an attractive display carton. 100 blades, 29c; 1,000 blades, \$2.85.  
**No. H632.** Veri-Keen single edge blades. Packed 5 blades in a package, 20 packages in a carton. 100 blades, 49c; 1,000 blades, \$4.75.

**Handkerchiefs On Display Card**  
**No. AC15.** Each handkerchief is cellophane wrapped. Twenty-four men's 5c handkerchiefs on display card takes in \$1.20 at 5c a sale. The eye-catching cards compel attention and induce sales.  
**Wholesale price per card of 12 handkerchiefs, 58c. 10 cards, \$5.50.**

**SPORS CO., 4-40 ERIE ST., LE CENTER, MINN.**

# Big Merchandise Year Ahead

By JACK EPSTEIN

**T**HE year 1940 will be a banner year for those in the prize and novelty business. Pitchmen have already had a taste of good fortune in the big business done on St. Patrick's Day and Easter and with April Fools' Day items. The boys expected and looked forward to those three events, but they were given an extra good day when England secretly sent the world's largest liner, Queen Elizabeth, into New York harbor. Had this trip been heralded, the pitchmen would have already passed four banner events.

However, one cannot predict the outcome of the year's business without first studying similar years of the past. This is an election year and the boys are out to prove that business during a campaign season is as big or bigger than in other years.

### New Items Influence Biz

The success of pitchmen depends upon items. If a good item comes along business soars. Workers can take a batch of items out and can tell soon after reaching their location whether or not they are in for the money. A good item sells and it sells fast. The boys know how to put them across and the prices are always of such a nature as to allow a nice profit.

First of all, the sure-shots of the year should be considered. These include not only big money-making events, but small affairs in between that net the boys a pretty penny. It is here that a novelty firm can be of definite aid to the pitchmen it serves. The writer has found that a bulletin board placed where workers can refer to it in the store is a good business builder for both the boys and the firm. In the summer, especially, out-of-town papers can be secured for news of baby parades, dedications and fireman celebrations. When these are within several hours' traveling distance the pitchmen can go and pick up some cash. Rival pitchmen seldom know of these less important affairs and the competition is not so keen.

### Circuses in April

With April Fools' Day just passed, the boys are now turning their attention to circuses. The three-ringers make their debuts late in April and offer opportunities to the boys to sell whips, flying birds on sticks, balloons and other items. This month is also noted for the Apple Blossom Festival to be held at Winchester, Va. While the dates for this event aren't set until the trees are in bloom, it has been held in this month for the past 16 years. This a great chance for the badge-board workers.

The American Legion and Veterans of Foreign Wars hold county and district conclaves in May and June, which afford opportunities to sell badges, buttons, flags and some trick items. Carnivals come out of hibernation and the boys will

**JACK EPSTEIN** is 34 years old and has been associated with the novelty business for 22 years. When he was attending school his afternoons and Saturdays were spent in his father's store. Pitchmen and fair executives came to know him, as he was learning the business under the guidance of his father, who has since retired from active participation. During his time in the novelty business, Epstein has always tried to aid the pitchmen, who rely upon him for many things—not only novelties but information as to readers and markets. When pitchmen hear of an event in a near-by city they immediately check with Epstein as to the type of novelties to push and for information on readers. Thru his contact with these workers Epstein is able to keep his hands on the pulse of the business.

be on hand with balloons, badges, whips, canes and any new items that may come on the market between now and then. Since those who attend these sessions are in a spending mood, this month will do much to boost the year's business total. The items sold at circuses and carnivals are more or less staple and go the year round. When a pitchman has a gross of balloons and a gross of flying birds he is out for a "day's pay." The Memphis Cotton Carnival has become such a drawing card in the past few years that workers from Chicago and New York make it a point to attend this function.

### Fair, Expo in May

The World's Fair and the Golden Gate Exposition will also welcome crowds about this time of the year. Since the World's Fair is in the East, this firm is mainly concerned with Perisphere and Tylon novelties. From the pitchman's angle fair-item business will surpass last year's by a large margin. New items will be introduced to enliven the trade and the workers will be able to buy and sell at cheaper prices. Last summer the manufacturers were much concerned with making their production costs. With that problem settled the main thing now is to get volume.

Another point in favor of the pitchman is that the World's Fair will attract more people during its second year.

Another SENSATION

by

NATION-WIDE!

a beautiful

**Majestic**  
ALL-ELECTRIC

GRANDFATHER CLOCK

Made to retail regularly at \$50

NOW OFFERED FOR A LIMITED TIME AT THIS AMAZING INTRODUCTORY PRICE—

Only **\$13.75!**

PREMIUM USERS!

Here's a spring and year 'round feature for building your specialized sales—a brand new item that opens rich new fields for profits and revitalizes your old locations! This full size all-electric Grandfather Clock has a beautifully grained walnut finish cabinet 69 inches high and a richly embossed 9 inch silver and black metal dial. Performance absolutely guaranteed! Complete with cord and plug. Shipping weight, 70 lbs.

Terms: 1/3 dep. with order, bal. C. O. D., F. O. B. Chicago.

RUSH YOUR ORDER TODAY! BE FIRST IN YOUR TERRITORY WITH THIS SIZZLING, RED-HOT ITEM FOR PROFITABLE MERCHANDISING!

Sole Distributor

**NATION-WIDE MERCHANDISE CO.**

64 W. RANDOLPH ST., CHICAGO  
FREE! Send for your copy of our new catalog, just off the press! Hundreds of values for real sales action!



Made in U. S. A.

## THE HIT LEADERS OF 1940



Indian Bust, 10 in. High. A flashy and fierce warrior. Suitable for every use.



Marionette Doll, 15 in. high. The happy-go-lucky fellow everyone knows.

WRITE

PRICE LIST AND CATALOGUE OF OTHER BIG HITS—READY MAY 1ST.  
**TURIDDI ART PRODUCTS** 2420 NO. THIRD STREET, MILWAUKEE, WIS.



THESE men really need no introduction to those in the novelty business. They are Albert (Happy) Epstein and Jack Epstein, who seems to be telling "Pop" something interesting as well as humorous about a World's Fair item. Photo was made in the World's Fair section of Epstein Novelty Co.

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS



**The House of GELLMAN Brothers**  
 Novelty and Premium Merchandise from EVERY MARKET IN THE WORLD  
 OUR ANNUAL Buyers Guide Catalog No. 54  
 The Largest Novelty House in the Northwest  
 Importers Jobbers of Premium Merchandise Novelty Jewelry Watches etc.  
**GELLMAN BROS.**  
 119 No. 4th St Minneapolis Minn  
 Local and long distance Phone Allamh. 3555

★ CORN GAME OPERATORS  
 ★ CONCESSIONAIRES  
 ★ NOVELTY WORKERS  
 ★ PARKMEN, ETC.

**BIGGER AND BETTER THAN EVER!  
 OUR NEW 1940 GENERAL CATALOG**

**WILL BE READY ABOUT APRIL 25th**

*Send for Your FREE COPY Today*

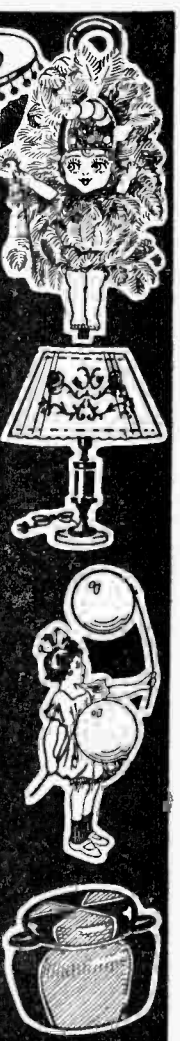
Again we present to you—for the 1940 Season—a Bigger and Better Catalog than ever before! Upwards of 400 illustrated pages! Jammed with the "cream" of the World's Merchandise Marts! The newest and flashiest Concession Items! The latest and fastest selling Novelty creations! Premium merchandise and specialties of all kinds! You'll find everything that's new and popular in our new 1940 General Catalog!

- Glassware . . . Chrome Goods . . . Beacon Blankets and Shawls . . . Bridge Table Sets . . . Luggage . . . Tourist Cases . . . Newest Plaster Goods . . . Stuffed Dolls and Toys . . . Hassocks . . . Canes . . . Whips . . . Balloons . . . Cameras and Flashlights . . . Stools . . . Rifles and Shotguns . . . Sporting Goods . . . Fishing Tackle.

If you want to see the greatest array of Concession and Premium Merchandise that 1940 has to offer—then don't fail to send for your FREE COPY of our big 1940 General Catalog! You'll find hundreds of illustrated pages in it—featuring thousands of clever, original Novelty Creations! It's truly a catalog as "New as Tomorrow"! Tailor-made to make money for you in 1940! Act now!

**SEND FOR YOUR FREE COPY TODAY!**

**GELLMAN BROS.**  
 119 NO. 4TH ST. MINNEAPOLIS, MINN.



**Wire At Once**

For Full Details On

**THE ORIGINAL FAN DANCER SILENT FLAME DEAL**

*It's Hot!*

**BIG BILL BURNS, Salesmanager**

140 West 42nd Street, New York City

**GLAMOROUS SPRING FURS**

Boleros — Chubbies — Scarfs Chic new 1940 Styles manufactured from the very finest grade Furs. Your choice of Sealines, Caraculs, Coynes, Skunkolene, Skunks, Foxes in all shades and every other Fur from **\$5.50 up** WRITE immediately for Free Illustrated Catalogue Price List and fastest selling Sample Sales Card.



**MEXICAN COWBOY ARTICLES**

Our imported Mexican Quirts, Swaggers, etc., are a Hit at Parks, Fairs, Rodeos and Carnivals. Every Article Hand Made In Mexico. Fancy Braided Rawhide Quirts as low as 16c each; 2 samples postpaid, 50c. Braided Rawhide Swaggers, sample postpaid, \$1.00. Hunters' Horns of Polished and Toned Steer Horn, sample postpaid, 75c. Mexican Maguery Lariats, 64' lengths, sample postpaid, \$1.50. Miniature Mexican Saddles, Boxing Gloves (Pairs), Catchers' Mitts, Sarapes, samples all 4 postpaid, \$1.50. Samples of all above items with wholesale lists postpaid for \$5.00. Lists only 10c.

**GUS A. BECKER**

MEXICAN IMPORTS, MIRANDO CITY, TEX.

Publicity and gate have been designed to attract the middle income classes. These are the pitchmen's patrons. In this line ash trays, salt and pepper shakers, banks, canes, etc., will be headliners.

Decoration Day this year will do much to put 1940 over the top. During the past few years pitchmen in both mountain and seashore resorts have pushed sun glasses, sun hats, sun shades and sunburn lotion. Indications are these items will go again this year because they are imperative for comfort. The boys are adding excursion boats to their list of good spots and will again dot the docks when these vessels pull out on their scheduled trips.

In view of the international situation Flag Day and Fourth of July should roll up unusually high takes this year. Again the badge-board boys will come to the fore, as will those with flags and patriotic items.

The fair season will also be unusually profitable this year. Shows playing fair dates are seen as attracting more people than usual and with larger crowds attending, the bingo operator and midway concessioners are said to be making extended plans to throw out more merchandise prizes.

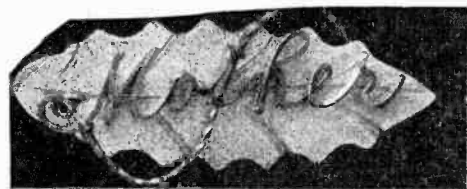
Labor Day, Coney Island's Mardi Gras and Legion and VFW national conventions will take the spotlight in September. These will draw large crowds.

**Grid Season Big**

October, with the football teams taking the fields, offers the badge-board workers an unusual opportunity to make money. This type of business has grown by leaps and bounds and millions of badges are sold during the grid season. On Columbus Day various societies will be prospective customers for badges, but, of course, of a different kind. Halloween is one of the biggest dates in the year, and the boys in Pennsylvania are especially lucky that this section really goes in for these celebrations.

General elections pop up in November and, with Armistice Day, this is already

**ENGRAVING JEWELRY**



Attention: Agnes Abizaid

**AMERICAN JEWELRY NOVELTY MFG. CO.**

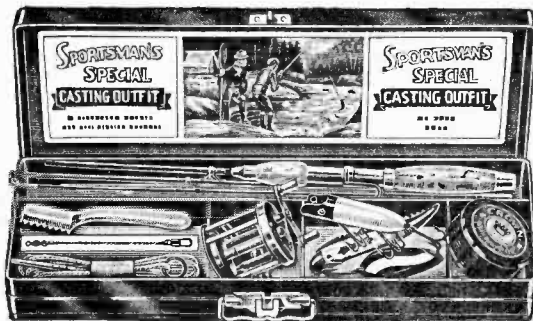
73-75 NORTH WASHINGTON ST.,

PLAINVILLE, MASS.

Slave Bracelets, Pins, etc., for Engraving. Hand-made Gold Wire Jewelry for Mother's Day. Also Wire Workers' Supplies.

Send \$1.00 for Ten Assorted Samples or \$2.00 for Larger Assortment. No Catalogue Requests. Any Name Made to Order.

**CASH IN ON THIS MONEY MAKER!**



Send for Free Copy of Our New 1940 Sporting Goods and Salesboard Catalog.

**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!

**GELLMAN BROS.** 119 North Fourth St. MINNEAPOLIS, MINN.

**BULOVA — GRUEN — ELGIN — WALTHAM**



**POSITIVELY LOWEST PRICES**

**Wrist & Pocket Watches FOR LADIES AND GENTS** Reconditioned. Guaranteed Like New. 1941 Styles now available. Write for Free Catalogue.

**NORMAN ROSEN**

801 SANSOM ST.,

Wholesale Jeweler

PHILADELPHIA, PA.

**HI, FELLERS! GET YOUR STUFF AT HAGNS THIS YEAR AND SAVE MONEY**



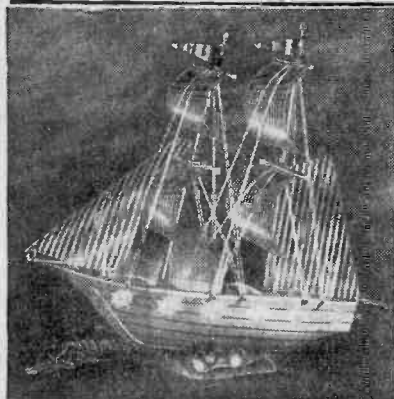
AND SPEAKING OF MONEY START MAKING IT QUICK WITH WALT DISNEY'S

**PINOCCHIO DOLLS**

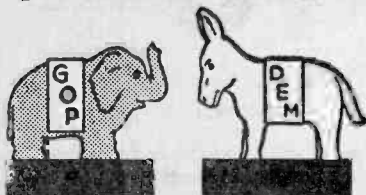
PLAY PINOCCHIO ON THE NOSE. Popularity of Walt Disney's new full-length feature production has created enthusiastic demand for this merchandise. Made of wood, every part moves. Sets up in any position. In brilliant life-like colors. Available in three sizes.  
 No. 715X74—8". Per Dozen ..... \$ 4.00  
 No. 715X75—11". Per Dozen ..... 8.00  
 No. 715X76—20". Per Dozen ..... 30.00

**NEW SHIP LAMP IS A KNOCKOUT NUMBER**

HAGN'S offer the new electric lighted Ship model. Lustrous chrome sails with baked enamel metal hull. Bulb in base illuminates sails, port holes and glass wave effect base. It's colorful and appealing to everyone. An unusual value at the price. Length 13 1/2 inches, height 12 inches. Ship, wt. 4 lbs. Order by number.  
 No. B10E296 Each ..... \$2.55  
 Lots of 6 or More, Each ..... **2.40**  
 Sample Postpaid ..... 3.00  
 Larger size similar to above. Rigging 16 1/2" high by 17" long, all-glass hull ship. Weight 7 1/2 lbs.  
 B10E260—Each ..... \$3.85  
 Lots of 6 or More, Each ..... 3.75  
 Sample Postpaid ..... 4.35

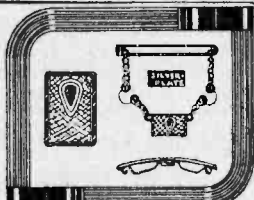


**FRIENDLY ENEMIES**



**MAGNETIC NOVELTIES**  
 Here is the best pocket novelty sensation of the hour. Famous political enemies (G. O. P. Elephant and Dem. Donkey) of moulded plastic are mounted on unusually powerful G. E. Alnico magnetic bases. They attract, repel, twirl, giving an amazing performance. Special instructions enclosed for Republicans and Democrats. An ideal novelty giveaway. Each pair in box. (Out actual size.) Order No. B17X69. Per dozen, \$1.75. Per gross, \$18.00. 6 pair postpaid, \$1.00. We also carry Snoopy Pups, Black and White Scotties, as above. No. B15X54. Per dozen, \$1.35. Per gross, \$15.00.

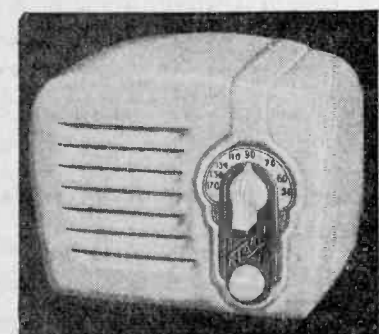
**FLASHY BUCKLE SET CLOSE OUT**



This attractive 3-Piece Buckle Set, now selling at popular retail stores for \$1.50, offered for a limited time at close-out prices! Choice: all gold, all silver, two tone. Famous Giant Grip Buckle with matching Collar Clasp and Tie Chain, packaged in a practical bakelite ash tray.  
 No. B25J75—\$4.50 Per Dozen; 40c Each. (2 Samples Postpaid for \$1.00)

**RING WORKERS HERE IS A BUY! \$21.00 GROSS**

A number that sold regularly at \$5.00 to \$7.50 per dozen offered at special closeout price while a limited quantity lasts. They turn over fast at 50c to \$1.00. Beautiful natural gold (1/30-14K rolled gold plate quality) with sterling silver top set with sparkling white stone brilliants. Looks like the real thing. Assorted latest style mountings.  
 No. B24D355—Per Doz., \$2.00. Per Gross, \$21.00. Introductory Offer: 5 Samples Postpaid for Only \$1.00.  
 B11K223—Knife & Chain Set. Doz. \$2.95  
 B22J65—Tie Chain & Col. Holder Sets. Dozen .37  
 B22J64—Tie Chain Sets, boxed. Dozen. .60  
 B31J62—Book Lockets (goldplated). Dz. 2.50  
 B30J130—Cross & Chain (14k. gold finish). Dozen ..... 1.20  
 B30J131—Cross & Chain (rhod. fin., white br.). Dozen ..... 1.15  
 B27J41—Enameled Cigarette Case (holds 20). Dozen ..... 1.85  
 B18J65—Lipstick Lighter. Dozen ..... .30  
 Also Big Values in BLANKETS, SPOCKS, WATCHES, CAMERAS, PIPES, SPORTING GOODS, BEDSPREADS, ELECTRICAL GOODS, LUGGAGE, Etc. TRY HAGN'S FIRST, WE HAVE IT!



**MIGHTY MITE RADIO**  
 The little Mighty Mite is gaining fame as one of America's best selling midget radios. Two tubes, unbreakable case, only 6 1/2 in. wide, 5 1/2 in. high and 3 1/2 in. deep. 110V, AC, DC. Ivory or Walnut.  
 No. B23H171—Mighty Mite Radio. Ea. \$4.95  
 In Lots of 6, Each ..... 4.75  
 In Lots of 12, Each ..... 4.50

**ANOTHER HIT SELLER OF THE SEASON**

Featured in the movie "Gone With the Wind," the Southern Belle is known everywhere. Dressed in a flowered satin four-color evening gown. 28 inches tall. Has real eyelashes and hair, movable arms and painted finger nails. Each in corrugated box. Display stand with every doll.



No. B18X300—Southern Belle. Each Only ..... **\$2.48**  
 Per Doz. .... **\$28.00**

**NEW CATALOG MAY 1**  
 Catalogs 395 and 396 sent on request. Please mention your business, we do not sell retail. Big Spring and Summer Catalog ready May 1st. Reserve your copy now.

**JOSEPH HAGN CO.** 223 W. MADISON ST. DEPT. BB CHICAGO, ILL.



**Sensational Opportunity AMAZING NEW ELECTRIC "WIENIE-CHEF" At Lowest Price In Field!**

**Lowest Priced Real Electric Hot Dog Cooker on Market! Needed by Thousands of Taverns and Eating Places Eager To Increase "Hot Dog" Profits**

**PROFITS**

UP TO 85 PER CENT Just show Wienie-Chef, name the amazing low price—and pocket up to 85% PROFIT for yourself. Write for details!

Men! Look! WIENIE-CHEF cooks 4 "hot dogs" a minute—up to 250 in an hour! And what frankfurters! Because cooked from **INSIDE OUT** by electricity, they taste utterly different. You never ate such sizzling, luscious, flavorful Wieners in your life. Take WIENIE-CHEF around and prove how **SPEED** and **NEW TASTE-THRILL** combine to increase profits fast for restaurants, taverns, roadstands, drugstores, tourist camps, and hundreds of other places.

**BIG BUSINESS--Big Earnings for You!**

You can show any tavern or eating place how to make back the low cost of Wienie-Chef the first week, with profits rolling in for months and years thereafter. J. E. Burke, of Iowa, sent in 23 orders in three days—over \$60.00 in profits. J. F. Caldwell, of California, took one look at his sample and rushed an order for one dozen. At the lowest priced, efficient, **GUARANTEED** Hot Dog Machine on the market—capable of producing 200 to 250 per hour—you have a story for any eating place that will **BRING BUSINESS, MAKE MONEY FOR YOU.**

**RUSH POSTCARD FOR DETAILS!**

Just make the amazing one-minute demonstration of WIENIE-CHEF—cook a hot dog and let your prospect bite into it—tell him how the WIENIE-CHEF can **MAKE MONEY** for him, and you tell a dynamic sales story that tops everything else. Try it—see for yourself. Our **MONEY-BACK GUARANTEE OFFER** makes it easy for you to taste the profits of WIENIE-CHEF without risk. Rush name and address on postcard for details **NOW.**

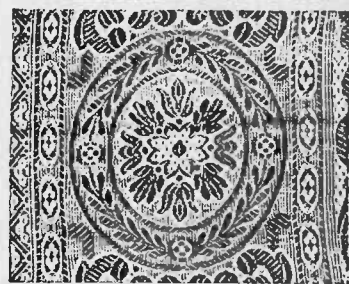
**WIENIE-CHEF MANUFACTURING CO.** 2301 W. Hubbard St., Dept. S-14, Chicago

seen as one of the biggest months of the year. Turkey Day parades on Thanksgiving offer the merchandise boys an opportunity to turn badges, flying birds and other items into cash. Thanksgiving Day in New York City affords an unusual market for balloons. Based on last year's figures, when the Mickey Mouse and Pinocchio balloons and Lone Ranger Hi-Ho Silver inflated toys went big, business this year should be excellent.

**U. S. Makes Ornaments**

Christmas month trade will be larger this year than ever before and an important point in connection with it is that most Christmas tree decorations, which heretofore were imported from Germany, Poland, Japan and Czechoslovakia, are now manufactured in this country. A new wrinkle ball tree decoration that made its debut last season will claim larger sales than ever this year. One indication of this is that a large firm making this item has already issued instructions that shipments in time for the Christmas rush cannot be guaranteed unless received in April—eight months before Santa makes his visit. The tree ornament business amounts to an estimated \$4,000,000. While the manufacture of ornaments is new here, it has a bright future. The work has been handicapped by the lack of molds and equipment, but satisfactory merchandise has been turned out despite these handicaps. The wrinkle item just mentioned has great brilliance and is unbreakable. The general lines of ornaments resemble the hand-blown items and have the added advantage of greater strength and uniformity. A complete collection of fancy forms, reflectors and plain balls in all sizes and colors is available—made by Americans in America.

Mechanical toys are now being manufactured in this country on a large scale. Pitchmen, especially those who work one town during the entire month, securing new items in addition to the playful cat, mechanical seal, prancing penguin, dancing couple, monkey with mirror, Marx taxi, etc., will be the ones to make the money. In this connection it might be well to mention that pitchmen are finding it less difficult to get readers. Recently in New York City Supreme Court Justice Bernard L. Shientag directed Markets Commissioner William Fellowes Morgan Jr. to issue new licenses to six itinerant pitchmen. Last December a pitchman went to the bat with Buffalo authorities and won his case and again



**BEDSPREADS**

**ITALIAN** Bedspreads, Rayon and Cotton, 3 fringe, size 72x96. In six beautiful assorted colors, all different patterns.  
**\$12.00 Doz., Sample \$1.50 Prepaid**  
 All orders must be accompanied with at least one-half the amount and the balance will be C.O.D. We also have Beacon Blankets, Canes, Chinaware and Slum.  
**We manufacture all kinds of Plaster Figures.**

(No catalogues issued)  
**INDUSTRIAL ART SUPPLY CO.**  
 3373 Gratiot Ave., DETROIT, MICHIGAN

**SPECIALS**

**HAND-STRIPS.** 8 to Cardboard Folder. Gr. \$1.35  
**ASPIRIN TABLETS.** 12 to tin. Gross Uns. 1.35  
**DOUBLE EDGE RAZOR BLADES.** 5's, cello, 1,000. .... 2.20  
**SINGLE EDGE RAZOR BLADES,** 5's, cello, 1,000. .... 4.00  
**SALES BOARDS.** Cigarette, 1,000 holes. Ea. .40  
**MEN'S CLIP COMB.** Ass't. Colors. U.S.A. Gross. 2.85  
**MEN'S CLIP COMB.** Black, U.S.A. Gross. 2.05  
**MEN'S PLAIN COMB.** Black, U.S.A. Gross. 1.60  
**LADIES' DRESSING COMB.** 7 1/2" Mottled. U.S.A. Gross. .... 4.00  
**SUN GLASSES.** Blue lens, flesh color frames or assorted. Gross. .... 7.92  
**DISH CLOTH.** Open Mesh, 14x15. Gross. 3.60  
**DISH CLOTH.** Close Mesh, double, 14x15. Gross. .... 4.80  
**BRILLIANTINE.** 2-Oz. Red. Gross. .... 4.35  
**QUININE HAIR TONIC.** 8-Oz. Tall Barber Sprinkler Bottles. Gross. .... 10.00  
**MOTH TABS.** 10c Size. Gross. .... 3.20  
**SALESMEN, WAGON JOBBERS, DEALERS.** Write for 1940 Catalog of Bargains.

**NATIONAL SALES COMPANY**  
 Dept. 77, 4101 Buick Street, Flint, Mich.



**WALTHAM & ELGIN POCKET WATCHES**

Yellow Engraved Hunting Case with Yellow Chain to match. R.B. movement. Lots of 3  
**\$2.95** Ea.  
 20% Deposit, Balance C. O. D. Send for Free Illustrated Catalog.  
**PLYMOUTH JEWELRY EXCH.** 163 Canal St., New York, N. Y.

**GENUINE FUR CHUBBYS**



Latest 1940 Styles. 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 satisfactory. Agents, write for Free Catalog W.

**GENERAL FUR MFG. CO.**  
 152 West 24th St., New York, N. Y.

**MEXICAN FEATHER PICTURES**

Assorted Birds in Natural Plumage. A new flash quality. Sizes from postal to 9x22 in. Agents wanted. Sample 25c.

Hand-Carved SWAGGER STICKS in typical Mexican colors, MEXICAN BEACH HATS—SHOPPING BAGS AND NOVELTIES.

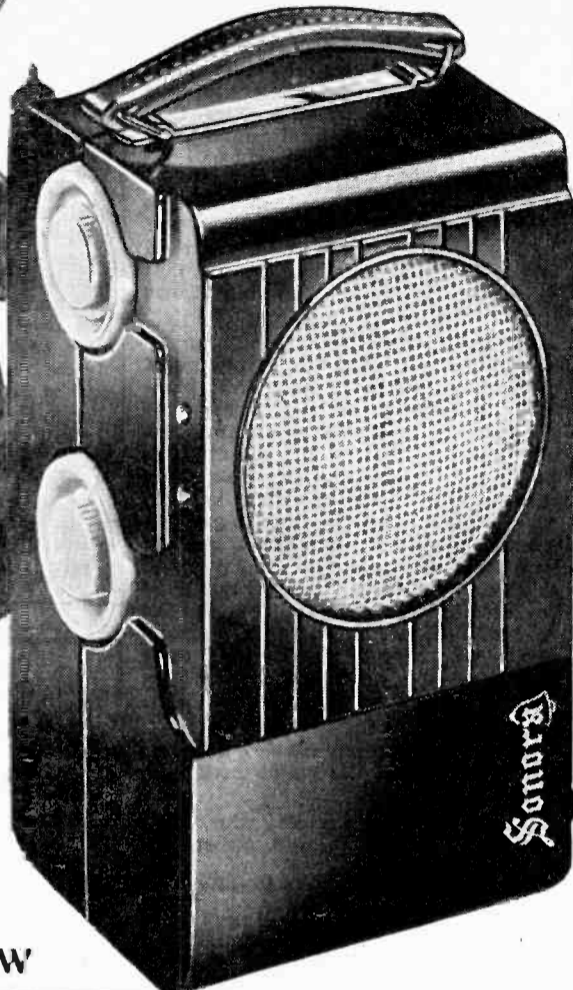
**PAN AMERICAN TRADING CO.**  
 2102 David Scott Bldg., Detroit, Mich.

**ADVERTISE IN THE BILLBOARD—YOU'LL BE SATISFIED WITH RESULTS.**



**WHAT A RADIO! WHAT A VALUE! WHAT A PREMIUM**

**NATIONALLY  
ADVERTISED SONORA**



See it at the  
**PREMIUM SHOW**

**CANDID PORTABLE  
RADIO SENSATION**

- NO LARGER THAN A CANDID CAMERA
- FOUR NEWEST TYPE DUO RCA TUBES
- SCOOPS 'EM ALL AS A PREMIUM

The sensation of the "Premium" Field. A thriller in performance—it packs a tone and volume equal to big sets—and the Candid Portable plays anywhere. No aerial—no ground—just carry it with you wherever you go—picnics, baseball, fishing, camping—everywhere.

**High Efficiency Superheterodyne Circuit**

There's nothing else like it—a real 1.4-volt GENUINE SUPER-HETERODYNE with everything built-in. Easy to tune—plenty of power—swell tone. Full vision tuning dial. Uses standard batteries and real dynamic speaker. Privacy phone connections. Non-breakable plastic case 8¼x5x4½ inches. Weighs only 5 pounds. Leather strap handle. Fully guaranteed.

**The "Hottest" Premium  
in Years**

Everybody will want this radio. This is your chance to make handsome profits by being the first in your territory. Rush your sample order now. Send 25% deposit on C.O.D.'s.

**Act Now, Write, Wire or  
Phone Your Order . . .**

**\$10<sup>25</sup>**  
NET

F.O.B.  
CHICAGO

LOTS OF SIX  
SAMPLE \$10.95

**D. A. PACHTER COMPANY**

National Premium Representatives

MERCHANDISE MART

CHICAGO, ILL.



**OPAQUE PROJECTOR**

Reproduces Your Copy in Original Colors Enlarged. Be Your Own Artist. Price \$10 to \$100. Write for Folders.

**BEST SALES SERVICE**

15045 Lake Shore Blvd., CLEVELAND, OHIO

In New York City the workers were permitted to sell on the street. With judges in key points ruling in favor of the boys it can be expected that other jurists in profitable centers will follow suit.

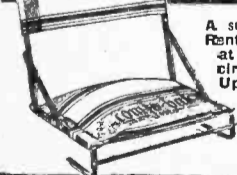
New Year's trade follows close on the steps of the Christmas rush and the last few days of the yule trade is overlapped with items for the Old-Year-Out-New-Year-In festivities. Noisemakers, of course, are the best items. Hats, favors and similar items are important at this time. Hawaiian leis proved a big item in the night club areas last year and indications are that they will repeat. Night clubs are offering novelties for sale, but this merely tends to stimulate the pitchmen's business—it makes the people novelty conscious. From the novelty firm's angle, the nitery business is proving lucrative.

**To Spend \$12,000,000**

Now that the Republicans have set June 24 for the national convention in Philadelphia and the Democrats are expected to announce their dates at any time, pitchmen are already scouting for items to be sold at the designated places. News stories from Philadelphia reveal that about \$12,000,000 will be spent during the session, and the boys with good flashy items will get their share.

For this type of trade there is nothing outstanding at this time, but, of course, the manufacturers have not concentrated on political gewgaws. However, something always seems to show up in the nick of time. In 1931 the boys were a bit worried about what they were going to offer, but everything worked out all right, for the donkey and elephant charms, which

**Concessioners! NEW PROFITS  
STEADY REPEATS WITH  
COMFO-BAK  
SPECTATOR SEATS**



A sure-fire money maker! Rent COMFO-BAK Seats at all spectator events; circuses, fairs, races, etc. Upholstered; sturdy; waterproof; still's right over bleacher plank! Now in use at all leading college stadiums. Will pay its low cost many times over in single season; lasts years!

Send \$1 for Special Sample. Write for Wholesale Price.

**COMFO-BAK CORPORATION**

CHICAGO, ILL. 13 E. JACKSON BLVD.



**Jackass Cigarette Dispenser**

Sales Board Ops! Souvenir Stands! Taverns and Novelty Men! Line up now for this Season! THIS ITEM IS REPEATING NICELY! Sample, 50c; Sample Doz., \$4.00 Prepaid.

KELLY SEARS, Siler City, North Carolina

ADVERTISE IN THE BILLBOARD  
—YOU'LL BE SATISFIED  
WITH RESULTS.

**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 Bargains.

**JOSEPH BROS., Inc.**  
59 E. MADISON STREET, CHICAGO



**GENUINE FOUR-LEAF CLOVER CHARMS**

Sure-Fire Hits for Pitchmen, Streetmen, Bingo Operators, Sales Board Operators, and Everyone Who Sells

OVER 100% PROFIT AND SELLS ON SIGHT! Now offered for the first time in history! Genuine Four-Leaf Clovers in Indestructible Crystal-Like, Gold Lacquered Cases. Fastest money-maker on the market. Everybody wants a Four-Leaf Clover Good Luck Charm. Everybody wants to Win Luck, Friends, Power. Send 25c for your sample Good Luck Piece, for Pocket or Purse! Get complete sales plans and exceptionally low prices in various quantity lots. Sent immediately postpaid. Write now to Exclusive Distributor.  
**CHAS. D. FOX, 455 W. 23rd St., New York City**

**BEN HOFF**

Complete line of Carnival and Concession Goods. Also large slum selection.

29 EAST 10TH ST., NEW YORK, N. Y.

**STUFFED TOYS OUR SPECIALTY**

**LIMITED QUANTITY ONLY**

**N. Y. WORLD'S FAIR SOUVENIR**

1939 } **LUCKY COIN** Your Choice } **\$12** Per 1000  
Etched } **CAPPED RABBIT FOOT** } Per 1000

**FINEST QUALITY BEAD CHAINS** **\$8** Per 1000

**3 Color Display Cards FREE**

**PLAIN CAPPED RABBIT FEET** **\$12** Per 1000

Buy in Bulk

Assemble Your Own Novelties and SAVE MONEY. 1/3 Dep. With Orders, Bal. C. O. D.

Samples, 10c Each

**J. E. BREWER, 230 W. 26th St., New York City**

# OUR NEW SHURE WINNER CATALOG

NOW ON THE PRESS

Will Be Bigger and Better Than Ever!

This Buyer's Guide For All the Show World Will Show the Merchandise You Want At the Price You Want To Pay

Watch for our Mailing Announcement

**N. SHURE CO.** 200 WEST ADAMS ST. **CHICAGO, ILL.**

The World's Largest Novelty House Is Still the Most Progressive

could be attached to badges, made their debuts. These charms claimed so much attention that after the campaign year over 200 animal designs came on the market and were used as premiums in peanut and candy vending machines. Until this big hit comes along the boys will build their pitches around buttons and badges and other staple items.

These two national events, while they mean much, will not claim all the attention of pitchmen. County events this year will offer many gatherings that can be worked. Even local campaigning this year, indications show, will be on a "40-sheet" basis, and novelties will go big. In addition to political rallies, a campaign year tends to make Fourth of July celebrations bigger and better than ever. When an event can advertise that candidates are going to speak, attendance immediately takes a jump.

To cite an incident as to the three-ring angles of campaigning, a picture of a button being used by the great baseball player, Walter Johnson, in his campaign for election to Congress from the fifth district of Maryland, recently appeared in a New York paper. This shows that the candidates are going back to showmanship tactics in order to gain offices. The button resembles a baseball with Johnson's name across the face and election date at the top, separated from the other marking by the seam of the "baseball." Buttons and badges by no means will have a monopoly in campaigns because all sorts of items are expected to make appearances as the election nears.

Pitchmen frequently refer to "the good old days." This year seems headed to return them.

Albert (Happy) Epstein, who is 73 years old and the writer's father, has

## "TRULY YOURS"



### Envelope Cigarette Case

Can be addressed in 2 minutes by anyone who can write. We furnish free, complete addressing outfit and imprint your city and state in round stamp circle free of charge on dozen or more cases. Can also imprint slogans and return address free of charge. Beautifully enameled in white, gold, black, also pastel shades for the GALS. Holds full pack of 20 cigarettes. Beautifully addressed sample sent all prepaid to any part of the world upon receipt of

**\$1.00**

Very low prices on quantity orders. This is a HOT number. Write—wire—phone. Longacre 5-2896

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**New! P. D. Q. AUTOMATIC PHOTO MACHINE**  
Today's Big Money Maker!

#### NO EXPERIENCE REQUIRED

- Takes and finishes beautiful Black and White or Sepia Photographs.
- NO FILMS — NO DARK ROOM.
- Direct Positive Photos, size 2 1/2 x 3 1/2 inches. NOT TIN TYPES.
- Big attraction. Watch photos develop in daylight in one minute.
- Easy to operate. Simple instructions show you how.
- P. D. Q. Photos are guaranteed NOT TO FADE.
- About \$60 starts you in this interesting, Big Money business.

Carnivals, Fairs, Picnics, Beaches, Parks, Back Yards, Front Porches, Street Corners—EVERYWHERE—you will make big money with the P. D. Q. . . . the real camera sensation of 1940.

### P. D. Q. CAMERA CO.

109 E. 35TH ST., Dept. BL, CHICAGO, ILL.

### FLASH ATTENTION FLASH

PARKMEN—CONCESSIONERS—BIG USERS

Have you tried the rest? Now try the best!

Write for Prices. Don't Delay. Here's the Best Plaster Novelties Ever Made. Vivid Colors, Plenty of Tinsel. Shipped or Delivered by Our Trucks. Same Day Delivery. 1/4 Deposit on All Shipments. No Catalogues. Send for Samples. Don't Fool Yourself.

### INCROCCI NOVELTIES, Mfrs.

31 PRIDE ST., PITTSBURGH, PA.

ATLANTIC 3225

### M. HORWITZ & SONS Est. 1896

Largest Manufacturers in U. S. A.

### MEN'S PARADE CANES — SWAGGER STICKS

For Conventions, Carnivals, Etc.

305-317 MONTROSE ST.,

PHILADELPHIA, PA.

**BINGO GAMES AND SUPPLIES**  
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  
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No. 61—METAL TABLE LAMP, 18" high. Finished in attractive color combinations, ivory and red, ivory and green, bronze and gold. With latest style cellophane wrapped fluted parchment shade. Assorted colors and latest designs. **SOME FLASH.**  
SPECIAL 80c Ea. In Gr. Lots  
PRICE 65c Ea. In Dz. Lots  
Sample Prepaid 95c  
You Can Depend on Us for Prompt Service and Lowest Price. 25% Deposit on All C. O. D. Orders. Send Your Order Today.

**HUMBOLDT LAMP MFG. CO.**

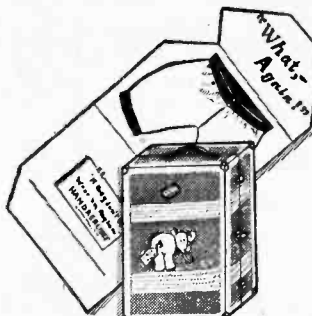
### YOUR GREATEST MONEY MAKER

SPECIAL INTRODUCTORY OFFER  
No. 71—BEAUTIFUL BOUTIQUE LAMP, 15" high. Finished in latest pastel colors. With attractive embossed parchment shade to match. A variety of the most popular colors, rose, green, ivory, peach and white. The outstanding value of the season.  
SPECIAL 45c Ea. In Gr. Lots  
PRICE 47 1/2 c Ea. In Dz. Lots  
Sample Pair Prepaid \$1.25  
You Can Depend on Us for Prompt Service and Lowest Price. 25% Deposit on All C. O. D. Orders. Send Your Order Today.



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### Gone With the Wind



A knockout Novelty Mailing Folder. Modernistic Steamer Trunk with picture of winking elephant, with slogan "I NEVER FORGET" dangling from its tail. Unfolded, it displays a pair of dainty silk miniature shorts. Can be worn in pocket or purse as handkerchief. No. 10J4—Size 4 1/2 x 6 1/4 inches.

78c per doz. \$8.64 per gross, F. O. B. Chicago. TRIAL DOZEN, 90c Prepaid. On gross lot orders your name, city or resort imprinted with no additional cost.

### Jackson Publishing Co.

4021 Carroll Avenue, Chicago, Ill.  
Manufacturers of Self-Mailing Folders and Novelties, Souvenirs and Greeting Cards That "Talk"

### DEALERS!

DEPT and CHAIN STORES!

\$\$\$ BIG PROFIT \$\$\$

in the Hottest Novelty Line of Western Leather Souvenirs in the country!

Cowboy Hats in ten and five dram sizes. Jockey and Baseball Caps. Boy Scout Hats, Fiesta Hats. Miniature Footballs and Basketballs. Tiny Saddle Scarf Holders. All items made out of leather! Write to

### ATLAS LEATHER GOODS MFG. CO.

1124-26 18th, DENVER, COLO.

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Complete Line of Ladies' and Gents' Wrist Watches; also American Pocket Watches. Send for our NEW CATALOG.

STYLE, QUALITY, PRICE.

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WATCH MATERIALS & SUPPLY CO., INC., 134 S. 8th St., Philadelphia, Pa.

### KNIFE BOARD

### SALESMEN--

GET OUR PRICES! 10 Easy Selling Styles for 1c to 39c Deals. SAMPLE \$1.90 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

### BIG PROFITS in the NEW AIRFLOW DUCK

Miniature 4 1/2 In. Model. Doz. \$ 4.00  
Lawn 15 In. Model. Doz. 11.50  
Commercial 24 In. Adv. Model. Doz. 18.00  
25% with order, bal. C.O.D. Samples 50c, \$1.25, \$1.75 Cash



Operates in breeze, resembles duck in flight.

Available in Colors

### V. S. & S. NOVELTY CO.

Factory Distributors 444 PROSPECT ST., YORK, PA.

### ELGIN, WALTHAM, BULOVA



Renewed Guaranteed. MEN'S WRIST AND POCKET WATCHES. STARTS AT \$2.95

Wholesale Jeweler Since 1914. SEND FOR FREE CATALOG.

### LOUIS PERLOFF

720 Walnut St., Philadelphia, Pa.



# CASH IN! with the NEW Mead Ranger SCOOTER



Rental operators are going to town everywhere with the marvelous new Ranger Scooter. A small initial investment brings quick, sure returns in the right location. Rent for \$1.00 per hour, also sell to messengers, mechanics, garages, stores for delivery. Start your own delivery service. 15 great models, up to 120 miles per gallon and 40 m.p.h. X-member all steel frame, 2-speed gear, 1 1/2 or 2 1/2 H.P. Solo models, tandems, delivery or sidecar. HURRY! Write for FREE Circular, Easy Terms.

Send for FREE Circular

## CYCLE CO Mead

America's Most Famous Cycle Name for Fifty Years.

Dept. F-7, Chicago, U.S.A.

been in the novelty business for more than 50 years. When he first arrived in this country he worked frankfurters with the Barnum & Bailey Circus. Seeing that money could be made with novelty pitches he took on these lines. He continued to work the circus, later branching out into territory of his own. Since 1890 he has had the "exes" on fairs at Trenton, Allentown, Mineola and other places. His pitching days also include campaign conventions and inaugurations among numerous smaller events. The biggest event of all time from the standpoint of business was Lindbergh's return to this country. Over 2,500,000 badge buttons were sold.

### 1909 Year

Rating second was the Hudson-Fulton Celebration in 1909. This event lasted about three months, with a steamboat resembling the Clermont stopping at each town along the Hudson, where big celebrations were staged. People traveled from one town to the other to participate in the festivities and the pitchmen were on the job taking an excellent share of the money.

The years when Grover Cleveland and William McKinley ran for second terms pitchmen also found business good.

Those years were good and are repeating. Business so far this year has exceeded the same period last year and even the year before. With many factories running full time and business in general good, there is every reason to believe that 1940 will top all records.

## CORN GAME SPECIALS

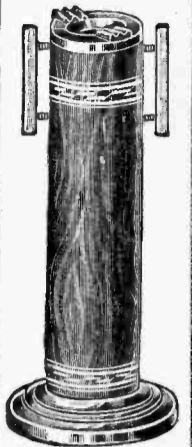
JUST A COUPLE OF THE MOST POPULAR NUMBERS WE HAVE — FOR — THE LARGEST AND FINEST SELECTION SEE US FIRST!



No. 0552—STOOL. Ivory Frame, with Chromium Foot Rest. Colored Padded Seat. Height 25 in., Base 17 in. Packed 2 to Carton (no less sold). EACH... \$1.15



No. 02752—Chrome Dutch Oven. Heavy Gauge Steel. Highly polished. 11 1/2 inches in diameter. 12 to CTN. Each 60c. Packed 2 to Carton (In Doz. Lots)..... 55c



No. 02803 — Tall Smoker Stand. Walnut Finish, Chromium Trim. 6 to Carton. EACH 80c

WRITE FOR LISTINGS



No. 1098 — Convex Kettle. 6 Qt. Size. Chrome Covers. Packed 12 to CTN. EACH... 50c



No. 8110 — Four-Piece Canister Set. By "Nesco," in the "Polka-Dot" Pattern. Small size, 4 1/4 x 5 1/4. Largest size, 7 1/4 x 7 3/4 inches. 12 to CTN. Each, 48c. Each (in Dozen Lots)..... 45c



No. 1109 — Drip Coffee Maker. Full 6 Cup Size. Packed 12 to CTN (No less sold). EA 50c

IF IT'S NEW, WE HAVE IT!

WE MUST INSIST ON A DEPOSIT OF 25%

NEW CATALOG READY MAY 5TH

WISCONSIN DELUXE CORPORATION 1902 NORTH THIRD STREET

WISCONSIN DELUXE CORPORATION 1902 NORTH THIRD STREET

WISCONSIN DELUXE CORPORATION 1902 NORTH THIRD STREET

ENTIRELY NEW AND A FAST SELLER. EVERY SALE A WINNER. NO BLANKS.



12 SALES 13 PRIZES  
Player receives a beautiful, high quality Combination Fountain Pen and Pencil every sale, and also gets chance on Genuine Leather Billfold with outside zipper. Card brings \$4.00, player paying amount drawn, 1c to 39c.  
SMALL DEAL — FAST TURNOVER  
In Lots of 10 or More, F. O. B. Arnolds Park, Shipped Express only. Terms: Cash with Order or 1/2 Deposit, Balance C. O. D.  
Single Sample, \$2.15

TRI-STATE SPECIALTY CO. ARNOLDS PARK, IOWA Fast Moving Small Deals

## BINGO SUPPLIES

Specials: Catalin Markers, Chute Cages, Door Prize Coupons, Pencils  
Cardboard Markers: Case Outfits, Roll Tickets, Grand Award Certificates, Lap Boards  
Burnt-In Die-Cut Wooden Balls, Plastic Bingo Balls (Red or Blue), Etc.  
JOBBER: WRITE FOR CONFIDENTIAL PRICE LIST  
METRO MFG. CO. 28 W. 15TH ST. NEW YORK, N. Y. GRamercy 7-8472

## BLANKETS! BARGAINS

Water Damaged Stock GOODS IN PERFECT CONDITION  
Beacon, Esmond and Peppercell Blankets, part wool, 85c; Double Blankets, part wool, \$1.39 per pair; Umbrellas, Rayon Silk and Oil Silk, 16 lb gilt and silver frames, 88c; Peppercell Product Sheets, all sizes, 72c each; Pillow Cases, 15c each; Turkish Towels, extra large, 6 for \$1.00. FREE DELIVERY ON ORDER OF \$10.00 OR OVER. Orders shipped the day your money order arrives. MONEY REFUNDED IF NOT SATISFIED. A complete line for Field Days, Bazaars, Fairs, Gift Nites, Premiums and Penny Sales. Beano and Bingo Supplies at the wholesale price.

OSHRY BROS., INC. 10 Spring St., BOSTON, MASS. Established 1902

## ATTENTION CONCESSIONAIRES



Start in right, with our new Plaster Flash. Service and Quality is our motto. Price list ready soon.

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Lowest Prices in the Country. New 1940 Models—45c and up. Floor Lamps, \$1.25 Send for Catalog  
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for HOOP-LA and RING-TOSS Games  
Smoothly Finished Wood Hoops... All Sizes Plain wood, or enameled in bright colors to protect the Hoops from moisture. Handled by leading jobbers everywhere. Write for samples and prices.  
Order From Your Jobber ASK FOR GIBBS WOOD HOOPS  
THE GIBBS MFG. CO. CANTON, OHIO

## HOT NEW NOVELTIES

For Diggers, Salesboard, Fairs, Gift Shops and Jobbers. Engraving Jewelry, \$7-\$9 gr.; Knives, \$7, \$9 and \$12 gr.; ass't. Billfolds, \$4 doz.; send your view for Compacts, \$3 doz.; also others from \$3 to \$6 doz.; Match Pkg. or Cig. Pkg., Key Chains, \$9 gr.; others from \$3.50 to \$13 gr.; Cig. Cases, \$15 gr.; Latest Nov. Stone Jewelry, \$8.50 doz.; Collar and Tie Sets, \$3 to \$7.50 gr.; also Lockettes, Crosses, Luggage, Bracelets. Send for Illustrated Cat. State Your Business.  
Factory Seconds on Request.  
DEXTER LACQUER & ENAMEL CO. 197 Harrison St., PROVIDENCE, R. I.

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We have the largest stock of Ladies' and Gents' Reconditioned and Guaranteed Watches. Write for Free Wholesale Illustrated Catalog and be convinced that our prices are positively the lowest in the country.



HAMILTON \$2.75 AS LOW  
ILLINOIS  
BULOVA  
WALTHAM  
ELGIN  
Orders filled same day as received.

QUAKER CITY JEWELRY CO. DEPT. L EIGHTH & WALNUT STS. PHILA., PA.

LARGEST, BUSHIEST, GENUINE Fur Fox TAILS  
Pitchmen, Fair, Carnival and Premium Workers! Stock Now this best seller for the most promising season. Tails include 2 strong cords to tie to autos, motorcycles, bicycles, etc., with colorful silk red, white & blue streamer, or "comic saying" cards. Flashy accessory & luck charm.  
25% Deposit, Balance C. O. D.  
H. M. J. FUR CO., 150 W. 28th Street, New York City

GENUINE FURS SPRING! DON'T BUY any Boleros, Jackets, Capes, Scarfs until you see our NEW BEAUTIFUL FREE CATALOG! variety of 136 money makers! Must satisfy or money back. \$500 up  
H. M. J. FUR CO., 150 W. 28th Street, New York City

Sell SLIDE-ON TIES for PROFITS!  
These ready-tied ties are GUARANTEED VALUES and consistent PROFIT MAKERS. NOW READY—Slide-On Tie & Kerchief to match. Tie & Kerchief Sets, COMPLETE LINE OF 4-IN-HAND TIES: Seersuckers, Shantung, Foulards, Beach Cloths, Wash Ties, etc. Lowest Prices Guaranteed. Write for new Catalog. FREE SWATCHES & CATALOG write today!  
EMPIRE CRAVATS, Dept. BB-5, 22 W. 21st, New York City.

ASK FOR THE LATEST CREATIONS WE HAVE THEM ALL PLASTER FLASHY PLASTER  
Catalog Now Ready  
Mrs. of Plaster Novelties and Statuary.  
ILLINOIS PLASTIC PRODUCTS (A. C. GIULIANI, Mgr.) — 2132-34 GRAVOIS AVE., ST. LOUIS, MO.

Put more "PUNCH" in your SALESBOARD DEALS

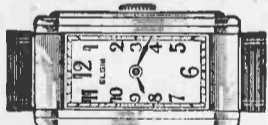


Plastic Molded PURSE & POCKET SPOTLIGHT

A "Salesboard natural." Low in cost—irresistible in eye-appeal. Has hundreds of uses. Only 3" high; 1 1/4" wide. Throws most powerful light of ANY pocket spotlight. Completely molded of modern durable plastics in rich, lustrous colors—Ivory, Maroon, Black. Equipped with translucent dome, Mazda bulb and smartly styled plastic switch. Uses 2 Usalite Penlite batteries. Mounted on colorful display specially for Salesboard trade.

Nothing else like it anywhere! Most compact, beautiful and powerful pocket spotlight ever built! Judge it for yourself! Write for sample and quantity prices today!

MAKERS OF RED HEAD SAFETY FLASHLIGHTS  
U. S. ELECTRIC MFG. CORP.  
222 W. 14th ST., N. Y. - 323 W. POLK ST., CHICAGO



WATCHES AND RINGS

10K SOLID GOLD LADY'S DIAMOND RING. SPECIAL. Lots of 3. Ea. \$2.85  
7 Jewel Watches—Deuber Hampden, Yellow cases. Lots of 3. Ea. 2.50  
7 Jewel—O Size—Elgin & Waltham Watches, Yellow Top Cases Star. Lots of 3. Ea. 2.75  
Same 15 Jewels. Lots of 3. Ea. 3.75  
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.

BINGO SUPPLIES

SPECIALS—Markers, Cages, Door Stubs, Roll Tickets. Also Merchandise for Bingo Games.

HENRY HELLER

66-22 Myrtle Ave., Glendale, L. I., N. Y.

**PERSONAL HEADLINES**  
Take in up to \$75.00 a Day by Printing "Wise Crack" Headlines. Big Profit! Like wildfire at Conventions, Fairs, Hotels, and Concessions. We sell complete outfits, including Type, Machine, etc., for \$84.80 (Newsprinters Extra). Write or wire AMERICAN WOOD TYPE MFG. CO., 608 S. Dearborn St., Chicago, 270 Lafayette St., N. Y. City

**TIES** OUR ACETATE MATERIAL IS STILL LEADING Because It Is Non-Wrinkable Our Ties Are Constructed With 8 NEW FEATURES  
Instead of \$18.00 per Gross YOU PAY \$15.00 Per GROSS Plus Postage These Ties Can Be Sold for 35c Each Retail. 1/3 Deposit With Orders, Balance C. O. D. SAMPLE DOZ., \$1.75 Prepaid Free Catalog & Swatches on Request.  
HERCULES NECKWEAR MFG. CO. 772 Vermont St., Brooklyn, N. Y.

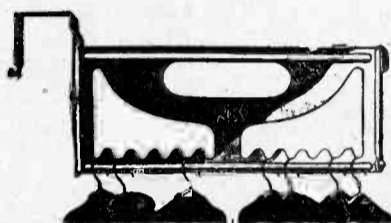
Popular Items

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.

Skin Protector

Dermo, a soluble, invisible, glove-like protective covering that prevents hands and face from being soiled by contact with grease, grime, paint, ink, oil, dirt, acids or soot, is an item that is making money for pitchmen, demonstrators, house-to-house canvassers and agents, Gilford Laboratory Co. reports. It covers the hands like a glove and washes off in water, removing every kind of dirt. Hands are left clean and soft. Users apply it in the morning and remove it when work is completed. Painters, printers, greasers, machinists, mechanics and numbers of others find it a quick, easy cleaner. Items is offered in eight-ounce package at new low prices, the firm reports.

Handy Rack



The Master Hanger, which may be placed over a door and hooks on a bracket or screw, is proving a money-maker for pitchmen and demonstrators, American Kleeton Corp. reports. Item, built scientifically to hold up to 12 garments, is portable and may be easily moved from place to place and put away when not needed. Made of high-grade stamped steel, it may be installed in a jiffy. Hanger is available in ivory, metallic, chrome satin, white enamel and chrome de luxe (high polish) finishes, the firm reports.

Coffee Dispenser

Bingo operators who feature household items are finding the new Silex coffee dispenser a welcome addition to their prize displays, Silex Co. reports. Item accurately measures all grinds of coffee. When coffee is purchased it is emptied into the container. A twist of the wrist allows the correct amount of grounds to drop into the container of the Silex coffee maker. Saves time and coffee. Quantity prices offered, the firm reports.

Kitchen Clock

Bingo and salesboard operators and concessioners are finding great demand for the Chef Clock, Sessions Clock Co. reports. Item has metal case in form of a French chef in white uniform. Face is tinted in life-like colors and the five-inch dial represents plate with knife and fork hands. Clock is 10 1/2 by 7 1/4 inches over all and has self-starting electric movement. It is priced to allow a good profit, the firm reports.

Scarlet

Scarlet is the name of a new doll creation that is making money for bingo and salesboard operators and the premium trade, Standard Doll Co. reports. Doll is 30 inches tall and comes dressed in quality flowered satin. It has plenty of flash. M. Henfield, long known as a creator of boudoir dolls, states the item outclasses anything his company has ever produced.

Confucius Balloon

Keeping up to the minute, Toy Balloon Co. announces a new novelty balloon called Confucius. It is of the toss-up type, inflates to 30 inches and has a 15-inch pigtail attached. The Chinese figure is funny in appearance and has balloon sales appeal. Confucius comes in assorted colors with varied Confucius saying printed on it, the firm reports.

Cutlery

Prize users are finding a carving set recently introduced a sure-fire hit, Clyde Castings Co. reports. Set is smart in design and consists of stainless steel fork and razor-edge knife with colofuse handles. Exceptionally low prices in effect, the firm reports.

Confucius Say Buttons

With the Confucius say trend sweeping the country, pitchmen are making money with a Confucius say button, Goldfarb Novelty Co. reports. Buttons are about

3 PIECE BOUDOIR SET



2 Boudoir Lamps and 1 Bed Lamp to Match COMPLETE IN DISPLAY BOX \$1.50 Per Set in Doz. Lots

\$17.50 Per Doz. Sets in 3 Doz. Lots. SAMPLE \$1.75 Prepaid. The Boudoir Lamps are 15" high with solid brass seamless tube stems and fittings. Plated base to match. Dropliter Shade is embossed parchment, in attractive colors. A REMARKABLE VALUE AT AN UNBELIEVABLY LOW PRICE. 25% Deposit on All C. O. D. Orders.

BOB HOFELLER PRODUCTS CO. 12 So. Clinton St., CHICAGO, ILL.

GENERAL LEADS AGAIN

WITH FAIR AND CARNIVAL SPECIALS Balloons—Street Man Special. Gross \$2.25  
Birds—Flying—Inside Whistle. Gross 2.50  
Hawaiian Lels. Gross 2.00  
Monkeys—With Hat. Gross 3.25  
Feather Dolls—7". Gross 8.00  
Sailor Dolls—15". Gross 14.40  
Toss-Up Balloons. Gross 3.75  
Skeletons—Dangling. Gross 3.50  
Bamboo Games. Gross 4.25  
Swagger Sticks. Gross 4.25  
Bottle Balls. Per Dozen 9.90  
Yacht Hats, White & Black Peak. Gross 16.50  
Alpine Hats With Large Feather. Gross 8.00  
We Carry a Complete Line of Slum, Novelties, China Items, Prizes and Beach Supplies. 25% Deposit on All C. O. D. Shipments.

GENERAL NOVELTY CO. 417 MARKET ST., PHILADELPHIA, PA.

SPRING BARGAINS

SUN GLASSES KIT—Containing Leather Case, Nail File, Pocket Comb, Mirror and Crooke's Lens Sun Glasses. Dozen \$1.40  
UNDERWOOD DRY SHAVERS—Ivory Case with Pouch. Each .80  
ELGIN JR. CANDID CAMERA. Each .60  
SUN GLASSES—25c Seller. Dozen .40  
TOOTHBRUSHES—American Made. Gross 6.00  
RUBBER FLY SWATTERS. Gross 3.00  
STYPTIC PENCILS. Gross .35  
POCKET COMBS—Assorted Colors. Made in U. S. A. Gross 1.45  
CONFUCIUS BUTTONS—50 Ass't. Kinds. Large. 100 .90

BENGOR PRODUCTS CO. 878 BROADWAY, NEW YORK, N. Y.

Extra Value! \$2.25 EACH  
5 for \$10.50 5 for \$10.50

No. BB 9583—Ladies' Bracelet Watch. Exquisitely Styled 12 1/4 L. Chrome Cases in assorted engraved designs with beautiful link bracelet to match. Guaranteed jeweled movements. Each in attractive gift case. An amazingly Big Value and 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

SENSATIONAL NEW

DUNHILL VEIL DANCER

SILENT FLAME TABLE LIGHTER



Just contact lighting stick to rail and figure and it lights! Made by the famous Dunhill of London exclusively for us and will not be sold through retail stores. It is the finest, most beautiful silent flame lighter on the market! Sells on sight, no competition and you can more than double your money.

Sales Board, Bingo and Premium Operators and Jobbers, write for samples . . . \$1.25 cash with order, we pay postage. Lots of 12, \$1.15 each F. O. B. New York. 25% with order, balance C. O. D.

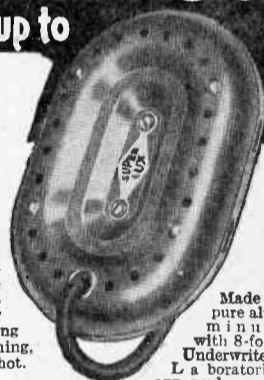
GRAND SALES

147 West 42nd Street New York City

MAGIC DISC Pays You up to

178% PROFIT

60 Second Demonstration MEN—WOMEN, Cash in on LUX! This "MYSTERIOUS" tiny disc in a ke s thousands gasp by its uncanny method of making cold water steaming, sizzling, bubbling hot.



Made of pure aluminum with 8-foot Underwriters Laboratories approved cord. Works on A.C. or D. C. Guaranteed.

ENTIRELY NEW PRINCIPLE

The New SUPER LUX ELECTRIC WATER HEATER has hundreds of every-day uses. No larger than a hand, it heats water almost instantly—no fire, fussing or waiting. Simply drop in water, plug in light socket—Zoom! Hot water in a jiffy. LOW COST—EVERY HOME CAN AFFORD THE LUX. Tested and approved.

PAYS UP TO 178% PROFIT

Furnaces will soon be shut down for the summer and millions of homes will soon be without hot water. Write at once for information and SAMPLE OFFER—NO RISK. Old reliable Company.

THE LUX COMPANY

Dept. H-160, ELKHART, IND.

MAGIC DISC 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 profits for agents. No money. Just send name on postcard.

NU-WAY MFG. CO. Dept. 434A, Walnut Bldg., Des Moines, Iowa

ANY 110-VOLT LINE Pocket Size Samples FOR Agents SEND NAME!

CHEMILLE BED SPREADS

Unusual \$2.98 retail values. Operators, buy direct at wholesale. State your business. GEORGIA BED SPREAD CO., B-6, Nelson, Ga.

ADVERTISE IN THE BILLBOARD—YOU'LL BE SATISFIED WITH RESULTS.



**CARNIVAL SPECIALS**



New Merchandise for Circus, Hoopla, Ball Games, Penny Pitch, Corn Games and Wheels.

- B11 Pinocchio Dolls, Doz. \$ 3.60
- B12 Long Nose 16" Fancy Dressed Dolls, Doz. 4.20
- B13 Long Nose 35" Fancy Dressed Dolls, Doz. 18.00
- B14 Pinocchio Inflatable Rubber Toy, Gr. 9.00
- B15 Oak's Pinocchio Toss-Ups, Gr. 4.00
- B16 Oak's Jimmy Cricket Toss-Ups, Gr. 3.75
- B17 Men's Bamboo-Walking Canes, Gr. 4.25
- B18 Swagger Sticks With Tassel, Gr. 4.50
- B19 Asst. China Head Canes, Gr. 6.00
- B20 Men's Crook Handle Canes, Attractive Snake Design, Gr. 7.20
- B21 Bounder Balls, Per Doz. .90
- B22 Fur Monkeys, Special, Per Gr. 3.25
- B23 Celluloid Dolls With Feathers, Gr. 4.50
- B24 9" Streetmen Special Gas Balloon, Gr. 2.25
- B25 Asst'd Large China Slum, Gr. .85

**WRITE FOR CATALOGUE**

Featuring Watches, Clocks, Chromeware, Lamps, Aluminum Ware, Smoking Stands, Leather Goods, Fountain Pens, Umbrellas, Canes, Plaster, Electrical Appliances, Chinaware, Toilet Sets, Beacon Blankets, Knives, Opera Glasses, Flashlights, Zipper Tourist Sets, China Slum and a complete line of Oak Balloons, including Mickey Mouse Toss-Ups. New Catalogue ready next month. 25% deposit required on all orders.

**M. GERBER, INC.**

"Underselling Streetmen's Supply House," 505 MARKET ST., PHILADELPHIA, PA.

1 1/4 inches across and have Confucius sayings in red against a white background. New low prices that allow a good profit are in effect, the firm reports.

**Desk Lamp**

Van Dyke Industries reports it is marketing a fluorescent desk lamp which is ideal for premium and prize users. Tho of high-quality material and workmanship and an item any owner would be proud to have in his office or



home, it is offered at the lowest possible price and

is the answer for anyone who performs visual tasks and desires glareless daylight. Its features are an exclusive color-tone reflecting surface, providing eye protection; 15-watt 18-inch fluorescent tube which is guaranteed for 2,000 hours and provides abundant light economically, and adjustable shade, Morocco brown finish and solid bronze penholder and ornaments, giving the item a rich appearance. Materials are approved by underwriters. A small extra charge is made for the tube. Lamp is equipped with nine-foot rubber cord and is furnished for alternating or direct current.

**Portable Recording Studio**

Concessioners will find the new Speak-o-Phone De Luxe Recorder a natural for fairs, carnivals, parks, resorts or town locations. Those who want to get into the profitable business of selling unbreakable records to people that they themselves make are considering the many advantages offered by this outfit. Speak-o-Phone Recording and Equipment Co. reports. In addition to being novel and entertaining, the Speak-o-Phone Recording Studio makes it possible to earn 500 per cent profit on personal recordings. Unit is 57 by 30 by 78 inches in size and is easily moved from one place to another. Made by the

**CONFUCIUS Played It!**



America Loves It!

CHOP

STIX

First, Chinese Checkers... next "Confucius Say"... now CHOP STIX is No. 1 Chinese seller—No sales talk needed... easy demonstration brings showers of quarters... wows kids... panics parents... Gross lots only \$9.00... right salesman can ride this Chinese craze to riches... we show you how... sample 25c cash... Act fast!

**A. M. WALZER CO.**

BOX 285, MINNEAPOLIS, MINN.

**WE'VE GOT 'EM**

NOT THE SAME OLD "STUFF" But NEW ITEMS

that will get you new customers as well as additional business from your present customers.

SEND NOW FOR YOUR FREE COPY OF OUR 1940 SPRING FLYER JUST OFF THE PRESS.

Hundreds of NEW ITEMS of Premium Goods for Carnival Buyers, Sporting Goods, Fishing Supplies, Photographic Supplies, Sun Glasses, Latest Automotive Accessories and a full line of Spring and Summer Sellers.

OUR NEW DISCOUNT PLAN gives you the best Price Set Up in the country. Write to Dept. B.

**CONTINENTAL SALES CORPORATION**

Formerly Mills Sales Co. of Chicago 32 So. Wells Street, Chicago, Ill.

**SENSATIONAL OFFER JEWELED LADIES' BAGUETTE WATCH**



SPECIAL: No. 150—HIGH GRADE JEWELED Brand New Movement. Guaranteed to keep accurate time for 3 years. Modeled from a \$300 Article. In Lots of 3. Each \$4.50

Samples 50c Extra. 25% Deposit, Balance C. O. D. SEND FOR CATALOGUE CONTAINING COMPLETE LINE OF WATCHES AND JEWELRY. **FRANK POLLAK** 72 Bowery, NEW YORK CITY

**PHOTO MOUNTS, FOLDERS**

4 FOR 10c—ONE MINUTE FROM MFR. **PENNY ARCADES, LOVE LETTERS** Grand Ma Cards, Etc. H. GERSHOFF, 66 Court St., Brooklyn, N. Y.

**SELL TIES—OVER 100% PROFIT**

\$1 STARTS YOU IN BUSINESS Wash Ties, Sample 7c; Doz. 80c. Slide-On Ties, Sample 25c; Doz. \$2.40. Silk Lined Ties, Sample 15c; Doz. \$1.50. Hand Made Ties, Sample 35c; Doz. \$3.60. 25% deposit, balance C. O. D. Write for FREE Wholesale Catalog. **PHILIP'S NECKWEAR**, 20 W. 22d St., Dept. B-17, New York



**"SCARLET"**

JUST ARRIVED! THE SOUTHERN LASS Every Town and Village in the Country Has Seen Scarlet

The most talked about doll in the country. Hurry, Hurry—be among the first to feature this outstanding extraordinary, profit-making item—the only Doll of its kind in the world. She is 32 inches tall, dressed in fine quality flowered satin. Never before in the history of doll making has such a beautiful doll been offered.

DON'T DELAY—WIRE YOUR ORDER TODAY **\$30—DOZEN**



**BOUDOIR OUTFIT**

(Combination) FLASH!

LOOK — 3 ITEMS: BOUDOIR DOLL DOLL CUSHION BED LAMP

For Sales Boards, Deals, Bingo, Premiums, Promotions, Prizes, etc. Note Combination Prices.

**COMBINATION OFFERS**

- 1 Boudoir Doll \$1.75
- 1 Doll Cushion 1 SET
- 2 Boudoir Dolls \$2.25
- 2 Doll Cushions 2 SET
- 3 Boudoir Doll \$2.50
- 1 Doll Cushion 1 Bed Lamp (Wired) 2 SET
- 4 Boudoir Doll \$3.00
- 2 Doll Cushions 1 Bed Lamp (Wired) 3 SET

**BOUDOIR DOLLS**

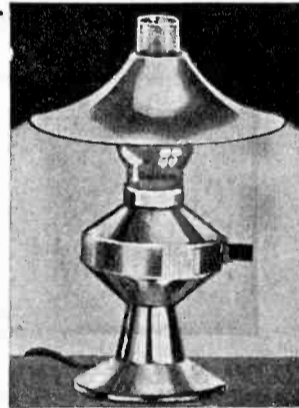
\$24.00 DOZEN

The Ever Popular Doll Beautiful Dolls attract business. This Doll 30 in. high and elaborately dressed in fine satin and lace. It outclasses anything ever offered at this price.

25% Deposit With Orders, Balance C. O. D. 36 East 22nd Street New York City

**STANDARD DOLL CO.**

NITE GLO LAMP Old-Fashioned Lamp Modernized Electrically



\$1.25 Each

If you send total amount we pay postage. Get one FREE by ordering in dozen lots.

**OUTSTANDING PREMIUM ITEM OF THE SEASON**

If you haven't tried this new night lamp you are passing up the hottest premium and salesboard item. Its many uses such as for nursery or child's room, bedroom or sickroom, hallways, bathrooms, etc., make this night lamp practical and very useful. Cost only a few cents a year to burn. Its controllable switch permits the light to be graduated like the old-fashioned kerosene lamp.

**WESTERHAUS AMUSEMENT CO.**

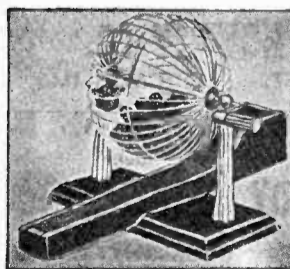
3616 Darwin Ave., Cheviot, O.

**WAKE UP!!! YE BINGO JOBBERS!**

Time to do business direct with manufacturer. Pocket the middleman's profit! Get my confidential jobber's prices on Chute Cages, Noiseless Balls and Bingo Specials. Write right now!

**MORRIS MANDELL**

1123 Broadway Dept. B New York City



**WAGONMEN-AGENTS-CANVASSERS**

Thousands of Fast-Selling Big Profit Items at Lowest Prices. CARDED GOODS, DEALS, NOTIONS, DRUG ITEMS, SIDELINE MERCHANDISE, SNAK-INSECT CARD, FLY SWATTERS—get New Catalog—It's FREE! • MOTH CAKES—GIANT SIZE—VIVID COLORS—100 FOR \$3.50—Include Postage.

**CHAMPION SPECIALTY CO.**

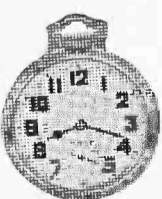
814-A Central St., KANSAS CITY, MO.

**TREMENDOUS VALUES IN SUN GOGGLES—U. S. MADE**

New Displays, New Styles, New Deals. Sports, Side Shield, Dust, Sport Kits.

**ELECTRIC SHAVERS:**

NEW WALTHAM . . . . . 75c Ea. UNDERWOOD . . . . . 85c Ea. Include Postage.



**FACTORY TO YOU ELGIN WALTHAM**

Small Size Open Face Pocket Watches.

YELLOW OR CHROME CASES, RENEWED AND GUARANTEED \$2.95

Send for Free Catalog. WHY PAY MORE?

**LOU MALTZ**

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ADVERTISE IN THE BILLBOARD —YOU'LL BE SATISFIED WITH RESULTS.

THE LAST "WORD" IN YOUR LETTER TO ADVERTISERS, "BILLBOARD"



**ANNOUNCING**

# TO OPERATORS A NEW SPOT GETTER

## A HONEY FOR SALESBOARDS

You know how hard it is to get new spots. Well, fellows, this beautiful merchandise board known as FISH-O-BOARD opens new spots just as easy as a key opens a lock, and say, listen, your old customers will like this too. It's new, it has eye appeal, and it has beautiful chrome edging all around it and the South Bend Fishing tackle is mounted on beautiful colored crushed plush. It's an eye stopper. Customers see this FISH-O-BOARD. It is 16 inches wide by 32 inches high. Just the right size and style.

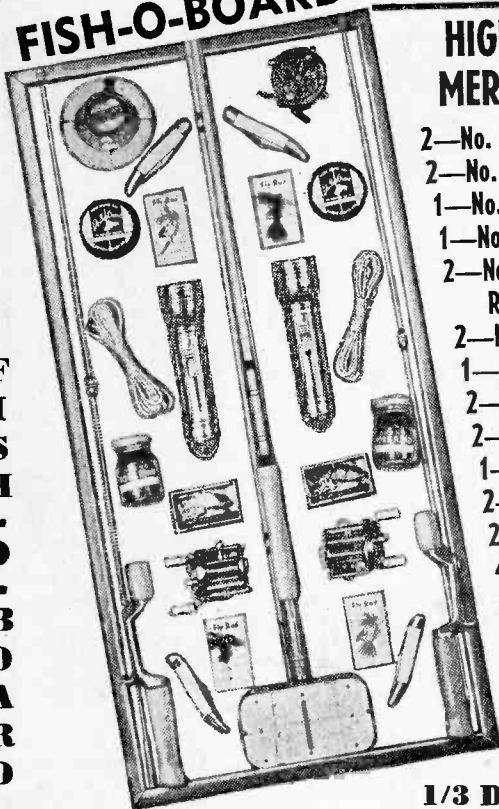
Before we designed this FISH-O-BOARD we did a lot of testing in the territory with all kinds of merchandise boards such as: overcrowded boards with cheap merchandise as well as boards having scattered merchandise. We then used various shapes of boards and out of this whole mess of testing came this FISH-O-BOARD which has quality merchandise on it and just enough for a quick turn-over and it sells like nobody's business. The fishing equipment is made and designed by the South Bend Bait Company, one of the leaders in the fishing equipment field. Visit your local sporting goods store and see for yourself how this fishing tackle rates. It's first class, high quality merchandise.

This is the beginning of the fishing season, be right in the swim and don't let dollars sink from you, but HOOK aplenty for yourself. THE TIME TO BUY IS NOW. This is a real moneymaker and a business getter.

**Westerhaus Amusement  
Company**

1/3 DEPOSIT, BALANCE C. O. D. 3616 DARWIN AVE. CHEVIOT, OHIO

### FISH-O-BOARD



#### HIGH CLASS MERCHANDISE

- 2—No. 35 Reels
- 2—No. 199 Steel Rods
- 1—No. 55C Fly Rod
- 1—No. 372 Fly Box
- 2—No. 262 Oreno Pork Rind
- 2—No. 2019 Dollar Oreno
- 1—No. 1762 Stream Oreno
- 2—No. 880 Flies
- 2—No. 879 Flies
- 1—No. 1170 Fly Rod Reel
- 2—No. 2360 Fish Slinger
- 2—No. 1991 Fish-o-Bite
- 4—Fish Knives
- 2—Flashlights

ALL OF THIS FOR  
**ONLY \$21.00**

FISH-O-BOARD

HERE IS the RADIO  
IT'S NEW! IT'S HOT!  
the Nationally known

## CLARION

3-WAY PORTABLE  
WITH EARPHONE  
OPERATES ON AC-DC OR  
BATTERIES  
PLAY IT ANYWHERE

### A "PICK OF THE FIELD" SALES WINNER

Play it anywhere—at the beach, picnics, baseball on batteries outdoors, regular AC or DC indoors. Master 5 tube superheterodyne circuit—dynamic speaker—everything built in. No aerial or ground needed. Sensational performance guaranteed. Gets distance. Ample volume with finest tone quality. Aeroplane luggage case. Privacy phone connections. Gives you actual BIG set performance.

**LULLABY**  
Bed-Lamp and Radio  
Combination Bed  
Lamp and Radio.  
Going bigger than  
ever. Net Only **\$11.95**  
**NAVIGATOR GLOBE**  
RADIO IN A WORLD  
A complete colored  
Globe Atlas with  
Super Radio built  
in. A real buy! Net **\$14.95**

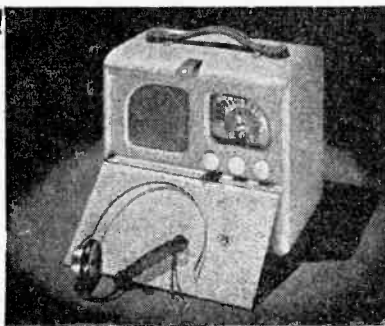
A "WOW" OF A BUY  
This new Clarion is a born  
winner. You can clean up by  
being the first in your territory  
to show it. Rush your sam-  
ple order. Send deposit on  
C. O. D.'s. ACT NOW!

**\$13.95**  
NET

IN LOTS OF 3.  
SAMPLE \$14.95.

### GOLD SEAL NOVELTY CO.

809 W. MADISON ST. CHICAGO, ILL.



oldest manufacturer of instantaneous recording phonographs, the unit has electric phonograph which enables customer to hear recording as soon as it is finished; plays other records to attract crowds; has two-way communication system which allows operator and customer to talk to each other, and a crystal microphone which is adjustable for child or adult. Has public-address system for ballyhoo. Sound-proof booth comes completely wired and equipped with removable doors, yet can be folded away and put in a car. Studio has built-in compartments for records, needles, envelopes and money box. Comes complete with 100 blank records, 100 packages of steel playback needles, 18 assorted colored 11 by 14 signs, idea booklets and other accessories.

### Poacher, Fryer Set

Prize users, especially those who offer cooking utensils, are finding the multi-purpose Speedy-Clean Chrome poacher and fryer sets in demand and a money-maker, Everedy Co. reports. Set includes chicken fryer with deep cover in highly polished chrome and four modified square cup-like receptacles which fit snugly into a removable pierced rack. Cups have finger-tip handles and are used as molds for jellies and frozen deserts and warmer for babies' and invalids' foods. Eggs cooked in them fit toast without messy edges. This item is of special interest to bingo and sales-board operators who want a quality product, the firm reports.

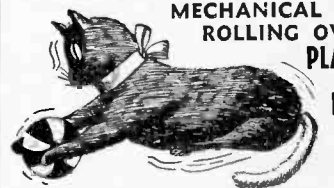
### Novelty Folder

Pitchmen, concessioners and trick and joke houses are finding its new novelty mailing folder a sure-fire money-maker. Jackson Publishing Co. reports. Item is modernistic steamer trunk with picture of winking elephant with the slogan, "I Never Forget," dangling from its tail. When unfolded a dainty pair of miniature shorts is displayed. It may be used as a handkerchief. Item is 4 1/2 by 6 1/4 inches and is supplied in quantity with city or resort imprinted at no additional cost. Special prices to the trade are available, the firm reports.



Runs along the ground very realistically. Has sparkling eyes, and is covered with natural felt, which makes it look like a real live mouse. American made. 60c per DOZEN; per GROSS. **\$650**

Send 10c for Sample.  
**MECHANICAL  
ROLLING OVER  
PLAYFUL  
PUSSY**



This cat is one of the fastest selling mechanical toys ever placed on the market. It is full of action, colorful and attracts large crowds wherever worked. There is a small metal var-colored ball between the front paws. When wound up the cat chases after the ball, then rolls NEW LOW over and over as natural as any live cat could ever do. The toy is well made, having a powerful spring and an all-metal body covered with plush. **\$2400**

**NEW! LARGE, ATTRACTIVE MECH. STORK**  
Carrying Baby in Straw Basket. Doz., \$2.00; Sample, 25c.

25% Deposit, Balance C. O. D. on All Orders.  
No Catalog.

**COHEN BROS.**  
108 PARK ROW, NEW YORK, N. Y.

## MRS. MURRAY'S SUMMER CANDY ASSORTMENT



For All Concessions, Scale Men, Ball Games, Wheels, Shooting Galleries, Splits on low Games and Intermediates.

### FLASHY BOXES

A choicest assortment for every purpose and at every price—

### FROM 1c UP

WRITE FOR FREE ILLUSTRATED CIRCULAR.

**CASEY CONCESSION COMPANY** 1132 South Wabash Avenue Chicago, Illinois



**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** Huge profits. Write AT ONCE for particulars of Distributor Plan or agent proposition. No money. Just send name.

**RAY-ALARM** 225 Fifth St., Dept. R-434A, DES MOINES, IOWA

Advertise in The Billboard—You'll Be Satisfied With Results.



# PIPES

A department for Pitchmen, Demonstrators, Novelty Salesmen, Medicine Showmen, Agents, Streetmen and Others.

by **BILL BAKER**

(Cincinnati Office)

**JAMES L. OSBORNE** . . . is still in Missouri, bucking bad roads and worse weather, but says business since March 1 is much better. Osborne tips: "Any of the boys passing thru can make the sales at Palmyra on Monday; Milan, Tuesday; Green City, Wednesday; Unionville, Thursday; Princeton, Friday and Saturday. Trenton affords a swell week for anybody."

**WHERE DO WE GO from here?**

**THOMAS P. McMAHON** . . . is still working Seattle, Wash., and says pickings are quiet. He says there are several peddlers working in and out of Seattle and that the reader there is \$5 per month. But he says the stinger is that you cannot work where there is money, as they route you around the side streets.

"WHILE PASSING . . . thru Florida recently," scribes Al Fisher, "I ran into a large opera in Jacksonville. On stopping I learned it was Pajas, the man from East India, and Tex Worth, famous snake oil king. They have a 22-people colored show and a 12-piece

band. I found dough tough in Florida, but these boys were sure pulling in the long green. I stayed to see their evening performance and there were about 2,500 people on the lot. It was the biggest opera I have ever run into in the South."

**PITCHMEN'S PRAYER:** "Please let the coming season spell 'Success' for us."

**CHARLIE HUDSON JR.** . . . is making the sales in Georgia with the Soapy Williams soap layout. Says he met Toby Johnson from the West Coast down there a few days ago. Tom McNeely, Tom Smith and Jack Beard are asked to pipe in.

"YOU SHOULD SEE . . . Doc Ed White's show, the Franklin Show Co.," brags Merton Craig, who continues: "White has been in Maryland all winter. Biz has not been so good, but he leaves them wanting a return date."

**THE MIGRATORY SEASON** is on for the early birds.

"COIL WORKERS . . . where have you gone," queries J. Nichols from Omaha. He says: "I used to be on the coils four years ago and it was a common sight to go up a main street and see a coil worker and four or five of them on a fair ground. It looks as if they have all blown up. I just came from Los Angeles and did not see a coil man any place. Here's hoping they come back."

**GEORGE HANEY** . . . ace Cincinnati purveyor, is back at his old location in the Queen City, working rug cleaner to lucrative takes.

**THEY TELL US** that plans and preparations in April result in showers of business in May.

**ART ROBINSON** . . . has been covering a lot of territory—Michigan, New York, Kentucky, Indiana—and is now finishing up in Missouri, still pitching waffle irons. Says he: "I enjoyed a most pleasant visit with Fred Allen and wife in Evansville, Ind. Among the many members of the pitch fraternity I've seen are the Hassman Brothers and The Venekeos (scopes) in Buffalo, Larry and Gladys Shea in Louisville, Doris Randall in Kalamazoo, and Dora Wilson in Lexington. After a three weeks' schedule in Ohio, I'm heading west again for the Coast. Was glad to read that Jack Zimmerman is doing okeh in Washington. He helped me get my first job in Pittsburgh 10 years ago. Would like to see a pipe from Ozzie Routh."

**WHY NOT** . . . start your season off right by telling it to the Pipes Department?

**TRIPOD OPINING:** "Time, perseverance and the spirit to go places are the prime requisites for success in Pitchdom."

**GORDON E. WATT** . . . who has not used the tripe and keister since leaving the carnival and pitch business several years ago. Pipes from Portland, Me., that the town is not so hot, altho most of the State is fairly good. He says the mill towns are running full force and that he hopes to see some of the boys around when warm weather comes. Presently, there is quite a bit of snow thruout the State, he says.

"A GOOD SPOT . . . for pitchmen in South St. Joseph, Mo.," infos Doc Yager. "is my dad's place on King Hill avenue. There's no reader and it's private property on the main stem of the business district."

**FROM JOHNNY McLANE** . . . "I was sorry to learn of Jim Wardlaw's death some time ago. Rumor has it that Pencil Whity is that way too. It (See PIPES on page 121)

# OAK-HYTEX BALLOONS



**New!**

**PUDGY PIG**

HERE'S a great seller! Sturdy one-piece construction. Packed in colorful glassine envelope. Sell Pudgy and increase profits.

**New!**

**HY-GLO SCENIC PRINTS**

FANCIEST balloons ever made. New multi-color designs. New glossy finish. Investigate at once. They're sensational.

**New!**

**GYPSY BALLOON**

GREATER variety of color than ever before offered in variegated balloons. Striking, new glossy finish! Gay! Bright! Appealing! Sure-fire fast sellers.

Pinocchio Head with Long Nose.

## Walt Disney's Pinocchio

**TOPPING EVERYTHING in CURRENT POPULARITY**

**CASH IN** on the Pinocchio rager! Critics and public acclaim Walt Disney's new picture greater even than "Snow White."

**THINK** what this means in popularity for Oak Balloons featuring the elfin Pinocchio and his chirping companion, Jiminy Cricket.

**HERE** are real hits—genuine big money getters!

Available in Heads, Toss-ups and attractive Prints.

Don't fail to get complete information about the Oak line. Ask your jobber, or write to us. As always, your best money makers are Oak's Walt Disney, and other exclusive, distinctive balloons.

### AN IMPROVEMENT You Will Like

HYTEX BALLOONS, which always have been superior in strength and elasticity, are now offered with an even greater improvement in quality—most noticeable in easier inflation.

Sold by the Leading Jobbers

Be sure you get genuine OAK-HYTEX Balloons—in the Blue Box with Yellow Diamond Label.

# The OAK RUBBER Co. RAVENNA, OHIO

**CHEWING GUM 23¢ BOX**

Plus Chewing Gum

**RETAILS 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 50¢ for sample box (prepaid). **GREAT FIELD FOR AGENTS.** Write **AMERICAN CHEWING PRODUCTS CORP.,** 4th and Mt. Pleasant Ave., Newark, N. J.

## 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

## PUSH-A-MATIC

Plungers • Combos • Sets

Big Price Reductions. Send for List. **JOHN F. SULLIVAN** 458 Broadway (Fast Service Sully) N. Y. City

## Key Check Stamping Outfits

Emblem Key Checks, Key Rings, etc. Catalog free. Sample check with name and address, 25¢. **SOCIAL SECURITY PLATES KEMP** 463-B East 178th St., NEW YORK CITY

Coupon Workers • Sheetwriters • Pitchmen Get the Pen That Makes You Money

**WALTHAM**

New All Pearl Package Just Completed. **\$26.00 PER GROSS** The Package That Gets Real Money

Write for Price List on All Type Waltham Pens. **STARR PEN CO.,** 300 W. Adams St., Dept. B, Chicago, Ill.

## PERFUME WORKERS

Store, Fair and Coupon Workers. What are your wants? Packages for every requirement. We have a special 25¢ fast-selling package for store and fair workers. Send 25¢ for samples, postpaid. **ECSTASY PERFUMES** 11 West 30th Street, New York City.

## FILL-O-MATIC

The Newest and Best Low-Priced Line of PENS—SETS—COMBINATIONS New Push-Filler (Illustrated) and Lever-Filler Types Backed by ARGO'S Reputation for Quality. **ARGO PEN-PENCIL CO., Inc.,** 220 Broadway, New York, N. Y.

AMERICA'S LEADING MANUFACTURERS OF

## FELT RUGS

Lowest Prices. Sample, \$1.35. Postage Prepaid. **EASTERN MILLS, EVERETT, MASS.**

# Hold That Line But Watch Your Tackles

By EDWARD L. KIEHL

THERE is a right and a wrong way to do almost anything, and so it is with squaring a spot. Not long ago I encountered a fellow pitchman who had a very docile look on his face, sitting idly by his tripe and keister. When he saw me his face lit up with apparent new interest. He appeared to me to be like one about to engage in combat or battle. Before I could put up my guard he was sailing into me with a barrage of cynical words, which he tried to make blanket and cover the pitch business as a whole, with a good share of negative emphasis placed upon my effort as a self-selected literary guide to men in the business.

This pitchman actually knew better than the conviction which he revealed in his talk with me, because he really is an oldtimer; in fact, one of the very first men in the class of the late George Covell and the still active, lovable Larry Palmer—men of the "Great Firsts" in pitch business to place demonstrations in department stores. But at the end of our heated conversation nothing had been said by him that answered or attempted to answer any of the known ills of our profession.

His flowery speech was crowded with a singular attitude of how he had fixed a town and that any success he had established was going to remain his—for no one else to use to any advantage whatever, and that any effort I had made to aid my fellow men by attempting to arouse their desire to fight unjust taxa-

tion by a united effort was in itself purely revealing inside information to the public. When the serious sad truth of the matter is that our trade paper, *The Billboard*, while on every news stand in the country and the largest publication of its kind in the world, still is not generally read by the great American public. If this were not the case the public would know more about the manner in which many local authorities wastefully spend taxation revenue and refuse money from the itinerant merchant to protect the local merchant in the practice of usurpation. For whenever the public gets enough of this backscratching, it up and declares a call to arms and rids itself of this condition, as in the case of the city of Kansas City, where the Pendergast machine ran the city nearly \$8,000,000 into debt by keeping out all sorts of outside enterprises.

So to tell the public of our ills is the finest thing that could possibly be done, and it is a pity that we cannot speak to all of the people of America thru our trade paper. Not that they would rush to our aid, but that they be informed of what goes on.

### Left Tackle

Any pitchman who desires to fix to work should take into consideration that if he approaches the people in charge d'affaires of city license departments with a chip on his shoulder he is bound to

have it promptly knocked off, mostly because the city fathers want the departments to believe that what they are charging is proper and no more than a just tax. So if this is hammered hard enough into the minds of these people they will automatically feel that you are in the wrong when you protest. Then, in many cases, there is another condition which exists: The usual city clerk is also a politician and is part of the, oftentimes, puppet set-up. He not only has the rest of his colleagues with him, but the merchants as well. But one thing they all hate and emphatically fear is pressing publicity. If you can bring this condition about in one form or another you will do more for yourself than all the loud talking of a dozen amplified public-address systems, because its home-run effect will be marked up on a score board where the public has a chance to study the unfairness and details of the various plays as they are made.

So the left tackle is a verbal strangle hold on these officials who in turn will merely pass the buck. But if you must talk, the proper procedure is to let it be known that you are there for but one purpose and that you know your rights; so that if any telephoning is done to the other parties you are eventually going to see you will be referred to as "a fellow here looking for a license, but he is no fool because he seems to know what he is talking about." The next party contacted will see you, which will give him a chance to verify what he has been told. So he passes the information along to all the others and by the time you have made the rounds and none of the "buck receivers" have had even a slight part of you that was distasteful your chances are far greater in your favor for springing open the town right there and then than if you sat up all night burning the midnight oil figuring out witty sayings, which only rile the powers that be.

I know many record-making pitchmen who have opened hundreds of towns and not one of them would use any other method but the one, or one similar, as outlined above.

Right here I might add that in all the years I have been on the road I rarely had an official treat me with anything but the utmost courtesy and I never have been put in the hoosegow for standing up for my rights to sell. Nor have I ever been guilty of unnecessarily wisping up anyone while engaged in the procedure of fixing or working outdoors, indoors or anywhere else.

### Right Tackle

One time in North Carolina I was in dire need of work. I was in there on my last gallon of gas, the car about ready to lay down and take its last sleep. I had a handful of stock instead of plenty and, all in all, my disposition was at the white-hot boiling point of desperation. When I called on the chief he growled "no" to me like a spoiled kid, then turned to his assistant and said: "These damn Yankees come down here and want to tell us how to run our town!" And he said this without my saying anything other than that I would like a license or permission to work on the vacant lot near the theater. Truly, those were fighting words coming from him, but I simply turned and walked out. The sudden uncontested action startled him. When I gazed back his facial expression had changed from one of hostile defiance to one of complete astonishment. This sudden consternation was due to but one fact and that was definable only one way: That chief had been getting so many arguments from men trying to work that when I approached him all thoughts of tolerance were sound asleep and the boxing gloves were on for any "rich man, poor man, begger man, thief" that even hinted he wanted to sell in that town.

To pry and reason with anyone in this caustic, adverse frame of mind was

plain suicide. Yet how many of us are guilty of doing that very thing when it has about as much chance for desirable effect as trying to convince your mother-in-law that you are a nice boy when you know she will always look upon you as a modified form of a horse thief for stealing her daughter!

But yours truly simply had to work and people pay the poorest price for arguments anyway, so I began, on the well-known trail of the "old buck." I called upon his honor, the mayor, and instead of telling him what my personal thoughts of the chief were, I used what I call a sane, effective approach. I told him that I was only doing what every person who sells is doing, i.e., looking for new customers; that as long as I did not leave the United States I could seek them anywhere, but that I had wound up with a bit of bad weather in his town and was about at the end of my fragile rope; that I came to him for aid, as he was the only one I could trust, inasmuch as I was a stranger and that I was appealing to his guidance to avoid becoming a downright beggar. I also carefully mentioned emphatically that if I could

**Attention, Coin Machine Men!**  
**A RED HOT ITEM**



0 and 3/0 Size American Rebuilt Watches in Beautiful Silk Box (Yellow Top Case 50c Extra) ..... **\$3.45**

(15-Jewel, \$1.00 Extra)  
**WRITE FOR CATALOG**  
**TUCKER-LOWENTHAL, Inc.**  
5 S. WABASH AVE., CHICAGO, ILL.

**JOKES**  
**PUZZLES**  
**MAGIC**  
**TRICKS**

Noseblowers	Doz.	\$.25
"Tan" Pepper Gum (5 Stick Pkg.)		.35
Dummy Matchbook		.15
Squirt Cigarette		.45
Whoopee Cushions		.60
Tasty Straws		.60
Sooner Dog		
Combination		.80
Beer Joke		.30

SEND 10c FOR COMPLETE CATALOG!  
1/3 Cash With Order, Balance C. O. D.

Because we manufacture our own merchandise, we can offer the best values and special inducements to jobbers.



Tantalizing Tea Spoon Range of Complete Cutlery. Trick Soap, Red or Black. Bulk .40 Boxed .55

**RICHARD APPEL, Inc.** 30 E. 10th STREET, NEW YORK, N. Y.

**4 FOR 10c STRIP PHOTO STUDIOS AND ONE MINUTE PICTURE MEN**  
**MAKE 1940 A BIG MONEY YEAR**



Complete line of Direct Positive Paper for Strip Machines and Post Card Mounts, Mirrors, Frames, Midget Folders and Photo Memo Mirror Frames and Latest Designed Post Card Mounts, specially designed by us. Our Victor Minute Cameras are the best and most compact for traveling on market today. They produce brighter and better pictures with our Improved Black Back Cards than any other camera made. Our mounts and folders are so attractive you can easily get 5 or 10c each. One minute photography business is a good reliable business. The investment is small and returns are big and profitable. Get a Victor No. 3 and you are sure to make 1940 your big success. No other business offers such good opportunity on such small investment as quick finishing photography. We have the most complete and up-to-date stock of minute cameras and supplies for minute photographers at lowest prices.

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All orders shipped the same day received. Send your next orders to us and be convinced. Catalogues sent on request.

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Largest Manufacturers and Distributors of One Minute Photo Products in the World.

**"Silver Pilot" IRON-CORD HOLDER**



**PITCHMEN—DEMONSTRATORS—SALESMEN**  
**Quick Sales on Demonstration**


This new, practical device Makes Ironing Easy. Automatically Holds the Cord off the Board—out of the way—prevents it from dragging over the clothes. Eliminates Kinks and Knots. Reduces Wear and Tear. Saves Time, Temper and Trouble. Sells Fast to men and women alike at 35c with good profits for you.

**No Risk Quick Starting Offer**  
Order Now. Your Money Refunded if Not Satisfied. 100, \$15; 3 Doz., \$5.75; 1 Doz., \$2.10; Sample, 35c. Attractively Boxed. Quantity Prices on Request. 1/2 Dep., Bal. C.O.D., F.O.B. Canton, O.

**MARTIN MANUFACTURING COMPANY**  
P. O. BOX 441, CANTON, OHIO

**SIGNS**

Do a Professional Job the First Time with Letter Patterns. Simple, quick—can be used over and over. Make money on side.



**ABC ABC ABC ABC ABC**  
NO. 21 NO. 13 NO. 27 NO. 30 NO. 33

Price Per Alphabet 26 Letters—Numbers to Match.  
1 1/2 in. 60c 2 in. 70c 3 in. 85c | 1 1/2 in. 25c 2 in. 30c 3 in. 35c  
4 in. 1.10 6 in. 1.75 8 in. 2.50 | 4 in. 45c 6 in. 70c 8 in. 1.00

Order by Number Postpaid—Folder Included.  
**JOHN F. RAHN, B1330 Central Ave., Chicago, Ill.**

**LIGHTS ITSELF** Lights Easily In the Wind  
**SELLS ITSELF**

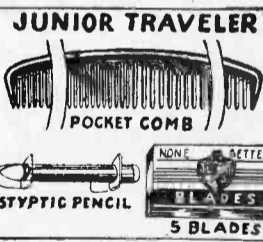


**NEW LOWER PRICES on "QUICK ACTION" 1940 Perfected SELF STARTING LIGHTER.** Lights cigar, cigarette or pipe—instantly. Never fails. Improved principle in ignition. No flint. No friction. Send 25c for Sample and large can of fluid. Start now. Agents Report Big Earnings.

Dozen \$1.75  
Gross \$18.00

**NEW METHOD MFG. CO.,**  
Box B-52, Bradford, Pa., U. S. A.

**JUNIOR TRAVELER** A BIG 10c RETAILER



Fast Seller. Each set packed on a large display card. \$4.50 Per Gross Cards. Penny Pitch Workers, this is a big Give-Away Item. 1/2 Deposit, With Order.

Sample, 10c Prepaid. Special Price to Quantity Users.  
**S. GORDON** 125 Fifth Ave., NEW YORK, N. Y.

**CASH**

in on SEVEN REAL MONEY MAKERS! All NEW items. "Red-hot" merchandise for every type of salesman. Every man and woman is an anxious customer for one or more items! OVER 100% PROFIT! Wonderful demonstrators. Literature, samples free.

**ENGEL LABORATORIES**  
4931 N. Hamilton Ave., CHICAGO, ILL.

**FIREWORKS** BUY DIRECT



SAVE MONEY. Think of it! An assortment of over 605 pieces of fireworks worth \$6.15, for \$2.95, cash with order. We have the famous "ZEBRA" flashlight crackers. World's loudest. You get more for your money at BANNER. Special prices to dealers. Write for free catalog.

**BANNER FIREWORKS**  
3916 Detroit St., Toledo, Ohio.



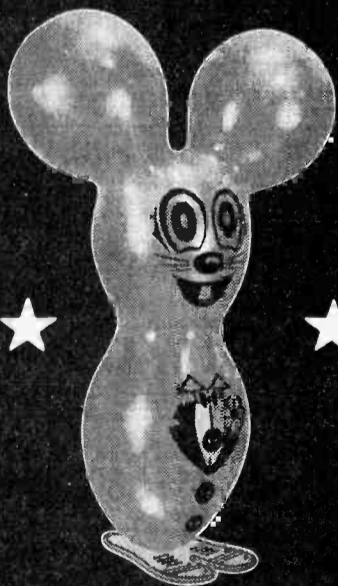
# BARTEX



# TOSS UPS



# FOR BIG



# PROFITS!

See Your Jobber

sell what stock I had—and I was confident that I could—all my difficulties would be at an end.

Let's sum up the effects of that story, its truths and its desired results. In the first place the mayor had some sort of admirable attributes or he would not have been chosen by the honest people who look for these things in a person to hold a position of public trust, and the mayor himself surely had some civic ambition or pride or he would not have primarily sought the office. Now the whole idea of my plan of attack was to remind and stimulate these ambitions and actualities enough by telling him the truth of my position before I tried to stand wholly on my constitutional rights and strike the legal phases of his understanding along these lines, because I firmly believe that all of us desire to do more good for our fellow men in general than we desire to do bad or use the force of our positions before we use our good fellowship. And so it was with this man in question.

It was not necessary for me to tell the mayor about the shortcomings of the chief. If his actions were chronic the mayor and everyone else in the town knew about it. The chief was not hiding anything, and if the mayor himself were inclined to have a touch of this chronic ailment of "Damyankeelsm" there were still many others in the town who could listen to my plight, namely judges, lawyers and even a newspaper man, for they all could not have the same silly sentiments. So was it then reasonable to consider that the cause was of necessity lost just because of the attitude of these men? Of course not! And the result in this particular case was that I worked; not that I am smart or gifted with any more talent than any of a thousand pitchmen I know. I have simply learned that the worst way to get under anyone's skin is to try to scratch your way there.

## PIPES

(Continued from page 119) seems he lost his life defending one of his trick dogs Ike and Mike have a pitch store on 14th street in the Big Town, and Sergeant Poullas has one in the Times Square district. Tisha Bhuda doubles in all of them, also pitches med in the 5 and 10s. Frankie Ryan is now a pitchman par excellence."

**EDDIE ROSS** . . . is reported back in Philadelphia in the same pitch store he had last season on the southeast corner of 10th and Market streets.

**FORGET ABOUT THE FELLOW** who refuses to take an interest in life.

**IN AND AROUND** . . . Philadelphia there are plenty of old-timers and many new ones, according to Ed Williams. At a sale week before last there were 15 present, he says, including Archie Smith, glass cutters; Doc Bender, herbs; Red Bailey, flukem; Ed Norris, garters.

**SEEN RECENTLY** . . . in Green's store, Philadelphia, were Red Noble, working foot medicine; Bill Lang, polish; Jack O'Leary, pens; Bill Judge, horoscopes.

**FRANK LIBBY** . . . and the missus were in Silver's store, Philadelphia, working glass cutters recently.

**CONFIDENCE IN YOURSELF** and the business you are in will result in bigger and better pass-outs for you.

**JEFF FARMER** . . . is still working med in Western Tennessee and Kentucky, and as Dresden, Tenn., is his home, says he finds it hard to leave the country ham and free lodging. Nevertheless, with the coming of warm days, he pulled his stakes this week to head for Virginia and the Carolinas and points east. He gives a tip: A new face will always get money here, so it will pay you to make it. The first Monday of

# QUALITY!



# FLASH!



# COLOR!



The **BARR RUBBER PRODUCTS CO.**  
Sandusky, Ohio  
World's Largest Mfr. of Rubber Toys



## FLYING HIGH AGAIN

Our new model streamlined plane is mounted directly on stick. No strings to tangle. Planes come in most flashy colors with whirling propeller. There are some choice locations still left around Airports, Parks and Fairs. Also good street seller. You fellows who have been missing out on this, let's get going. Welcome, new Canadian Salesmen. We will try to ship all orders possible same day as received. Priced 30¢ doz.; \$7.00 gross, subject to change. Express C. O. D. 25% with order. Please write your name and address plainly.

**OGDIN MFG. CO.** 120 DUDLEY ST. DAYTON, O.


## Street Photographers

**WHY NOT GET INTO A GOOD PAYING BUSINESS!**

We have a complete stock for making 1-Minute Pictures and Cameras priced from \$7.50 up. **SEND FOR CATALOG.**

**Daydark Specialty Co.**

2828 BENTON STREET ST. LOUIS, MO.



## NECK WEAR

IF YOU PUT PRICE BEFORE QUALITY THIS IS NOT INTENDED FOR YOU—Supplying Jobbers in Forty States for Over Fifteen Years—QUICK DELIVERY.

No. 1125 Men's "Style Craft" Cravats . . . . .	\$ 8.50 Per Gross
No. 1275 Men's "Shantone" Cravats . . . . .	13.50 Per Gross
No. 1925 Men's "50c Challenger" Cravats . . . . .	16.50 Per Gross
No. 1975 Men's "55c Quality Plus" Cravats . . . . .	18.00 Per Gross
No. 2425 Men's "\$1.00 Hand Tailored" Cravats . . . . .	33.00 Per Gross
No. 020 Men's "Tropical" Wash Cravats . . . . .	6.00 Per Gross

10% Deposit with order. Balance C. O. D. Shipments same day order is received. Money-back guarantee if we don't give better value.

**KEYSTONE MFG. CO., Atlanta, Georgia**

### MEDICINE MEN SPECIAL ANNOUNCEMENT

My laboratory and plant has just been moved to our new location, where I will be in a better position than ever to take care of all of my former and present customers for a complete line for medicine men all packaged complete in your name and address. No deposit required. Write us now for our complete catalog.

**DRUG PRODUCTS CO.** 373 W. RICH ST., COLUMBUS, OHIO  
P. R. DeVORE, President

**NAT K. MORRIS SAYS:**

We manufacture the new DUR-X GLASS-ITE JUICE EXTRACTORS and DUR-X GLASS KNIVES. Have you seen them demonstrated? If you are a pitchman, write for our special prices. Address

**KITCHEN GADGET MFG. CO., Asbury Park, N. J.**

# TOSS-UPS!

Novel—New—Hot!

Quick Sellers

for

## PITCHMEN!

Make more money with Pioneer's Qualatex nationally popular new Licensed Balloon Numbers. Many feature Pioneer's exclusive

### MOVABLE EYES!

Charlie McCarthy — Li'l Eight Ball  
"Moe" the Monkey — Andy Panda  
Oswald Rabbit

### ALSO GAS AND STICK ITEMS

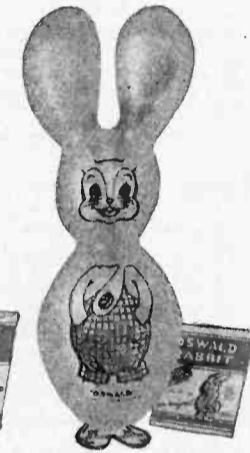
Featuring

Charlie McCarthy — Mortimer Snerd  
Gene Autry & Champion — Joe Palooka  
Ann & Knobby — Benny Goodman  
Lew Lehr — Tarzan and Mates

Every balloon pre-tested, clear bright colors, beautifully printed. You'll like the prices. Ask your jobber at once or write us direct, sending jobber's name. \$1.00 brings samples of all those listed above and other live easy-selling numbers. Send for them today.

### THE PIONEER RUBBER COMPANY

Manufacturers  
WILLARD, OHIO



each month is sale day at Dresden, Paris, Huntingdon and Trenton, Tenn., and in McKenzie, Tenn., and Fulton, Ky., sale day is the second Monday of each month. The third Monday is a good day at Mayfield, Ky., and the fourth at Murray, Ky. Any Saturday at Union City, Tenn., Paris, Trenton, Savannah, McKenzie, Dresden or Huntingdon is okeh. Blacky Kessler, Jack Flowers, Jack Wilson and Bob Smith, shoot in a pipe."

"BEST WAY IN THE WORLD to let the crowds pass you by is for you to forget to concentrate on your purpose and to lose sight of your objective."—Jerry the Jammer.

HITS AND BITS . . . about the Windy City from Chester Chapp: "Sunday (1) being warm and sunny, the knights came out to rejuvenated Maxwell street to eke out some long green. They were well represented, with dusty and ghostly keisters. Gleaning of the lucre was not easy, but I fortunately had a winner in a cigaret holder I've been working."

SEEN ABOUT CHI . . . are Al Goldstein, of jam renown, now jamming barbecue and ribs on the sepi South Side; Mush Mossman, former whitestone worker, dealing out that foamy thirst quencher on the near North Side; Red (Tiny) Ryan and Switch Kernan, pen workers; Herb Kasper, working coils on a downtown parking lot.

THE WORD "SPRING" inspires action if nothing else.

WHEN MILT HEARTH . . . well known in stage, recording and radio circles as the leader of "The Biggest Little Band in the Land," played a recent engagement at Old Vienna Restaurant, Cincinnati, the writer had an opportunity to engage him in conversation, with Milt stating that he never misses reading the pipes column. Thinking it strange that he should be interested in a field so vastly different from his own, we asked the reason for his interest. He

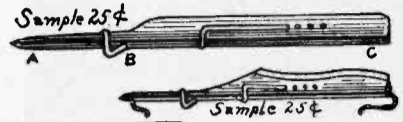
## AGENTS! BIG MONEY SELLING TO COLORED

Men and women wanted to sell Colored People. Earn up to \$40 week full time or \$25 week spare time. Be our Agent for Sweet Georgia Brown Hair Beautifier, Face Powder, Bleach Cream, Intense, Perfumes—300 Products. No experience necessary. We show you.

GET THESE 3 PACKAGES FREE!



Just write today for Free Samples and Money-Making Agents Offer.  
**VALMOR PRODUCTS CO.**  
2241 Indiana Ave. Dept. A-112. Chicago, Ill.



SAMPLE OF BOTH NEEDLES, 35c  
New Streamline TEASEL BRUSH SAMPLE 25c



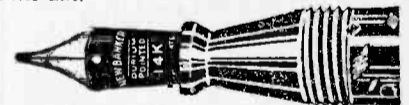
BOTTLE OPENER & KNIFE SHARPENER  
SAMPLE 25¢ WITH FLASHY CARTON  
GLASS CUTTER BIG PROFIT  
**E. P. FITZPATRICK, 501 N. VAN BUREN, WILMINGTON, DEL.**

LOWEST PRICES  
100 Social Security Plates . . . \$3.50  
100 Col. Social Security Plates 8.25  
100 Genuine Leatherette Double Cases . . . 2.50  
100 Genuine Leatherette 3-Plate Cases . . . 3.00  
100 Colored License Plates with Chains . . . 3.50  
Complete Stamping Outfit Letters, Figures and Gauge, \$4.00. Send for Complete List Free. Cases, Die Set and Stamping Machine. Don't delay. Send 25% for C. O. D.  
**FRANK BONOMO, 65 Central Ave., Dept. BB-13, Brooklyn, N. Y.**



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!  
**WATCH-MY-TURN SIGNAL CO., Dept. W-434A, Walnut Bldg., Des Moines, Iowa**

ATTENTION, PEN WORKERS! My New Banker Jumbo Combinations and Plungers will help you to get at least \$10.00 a day. Get away from that 5 and 10 cent stuff. Before you go broke get my new Price List.



**JAS. KELLEY, Still the Fountain Pen King, 487 Broadway, New York City**



**BIG PROFITS!**  
Own your own business, stamping Key Checks, Social Security Tags, Name Plates. Sample, with name and address, 25 cents.  
**HART MFG. CO.**  
311 Degraw Street, Brooklyn, N. Y.

## UNDERWOOD



PENS PENCILS COMBOS BUY DIRECT FROM MFRS.  
**PLUNGERS—SPECIAL \$14.00 Gross**  
**GRODIN PEN CO., 693 Broadway, New York City**

## Medicine Men, Sell Our

Water Soluble Powder. One pound makes two gallons of Diuretic-Laxative. 32 labels free. Price \$1.00 a pound. Samples, 10c. Write for prices on same product, bottled. Also write for prices on Liniment, Salve, Corn, Tooth Powder, Soap and Powder in cartons.

**FINLEY LABORATORIES, INC.**  
4205 OLIVE ST., ST. LOUIS, MO.

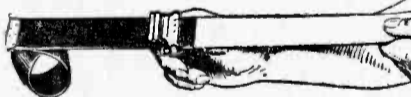
ROLLED GOLD PLATED WIRE (Gold Filled)



227 Eddy St., PROVIDENCE, R. I.

## DIREX B DIRECT POSITIVE PAPER

Buy the Best — Buy Direx  
The Positype Corporation of America  
244 Fifth Avenue, New York  
West Coast Agent, H. K. Chandler  
Box 68, Toppenish, Wash.

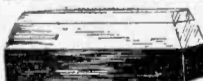


**Ez Way Stropper**  
Sample 35c

Wall Cleaner and Window Washer  
Sample 35c

See Our Ladies' Razor—Sample, Nickel, 25c; Gold, 35c.

**RADIO STROPPER CO.**  
SANDWICH, ILL.



**MAGIC POLISHING BLOCK**

Instantly Removes Scratches from Furniture, Autos, Etc. Agents! Salesmen! Distributors! Here's a winner for you. Magic Polishing Block removes scratches, mars, etc., from furniture, pianos, radios, autos like magic—lasts indefinitely. A whirlwind seller wherever demonstrated. Works on walnut, oak or mahogany. Simply rub block over scratch or injured surface—it instantly disappears! Literally restores finish like new! Write for particulars at once—send 35c coin for sample postpaid—\$2.00 per dozen. Send TODAY.  
**L. F. DUCK MFG. CO., Dept. 9, Freeport, Ill.**



## SELL SIGNS

to Stores, Taverns, Gas Stations, newest 25c Sparkling GEM Signs. Cost 5c (in 100 lots). Big assortment. Novel illustrations. Also Religious Mottoes. Send \$5.00 NOW and turn it into \$25.00 with a day's good selling of the hundred signs we will send you postpaid anywhere in the U. S. A.  
**GEM, B-29, 4327 Harrison St., Chicago, Ill.**

## STREET PHOTOGRAPHERS FULL LINE OF CAMERAS AND SUPPLIES

We carry the largest assortment of attractive mounts that have ever been made. Tu-Tone Mounts—fancy sayings—also Aristocrat—any style—any design. Folders, new and popular. Black Backs, fresh and perfect. Developer, our own secret formula. CAMERAS starting at \$16.50; guaranteed perfect. Most attractive Mounts and Folders for the "Four for a Dime" Studio. SERVICE PROMPT AND EFFICIENT. Catalogue and Sample of Our Mounts Sent on Request.

**KEYSTONE FERROTYPE CO.**

734 SOUTH STREET, PHILADELPHIA, PA.

## Guaranteed (Professional's Model) ELECTRIC PENCIL

Favorite of 5 and 10's. Great money maker for clever demonstrators at fairs, wherever crowds appear. Engraves very fine, medium or wide lettering, gold, silver, on almost any material. Exclusive aluminum heat dissipator insures long life, comfort in using continuously and prevents loose, wobbly styles. Once used you will use no other, for it is dependable, efficient, economical and safest to use because asbestos resistance cord reduces voltage to six volts. Sold on approval or money back. Guaranteed one year. We originated the practical Electric Pencil in 1931. Avoid cheap, big, troublesome, costly imitations. Switch on seven-foot cord, with roll of gold, \$4.75; without switch, five-foot cord, with gold, \$3.75. Send money order. Deposit \$1.00 for C. O. D. Generous sample Superior Gold, Silver, especially for Electric Pencils—rich, lustrous, economical, ten cents, or send \$2.50 for six rolls, 1"x400", or \$4.80 for dozen rolls. Its superiority will astonish you. Save this ad for future reference.

**SPECIAL OFFER—Our NEW Pencil to operate on YOUR 6-VOLT BATTERY will be ready May 1. Send \$1.00 deposit, and pay postman \$8.00, plus postage. We will send our regular pencil, seven-foot cord with switch, one new eight-foot cord battery pencil, each with roll of gold and six extra rolls gold or silver—value \$12.00. This is to learn if there is a demand for our marvelous new battery operated pencil.**

**R. E. STAFFORD, 2434 N. Meridian St., Indianapolis, Ind.**

## "The Country Plumber"

Similar to Chic Sale's: "The Specialist." 32 pages of laughs. Hard cover with colorful jacket. This book formerly sold for \$1.00 (Price is marked on Book). Cash in on this big laugh at close-out prices. An excellent door opener for Sheetwriters. 6c Each in Lots of 100; 5c Each in Lots of 1,000 or more. Sample 10c. Remit 35c deposit with order, balance C. O. D.

**PREMIUM PROMOTIONS CO., 1181 Broadway, New York City.**

## PUBLISHERS' REMAINDERS BOOKS AND MAGAZINES

Live-Wire Premium Users, Street Hustlers, Cigar Stores, Book Stores, Drug Stores—Write for Our Latest List.

**LEWIS & CO.**

128 E. 23rd St., NEW YORK

"Quick Action" (1940) Perfected (Streamlined) Automatic Gas Lighter. No Flint or Friction. 500% Profit. We Pay Parcel Post. \$1.00 a Dozen; \$8.00 a Gross. Sample 10c.

Pass Through the Gas. Lights Instantly. Packed on Individual Cards.

**NEW METHOD COMPANY**  
Box BB-40, Bradford, Pa.

## THE BECKER LINE IS BETTER

Write for price list on Finer Soaps, Tonics, Liniments, Tablets and Salves. Under your own label if you wish. We also carry fastest-selling Herb Package on the market, formula attached. Prices right; plenty margin for you.

## BECKER CHEMICAL CO.

(Established 1890)  
235 Main Street, CINCINNATI, O.

Your Wife can only get so mad so why not stay a little longer?

**SELL SIGNS**  
to Stores, Taverns, Gas Stations, newest 25c Sparkling GEM Signs. Cost 5c (in 100 lots). Big assortment. Novel illustrations. Also Religious Mottoes. Send \$5.00 NOW and turn it into \$25.00 with a day's good selling of the hundred signs we will send you postpaid anywhere in the U. S. A.  
**GEM, B-30, 4327 Harrison St., Chicago, Ill.**

**MEXICAN NOVELTIES OF ALL KINDS**  
Great demand everywhere. Get your share! We have Feather and Straw Pictures, Hand Carved Cedar Frames, Sandals, Huaraches, Tablecloths, Opals, Blankets, Greeting Cards, Miniatures, etc. Free Particulars. Samples 10c stamps.  
**G. A. MARQUEZ & CO.**  
Apartados 1176, Mexico City.



**BEST ENGRAVING LINE!**

**Big Sellers!**  
New 1940 Engraving Pin Styles that are clicking. Scottie Pins, Hearts, Lucky Horseshoes... all the distinctive styles... also football, basketball, bowling, skating pins, etc. All pins now have new "mirror finish"—are nicely carded and cellophanned.

**BEST "1940" LOCKET LINE**

...featuring 6 big selling Mother-of-Pearl Lockets... 33 different locket styles that include all the best selling numbers.

**BEST "1940" RING LINE**

Exclusive styles in Ladies' and Men's Whitestone and Cameo Rings, featuring some very "sensational numbers."

**WRITE FOR CATALOG NO. 24**

...start "1940" with the "right" merchandise and you will make money write for a copy of catalog No. 24 today.

**HARRY PAKULA & CO.**  
5 No. Wabash Ave., Chicago, Ill.

**ELGIN & WALTHAM**  
**REBUILT WATCHES \$1.75**

7 Jewel, 18 Size, in S. H. Engraved Cases, at Send for Price List. Money Back if Not Satisfied. **CRESCENT CITY WATCH MATERIAL CO.,** 118 N. Broadway, St. Louis, Mo.

**MEDICINE MEN**  
HERE'S NEWS OF IMPORTANCE

Would you like to have packages this season which will comply with the New Pure Food and Drug Laws?? Including eye and sale appeal?? You can do it—you can get the greatest selling medicines AT no additional cost, which have been changed to comply with the new laws and rulings, and put up by a registered pharmacist to comply with all State and Federal Laws. We know what these new laws are all about, no guess work!! So, won't you let us help you—by ordering your medicine needs from us? **SERVICE??** Ask any Medicine Man if we ever failed him on deliveries. We ship all orders the very same day your telegrams or letters are received—there is always someone here on Sundays to take care of your needs.

**AN OLD AND RELIABLE COMPANY WITH A NAME THAT IS A GUARANTEE OF QUALITY**  
**CEL-TON-SA MEDICINE CO.**  
1016 CENTRAL AVE., CINCINNATI, OHIO

**PROFITABLE MERCHANDISE FOR MEDICINE MEN**

Get "set" for Spring and Summer business with superior products. Write for details.

**Standard Medicines Co.**  
Manufacturing and Pharmaceutical Chemists,  
731 N. High St., COLUMBUS, OHIO

**DEMONSTRATORS...JOBBER...DISTRIBUTORS**  
GOING OVER BIG — HOT 25c SELLER  
TRIM-RITE-HAIR-TRIMMER

It Works! Full Details Combs and With Pre-trims Hair. Paid Sample at Same Time — Not 25c. Post Cards Tricky — Simple to Ignored. MAKE operate. Used by Men, 200% PROFIT. Women and Children.

**TRIM-RITE CO., NEW KENSINGTON, PA.**

**APEX COMBINATION GLASS CUTTER AND KNIFE SHARPENER.** Cuts Glass, Sharpens Knives and Scissors. Manufactured by **APEX NOVELTY CO.,** 1848 West Adams St., Chicago, Ill.

replied that he obtained his start in show business when he ran away from home to become pianist with the old Sharpstein med opry. Today he's recognized as one of America's leading pianists and organists.

**SUCCESS CANNOT** be acquired unless energy and effort are used in large quantities. Perish the thought that a successful pitchman is a lucky one.

**NOVELTY WORKER**... of note, Eddie Greer is still working subscriptions thru Ohio territory to satisfactory returns

**REPORTS EMANATING** from the East indicate that William C. Perry and Doc John Kennedy are still holding down Syracuse, N. Y. City is open only to home-guards, it is said.

**TAKE A GANDER** at the Letter List. It's possible that mail might be advertised there for you.

**BECAUSE THIS COLUMN** in line with earlier deadlines for every department in the Spring Special, went to press sooner than for the regular edi-

**WIRE WORKERS**  
SAVE MONEY BY BUYING PEARLS AND GOLD WIRE FROM US

Beautiful leaf shape pearl, \$7.50 gross  
High Quality Wire, Our No. 1, \$2.50 for 5 Oz. Coil.

**Wireworkers, Attention!**  
We can keep you busy even during slack times by buying from you all the "Mother" you can make if your price and work satisfactory. Send us one sample "Mother" of your work and write for full details.

**American Jewelry Mfg. Co.**  
195 Richmond St., Providence, R. I.  
Branch: Washington St., Plainville, Mass.

SEND ORDERS TO-DAY TO  
**HARRY KELNER & SON, INC.**  
50 Bowery, New York City.

New Oak Pinocchio Balloon Sells Fast.  
Gr. ...\$3.25  
Giant Work-ors ... 35c  
Pinocchio Toss Up with Feet.  
Gr. ...\$4.00  
Cloth Covered Running Mouse.  
Gr. ...\$6.00  
Metal Jumping Frogs.  
Gr. ...\$7.00  
Hawaiian Lei, All Colors.  
Gr. ...\$2.00

Hi Hat Fur Monkey, Gr. .... 3.80  
Extra Large Hi Hat Monkey, Gr. .... 9.00  
7 In. Feather & Tinsel Cell Doll. .... 8.00  
New Tomahawk Canes, 1 Gr. Carton. .... 9.00  
Lone Ranger Hats, Doz., \$1.75; Gr. .... 19.50  
Robin Hood Hats, Mottled Colors, Gr. .... 8.40  
Extra Large Selection Slum, Gr. .... .90  
Large R W B Bow Pins, Gr. .... 4.80  
New Confucius Comic Buttons, M  
God Bless America Flag Button, Legion, V. F. W., Fireman, Per M. .... 9.00  
24-Inch Silk Parasols, Gr. .... 10.80  
Lone Ranger Pinocchio Inf. Toys, Gr. .... 9.00  
Large Miller Monkey Elephant, Gr. .... 8.40  
Large Dice, Rabbit Foot Key Chain. .... 4.00  
Leather Strap Watch, Boxed, Gr. .... 4.00  
Original Chinese Wiggly Snakes, Gr. .... 4.50  
Best Silk Whistle Lash Whip, Gr. .... 7.00  
No. 90 Deluxe Circus Balloons, Gr. .... 2.50  
Large Inside Whistle Birds, Gr. .... 3.00

One-Half Deposit On All Orders  
Send \$2.00 for Sample Selection.

**NEW PATENTED AUTO UTILITY CASES**  
Clips over sun visor. Style 400 Ladies, Ladies' Vanity Kit, Style 700 Men's Smoker Kit. Sample, either, \$1.00. Attractive proposition to agents.

**Bridgeport Leather Spec. Co., Inc.**  
BRIDGEPORT, Desk 30, CONN.

**HUSTLERS!**  
If you been working furs, rugs, etc., you ain't seen nothing until you have worked our Camel Suits. The fastest drop line on the market. Send \$1.35 for prepaid sample box consisting of 2 SWEATERS. Dozen Sweaters, \$6.60. Assorted Colors. 25% Dep. on Quantity Orders. Bal. C. O. D.

**BROOKSIDE DIST. CO.** 217 W. 27TH ST., NEW YORK CITY.

**DEMONSTRATORS: Always Get Money with these PEELER WORKERS: Popular Sellers**

**GARNISHING SETS**

**SAFETY GRATER ROTARY MINCER SPIRAL SLICER**

**MERCHANDISE RIGHT . . . . . PRICES RIGHT**  
**Deliveries Prompt and Dependable**

**All Goods Approved By GOOD HOUSEKEEPING INSTITUTE**

**For a Big Season Order Today From ACME METAL GOODS MFG. CO.** 2-24 Orange St. Newark, N. J.

**BADGEBOARD NOVELTIES**  
For Circus - Rodeo - Conventions - Parades - Celebrations

The Most Complete Line — Gun Pencils — Rabbit Feet — Anchors — Swords — Whistles and 50 Other Best Selling Badge Items.

**SEND FOR COMPLETE PRICE LIST STOCK BADGE BUTTONS**

God Bless America	American Legion	V. F. W.	\$1.00 Per 100
D. A. V.	Fireman	Circus	\$9.00 Per 1000
Clown	Cowboy Rodeo	Boy Scout	
Confucius	Cartoon Comics	Many Others	

**REGULAR COMIC BUTTONS — Per 1000 — \$7.50**

"New" Lone Ranger Cowboy Hat with Mask, Doz. .... \$ 1.75  
Happy Hop Krinkle Dancing Balloon, Gr. 6.50  
Chinese Wiggly Snakes (each wrapped), Gr. .... 4.25  
Danny Duck on Rubber Band, Gr. .... 4.00  
Small O-U Dogs (individually boxed), Gr. 8.50  
Large Mechanical Walking Dog, Gr. .... 25.00  
Mechanical Monkey — Tipping Hat or Comb, Gr. .... 18.00  
Red, White and Blue Bow Flags, Gr. .... 40  
New Pinocchio Toss-Up Balloon, Gr. .... 4.00  
New Velvet Covered Running Mouse, Gr. 6.50

Send for New 1940 Price List. Send 25% Deposit With Order.

**EPSTEIN NOV. CO., Inc.** 116 Park Row, New York City

**DEMONSTRATING ENGRAVERS**

Be sure to watch for the announcement of our new catalogue in a later issue of The Billboard. We will have many NEW items in Signet Jewelry. All our merchandise has a NON-COMPARABLE stand-up FINISH which guarantees perfect satisfaction. Why not buy the BEST; it costs no more. Make up a one-stop SERVICE station for the best in Signet Jewelry and Electric Engraving Equipment. A trial of our merchandise will make you a steady customer.

**Always something new at EDW. H. MORSE & COMPANY, Attleboro, Mass.**

**"We Lead — Others Follow"**

**STATIC ELIMINATORS**  
**KNIFE SHARPENERS**  
**MOUSE TRAPS**

**BLACKHAWK MFG. CO.**  
455 No. Artesian, CHICAGO, ILL.

**4 for 10c**  
**PHOTOGRAPHERS CASH IN**  
On Our Photo Jewelry Novelties. RINGS — BRACELETS — CHARMS — TIE CLASPS, Etc. — PHOTOS. Complete Line — Lowest Prices. SEND 25c FOR SAMPLES OF 2 BEST SELLERS — CATALOG FREE

**MEDALLION NOVELTY CO., Inc.**  
208 Bowery, New York City.



**STOP**  
**Groping in the Dark!**  
 Why waste time selling  
 unknown "off-brand"  
 products?  
 Feature the

**GENUINE, ORIGINAL,  
 NATIONALLY KNOWN**

**WILLIAM A. WOODBURY**

**PREPARATIONS**

**READ "WHAT THE NEWSPAPERS SAY" RE-  
 GARDING WILLIAM A. WOODBURY . . . ask  
 us for details.**

**CASH IN during the "peak" summer selling-  
 season just ahead!**

**NEWLY PACKAGED LINE JUST RELEASED!**

- |              |                     |
|--------------|---------------------|
| CORN PADS    | CORN REMEDIES       |
| BUNION PADS  | ATHLETE'S FOOT AIDS |
| CALLOUS PADS | FOOT BALMS          |
|              | ASPIRIN TABLETS     |

**"Acquaintance Offer!"**

A full size pack-  
 age of every item  
 in entire line — **\$1.00**  
 POST  
 PAID

**Send for complete**

wholesale price-list, sales aids, dis-  
 play material, etc. ASK about the  
 new "COUPON DEALS," "DEMON-  
 STRATION SALES," etc.

**WILLIAM A. WOODBURY PHARMACAL CORP.**

SALES OFFICES . . . 134 WEST 32ND ST., NEW YORK, N. Y.

**NEW CONFUCIUS TOSS-UP**

*Cash in on the VERY Latest Craze*



A new balloon novelty that is going over with a bang. Confucius  
 inflates to 20" high. Attached is a 15" pig-tail. Makes a  
 novel FLASH. Each toss-up printed with snappy "Confucius  
 says: . . ." Packed in Assorted Colors.

**\$4.50 Gross**  
 complete  
 with feet

Send 50c for Sample  
 Dozen

25% Deposit With Order—  
 Balance C. O. D.

IF IT'S A **BALLOON** WE HAVE IT

The Most Beautiful of All Balloons. Now Glossy-Glo Prints.  
 Also Pinocchio and all Disney characters. Complete line of acces-  
 sories for inflating balloons. Safe, non-flammable gas in modern  
 containers. Send us your name and permanent address for com-  
 plete catalogs.

**TOY BALLOON CO., Inc.**

202 EAST 38TH STREET  
 NEW YORK CITY

**Send Today For Your Copy of Our  
 ANNUAL CIRCUS BULLETIN**

*Listing all of the old favorites and  
 many new surprises . . . .*

**BALLOONS, CANES, WHIPS, NOVELTY HATS, Etc.**  
 Everything for Circus, Carnival, Fair and  
 Street Workers

**1940 New York World's Fair Souvenirs**  
 We have a large variety of exclusive Souvenir Specialties designed to fit any  
 location. All of last season's sure-fire sellers and some new ones that  
 have been pronounced by experts as the best World's Fair items ever  
 presented.

**Goldfarb Novelty Co., 20 West 23rd St., New York City**

\$1.00 VALUE GILLETTE, GEM, AUTO  
 STROP TYPE

**BLADES**

100 FOR 50c

Unbeaten Values in Notions, Sundries, Novelties, Etc.

**UNIQUE SALES CO.**

1206 Franklin Ave., ST. LOUIS, MO.

**RUN MENDERS**

Special Short Latch With Rubber Handle, gross \$3.50. 54 Gauge Rubber Handle, gross \$2.35. 1,000. \$12.50. Wood Handle, \$3.50 gross. Chif-  
 for Special, Rubber Handle, gross \$8.00. Wood  
 Handle, gross \$9.00. Directions furnished. Deposit  
 required. 5 samples, 50c. Needles as low as \$7.00  
 for 1,000. **RUN MENDER WORKS, Dept. 6-A,**  
 Waukesha, Wis.

tions, contributions reaching the Pipes  
 Desk late in the week had to be held  
 over for the next issue.

**WHAT'S DOIN'**  
 Frank Libbey, Tom Kennedy, Slim  
 Murphy, F. E. Bennett, Charley Price,  
 Bert Hull, Bill Ellis, V. V. Cooper? Get  
 the writin' stick to working, fellows!

**NOW'S THE TIME**  
 to start out in quest of the title "Most  
 progressive and energetic Pitchman in  
 1940."

**CUSHING, OKLA.**  
 quarters of Babe Sherwin's Players, are  
 a beehive of activity, with all hands hard  
 at it preparing for opening in Oklahoma  
 April 15. Manager Dan Sherman is in  
 charge of the quarters crew.

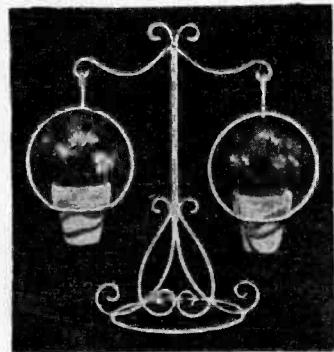
**DOC JERRY COATES**  
 tells that his new item, which he doesn't  
 name, is sure getting the long green in  
 Pittsburgh and that the boys with  
 him are doing okeh. Coates would like  
 to see a line from Bob Artman, Jay Ross  
 and Herbie Weinberg.

**SAM HOUSTON**  
 and George Brush, among several new  
 faces, were seen recently doing okeh in  
 Pittsburgh.

**HUSTLERS TIPS:** That key checks have re-  
 gained at least part of their former popularity  
 is evidenced by reports hitting the pipes desk  
 of late. The item should be a good one for  
 the boys working fair grounds this summer.  
 Why not carry a large assortment of lodge  
 emblems, Social Security tags and a good  
 line of key rings, snaps and other key  
 accessories along with the key checks? They  
 must be neatly displayed, however, with a  
 live wire worker behind the layout hammering  
 out the checks with dies.

**FATAL ACCIDENT**  
 which caused the death of Prince Yogi  
 Rami, astrologer, and in which Robert  
 (Bob) Marshfield, well-known pitch ex-  
 ponent, sustained serious injuries, when  
 Yogi's auto was struck by a train at the  
 Sharonville, O., crossing April 9, 1939,  
 was recalled in Cincinnati April 4 when  
 Maurice H. Kookish, administrator of  
 Rami's estate, filed suit in Common  
 Pleas Court, seeking \$25,000 damages for  
 his death. Marshfield has been residing  
 in the Queen City since recovering from  
 his injuries. Rami's suit is directed  
 against the Big Four and New York Cen-  
 tral Railway companies thru Attorney  
 Robert G. McIntosh and sets forth that  
 Rami was driving from Dayton, O., to

**ENTIRELY NEW  
 TREMENDOUS SELLERS**



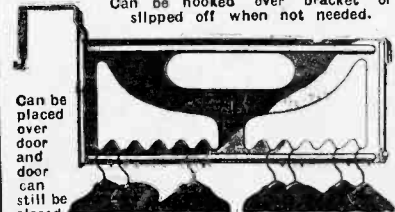
No. 2266—A scale made of spiral wire. In six  
 different colors. 6 1/2 inches high, 8 1/2 inches  
 wide, with two miniature agate flowerpots, hold-  
 ing a beautifully arranged assortment of preserved  
 tropical flowers. \$4.20 per doz. In three doz.  
 lots, \$3.90 per doz. For other attractive articles  
 see our illustrated price lists, which will be  
 mailed on application.

**Leo Kaul Importing Agency**  
 115-119 K South Market St., CHICAGO

**MASTER HANGER**

*Solves Closet Space Problem*

Can be hooked over bracket of  
 slipped off when not needed.



Can be  
 placed  
 over  
 door  
 and  
 door  
 can  
 still  
 be  
 closed  
 Holds 12 garments. . . . Gives added or temporary  
 closet space in every home.

**FASTEST SELLER — BIG PROFITS**  
 Sample, 35c. Doz., \$2.40. Gross, \$25.20.  
 1-3 Cash, Balance C. O. D.  
**AMERICAN KLEETAN CORP.**  
 1133 Broadway, NEW YORK CITY

**MY ROUTE BUILDING PLAN**  
*Starts YOU* **BIG PAY**  
*in a BUSINESS*



Hundreds of men like you now make  
 really big money week after week  
 backed by our Money-Making "Store  
 Route" Plan. Let me explain how  
 your earnings should go UP the min-  
 ute you take on our big-profit line  
 of 5c-10c goods. Many products  
 Nationally Advertised in Saturday  
 Evening Post, Good Housekeeping  
 and 100 other magazines.

Show storekeepers proved plan  
 to increase sales and profits up  
 to 50% and compete with chains.  
 Free Goods Offers and Premium  
 Deals make it easy to start.  
 Experience not needed. Write  
 TODAY.  
**H. B. LAYMON, President,**  
 Dept. 8-R, Spencer, Indiana.

**JOBBERS, WAGON MEN,  
 SPECIALTY SALESMEN!**



- BOTTLE LIGHTERS**
- CIGAR AND CIGARETTE  
 HOLDERS
- CIGARETTE CASES
- MONEY CLIPS
- PIPE RESTS
- LARGEST AND FASTEST  
 SELLING CIGAR LIGHTER  
 LINE IN AMERICA TODAY
- ALL ITEMS GUARANTEED
- WRITE FOR PRICES

"Made By Americans for Americans"

**KEM, INC.**

1930 E. JEFFERSON, DETROIT, MICH.

**NEW EYEGLASS CLEANER**

**AGENTS  
 WANTED**

Never before offered. Tissues  
 clean glasses crystal-clear. . . .  
**ABSOLUTELY** prevents mist or  
 fogging. Vest pocket booklet con-  
 tains 50 tissues. Unlimited op-  
 portunity. Quick demonstration  
 sells 2 or 3 booklets per cus-  
 tomer. Send 10c for **SAMPLE  
 BOOKLET.**

**CLEAN-OMIST COMPANY**  
 524 West Broadway, NEW YORK CITY



**ORIGINAL  
 SLIP-NOT-TIES**

New **SPRING** Styles, \$2.50  
 Doz. Postpaid. Fast Sellers,  
 Repeaters. Send for Sample  
 Dozen and be convinced.  
 Free Catalog.

**GILT-EDGE MFG. CO.**  
 13 N. 13th St., Phila., Pa.



**SOCIAL SECURITY  
 PLATES**

\$3.00 per 100  
**CASES**  
 \$1.00 per 100

Stamping outfit con-  
 sisting of a complete  
 set of dies, including alphabets 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

**1940 SENSATIONS.  
 FREE - NEW CATALOGUE.**

New Fast Sellers—Incl. New Mother  
 of Pearl Locketts, New Cameo & White-  
 stone Rings, Engravers'  
 Jewelry, Crosses, Novel-  
 ties, etc. Send \$2 for  
 samples. **MAJESTIC  
 BEAD NOV. CO.,**  
 307 5th Av., N. Y. C.

**SUBSCRIPTION MEN**

Make Money With Leading Poultry Paper. Every  
 farmer a prospect. Attractive \$1.00 deal. Experi-  
 enced men wanted East of Mississippi River and  
 North of Tennessee and Carolinas. Write for details.

**CHAS. WEBSTER**  
 Room 1201, Sandstone Bldg., Mount Morris, Ill.

**TIES**

Custom-Made  
 \$1.00 DOZEN  
 \$11.00 GROSS  
 Sample Doz., \$1.15.  
**L300—EXCLUSIVE, \$1.25 Doz., \$13.50 Gr.**  
**L400—EXCLUSIVE, \$1.50 Doz., \$16.50 Gr.**  
 Repeat Orders Assured!

**SEYMOUR CITRIN, 656 Broadway, New York City**

**MAKE MONEY**

Get into the Street Camera  
 Business—We will start you in  
 this Big Paying, all year Busi-  
 ness.  
 Street Cameras and Supplies.  
 Write for List.

**FREEDMAN CAMERA CO., 227 E. 119TH ST., NEW YORK.**



Cincinnati when the accident occurred. It is charged that the train was running at a high speed and that no warning was given of its approach to the grade crossing. According to the suit, Rami, who was 38 years old at the time of his death, was earning \$150 a week. His widow, Claribelle Yogi, and a two-year-old daughter survive him. When Coroner Frank M. Coppock Jr. investigated

at the time of the accident, Yogi's name also was given to him as James Cotney, of Lakeland, N. J.

EFFICIENCY ONCE acquired becomes a habit. Why not cultivate the habit?

"AM DOWN HERE where everyone seems to be leaving," pens Art Gallons, tie worker, from Miami, Fla. "Met Mr. and Mrs. Joe Hess here and Joe, who is still working pens, reports they have been clicking. They recently purchased a new car. Pitch store on Flagler street is closed and Charlie McGain just left town."

V. KUBACK . . . advises from Chicago that Ralph Pratt is confined in Alexian Hospital there, having been admitted after suffering a heart attack. He says Ralph would like to read letters from friends.

ANYBODY WORKING . . . the various shows being held thruout the country?

Pitchdom Five Years Ago

John R. Looney's vacation in Florida was cut short by the death of his father in Brockton, Mass. . . . Courthouse Square in Tampa, Fla., long a favorite spot for pitchmen, was closed tight. . . . Johnny Vogt had left Peoria, Ill., for an invasion of the North and Canada. Workers in Peoria territory were Frank Vail, getting top money with glass cutters and R. Wooley, cowboy oil worker. Frenchy Thibault, with rad, was clicking around Indianapolis. . . . E. B. Smith was in Timmins, Ont., where things were slow because of heavy snow. . . . Ted McFarland was in Pittsburgh, where he met Bill Ellis and Wayne Garrison working blades. Ted's partner, Tom Kennedy, was on the sick list. . . . W. G. Wheatley was in Mullins, S. C., broadcasting from a drug store. He was slated to handle Dr. Addams' line. He saw Rusty Williams and family. Rusty was driving a new Chevrolet and had a fine trailer. He was still with O Dell White's vaudeville and talking picture show. . . . R. M. Thompson was in Hemingway, S. C., with his med show, which he opened in February. He was selling soap and oil. Roster included Doc Carlton V. LaMonte, R. M. Thompson Jr., J. C. Thompson, Musical Suttons and Beatrice Thompson. . . . Doc Fred Gassaway's home in Dallas was badly damaged by fire, but the laboratory was saved. . . . Doc Harold Woods and company closed in Miami, Fla., April 1, after a winter at a tourist camp. . . . Blanche Red Horse was in Goshen, Ind., regaining her health. She was able to work herbs and oil at the community sales. Tex Younger (Chief Golden Eagle) and family had been working sales there all winter. . . . Chic Denton, white-stone worker, after making the Mardi Gras, New Orleans; Mobile, Ala., and Biloxi, Gulfport and Hattiesburg in Mississippi, was headed for Natchez, Miss., then to Texas. Doorways were open in Biloxi and Hattiesburg. . . . Frank L. Sullivan had been stranded in Baltimore for 15 months. . . . John Swisher put in a nice winter in Southern Georgia and Florida on the sheet. . . . That's all.

POPULAR HEART PIN, \$4.50 Gr. ENGRAVERS Send for your copy of our special circular featuring good quality gold-plated jewelry for engraving at lowest prices. Identification Bracelets, gross . . . \$7.75 Sweetheart Pins, gross . . . 4.00 Tie Slides, gross . . . 5.00 And Many Other Bargains. Our coming big catalog showing many new knockout numbers will be ready about May. Send us your permanent address now to make sure you'll have your copy when ready. American Jewelry Mfg. Co. 195 Richmond St., PROVIDENCE, R. I.

SAVALIFE HI-WAY SAFETY SIGNALS NEW! HOT! MONEY-MAKER In Season Spring and Summer 30,000,000 MOTORISTS NEED THEM! Co-operate With and Cash In on Municipal-State-Federal and National Safety Councils' Drive To CUT DOWN HIGHWAY ACCIDENTS FAST 25c SELLER — BIG PROFIT WRITE TODAY FOR FULL DETAILS SAMPLE POSTPAID, 25c NATIONAL SAFETY SIGNAL CO., INC. 1930 SHEFFIELD AVE., CHICAGO, ILL.

WAGON JOBBERS, CARDED GOODS MEN Step up your sales with a line of fast selling—sure repeating—high quality toilet soaps. Snappy 12cake display boxes you can place right on the dealer's counter. 3 cakes cellophane wrapped soaps with plenty sales appeal. Sweet Milk skin soap (Made With Borden's Pasteurized Milk), foot soap and many other numbers. All making sensational sales records. Write for details and amazing low prices. Soaps easy to sell when your prices are right and this has really got what it takes. Rush name today. ATCO SOAP COMPANY, Dept. 94, Dayton, Ohio

ELGIN & WALTHAM—Second-Hand Watches as Low as \$1.85 DIAMOND RINGS—Solid Gold Mountings as Low as \$2.40 Send for Descriptive Circular H. SPARBER & CO. 106 North 7th St., St. Louis, Mo.

FLASHY NEW MAPS EUROPE, INCLUDING LATEST GERMAN BOUNDARIES, UNITED STATES AND STATES Fastest Selling Specialty. GEOGRAPHICAL PUBLISHING CO. 621 Plymouth Court, Chicago.

IN THE DOG HOUSE? "Dog House Club" flooding the country. Ormalu Gold Button and Membership Card, 25c (coln). Everyone wants one. Salesmen 20% to 40%. Dealers 50%. A-1 advertising medium. Put levity in life. Give to friends. Replace frown with smile. Keep a few on hand. BETZER CO., Lincoln, Neb.

NEW LINE 1940 JEWELRY NOW READY Signet Pins, Rings, Bracelets, suitable for engravers; Mother-of-Pearl Locketts, Cameo and White-stone Rings. Send \$2.00 for complete samples. Free Catalog JACK ROSEMAN CO. 307 Fifth Ave., New York City.

Events for 2 Weeks

- April 8-13 ALA.—Birmingham. Dog Show, 11-12. Montgomery. 4-H Club Fat Cattle Show & Sale, 9-10. Northport. Veterans Foreign Wars Celebration, 8-13. IND.—Indianapolis. Home Show, 12-21. Indianapolis. Indoor Circus at Coliseum, 6-14. KY.—Henderson. Merchants & Mrs. Expo., 10-16. MICH.—Escanaba. Smelt Jamboree, 11-13. MISS.—Hattiesburg. Livestock Show, 9-12. MO.—St. Joseph. Food & Industrial Show, 8-13. St. Louis. Police Circus, 10-23. N. J.—Elizabeth. Dog Show, 14. Teaneck. Dog Show, 13. N. Y.—Rochester. Eagles' Mardi Gras, 11-13. O.—Columbus. Home & Sports Show, 13-21. Toledo. Dog Show, 13-14. TENN.—Memphis. Dog Show, 14. TEX.—Ft. Worth. Dog Show, 14. Navasota. Texas Bluebonnet Festival, 12-14. WASH.—Seattle. Dog Show, 13-14. CAN.—Edmonton, Alta. Spring Show, 8-11. April 15-20 ALA.—Montgomery. Legion Thrill Show, 18-20. CALIF.—Riverside. Dog Show, 21. CONN.—Hartford. Dog Show, 20. Waterbury. Zindah Grotto Charity Circus, 15-20.

BEST BETS FOR SPRING! Walt Disney's Pinocchio LIVE BABY TURTLES Pinocchio Turtles, in Lots of 100, Each . . . 11c Mickey Mouse, Snow White, etc., Same Price. Floral Designs, Scottie, etc., in Lots of 100, Each 10c Name of City or Attraction Hand Lettered Free! Sample Dozen Postpaid, \$1.50 The liveliest novelty and souvenir seller today! Lovable characters from Disney's sensational success! "Kids" from 6 to 60 prize them for collections! All in full waterproof colors. Licensed exclusively for turtles by Walt Disney Enterprises! Big profits in Wonder Turtle Food, per 100 Envelopes, \$2.50, 10c seller! Hurry! Order Baby Turtles Now for Immediate Shipment! EVERY MOTORIST WANTS THEM! Globe-Trotter AUTO PLATES Clean Up on Tourists! Size: 10x5 3/4 No. 733—In Bulk. \$1.05 Per Doz. . . . \$11.52 Per Gross . . . \$11.52 Clamps for Attaching to Auto. Per 100 Pairs, \$1.50. Trial Dozen—Assorted with 2 clamps for each plate, postpaid . . . \$1.50 Wt. Per Gross, 38 Lbs. ALL PRICES F. O. B. CHICAGO, ILL. H. Fishlove & Co. 714 N. FRANKLIN ST., CHICAGO SINCE 1914 MANUFACTURERS OF NOVELTIES THAT AMUSE

BRUDDER—IF YOU TINK DEM MOTO-SCOOTERS AIN'T DE M'COY YOU'RE WHACKY PARDON MIKE'S INFORMAL WAY OF PUTTING IT, BUT— Dealers and concessionaires all over the country are making big profits with Moto-Scoot. Whether you rent them, sell them or use them, you're bound to make money! RENTALS—A fleet of Moto-Scoots pays for itself within a few short weeks, and from there on it's all profit for you. At 120 miles per gallon of gas, it costs practically nothing to operate a fleet. Whether it's a Moto-Scoot track or rental by the hour, the money keeps rolling in—and it's all repeat business because the riders always come back for more and bring their friends. THE NEW 1940 Moto Scoot ● 120 MILES PER GALLON ● 35 MILES PER HOUR ● 1 1/2 TO 2 1/2 HORSE POWER ● STEEL X-MEMBER FRAME BE A FLEET OWNER—SEND A COUPON TODAY MOTO-SCOOT MANUFACTURING CO. 8414 South Chicago Ave., Chicago, U. S. A. Please send me full details about Moto-Scoot rentals. Name . . . . . Address . . . . . City . . . . . State . . . . .

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS

**A NEW WINNER**

Be the first in your territory and clean up with this new smash hit that pays out with amazing speed. Pick your Tie and pay what's under seal. 1c to 25c. No higher. Everybody plays. Comes packed 12 beautiful assorted new patterns silk tailor-made ties in box. Deal Takes in \$2.50. 1 Sample Deal prepaid, \$1.35. 6 or more Deals, \$1.25 Each. Also other sure-fire deals. Write today. (We Sell Only to Operators)

**S & K SALES, INC.**  
Dept. F.  
104 N. Broadway, St. Louis, Mo.

- D. C.—Washington. Children's Hospital Circus, 15-20.
- GA.—Savannah. Flower Show, 18.
- IND.—Hammond. Better Home & Food Show, 14-17.
- MASS.—Boston. New England Hotel Expo., 17-19.
- MINN.—Chisholm. Food Show, 21-23.
- MISS.—Como. Northwest Miss. Live-Stock Show, 16-19.
- N. Y.—White Plains. Dog Show, 21.
- N. C.—Greensboro. N. C. Music Contest-Festival, 16-19.
- OKLA.—Enid. Tri-State Band Festival, 17-20.
- Guthrie. '89er Celebration, 21-23.
- PA.—Philadelphia. Knitting Arts Exhn. 15-18.
- TEX.—El Paso. Dog Show, 20-21.
- VA.—Charlottesville. Dog Show, 20.
- W. VA.—Wheeling. Dog Show, 21.
- WIS.—Madison. Eagles' Kiddie Kamp Carnival, 18-20.

**N. Y. EXPO'S**

(Continued from page 3)

classic art exhibit, Parachute Jump, Sun Valley and Morris Gest's Midget village. In short, an outright girl opera didn't rate the first 10, being no better than 12th, the position gained by NTG's Congress of Beauty and Sun Worshipping colony of captivating cuties. Preceding it in turnstile strength, or 11th place, was the Giant Coaster. It wasn't a Sally Rand expo, maybe because Sally didn't live in the World of Tomorrow, but La Rand can always say that neither was New York's show as financially charming as Chicago's *A Century of Progress*, vintage of '33.

Figures which follow were obtained by *The Billboard* and are not available thru any other public source. Even tho they represent results of the 26-week period ending October 31, 1939, they have never before become public property and this publication reveals them in the interests of statistical show business.

Round figures are used exclusively, hence the totals may not add up to the precise figures for each class specified in the charts and lists. Moreover, differences have occurred owing to the expo's particular system of settlement with projects.

Fair issued a statement late this week giving its financial position as follows: Total expenditures of \$54,712,238, receipts of \$31,149,487. Expenditures covered the period between about four years ago and December 27 last. Of the revenue, \$10,302,495 came during period before opening, \$20,177,059 during the run and \$669,934 from closing to December 27. Income from admissions was \$11,301,264. Indebtedness to bondholders is \$23,195,908. Cash on hand as of report period was \$1,439,698, and in accounts receivable, \$229,609.

**SHOWS AND SPECS**

Aquacade	\$2,725,382
Hot Mikado (includes \$14,056 concession take)	319,001
Jungleland	261,751
Art Exhibit (includes \$71,163 catalog sales)	241,522
NTG Beauty Congress	132,154
Gardens on Parade	95,468
Crystal Palace	93,428
Amazons-Extatic	79,590
Nature's Mistakes	70,559
Incubators	65,107
Crystal Lassies	61,367
Strange As It Seems	60,729
Yesterday, Today, Tomorrow (Life)	60,485
Arctice Girls' Tomb of Ice	60,356
Glass Blowers	48,038
Nyzos (New York Zoo)	43,182
Savoy	39,368
Living Magazine Covers	39,155
Dream of Venus	36,550
Gang Busters	29,618
Live Monsters	25,817
Victoria Falls	24,985
Enchanted Forest	23,271
Time and Space	22,906
Laffland	22,286
Patola of Jehol (Lama Temple Penguin Island)	21,454
Winery (converted from Causeway)	17,918
Sea Sirens—Hawaiians	12,870
Giant's Causeway	10,035
1,000 Years Ago	6,052
Bull Dodging	3,266
Hollywood on Parade	1,618
	744

**VILLAGES**

Old New York (includes \$90,918 from bars, \$3,255 from cig stand)	\$321,450
Merrie England (includes \$166,581 from restaurant, \$1,809 from candy, \$543 miscellaneous)	285,611
Sun Valley	180,155
Little Miracle Town	165,895
Cuban Village (includes \$30,964 from restaurant, \$676 from torture show)	103,531
Seminole Village (includes \$6,657 from frosted drink)	36,289
Artists' Colony	4,456
Children's World	Not available

**RIDES**

Parachute Jump	\$218,354
Giant Coaster	141,192
Bobsled	126,140
Dodgem	79,476
Aerial Joyride	64,387
Midget Auto Ride	55,610
Laff-in-the-Dark	42,175
Water Bug	23,897
Serpentine Spiral	21,092
Drive-a-Drome	20,201
Skyride	18,798
Meteor	17,348
Snapper	17,323
Silver Streak	15,050
Centipede	14,631
Jitterbug	13,678

**Sensational NOVELTY SELLER**  
PERSONALIZED METAL ENAMELED CIGARETTE CASE



Only \$1.00 RETAIL  
Every man and woman wants one on sight. Unusual. Individual. The perfect personalized possession or gift. Made of water-thin metal, snap spring action, 6 3/4 x 3 1/4 inches. Holds 20 cigarettes. Real postage stamp, marked HOLLYWOOD. Colors—Red, Black, White, Green, Gold, Blue. A sensational seller at \$1.00. Liberal profits for you. Sell THOUSANDS! In Homes, Offices, Clubs, etc. Sample sent postpaid with your name and address on cigarette case smartly written in waterproof ink, \$1.00. Particulars free. Send TODAY!

**B. MELWOOD CO.**  
197 Greene St., NEW YORK CITY

**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., Dept. 54, 68 E. Eagle St., Buffalo, N. Y.

**MASTER LAWN MOWER SHARPENER**



Agents, order now. Every home wants one. Sells on sight. Handy, easy to use. Sample postpaid. \$1.00 or C.O.D. plus charges; your \$1.00 refunded on first order of doz. or more. Get quantity prices. **DEAN'S SPECIALTY SALES** HUNTINGTON INDIANA

**MAGNO'S SPRING SPECIALS**

Hot Folders with glove \$ dif. 45 doz Junior Warmers (Silk) doz. 1.50 Fur Warmers 3.00, Flannel 1.20 doz New Sninners 5 kinds 40 doz 4.50 **NEW FUNNY CLEVER CONFUCIUS SAY Cel. Lapel Buttons** 30 diff. per 100 1.10 per M 9.00. **LAPEL BUTTONS 2 1/2** 12 diff. Doz 60c. All items listed below are at Dotten Price

Puzzle Pants sm.	.60	Squirt Finger	.35
Puzzle Pants lg.	.90	Squirt Thumb	.40
Squirt Lighter	.75	Fuddle Specs	2.00
Spooky Fun Spider	1.00	Fly on Pin	.50
Fake Doughnuts	.40	Squirt Cel. Baby	.75
Soot Whistle	.95	Snake Ice Cream	.90
Salt, Pepper Chiclit.	.25	Hot Pepper Gum	.35
Magic Coin Box	.75	Foaming Sugar	.65
Magic Coin Box	1.00	Skunk Perfume	.75
New Foolm Shooting Cigarette Box	.90		
New Giant size Snake Book	1.65		
New Coin Trick In Match & Cig. Case	1.80		
Best, Dom. Bending Spoon, Forks	.90		

All the best sellers in Stock. Send 25c for Cat. Or 2.00 for 30 Best Sellers & Cat. No C. O. D.'s shipped without deposit. **MAGNOTRIX NOV. CORP., 136 Park Row, N. Y.**

Boomerang	10.273
Whip	19.271
Stratoship	7.767

**GAMES**

Galleries (includes \$32,410 from trap shooting)	\$116,718
Guess Your Weight Scales (15-)	71,464
Skee Ball-Chime Ball	68,173
Guess Your Age	40,750
Penny Arcade	40,449

**VENDING MACHINES**

Candy, Nuts, Gum (393)	\$96,742
Coin Lockers (50)	53,156
Cigarets	31,556
Weighing Scales (100)	12,485
Coin-Operated Toilets	8,439

**RESTAURANTS**

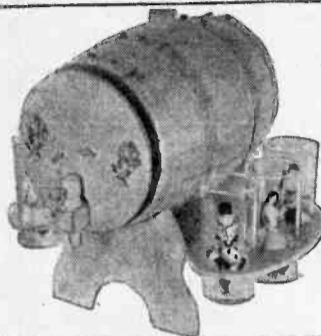
Childs, \$1,093,515; Brass Rails, \$1,052,106; Schaefer, \$941,577; Ballantine's, \$799,058; Toffenetti's, \$585,186; Muller, \$382,332; Heineken's \$365,769; Turf Trylon, \$352,081; Casino of Nations, \$297,642; Rondevoov, \$222,081; Virginia Projects, \$208,716; E. & C. (Caruso), \$183,171; World's Fashion, \$171,060; Midway Inn, \$158,803; Chicken Inn, \$145,401; Beverwyck, \$79,604; Atwood, \$58,278; Archery Range (includes \$15,105 from cafeteria and bar, \$10,959 from archery and \$4,756 from machine guns), \$48,975; Cubaville (see Cuban Village); NTG's, \$28,773; Franco & Moran, \$20,452.

**RESTAURANTS (Foreign Pavilions)**

France, \$883,318; Sweden, \$483,736; Switzerland, \$392,327; Belgium, \$377,363; Great Britain, \$309,103; Italy, \$258,396; Poland, \$224,915; Czechoslovakia, \$183,396; Turkey, \$160,741; Soviet Russia, \$157,500, plus \$89,217 in merchandise sales and \$8,568 from theater; Hungary, \$114,739; Roumania, \$113,448; Argentina, \$39,568; Denmark, \$107,649; Norway, \$82,774; Brazil, \$63,101; Finland, \$61,864; Albania, \$56,840; Japan, \$28,328; Cuba, \$25,374; Chile, \$15,356; Mexico, \$10,831; Portugal, \$8,015.

**REFRESHMENTS**

Childs hamburgers, franks, coffee, tea, etc., \$1,994,191; Coca-Cola, wafers, etc., \$706,496; Union News' milk, sandwiches, fruits, \$445,072; Sanitary Berlo's orange



**Cash in on Musical Novelty Hits**

- No. 30—Musical Decanter, hand painted, plays "How Dry I Am." Doz. Lots, Each \$1.85
  - No. 32—Musical Cocktail Shaker, floral design, plays "How Dry I Am." Doz. Lots, Each 2.00
  - No. 25—1 Gal. Oak Barrel, 6 Pictured Glasses, Stand and Faucet. Doz. Lots, Each 2.50
  - No. 30—Musical 1 Gal. Oak Barrel, Stand and Faucet, plays "How Dry I Am" and "Let's Have Another Drink." Doz. Lots, Each 3.50
- Slightly Higher in Smaller Quantities. 25% Deposit. Samples 25c Additional.

**BLACKHAWK MFG. CO.**  
809 MADISON ST., CHICAGO, ILLINOIS

**We Specialize...**

IN THE MANUFACTURE OF

**RADIOS**

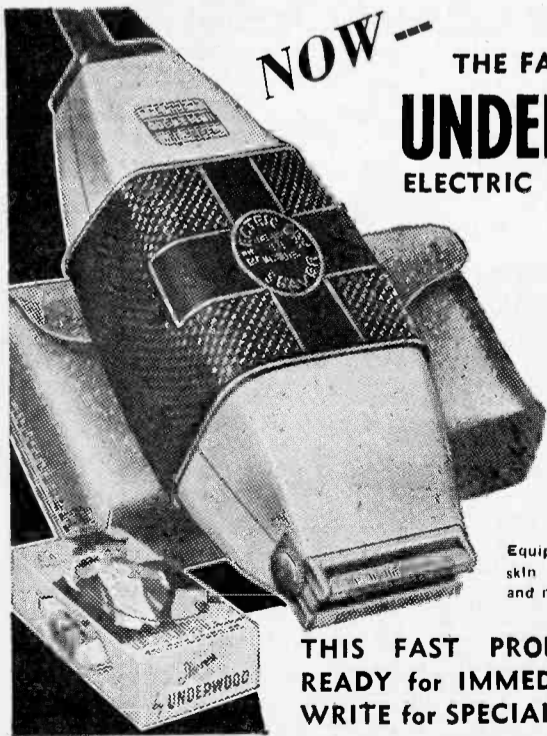
FOR PRIZE AND PREMIUM USE

We are equipped to manufacture private label merchandise. We are licensed by RCA Hazeltine

Inquiries from Quantity Users Invited

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345 EAST 27TH ST. NEW YORK, N. Y.



**NOW—THE FAMOUS UNDERWOOD ELECTRIC DRY SHAVER**

**CAN BE PURCHASED DIRECTLY FROM THE FACTORY**

Equipped with simulated pig-skin pouch, durable ivory case and non-slip rubber grip.

**THIS FAST PROFIT-MAKER IS READY for IMMEDIATE DELIVERY. WRITE for SPECIAL PRICES TODAY!**

**AMERICAN SUPERCRAFT CORP.**

Union and Lake Streets, Chicago



## N. Y. World's Fair Grosses

Project	Gross	Fair's Share	Service Charges
Restaurants	\$7,826,450	\$649,808	\$201,666
Foreign Pavilions	4,942,155	445,384	164,364
Shows-Specs	4,747,485	305,950	219,457
Refreshment Stands	4,444,212	679,466	113,938
Exhibitors' Sales	3,980,833	424,031	227,382
Transportation	3,850,547	439,917	53,195
Miscellaneous Stands	2,608,000	552,958	53,098
Villages	1,066,434	195,638	82,391
Rides	930,389	149,684	77,315
Games	337,558	74,661	8,619
Joint Ventures	295,747	—	32,241
Vending Machines	209,143	21,868	351
State Participation	5,388	803	2,476
Miscellaneous	1,498	187	7
<b>Totals</b>	<b>\$35,245,839</b>	<b>\$3,940,355</b>	<b>\$1,236,500</b>

Flat-rate participants in miscellaneous, villages and exhibitors' classes brought fair's share to \$4,024,224. Take on fair's Democracy Diorama in Perisphere not available.

crush, \$265,599; General Frozen Foods, custard, malted, etc., \$227,425; Richardson root beer, pretzels, etc., \$211,893; Star pop corn, \$181,229; Barbeque's sandwiches, coffee, tea, \$165,194; Sutter's taffy, \$66,742.

### TRANSPORTATION

Exposition Greyhound—bus, \$2,513,308; minnie tractor, \$393,574; boat, \$71,272. American Express—roller chair, \$733,797. Outside bus service, \$134,890. Taxi, \$2,874. Yacht, \$746. Parking (one company), \$131,317. Parking (another company), \$87,847. Bus terminal parking, \$76,582.

### MISCELLANEOUS

(Only big incomes listed based on interest to show business)

Exposition Souvenir Corp. souves and novelties, \$911,270, plus \$59,462, plus \$2,856; cards, view books and folders, \$195,011. Faber, Coe & Gregg smoke articles, photo supplies, etc., \$410,599. Exposition Publications' souves, guides, daily programs, etc., \$236,165. Penny Crusher's embossed pennies, \$82,576. Twentieth Century Photomatic Corp. photo studio, \$47,942. Kaplan & Bloom canes, umbrellas, seat canes, \$127,018. Photographic Supplies' illustration studios, \$74,303. Union News' newspapers and sundry merchandise, \$105,862. Troiano & Yager pen-pencil sets, \$59,706. Publishers' Service New York Post name-in-headlines, \$22,970. Official Motion Picture Producers' motion pictures, cameras, \$35,658. Tony Sarg Publications' official pictorial map, \$37,516. Huglo Operation Corp. drug stores, fountain, \$68,889; Huglo Operating Corp. restaurant, \$68,179. Florida National Exhibits' orange juice, etc., \$31,694. Edward J. Champion novelties, \$9,949. Abe Fox photo studio, \$16,207.

### EXHIBITORS WITH SALES PRIVILEGE

(Big incomes with industry interest)

YMCA Restaurant, \$572,969. Lucky Strike cigs, \$35,731. Florida National Exhibits' orange juice and sherbet, \$73,187; souves, \$3,473; other sales, \$57,215. Libby fruit and veg juices, \$32,400. P. I. E. Roof's private restaurant, \$118,230. National Dairy, \$145,228. Dudley's model planes, \$54,889; souves, \$18,671. Aviation Grill, \$171,226; fountain, \$8,846. Continental Baking Restaurant, \$34,313; lunch counter, \$127,842. Coty cosmetics, \$107,944. Borden's, \$406,540. Glass, Inc., souves, \$46,389; booklet, \$9,305. Range Restaurant Corp., \$203,705.

### "HUMAN INTEREST"

Dr. Scholl's Foot Aid, \$15,067; Wagner's pies, \$34,395; Nos-Eas and Ear-eas, \$4,688; Alka-Seltzer, \$2,694; California Olive Association, \$22,80; telephones, \$16,639.

### THIS AND THAT

Palestine Restaurant, \$92,385, plus \$29,242 from theater, \$17,520 from literature and \$14,277 from other sources. Sports Bar Cafe, \$149,698. U. S. pop corn, \$3,442. New England council guide book, \$207; State of Vermont, maple, \$5,181.

### EXHIBITOR PAGEANT

Eastern Presidents' Conference Railroads on Parade is handled in audit sheets as "exhibitor with sales privilege" project, but if included among shows-

specs its gross of \$452,863 would put it second to Aquacade. Railroad Building also drew down \$86,838 in merchandise sales, \$9,497 from restaurant, \$2,897 from books and \$11,489 from toilets.

### FLAT RATE

Revenue figures are not available but expo drew following as its share from Theodore Goldstein Hum-a-Tune, \$9,942; Charles Peters' trick cards, coins, \$1,321; Emil Siebold trick mouse, \$1,057; Samuel E. Stone kitchen gadgets, \$4,146; Michael Goldstein top saxophones, \$2,011.

## SHOWMAN SLAIN

(Continued from page 3)

pected as the motive and authorities could not help but compare certain phases of the crime with the slaying of Cliff Jewell, concession owner, on an isolated road near Americus, near by, about 18 months ago. The Jewell slaying has not yet been solved.

The body of Haverstick, however, was found on the edge of a sidewalk in a dark spot on one of Macon's principal streets, Broadway, about three blocks from the showgrounds. It was in front of a vacant lot and a short distance from an all-night restaurant. A Negress discovered the body about 1:15 a.m. on Wednesday and summoned officers. Blood oozed from a large gash on the side of the head.

Coroner Lester H. Chapman ordered an autopsy, which revealed that death was due to an extensive fracture of the skull inflicted with a blunt instrument. Several hours later a coroner's jury returned a verdict that Haverstick had come to his death "at the hands of a person or persons unknown and, in our opinion it was murder."

Testimony was given by W. E. Franks, owner-manager of Franks Greater Shows, and Cecil C. Rice, concession operator. They related that Haverstick had been known to carry various sums of money, ranging from \$500 to \$1,500 in a money belt. On the afternoon prior to the slaying he exhibited three \$50 bills in discussing a business transaction on the lot, it was also testified. The bills were folded in a date book carried in a vest pocket.

### Truck Found Locked

When the body was found the vest and shirt had been pulled open, the money belt was gone and the bills had been removed from the book, authorities said. About \$13 was found in his pants pockets. Ordinarily Haverstick retired to his house truck on the lot around midnight. He was last seen alive as he walked from the midway cookhouse and entered his truck. After discovery of the body it was found that his truck was unlocked and a bag of silver, used in connection with the arcade, and two money racks filled with silver coins were missing. Friends said it was his invariable custom to lock the truck upon leaving the vehicle.

Haverstick's home was in Gary, Ind. He was formerly a railroad engineer but had tramped for the last 30 years with carnivals. Survivors are three daughters, two living in Indiana and one in Michigan. Funeral arrangements were delayed pending arrival of relatives.

# RESPONSIBLE UNIONISM

## A Message to the Outdoor Amusement Industry

### TO PERFORMERS in all Outdoor Branches

In a few short months the American Guild of Variety Artists has obtained basic agreements with many leading outdoor attractions. These bring important improvements to performers.

AGVA offers you the same protection and service.

Please contact AGVA's Outdoor Division office in Chicago or branch offices in New York, Los Angeles, San Francisco, Boston or Philadelphia. An AGVA representative who understands your problems thoroughly will personally contact every outdoor attraction.

You now have an organization pledged to eliminate unsatisfactory conditions in the outdoor field and backed by the vast resources of all actor unions affiliated with the Associated Actors and Artistes of America (Four A's). The co-operation of hundreds of other unions throughout the country is also assured.

You can rely on AGVA. It is responsible and will not let you down.

An Advisory Council for the Outdoor Field that will include performers known to all and representative of all types of acts is now being formed. Watch for the announcement.

The Outdoor Performer will be given adequate representation on the National Board of AGVA.

### BE WISE—UNIONIZE

## TO MANAGERMENTS

### Carnivals, Circuses, Fairs, Rodeos, Amusement Parks and all other outdoor attractions

Join the ranks of successful showmen from coast to coast who have signed agreements with AGVA.

AGVA is the only union having jurisdiction over performers in the outdoor field. Don't be misled by attempts to create confusion on this or any other point.

AGVA has proven that it will give much-needed assistance to outdoor attractions and to its membership.

AGVA has helped to open towns previously closed to outdoor attractions. We have helped to reduce unreasonable license fees. We are encouraging the use of outdoor attractions in civic promotion (names on request). We are starting a nationwide campaign to give the public a true understanding of the greatness and public service of the outdoor field.

An AGVA contract is one of your best assets.

Following is a partial list of attractions which have signed with AGVA:

BECKMANN & GERETY SHOWS  
GOLD MEDAL SHOWS  
GREATER EXPOSITION SHOWS  
DODSON & BAILLIE SHOWS  
HENNIES BROTHERS' SHOWS  
MIGHTY SHEESLEY MIDWAY  
POLLACK BROS.' CIRCUS

SOL'S LIBERTY SHOWS  
DON HACKLEY ATTRACTIONS  
RUBIN & CHERRY EXPOSITION  
WORLD OF MIRTH SHOWS  
ERNE YOUNG ATTRACTIONS  
WELLS & CLINTON ATTRACTIONS

### BE WISE—UNIONIZE

# AMERICAN GUILD OF VARIETY ARTISTS

Hoyt S. Haddock, Executive Secretary  
National Offices: 1650 Broadway, New York, N. Y. Phone: Circle 6-7130.  
Branches—Boston: Thomas D. Senna, Local Executive Secretary, 18 Boylston St. Phone: HANcock 8277.  
Chicago: Leo Curley, Local Executive Secretary, 54 West Randolph Street. Phone: DEArborn 0016.  
Los Angeles: I. B. Kornblum, Local Executive Secretary, 6331 Hollywood Boulevard. Hillside 5121.  
Philadelphia: Thomas E. Kelly, Local Executive Secretary, 250 South Broad Street. Phone: Pen. 1196.  
San Francisco: Vic Connors, Local Executive Secretary, 220 Bush Street. Phone: Sutter 3196.

OUTDOOR DIVISION: Paul Sander, Director  
54 WEST RANDOLPH ST., CHICAGO. PHONE: DEARBORN 0016.

## 4 FOR 10c OPERATORS

WRITE FOR OUR NEW 1940 CUT PRICE CATALOG ON PHOTO JEWELRY, ENLARGERS, VISUALIZERS, GLASS FRAMES AND FOLDERS.  
EASTMAN DIRECT POSITIVE PAPER, 1 1/2" by 2 5/8" 250 Ft., \$4.75 Per Roll.

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## Out in the Open



Leonard Traube

### Spring Specials

**S**ITTING right down and asking myself a few questions. . . . What young bloods are making the greatest progress as carnival general agents? This is too easy. Luther Cedric (Ted) Miller, of Bantly's All-American Shows, and Ross Manning, of P. S. McLaughlin Shows.

How is the new season shaping up? "If the weather favors and the spots are right, we can't miss." (I crawled out of that one all right).

What will the NY World's Fair draw in paid admissions? Between 18,000,000 and 20,000,000 at the regular fees. (My face may be red next fall, but that's my guess.)

How about the circus outlook? Barring the unpredictable, it will be the best in years.

What midway organization will be the most interesting to watch? This is another softy—Art Lewis Shows, newest of the railroad outfits.

What Eastern park has the biggest bag of tricks and the most aggressive type of buildup? None other than Riverside Park, Agawam, Mass.

What new type of concession is making greatest strides? The your-name-in-headlines stores.

Will the Headless Girl shows continue to lure money? No reason why they shouldn't improve, matter of fact.

Will parks and carnivals and celebrations, etc., employ more free acts this year? From present indications, a 20 to 30 per cent lift.

As to free acts, what number of what trade paper will emerge with the greatest professional of novelty talent in 46 years of publishing? Summer Special Number (June) of *The Billboard*.

What indoor showman will surround himself with more outdoorists than any one before him? Michael Todd, of whom the New York expo is a part, to adapt a phrase made famous by Alva Johnston in behalf of the late Dexter Fellows.

Who will be the most active showmen in America? This is a cinch, mates—George A. Hamid, dynamic doctor of detectable didos.

What rodeo showmen is going heavy on summer bookings for his ranch, indicating increased travel from States to Canada? Couldn't be anyone but Guy Weadick, boss of the Stampede rancho at Longview, Alta.

Talking of questions and answers, a

### FREE POPCORN BOXES

Buy your Pop-Corn and Supplies from us. We will furnish Pop-Corn Boxes FREE.

### SOUTH AM. POPCORN, \$3.50 PER 100 Lbs.

Pop-Corn Seasoning (Coconut), 50 Lbs., \$6.00.  
C. R. FRANK, Pop-Corn & Supplies, 4310 Delmar Blvd., St. Louis, Mo. Phone: JE. 4190

### WANT RODEO

Several weeks' play. Best location Wisconsin dairyland. Percentage. Park benefit. Rodeo Owners, send details.

BOX 126, POYNETTE, WISCONSIN.

### ARCADE MACHINES

Large number at gleaveaway prices, also 10x12 Anchor 12-oz. Concession Top, 8-ft. 10-oz. wall, good shape, cypress frame, \$20. 8x10 Anchor 12-oz. Concession Top, 7 1/2-ft. 10-oz. wall, complete with frame, fair shape, \$10. Complete String Game, five rows, \$5. Cypress Fish Pond, 10 ft. long, complete with set Toledo metal fish, \$10. Dozen Daisy Cork Guns, \$1 each. Big Tom, complete with stand, \$3. Long Range Shooting Gallery Equipment, row moving figures, 2 sets racks tip-over birds, electric motor, other parts, \$15; few more dollars would make this a complete gallery. 2 Winchester Gallery Repeaters, good shape, \$5 each.

HOWARD,

Detroit, Mich.

### WILL PAY

Cash up to \$3,500 for Octopus Ride in good shape.

JOHN GALLAGAN

General Delivery, MOBERLY, MO.

few of us were debating which of two vital elements in the midway set-up—girl shows and games—cause more heat. A girlie op opined that the stores must create more spontaneous combustion, and naturally a game gent felt that the leg operas result in more temperature. A neutral offered the thought that it is a matter of opinion. That's playing it the safe way.

We think the essential point has been missed, and that is that the heat which originates from games is more lasting; in short, it is more easily remembered to the detriment of the industry. We are not championing the fem specs as against the wheel and finger-pointing boys as some of the latter offer worthier entertainment, in their own way, than some of the former. Both component parts of the carnival structure could use abundant doses of soap and water mixed with your favorite cleansing powder.

Yet it is a fact that the native who is stung is stung where it stings him most—the pocketbook, and while he may get severely bitten in the girl show presentation or the supplement thereof, the amount he trots out is negligible and, in addition, he is less likely to beef about it than if he is stung when going against the games.

Another fact worthy of note is that statutes against gambling are generally specifically described, so that the defendant is bound to come out second best, whereas some laws on the subject of "indecent performance," lewdness, "obscenity" and the like are not only less specific but, to go further, vague and general.

In a word, moral values are not under consideration. The law is.

Forty-nine years ago this week, on April 7, 1891, a fairly well-known showman parted this life. You've probably never heard of him. His name was Phineas Taylor Barnum.

## Hartmann's Broadcast

**W.** R. PATRICK, owner-manager of Patrick Shows, and S. H. Barrett, his general agent, bring up the question of organizing the carnival industry but make no reference whatever to the association of carnival men already in existence. We mean the American Carnivals Association, Inc., of which Max Cohen is general counsel, secretary and treasurer; Floyd E. Gooding, of the Gooding Greater Shows, president; John Francis, of the Greater Exposition Shows, first vice-president; Arthur Lewis, of the Art Lewis Shows, second vice-president; Max Goodman, of the Goodman Wonder Shows, associate secretary, and J. F. Murphy, of the F. E. Gooding Shows, associate treasurer.

All those on the board of directors are also carnival executives, consisting of Oscar Bloom, Gold Medal Shows; J. W. Conklin, Conklin Shows; Harry Dunkel, Cetlin & Wilson Shows; David Endy, Endy Bros.' Shows, and James E. Strates, Strates' Shows.

It is possible that Messrs. Patrick and Barrett, who operate in the West, are not familiar with the ACA, altho news of its activities has been appearing regularly in *The Billboard* since organizing and incorporating seven years ago. Or, could it be their feeling that there should be an organization of western carnival executives. Anyway, here's what they write:

"Doubtless more able and better informed showmen than we have considered and discussed the subject upon which we feel impelled to write you. Nonetheless, we feel that further effort should be made to effect an organization for the common good of carnival executives.

"Such an organization—call it an exchange, an association or what you will and organize it along any lines that seem expedient—can accomplish much that individual effort cannot. It is our thought that some medium for the exchange of information, some rallying point thru which our effort might be focused upon our problems, could be organized thru your columns. It doubtless would entail a great deal of work for some one, but the work needs to be done.

"This is a period of organization. We find it at every hand and see the results it is accomplishing for many lines of business with which we are brought in contact.

"There are several factors of impor-

tance to us all, and with your permission we would like to cite a few.

"Such a list doubtless should include auto and truck licensing, especially since that problem applies to shows traveling in several States and they are thereby subjected to injustices by laws which vary greatly and are contradictory in their application. Then there is the subject of insurance as it applies to our liability to the general public, as well as laws relative to employee compensation, unemployment insurance, Social Security, etc. Of course, care must be exercised so that we won't bring ourselves into conflict with laws regarding dealings with employees. Another, but much less important, matter on which we might well act is that of uniform contracts or agreements as they apply to our auspices or co-operating groups. Do not take this to imply that we should agree upon the amount of rental or percentages or space charges, but I do think that a properly prepared contract form, with space left blank for the insertion of the terms as they apply to each engagement, could be devised by a competent attorney and adopted by all of us to great advantage. This could and should apply as well to our concessioners, show and ride operators and our employees, also to such things as lot, water, etc. Advertising or sound trucks, parades, etc., might also be taken into consideration.

"A matter very much in point in the State of Washington at this moment is the truck license. For a number of years shows have been permitted to purchase licenses for their trucks under what is known as a 'fixed load' fee. This year such practice has been discontinued, except as it applies to transformer wagons, office wagons, etc., where the load remains permanently upon the truck or trailer. All other trucks and trailers must pay the license specified for the weight they carry, even tho every show follows the invariable practice of loading the identical equipment upon the same truck each time a move is made. It is our contention that such usage constitutes in fact a 'fixed load', for every time a truck uses the roads it carries the same identical load, both as to weight and material, even if the load has been removed and used in each stand. This is an injustice because all showmen are compelled to pay a license for the entire year even tho they use the roads only during the outdoor season, which, in this territory, is half or less than half a year. Then, too, we use the roads an average of only one day per week during this limited season and the remaining six days the trucks are parked on private property. So our trucks pay license for using the roads less than 10 per cent of the time that trucks engaged in ordinary commerce do. Our jumps, too, are usually comparatively short ones, so that it is doubtful if any one of our trucks uses the roads as much in the entire license year as an ordinary commercial truck uses them in any one week.

"When the ruling eliminating 'fixed loads' was made, we took the matter up with our State Representative and he protested to the director of licenses. This legislator also drafted a letter which he suggested we transmit to other shows quartered in Washington. This we did, with our Representative's suggestion that in each case the showman contact his district representative and request him to protest to the director of licenses. Only one of these showmen acknowledged our effort and to him we sent a fellow showman. When the matter was brought to his attention by the brother showman, who was acting as our emissary, the former replied, in effect: 'Well, if Patrick is short of money and cannot pay his license, let him keep his trucks off the road. I have paid mine.' This is cited merely to show what so often happens when we act individually in a matter which affects all. This matter could have been handled by any group, agency or association with much better results.

"When we examine the subject of liability insurance, we again come to a place where we could much better act in concert. We have purchased insurance, but at an outrageous cost. Our protection costs us a full five per cent of our total income from all sources of revenue. By comparing this cost with the 'experience table', we find that a fair insurance rate would be closer to one per cent. Group insurance or a method of self-carried insurance by a comprehensive group would bring this cost way down.

"These are only a few of the many ways in which we could co-operate to the great benefit of all of us. If you are

interested, will you please let us hear from you? Let's see if we cannot somehow work out a method by which we can accomplish benefits for all."

## Notes From the Crossroads

By NAT GREEN

**L**EO F. DAILEY, who did a great job of building up the Spencer (Ia.) fair and who is now doing Chamber of Commerce work for Sioux City, Ia., was in Chicago last week conferring with attraction agents on a proposed civic show for Sioux City. Dailey has interested the merchants of the city in putting on a big free show along in midsummer to attract people to Sioux City. Dailey believes—and most of the town's business men agree—that such a show would prove to be a big business stimulant, and that it might eventually result in the re-establishment of a fair at Sioux City.

From Guy Weadick, who used to manage the Stampede at Calgary, comes an attractive half-sheet poster of Stampede Ranch, Longview, Alta., of which Weadick is manager. From May to October this pioneer guest ranch of Western Canada entertains hundreds of vacationists who like fishing, hunting and mountain climbing. And in his promotional material Guy emphasizes the fact that there are "no snakes."

Frank D. Shean, of the New York World's Fair, came in from New York early last week, accompanied by Almon R. Shaffer, who went on to Minneapolis for a brief visit. Shean, who has lost some poundage and is glad of it, was here on fair business and returned to New York by plane with Shaffer.

Lou Leonard, now in the headline game, has gone to Louisville to scout for a location. . . . Justus Edwards, publicity man of Russell Bros.' Circus, drove thru town in a new car on his way to join the show in Arkansas. Edwards also will be equestrian director. . . . Doug Baldwin, manager of Alabama State Fair, Birmingham, in on a business trip for a couple of days, left Wednesday for Minneapolis and Winnipeg, but will be back in the steel city shortly.

Orrin Davenport Jr., will handle concessions on Lewis Bros.' Circus. Has just bought himself a new truck. . . . Guy Moore, of the Lanquay Costume Co., is proud of the job he's done in the way of costuming for the Barnes-Carruthers-Stadium Circus. "It will make Ziegfeld turn over in his grave," says Guy. . . . Hogan Hancock, manager of the fair booking department of MCA, off on a business trip to New York and other eastern points. Hogan is one of the air lines' best customers.

Flash Williams motored back from New York just in time to be caught by the Pennsylvania floods and had to detour 250 miles. . . . Seems to be a general exodus for the east. Sunny Bernet has left on what he declares is purely a pleasure trip, but doubtless he'll bring back some eastern contracts for Boss Phil Shapiro. And Art Briesse is off for Flushing Meadows, where he will be marooned until June, giving Frank and Jack Duffield a chance to get back home for a while.

Bluebirds and sunshine have brought out a few ambitious lot showmen, who have opened up their rides along the various arterial routes on the outskirts of Chicago. But most of them are waiting for assurance of more settled weather. . . . Mrs. Anna Gruberg managed to see a lot of shows, do some shopping and transact considerable business during her week's stay in Chi. . . . Max Goodman and his general agent, Sam Gluskin, were other carnivalites who lingered a week or more in Chi. . . . Ned Torti on a business trip thru the South.

### Carrollton, Ga., Stand

#### Good for Funland Shows

CARROLLTON, Ga., April 6.—Said to be the first carnival to play a downtown location here in five years. Funland Shows bowed in on April 2 to good business under American Legion Post auspices. Walter Lankford's American Band and Bessie Hollis, free attraction, proved popular, reports Ted C. Taylor. New Hollywood Revue also attracted patrons' attention.

Miller and Heth concessions reported good results and new side show clicked, as did March's Wild Man attraction. O. C. Cunningham's barbecue stand did well.



## Kaus Expo Clicks At N. C. Get-Away

NEW BERN, N. C., April 6.—This city gave Kaus Exposition Shows a good send-off at opening of their first stand of the season on April 1 when a big crowd turned out and spending was up to expectations. Ideal weather was the rule and, since this is shows' winter home, both local papers gave freely of space.

Local merchants also co-operated. Shows gave evidence of much work in quarters, with new panel fronts on all shows, excepting the Side Show and Monkey Circus, which are featuring new banners. Rides used last year were augmented by a Whip and Kiddie Ride and a Silver Streak and Rolloplane will be added as soon as they arrive from the factory.

## OUTLOOK BRIGHT

(Continued from page 3)

Calif., recognized as largest in its class, enters an intensive stage of preparation for showing with the brightest prospects," said Secretary-Manager C. B. (Jack) Afflerbaugh. "Inquiries for space, premium lists and entries are more numerous and widely distributed than ever. All indications promise that the 638,000 attendance record will be surpassed. Extensive improvements and additions on the 300-acre park with its 50 buildings are in progress. Prize, purse and trophy awards will amount to \$200,000. Barnes-Carruthers will furnish grand-stand entertainment."

### New Wealth Is Seen

Secretary A. R. Corey, Iowa State Fair, Des Moines, said: "Outlook is brightest in many years. Entertainment program is the largest ever contracted for, including new super night show and triple feature afternoon program. Premium offerings are over \$120,000. Commercial exhibit reservations are well ahead of last year with one exhibit section already sold out. New \$140,000 4-H Club building has just been authorized. Iowa farm and business conditions are flourishing, promising big fair attendance."

"Fair outlook in Wisconsin is better than fair," said Ralph E. Ammon, State commissioner of agriculture, general manager of Wisconsin State Fair, Milwaukee, and former president of the International Association of Fairs and Expositions. "Price of milk for the past six months has been 25 cents above average for the same six months a year ago, resulting in \$10,000,000 more income. Same higher average from now thru September will bring \$15,000,000 more in new wealth into Wisconsin. This should mean more exhibitors and patrons at our fairs with more money to spend."

Charles A. Somma, general manager of Virginia State Fair, Richmond, said: "Prospects for the fair this fall are very encouraging. Crops look promising. We are increasing our premiums in anticipation of increased exhibits and attendance."

### Confident Note in Canada

"There is a fine outlook for Mississippi Free State Fair, Jackson," said Secretary-Manager Mabel L. Stire. "New highways and oil assure larger crowds. We are hoping again for a State appropriation. There will be a new grand-stand show, enlarged carnival, free gate and free parking, with more attention to live stock. Theme will be The Mississippi of Tomorrow."

Secretary-Manager W. R. Hirsch, Louisiana State Fair, Shreveport, said: "It's a little early to determine conditions here next fall, but as local conditions are good owing to a big building program necessary to house increased business and population, our fair should have a successful season. The terrible tornado that struck a residential section of Shreveport on March 12 did considerable damage to fair buildings, which will be rebuilt in time for the 1940 fair."

"We are confidently expecting to break attendance records this year," said E. L. Richardson, general manager of Calgary (Alta.) Exhibition and Stampede. "Stock sales held so far in Western Canada have been phenomenally successful. With the new Banff Jasper Mountain Highway and completion of the big-bend section of the Trans Canada Highway between here and Vancouver and with paved highways from the United States to Calgary and the mountains and the drawing power of the Calgary Stampede, we expect tourist business to Alberta will be at least doubled this year. Our

outlook, therefore, is extremely optimistic."

### Park Ops Are Hopeful

"Outlook for the coming park season is favorable," said A. Brady McSwigan, general manager of Kennywood Park, Pittsburgh. "With expected greater industrial activity and a break in weather, next summer should show an increase."

John J. Carlin, proprietor of Carlin's Park, Baltimore, said: "Economic conditions in Baltimore have greatly improved over last year and we feel justified in making liberal expenditures for improvements."

Manager F. W. A. Moeller, Waldameer Beach Park, Erie, Pa., said: "From local conditions, business is better by at least 25 per cent over 1939, and we expect a slight increase over last year."

President W. B. Haefner, Enna Jettick Park, Auburn, N. Y., said: "Fully cognizant of general unsettled conditions, we are laying plans cautiously. We have faith that if industrial conditions improve and stabilize people generally will patronize well-rounded-out parks. We are therefore preparing a flexible program, enabling us to economize sharply or to expand wisely, according to the trend of business. Current tests persuade us that a wide variety of large groups intend holding events in our park, providing conditions warrant."

"A feeling that the 1940 season will be the greatest in recent years has prompted the management of new Riverview Park, Des Moines, to launch the most extensive remodeling and renovating campaign in the history of the park," said Manager Irving H. Grossman. "Chief stress this season will be on picnic promotion and park beautification."

"We are looking for a big year," said H. A. Ludwig, general manager of Virginia Park, Long Beach, Calif.

### Circus Outlook Brighter

With John Ringling North, Ringling-Barnum head, in a union tangle on the eve of the Garden opening in New York, he could not be reached for a direct statement on the circus outlook for 1940. An attache of the show quoted him unofficially as saying that the picture is bright, barring unpredictables, one of which may be regarded as already on the way in engagements with New York labor chiefs, with picketing of the show by Ralph Whitehead's manual labor union.

"The circus outlook to us is much better than that of last spring, as conditions all over the country and especially in the Middle West appear to be considerably better," said Managers Jess Adkins and Zack Terrell, Cole Brothers Circus. "Six months of very good business has preceded us at present, whereas last spring we were following a decidedly slack period."

Ira M. Watts, manager of Parker & Watts Circus, said: "Conditions this spring seem even worse than they were at the close of last year's circus season, except in a few isolated cases. Reports coming to us indicate a definite trend toward yet worse conditions during early spring. My conviction has determined our course in holding our opening until we can see an upturn in something besides airplanes, ammunition and ship-building."

"The circus will more than hold its own during the coming season," said Manager Paul M. Lewis, Lewis Brothers' Circus. "While not too optimistic, as I do not predict a boom in any branch of the amusement field, I believe all business is on the upward trend and that the circus will hold its popularity and place in line with the general advancement."

### Scouting Shows Upswing

Manager Robert L. Atterbury, Atterbury Brothers' Circus, said: "Have just finished scouting some half dozen States looking over conditions and prospects for a small circus with elephants and wild animals. I come to the conclusion that the prospects are much better than those of last season. All stores are doing bigger business than a year ago. Farmers have had plenty of moisture and the outlook for crops is good. Looking back for the past 29 years I have managed my show, I can remember some of those springs that did not look so good for circus business as it does today."

Manager Charles T. Hunt, Hunt's Circus, said: "I have just returned from a scouting trip. As I, like almost every circus manager, was suspicious of the coming presidential year, I have found conditions in general better than last spring and I'm going out for my 48th season, feeling confident that the general public does not feel that the circus is dying or is a thing of the past."

Manager Bud E. Anderson, Bud E. Anderson's Jungle Oddities and Circus,

said: "Business in the agricultural West has suffered acutely during the winter months. The shuffling of the world market for agricultural products, brought on by the European war, has almost been ruinous to the purchasing power of the farmers. However, in recent weeks, due to the phenomenal recovery of Uncle Sam's merchant shipping, I predict that the West again will be the bread basket of the world and that the circus outlook should be at least 20 per cent better than that of last season."

"If circus employees and employers will be courteous to the public and give them a good show and have everything painted and have a good band, they should have a good season," said Jack Mills, manager of Mills Brothers' Circus. "I am going to have a 10-piece white band for the big show and a five-piece colored band for the side show and will tell my employees that 'the customer is always right'."

"I see a good season in prospect for circuses," said Manager Roy A. Stamps, Gainesville (Tex.) Community Circus, "particularly for those booking under strong local auspices, without objectionable features. We have more requests for engagements than our limited itineraries permits and all dates booked on a flat-price basis to sponsors, assuring a successful year. We have spent more money than ever in preparing for our eleventh season."

### Carnival Men Optimistic

Carl J. Sedlmayr, president of the Amusement Corp. of America, said, "Economic conditions are noticeably improving in all parts of the country. The census is creating a better understanding of government and political issues are becoming more clearly developed. The outlook in Florida for summer is unusual, too. Miami newspapers have just announced that 150 big hotels will remain open thruout the summer. These conditions seem to me to indicate confidence on the part of the public and to point definitely to the fact that business thruout the country is becoming more and more stable. If employment is good and business stable, the midway industry can't help prospering."

"Regarding the outlook for carnival business for the coming season, in my opinion, which is based on general conditions, both local and national, it should prove a most satisfactory year in every respect," said Manager Fred Beckmann, Beckmann & Gerety Shows. "Realizing the fact that the amusement-seeking public is becoming more exacting as the years go by, we, along with other carnival managers, are doing a lot of improving both in quality and number of our offerings and, with general conditions being what they are, we are looking forward to an increased patronage at both still dates and fairs. When the various organizations covering the outdoor amusement field of this great country of ours go into winter quarters next fall very little, if any, red ink should be needed in closing the books."

"I have just completed a survey of the territory we intend playing and, after checking up on industrial conditions, find that at present conditions are at least 20 per cent better than at this same time last year," said Owner Art Lewis, Art Lewis Shows. "With the new railroad show we have just completed, I feel very confident of a good season."

### Early Biz Is Promising

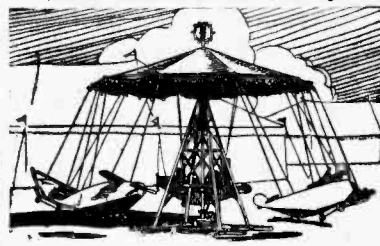
"Our business so far this year is showing a decided increase over last and with good weather in the offing, I think we will continue to enjoy good business and still better during midsummer engagements," said Roy E. Ludington, general manager of Crafts' 20 Big Shows.

Manager John W. Wilson, Cetlin & Wilson Shows, said, "Taking into consideration that the worth-while carnivals have for several years been unwittingly educating the general public that good clean wholesome entertainment can be found on show grounds and with new thrill rides, meritorious shows and sensational free acts, there is concrete proof that carnivals are becoming more popular every year, especially with the new generation. From observations, I think business conditions in this country are better. Consequently, my outlook is that outdoor show business will enjoy a good season."

President John H. Marks, Marks Shows, Inc., said, "I have just returned from a tour of the towns that are booked on my 1940 route and find the outlook very promising. Business is definitely on the uptrend. Mills and factories are working full and overtime, mines are in full operation and there is ample evidence on hand, here and elsewhere,

## The Improved Kiddie Airplane Swing

Attention Carnival Owners and Park Managers



Plan on adding one of these rides to your present equipment. Accommodates 15 large children. Newly designed Airplanes and beautifully hand-decorated craftings with no advance in price. Ride revolves from propeller power, no gears or belts to bother with. Weight about 2,000 lbs. Description and price on request.

SMITH & SMITH, Springville, Erie Co., N. Y.

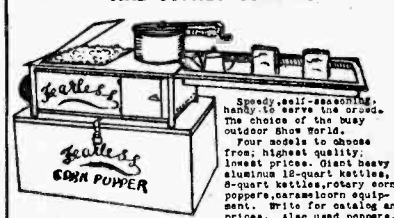
**miami gazette**  
JOE DOAKES ARRIVES IN MIAMI

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### HEADLINE NEWS SERVICE

20 E. JACKSON BLVD. CHICAGO, ILL.

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NORTHSIDE MFG. & SALES CO.,  
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Established 1920

that all carnival managers can look forward to a prosperous tour. As a showman and an optimist, I predict 1940 to be a banner season."

Manager Oscar Bloom, Gold Medal Shows, said, "With our opening stand showing indications of business being considerably better than last year and our agents' reports that business conditions in the cities we have contracted for this year are very much improved over last year, I believe outdoor showmen will enjoy the best season since 1936. We have made many improvements anticipating a banner season."

### More Employment Found

"With business conditions better and more employment, my thought is that this should be the best season in years," said Manager Herman Bantly, Bantly's All-American Shows. "Our organization is spending heavily for new equipment, including rides, fronts, lighting effects, transportation and larger staff with this view in mind."

Jesse F. Sparks, manager of J. F. Sparks Shows, said, "If the Mule Day Celebration in Columbia, Tenn., can be a criterion for the current season it will be a happy and prosperous year. Rides did capacity and all were satisfied. General outlook is favorable."

"In my opinion, the outlook for this season is encouraging," said Manager Joe Galler, Buckeye State Shows. "Inasmuch as government statistics report an uptrend in business thruout the country, it is our belief that prosperity is just around the corner, so far as our business is concerned. The first two live-stock shows we have played gave us considerable encouragement and we are very optimistic on the season."

Owner-Manager E. J. Casey, E. J. Casey Shows, said, "Carnival prospects in Western Canada are very promising. To date our shows have more than 40 contracts signed for fairs and celebrations. Committees are keen and enthusiastic over prospects this year."

**Peace and War Theme Will Mark French Exhibits at WF**

PARIS, March 23.—Exhibits dramatizing the contrast between "France at War" and "France in Peace," which includes a summary of work done by Americans and the Paris American colony to aid French soldiers and evacuees of Alsace and Lorraine, will be presented in the French Pavillon at the 1940 New York Worlds Fair, it was announced to a large group of Americans at a dinner given by Marcel Olivier, French commissioner general of the fair.

"Every American welfare agency will be represented," he said, "but particular attention will be paid to American Volunteer Ambulance units, one of which is now serving in the extreme advance lines."

The commissioner said all the exhibits of 1939 will be retained and that new ones are to depict how France turned from a peace regime to a war economical basis last September and how soldiers and civilians are meeting war's problems.

**RINKS AND SKATERS**

(Continued from page 60)  
 First and third-place couples, all will be sent to Cleveland to take part in national championships on April 17-20. Other winners who were awarded medals during the night session on March 17 by Mr. and Mrs. Van Horn and earned the right to participate in national championships were Walter Bickmeyer Jr., boy's figures; Lois Goeller, girl's figures; Marion Moore, first; Martha Weed, second, novice women's figures; Ralph Schenck, first; Paul Church, second, senior men's figures; Lois Goeller and Walter Bickmeyer Jr., junior dances; Dorys Scudder and Ozzie Nelson, first; Rita Luginbuhl and George Wood, second, and Marion Moore and Edward Landgrover, third, novice dances. Following the award of medals demonstrations of free style and dance steps were given by winners and arrangements made for State champions to give exhibitions at Brooklyn Roller Rink on its RSROA night, April 1. Judges were noted men and women in the realm of ice skating, who were unanimous in praising high quality of performances.

**POOL WHIRL**

(Continued from page 52)  
 ciation will conduct a good-will athletic and physical educational tour to countries of South America during July and August, with group slated to leave New York on July 12, returning on September 3. Purpose of the tour will be to confer with athletic leaders and athletes of those countries, especially swimmers, to study athletic facilities and programs there so that a common basis of competition may be concluded to establish better relations in the countries of Pan-America."

**Letter Excerpts**

From Paul H. Huedephol, Portland, Ore.: "Flew down to San Francisco to see the 'swan song' of Neptune Beach. Making lots of changes at Jantzen Beach."

From William H. Claybrook, Minneapolis: "I just developed a new water stunt. I put a man in a canoe and put a rope on the canoe and tie it around my feet. With a paddle I row my own body and tow the man and canoe. I am also going to rig up a model aeroplane on a frame on my chest and I think there will be power enough from the motor to move me thru the water. If not, I am going to have a special outdoor motor made."

Sam Blair, former advance agent for 20th Century-Fox, is plotting a traveling water show for this summer, called Aqua-Nymphs. . . Roy Edwards, of Universal Newsreel, inquires as to whether Alex Ott was on the outs with the newsreels this past winter in that he failed to suggest any good newsreel subject for Miami (Fla.) Deauville tank, other than that beauty contest. . . Irving Fields, Broadway praise agent, will beat ballyhoo drums for Luna Park, Coney Island, N. Y., salt water pool, if and when it opens this summer. . . Vic Zobel will be back at Astoria, L. I., municipool in June.

**LIST**

(Continued from page 107)  
 Ilton, mgr.; has one ride, concessions, coin machines; books orchestras, acts.  
 Sioux Falls—Neptune Park, Archer Ballroom Co., owners; Benn R. Abel, mgr.; books orchestras; free attractions and floor shows occasionally.  
**TENNESSEE**  
 Memphis—East End Park, Robert Forman, owner-mgr.; has pool, rink.  
**TEXAS**  
 Cisco—Lake Cisco, Lake Cisco Am. Co., owners; P. G. Berry, mgr.; has pool, rink; books pay and free attractions.  
 Vickery—Vickery Park, Dr. H. T. Huguley, owner; W. H. Anderson, mgr.; has seven concession games, pool, penny arcade; books orchestras.  
 Wichita Falls—Lakeside Amusement Park, Roy C. Hyatt, owner-mgr.; has one ride, pool; books orchestras.  
**UTAH**  
 Farmington—Lagoon Park, Lagoon Am. Co., owners; Julian M. Bamberger, mgr.; has pool, penny arcade.

**VIRGINIA**

Virginia Beach—Playland, A. W. Szalkay, mgr.; has pool, penny arcade, coin machines; books orchestras, acts.

**WEST VIRGINIA**

Maidsville—Riverside Park, S. C. Reynolds, owner-mgr.; has pool; books orchestras, pay and free attractions.  
 Martinsburg—Hillsdale Lake Park, H. M. Fritts, owner-mgr.; has pool, rink; books free acts.  
 New Cumberland—Mineral Springs Park, G. B. and D. C. Pease, owners; C. B. Pease, mgr.; has pool, rink; books pay and free attractions.  
 Princeton—Lake Shawnee Park, C. T. Snidow, mgr.; has concessions, pool; books orchestras, acts.  
 Welch—Coney Island, B. F. Howard, owner-mgr.; has pool, rink, penny arcade; books orchestras, pay and free acts.

**WISCONSIN**

Beaver Dam—Crystal Lake Beach, Lewis Payne, owner-mgr.; has pool.  
 Beloit—Waverly Beach, W. H. Munger, owner-mgr.; has five concession games; books orchestras; pay and free attractions occasionally.  
 Lake Walton—Lake Walton Beach State Park, Lake Walton Development Co., owners; R. M. Hines, mgr.; has two concession games, beach, coin machines; books orchestras, pay and free attractions.  
 Oshkosh—Eweco Park, Charles Maloney, owner-mgr.; has beach; books orchestras, pay and free attractions.  
 Racine—Beachland Park, Reg. Freeman, owner; Mr. and Mrs. Reg. Freeman, mgrs.; has concessions, lake and beach, rink, penny arcade, coin machines; books orchestras.  
 St. Croix Falls—Tipperary Park, Thomas Pratt, owner-mgr.; has rink; books orchestras, pay and free attractions.  
 Wild Rose—Silver Lake Park, E. E. Parker and Son, owners; H. H. Parker, mgr.; has beach; books pay and free attractions.

**CANADA**

Fort Frances, Ont.—Point Park, owned by city; D. Muckle, mgr.; has lake; books orchestras, pay acts.  
 Raynes Beach, N. B.—Dominion Park, Bud Tippett, owner-mgr.  
 Timmins, Ont.—Riverside Park, W. P. Wilson, mgr.; has pool; books orchestras.  
 Victoria, B. C.—Gorge Park, T. Takata, mgr.  
 Wallaceburg, Ont.—Mirwin Park, M. J. Irwin, owner-mgr.; has pool; books orchestras, pay and free attractions.

**PARK OPERATIONS**

(Continued from page 57)  
 develop good will and a popular demand for the article when, because of short seasons, lean days, etc., you are getting 10 cents for it? This is overcome by manufacturing ices within the confines of the park; by installation of the latest equipment to turn out a delicious and nutritious product. When patrons are delighted with your product, repeat sales result, and the concession takes its rightful place among others in the park and develops for itself a popularity beyond your belief.

**CONVERSION (BALLROOM TO NIGHT CLUB)**

By FRED L. MARKEY  
 Dodgem Corp.  
 Secy., New England NAAPPB

No doubt many of you who operate dance halls have experienced the same steady decrease in business that we had at Salisbury Beach (Mass.) prior to 1937. We were told that we were at the bottom of the so-called dancing cycle and nothing could be done about it; that eventually the public would again become dance conscious and business would flourish. But who wants to wait for the natural turn of events! Losses were getting larger and larger and something had to be done to meet the situation.

After studying all phases of indoor and outdoor amusement business we finally decided there was only one thing the building lent itself to and that was a night club. We realized at the very beginning that the building would have to be so completely changed it would bear no resemblance to the old Ocean Echo Ballroom. An entirely new atmosphere had to be created so that none would be reminded of the old dance hall; appointments must be elaborate enough to attract the type of people who will patronize night clubs. In making the change we realized we would have to cater to an entirely different clientele: the young people that patronized the ballroom could not be considered clients as they did not have the money to spend that one must expect from night-club patrons.

A good deal of our success can be attributed to the beautiful layout of the interior. Our advertising costs have been small compared to the amount of business we have enjoyed the last three summers. We believe that word-of-mouth advertising created by the attractive setting has paid dividends.

Very little business comes from regular Salisbury Beach patrons; at least 98 per cent of our patrons come direct to the Frolics because it is a real Broadway-style night club transplanted to the shores of New England. In addition to the atmosphere, a feature is the very elaborate stage show presented twice nightly. This consists of several acts and a line of eight girls woven into a musical production. The show is changed each week. A production man is employed who drills the girls. We use a 10-piece orchestra for shows and dancing and in between dance sets we use an organ. We have made a point of serving good food and have the very latest equipment for cooking specialties. Our liquor prices are not high.

The reason we can operate such an elaborate night spot and give the type of entertainment we do is that we have capacity and do not have to price our food and drinks as high as you will find in Boston or New York. We can seat 1,200 and are filled to capacity four nights a week.

I know many of you have had, at different times, buildings on your hands that were white elephants—buildings you did not know what to do with. However, if you are planning any changes in your buildings, devices or equipment, do not make the mistake of only doing the job half way. Do a complete job and bring it up to today's trend. It will pay you dividends.

**GENERAL OPERATION (SCRIP TICKETS)**  
 By J. E. LAMBIE JR.  
 Euclid Beach, Cleveland

Scrip tickets, good universally throughout the park for amusements or merchandise—the whole idea, known also as the Humphrey Park Plan, originated when the Humphreys took over Euclid Beach Park in 1901. Now in its 40th year, the park still follows the time-tested plan. I do not presume to speak for other parks, notably Playland (Rye, N. Y.), which use the plan. At Euclid Beach it works well, being peculiarly suited to the character of the place. All the amusements and refreshment stands are run by the company. The restaurant, penny arcade, pony track, photo gallery, cigar stands and barber shop are the only concessions.

The system is convenient for the customer. He buys only one kind of ticket. If he does not use it in one place, he can use it in another. While the tickets are not redeemable in cash, those left over from one season to another may be exchanged at the office for the current season's tickets. A special design is made each year. Special non-splitting stock of uniform weight is used as the tickets taken in are measured by weight.

The plan requires less help than the conventional ticket plan. Tickets are sold in approximately 20 booths thru the park and are only accepted on the rides and in the stands. No cash is taken for re-rides; there are no re-ride cashiers. An unreliable class of help would quickly break the system down.

At Euclid Beach the summer personnel is remarkably high grade. Cashiers for the most part are college students, school employees or old hands who have been with us a good many seasons. Ride operators and booth clerks are preponderantly college students whose honesty and judgment can be relied on. We make every effort to find individuals whose pattern of life our seasonal employment conveniently fits. It is better for them and it is sound practice in view of the unemployment compensation laws.

**? WHY ?**

HAVE SHOWMEN BOUGHT FROM BRIGHTON SINCE 1910?  
 Answer:  
**HIGHEST QUALITY LAMPS AT LOWEST PRICES**  
 Prompt Service We Pay Express  
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 SEND FOR 1940 PRICE LIST  
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**POPS IN 5 SECONDS ROYALE POP-CHIPS**  
 Drop them in hot oil. Pops instantly into hot, fresh-delicious golden crisp potato chips 5 times original size. 5-10-20c attractive bags. 300% profit. Fine demonstrator. Attracts crowds. Sells itself. Liberal sample sent for 20¢. FREE CATALOGUE. Distributors wanted. Retail and Wholesale. ROYALE POPCORN COMPANY, 4536 W. 130th St., Cleveland, O.

**POPCORN**

**5c AND 10c PACKAGE**  
 DELICIOUS—Big Profits. Also Popping Corn of All Kinds, Seasoning and Boxes. Write for Samples and Prices.  
**STAR BRAND POPCORN CO.** Est. 1890  
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**ECHOLS HIGH SPEED ELECTRIC SNOW SHAVER**  
**\$39.50**  
**S. T. ECHOLS**  
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**POPCORN SUPPLIES**

For a greater return per 100 pounds use SKY-HIGH Brand Minn-HYBRID No. 250 Dwarf Hull-less, a new variety. We also stock top quality South American, Yellow Pearl, Spanish White and Standard Dwarf Hull-less. Complete line of Popping Supplies, Coconut Dressing, Popping Oil, Cartons, Cones, Bags, Salt, etc.  
**MIDLAND POPCORN CO.**  
 MINNEAPOLIS, MINN.

**Howard Bros.' Shows WANT**

Grab Joint, Corn Game. Some Concessions open. Want 10-in-1, Geek Show, Athletic and Girl Shows. Will furnish tops and fronts for any show of merit.  
 Address: ATHENS, O.

**SIDE SHOW PEOPLE**

Want Freaks and Novelty Acts for new 120-Foot Top. Long season. Can use strong Annex Attraction and good Mental Act. Want to hear from Walter Lay, Boola Boola, Carl Jeffries, Prof. Bruno. Opening April 13.

**MARK WILLIAMS KEYSTONE SHOWS**  
 Martinsville, Va.

**ATTENTION BINGO JOBBERS**

A jobber that would like to take over the sale of the **WORLD'S FINEST ALL-ELECTRIC MASTER SCORE BOARD.** A jobber that can finance the sales and not afraid to spend money to advertise. If you can qualify write or come in person.  
**ALL STAR MFG. CO.**  
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 Tel.: Talbot 4755



# On the Flushing Front

By LEONARD TRAUBE

NEW YORK, April 6.—Developments in brief. . . . Two types of combo tickets for the midway are in the works—50-cent and \$1 strips, each with an outside gate admish. They'll sell nationally thru agencies, hotels, etc. . . . Olsen and Johnson are thinking seriously (imagine O&J thinking seriously!) of putting an iceappoppin show into abandoned Netherlands pavilion. . . . Great White Way co-director Frank Shean brought back the bacon on Chi trip—bacon is contract for Bisch-Rocco Flying Scooter on Plot B of former Children's World. . . . Boomerang space completely leveled and Joe Dobish ready to install his motor-drome. . . . Pabst Gardens will rise on banks of Liberty Lake, just opposite Dodgem. It'll be beer garden with entertainment to conform to same. . . . Lake is getting a flock of young trees. . . . Messmore Kendall has okehed use of His Washington Hall for Patriotic societies gatherings. . . . Dufour & Rogers' Nature's Mistakes will appear as Nature's Errors, same location, new front. . . . Joe Hoefle will feature two-bit champagne at two stands, north and south loops. . . . William Beasley, Canadian National Exhibition op on big scale, takes over Penguin Island by arrangement with Leo (Confucius) McDonald and will probably conduct a game idea, his forte. He's the gent who collaborated with General Manager Elwood Hughes of CNE in putting dancing over in a mammoth way. . . . Ed Carroll, boss of Riverside Park, Agawam, Mass., was on the scene this week to arrange transportation of Gang Busters building equipment to his Bay State spot. Midway Mayor Joe Rogers, who, with Lew Dufour, will present a Crimson Tower in replacement, was supervising the job. . . . Publicity Director Leo Casey leaves this week-end for a brief missionary tour of the South and Southwest. . . . Savoy building, later switched to Hollywood on Parade, which lasted a few days, will probably get a girl show. . . . Ed Coronati is supplying seats and canvas for *American Jubilee*. . . . South Gate will be moved in to a point just below Sun Valley, Concessioners, incidentally, will have their own parking space.

SUN VALLEY: Almon R. Shaffer,

## Great Sutton Shows

Open Osceola, Ark., Saturday, April 13.

Will furnish complete outfit for Hawaiian Show. Can place Stock Concessions.

## CARNIVAL BOOTHS, RIDES

Will rent complete unit, consisting of Ferris Wheel, Chair-o-Plane, Kiddy Ride; 12 Booths (new canvas), 9x14, including Bingo, Ball Game, Refreshment Stand, Wheels, Electric Equipment, Decorations. Will set up, take down and haul Carnival Wheels and Games of every description. SHAW & WEAVER, 1524 Chestnut St., Philadelphia, Pa. Ph.: Loc-1124.

### READING'S SHOWS

Want A-1 Foreman for 7-car Tilt-a-Whirl at once. High wages, no brass. Want Shows—Midget, Big Snake, Monkey, Freaks, any good Grind Shows. Have tons, banners and transportation. Want Concessions that work for 10c. Also Manager for Athletic Show, new top; Jack Ross, answer. For Sale—Photo Machine, complete with stock, \$150.00. Pay cash for No. 5 Ell Wheel, good condition. W. J. WILLIAMS, Mgr., 802 Joseph, Nashville, Tenn.

### WANT

Attractions of all kinds and Concessions. Frozen Custard, Basket Ball Game, Ball Games, Long and Short Range Shooting Galleries, Mouse Game, Candy Floss, Fish Pond, String Game, Guess Your Weight, Cork Shoot, Gallop and Pitch, Tilt and Win. Will book any good Rides and clean Shows for all seasons, anything new and novel except Cookhouse. Address: DOC STODDARD, Mgr., REED AMUSEMENT PARK, R. R. 5, Kokomo, Ind.

## PEARSON SHOWS

NOW BOOKING SHOWS AND CONCESSIONS FOR 1940 SEASON. Exclusive Concessions, acknowledge this notice and forward your deposits. Opening Pana, Ill., April 27. Address: PEARSON SHOWS, RAMSEY, ILL.

## UNITED AMUSEMENT CO.

WANTS TO OPEN APRIL 20th. Two Shows with own equipment. 20 per cent. Cookhouse, Bingo, Pan Game, Pop Corn, Photos, Apples, sold. Place one Milk Bottle; sell X on Palmistry, Penny Pitch, Fish-Pond, Shoot, Gal., Clg. Gal., Pitch Win. We have the Great Leon Free Act and no gate. Own our own Rides. BELLWOOD, PA.

general manager of Old New York Village last year, has the same berth with new company to operate as Winter Wonderland, Inc. Terrace area will be dismantled to make way for grand-stand seats with a 2,500 capacity and the feature will be an ice show. The expo has some money in the project on the basis of its equity in the venture. Ski jump will be removed, as previously announced.

**AQUACADE:** Gae (Roxyettes) Foster has been engaged as dance director and Floyd Zimmerman retained as "aquatic choreographer." Fairid Simaika, Egyptian diving ace, sails from Alexandria today to join up. He is making the 4,000-mile trip to appear for only a few seconds four times daily. Bronze giant will lead what the Rosean press section calls "Aqurabian Nights."

**TODD TIDBITS:** Demolition of Merrie England and Old New York has begun, making room for Mike Todd's Dancing Campus and Old New Orleans. Dancers' floor will be underlaid with a network of steel springs to withstand jitterbug pounding. Larry Goldwasser has created the "breath-taking innovation." Press Agent Bill Doll swears on a mess of Confucius literature that it's all true. Engaged for Old New Orleans are Nelson's Battling Cats and the Great Grego, self-strangulator, who used to be known as Gregoresko. Mr. Todd doesn't want to talk about the Shuberts' *Streets of Paris*, whispered as attraction for his Hall of Music. He wishes the subject weren't brought up. He says that any announcement would be premature because the show, now in the West, is playing at top prices, whereas if he booked it (and he doesn't say he will, mind you), the tabs would be 40 to 99 cents, thus injuring the road tour. Our Chicago bureau meantime, learns there is a possibility that *Streets* will close after a Windy City run on May 1, and since the expo opens on the 11th, or 10 days later, Mr. Todd is hereby excused from making comment and may beg off gracefully.

**SHORTIES:** Art Briese has arrived from Chicago to join Frank Duffield in handling the fireworks for Thearle-Duffield pyrotechnocracy. John Courtney, also from the Windy City and a carnival concessioner for a number of years, is hooked up with Harry Traver for the presentation of a double revolving Ferris Wheel. George Hodgins, still another "I Will" native, is back in town to resume his post in the amusement dept. Bill Fisher, of midway bureau, is doing a herculean job covering the technical aspects of reconstruction, and adaptation. Feature of Levine (Brass Rail) Bros.' operation of Ballantine's, now in their hands in association with a packing company, will be a 50-cent feed.

Board of directors picked April 1 for election meeting, but there was no foolin'. Re-elected to their posts were Harvey D. Gibson, board chairman; George P. McAnent, honorary chairman; Grover Whalen, president; Howard A. Flanigan, executive vice-president; G. Vincent Pach, vice-president in charge of finance; Robert D. Kohn, vice-president and chairman, committee on theme; Julius C. Holmes and John P. Hogan, vice-presidents in charge of foreign participation and engineering; Bayard F. Pope, treasurer; Ernest W. Cobb, secretary, and Thomas F. Marrah, assistant secretary. Entire executive committee was returned.

Nationwide advance sale of tickets starts on April 11, closes on May 10. Cut-rates will be offered thru churches, clubs, stores, hotels, railroad and travel bureaus. Substantial savings are promised as follows: Book will be sold for \$2.50, face value of \$4.05. Last year's book sold for \$3.75. Good for five gate admissions and five attractions in a choice of eight. Okeh if detached and used by members of family or friends. Attraction choice: *American Jubilee*, Ripley's Odditorium, Dancing Campus, Midget Village, Mrs. Thorne's Miniature Rooms, Perisphere, Old New Orleans, Gardens on Parade. Adult and junior season tickets will sell for \$10. Last year the folks had to trot out \$15. Also to be placed on sale is an adult 20-admission ticket for \$5, worth double. Same sold for \$7.50 in '39. It should prove to be a Gibson Gargantua. Complete grosses of '39 fair start on page 3.

The NEW Food Regulations Are Very Strict  
Our drinks are made from California fruits



## DRINK POWDERS

New • Richer • Stronger • Better Powder

Rich, Sweet Real ORANGE, or Real LEMON Flavors  
Price Only \$1.60 Per Pound Postpaid

2-lb. Package \$2.85; Six Pounds for \$8.50 postpaid.

A pound makes ONE BARREL—just add cold water and sugar. Wonderful flavor—easy to use. You make 85c clear profit on each dollar you take in. Trial package, to make 30 large glasses, for 25c postpaid. Put up in one pound cans and 25c packages only. Fully guaranteed under the Pure Food Law. Please remit by money order or stamps. No C. O. D.'s or checks.

CHARLES PRODUCTS CO., 4417 W. Madison St., CHICAGO.

## Goodman Wonder Shows

"THE BEST BOOKED SHOW IN AMERICA FOR 1940"

OWING TO DELAY OF CONSTRUCTION, SHOW OPENS APRIL 26 AT LITTLE ROCK, ARK.

Every one holding Contracts report not later than April 20.

WANT MIND-READING ACT AND OUTSTANDING FREAKS.

WILL BOOK ONE MORE OUTSTANDING SHOW AND ANY NEW RIDES.

Can Place Candy Apples, Candy Floss, Photo Machine, Cigarette Shooting

Gallery and Concession Agents for Legitimate Concessions.

All Address: GOODMAN WONDER SHOWS, P. O. Box 21, Little Rock, Ark.

## Gooding Greater Shows

Open April 25th, Falmont, W. Va., Charleston, W. Va., and Strong Route to Follow. WANTS—The following Concessions are still open: Hoopla, Long Range Shooting Gallery (ex.) Cigarette Shooting Gallery, String Games, Pan Games, Muckelbuck, Bowling Alley, Bumper Game, Cane Rack, Candy Apples, Cotton Candy, Frozen Custard, Snow Balls. Will consider applications from all other Legitimate Concessions not conflicting with what we have booked.

## American Exposition Shows

Open April 25th, Bellaire, Ohio. Money Spots Already Booked to Follow.

Operate With Free Gate.

CAN PLACE—Long Range Shooting Gallery (Ex.), String Games, Pan Games, Cane Rack, Bumper Game, American Palmistry, High Striker, Scales, Ball Games (except Cat Racks), Cigarette Shooting Gallery and Dart Games, Frozen Custard, Candy Apples, Cotton Candy, Snow Balls. Will consider applications from any other Legitimate Concessions not conflicting with what we have booked.

Address All Replies to the F. E. GOODING AMUSEMENT CO. (Operators), 1300 Norton Ave., Columbus, Ohio.

## United American Shows

OPENING SOUTH KINGSHIGHWAY AND NORTHRUP LOT IN ST. LOUIS, MO., APRIL 8, FOR TWO WEEKS, GRANITE CITY, ILL., TO FOLLOW.

Playing 14 Fairs and 8 Street Celebrations, Including Marshalltown, Iowa, Tall Corn Festival, and Osceola, Iowa, Disabled War Veterans Convention, Both Early Spring Dates.

### WANT MERCHANDISE CONCESSIONS

Excepting Corn Game, Lead Gallery, Ball Games, Penny Pitch and Photo. Will make good proposition to Cigarette Shooting Gallery, Hoop-La, Fishpond, Custard and Wheels using Stock exclusively. Will frame Stock Concessions for Good Agents. NO CONCESSIONS WILL BE ALLOWED TO WORK FOR MORE THAN TEN CENTS.

CAN BOOK ONE OR TWO MORE RIDES THAT DO NOT CONFLICT; ALSO GOOD GRIND SHOWS. If you have a good Grind Show, wire immediately.

Can use Glass Blower and Magician good enough to feature. Girls for Illusion Show, Ticket Sellers, Lecturers. Chas. Rasmussen, write or wire Jack Hamilton. Want experienced man for Penny Arcade. All Address: C. A. VERNON, Mgr., 2021 Bond Ave., East St. Louis, Ill.

## MARKS SHOWS, INC.

Opens 1940 Season Monday, April 15, At East End Baseball Park, Richmond, Va.

Season Thirty-Two Weeks, Including Twelve Big Fairs and Four Celebrations in Proven Territory.

Can place one more Grind Show, any new and novel Ride that does not conflict with those on our Midway. Can place immediately Legitimate Concessions of all kinds.

Write or Wire JOHN H. MARKS, President, MARKS SHOWS, INC., Richmond, Va.

## FUZZELL'S UNITED SHOWS

WANT GENERAL AGENT — ALSO BANNER MAN

Must have transportation. Billie C. Martin, answer. WANT MANAGER FOR GIRL SHOW, CAPABLE RIDE HELP AND WORKINGMEN WHO CAN DRIVE TRUCKS

CAN PLACE CONCESSIONS — LEAD GALLERY, JUICE AND GRAB

Agents for Bowling Alleys and Bucket Stores. Address: Pocahontas, Ark., this week; Dexter, Mo., April 15-20; Flat River, Mo., April 22-27.

## S H E P

Is Opening on May 4th. Want Good Sprint Teams With Flash Wardrobe. Money Here for Money Makers. Last Show Most Teams Were Double Sponsored.

Nation's Pay Roll Here—\$30,000,000 monthly. Contestants knowing Mickey Brennan, Jimmy Smith or myself, contact. Would like to hear from the following and all others: Jack Reynolds, Hughie Hendrixson, Helen Caldwell, Mary Rock, Sam Kirby, Chad Alviso, Millie Bungers, Margie Bright, Elmer & Murphy, Betty Ledoria, Eileen Thayer, Carol De Foe and contestants from last show. Write Air Mail only.

WATCH NEXT WEEK'S BIG AND FINAL AD IN THE BILLBOARD  
Shep Shapiro, 1424 Chapin St., N. W., Washington, D. C.

## GRUBERG WORLD FAMOUS SHOWS

### LAST CALL

Show Opens April 15th, Tenth and Bigler Sts., Philadelphia, Pa.

Want Octopus and Eight Car Whip. Want Girls, experience unnecessary. Must be good looking and young for French Casino and Expose. Salary paid from office. Vera Amna Kelly, get in touch with Bill "Pop" King. Lew Alter wants Major Fox come on and Seresa Serpent Girl.

**WANT CONCESSIONS**—Legitimate Grind Stores only, no Wheels of any kind. Long Range Gallery, Fish Pond, Bowling Alley, Cigarette Gallery, Hoop-La, American Palmistry. Have sold the exclusive on Ball Games, Custard, Penny Pitch.

**MAX GRUBERG, Mgr., P. O. Box 101, Philadelphia, Pa.**

## JUICE—SNOW AND CREAM SUPPLIES

Concentrates, Extracts, Colors and Compounds. Pure Concentrated Apple Cider, Extra Strong Root Beer. Flash Bowls, Hinky Dink Glasses, and Circus Glasses, Vortex and Paper Cups, Tin and Wood Spoons, Peanuts, Pop Corn, Paper Bags, etc. Powdered Skim Milk, Malted Milk.

WRITE FOR TROUPERS' PRICE LIST  
CAN USE A FEW LEGITIMATE JOBBERS

## WESTERN EXTRACT & MFG. CO.

111 N. E. 10th Street, Oklahoma City, Okla.

## BROADWAY SHOWS OF AMERICA

### SHOW OPENS APRIL 25TH IN COVINGTON, KY.

Will furnish complete outfits for Side Show, Girl Revue, Minstrel and Athletic to capable showmen. Will book Grind Shows of all kinds that do not conflict.

**WANT RIDES.** Merry-Go-Round, Octopus, Rollo Plane, Loop-O-Plane and Auto Ride. Will sell Ex. Cookhouse, Corn Game, Palmistry, Custard, Photo and Lead Gallery and Wheels. All Legitimate Grind Stores open, privilege \$10.00 and \$15.00. Want High Dive, Sound Truck and Band. State lowest salary. Ride Help for Ferris Wheel and Tilt-A-Whirl. Mr. Apple, can place your Motordrome, Diggers and Kiddie Ride. Benbow, Modell and J. Shipman, write. All mail and wires: COL. J. F. DEHNERT, Covington, Ky.

## CETLIN & WILSON SHOWS, INC.

### LAST CALL LAST CALL LAST CALL

Opening Auspices American Legion, Veterans of Foreign Wars and Central Labor Unions, Petersburg, Va., Center of City, Downtown, Saturday, April 20. All People Employed Report Not Later Than April 15th.

Will place Rollo-Plane and Octopus. Will place Monkey Circus. O. W. Boardman, answer. Will place all strictly Legitimate Game Concessions. Mrs. Milt Morris can place capable Readers for Exclusive Palmistry. Want Working Men in all departments. Curley Williams, acknowledge this ad immediately. All Address: Care WINTERQUARTERS, Petersburg, Va.

## FIDLER'S UNITED SHOWS

### NOW SHOWING IN ST. LOUIS, MO., DISTRICT

This Show Will Play Not Less Than Sixteen Fairs and Celebrations This Season, the Majority of Which Are in Michigan and Indiana, Beginning in Early June.

Want Concessions that work for Stock, Mouse Game, Percentage, Long Range Gallery, Penny Arcade. Will sell Modern Cookhouse and book same on Show.

Want Shows of merit, especially Fun House, Mechanical Show, Athletic Show, Motordrome, with or without own transportation. Want Manager and Acts for 10-in-1. Can place novel Rides not conflicting, Kiddie Rides. Address all communications to 4217 N. FLOISSANT AVE., ST. LOUIS, MO.

## CRESCENT AMUSEMENT CO.

Opening Greenwood, S. C., May 6. Playing Exclusively North and South Carolina Industrial Payroll Cities, Downtown Locations. Free Gate. No Racket. All People Contracted Acknowledge This Ad. CAN PLACE Small Cookhouse or Grab. Must be clean. Ball Games, Bottle and Cats, Cork Gallery, Bowling Alley, Pitch Tilt Win, Hoop-La, Watchla, Country Store, String Game. Will sell X on Photos, Rat and Custard.

**FAIR SECRETARIES AND COMMITTEES** in North and South Carolina, Georgia, Florida, send your open time. Have contracted best 4th of July spot in State, Belhaven, N. C.

**SINGLE RIDE HELP** that can drive semis. New Tilt, Manager, Wheel; no foreman.

**FOR SALE**—Hassen Photo Outfit with Top. Will book for season, 5 Minstrel Banners, 3 Headless Woman Banners, good condition. All Address 408 WEST 6TH ST., GASTONIA, N. C., Until May 4.

## Wanted . . . LANDES SHOWS . . . Wanted

### This Show Out Until November Playing 14 Fairs

CRIME SHOW, GEEK SHOW, MONKEY SHOW, MECHANICAL SHOW, MOTOR DROME, OR ANY OTHER GOOD SHOW. RIDE HELP THAT WILL STAY THE SEASON. CONCESSIONS, ANYTHING THAT DOES NOT CONFLICT. BETTY JOHN WANTS PEOPLE FOR THE SIDE SHOW. MINSTREL PERFORMERS, WRITE JUST WHAT YOU CAN DO. KEITH CHAPMAN WANTS CONCESSION AGENTS AND CORN GAME HELP. LOUIS ISLER, MANAGER. CHAPMAN, KANSAS.

## GREAT BRIGHT WAY SHOWS

### OPENS APRIL 27 IN WESTERN PENNSYLVANIA

WITH 30 WEEKS OF REAL CELEBRATIONS AND FAIRS

Want Rides not conflicting with Ferris Wheel and Chairplane. Shows of All Kinds. Also, can place a few more Concessions. Good opening for Corn Game, Photo Gallery, Pan or Bat Game, Pitch Tilt You Win, Penny Arcade, Fishpond, Hoop-La, Penny Pitches, Shooting Galleries and Ball Games. Free Acts and Sound Car. Mike Uhor, get in touch with me. Write or wire.

**GREAT BRIGHT WAY SHOWS, 953 Riverview St., WARREN, OHIO**

## Centanni Greater Shows

### OPENING APRIL 15, NEWARK, NEW JERSEY

**WANTED:** Ball Games, Cigarette Shooting Gallery, Fish Pond or any other Legitimate Concession.

**WANTED:** Merry-Go-Round Foreman or Ferris Wheel Foreman.

**WANTED:** Shows with or without their own outfits. Those holding contracts, get in touch with me at once.

**MICHAEL CENTANNI, 927 Broadway, Newark, New Jersey**  
Tel: Humboldt 3-9711 Between 5 and 7 P.M.

## Weather Break Aids Gold Medal Starter

LITTLE ROCK, Ark., April 6.—With good weather and general pay days prevailing thruout the city, Oscar Bloom's Gold Medal Shows opened the season with a nine-day stand on March 28 to good business, which has shown decided improvement since April 1, because of a soldiers' pay day at near-by Camp Pike. Since local lot was small, all equipment was not set up.

Charles Reed, agent of Zimdars Greater Shows; R. M. Rumble, ride operator of note, and members of Fuzzell's United and Goodman Wonder shows, visited. Manager Bloom is supervising construction of a modern office, which he plans to have completed for the next stand.

Mr. and Mrs. Alton Pierce and Pierce's mother joined with their cookhouse and corn game. Accompanying them were the following help: Scoop Leger, griddle; Torch Kelly, cook; Bill Watkins, Otto Bryant and Bill Williams, waiters; Tom Madden and Tom Sims, kitchen; James Kelley, pastry; Mabel Pierson, cashier. Working the corn game will be Bruce Seitz, Lawrence DeMars and Lewis Cook, counters; Mrs. Dora Pierson, checker, and Alton Pierson, caller. Johnnie Howard, side show manager, has recuperated from injuries sustained in a recent auto accident and is building a Pigmy Village and Snake Show.

## OHIO VALLEY AMUSEMENT CO.

Opening Powhatan Point, Ohio, April 20th. Two Saturdays.

Then two weeks in Wheeling. Other good spots in this section to follow. Want Shows with own transportation; Concessions of all kinds except Bingo, Pop Corn and Milk Bottles. Will also book Rides not conflicting. (No Gift). Write or wire

**F. J. SWEENEY**  
1150 Water St., WHEELING, W. Va.

## FOR SALE TWO LIGHT PLANTS

Hercules Motors—General Electric Generators. One 15 K.W. One 10 K.W.

One set of 5 Swings, one Ticket Booth. Stored in Montreal, Canada. Price to quick buyer, \$400; worth over \$1,000, and a wonderful buy.

**M. A. PRUDENT**  
124 Cedar Ave., Patchogue, N. Y.

## BARREN HILL FAIR

One Mile From Philadelphia

### TEN NIGHTS JUNE 19 TO 29

RIDES SHOWS CONCESSIONS

**E. E. Mitchell, Chairman**  
Lafayette Hill P. O., Pa.

## WANT INDUSTRIAL SHOW

Complete Organized Minstrel with Band and Wardrobe, or Individual Musicians and Performers. Wire by Western Union.

## ART LEWIS

HOTEL FAIRFAX, NORFOLK, VA.

## SUNSET AMUSEMENT CO.

Opening Saturday, April 13, Around the Courthouse at Plattsburg, Mo.

Scales, Custard, Cigarette Gallery, Fish Pond, Bowling Alley and String Game open. Can use Mechanical, Animal and Monkey Show.

Winter Quarters: LATHROP, MO.

## HUGHEY AND GENTSCH SHOWS

Wants Ell Operator. Must be sober and reliable and join at once. Want organized Minstrel Show. We have outfit. Also other shows. Concessions: Opening for Photo Gallery, High Striker, Fishpond, Hoopla and others. Want Special Agent. Gloster, Miss., this week.

## PITCHMEN'S HIT PARADE

EVERY ITEM A MONEY GETTER

Lemonaidler (Juice Extractor), Incl. Gross	
Directions	\$4.50
Apex Knife Sharpener-Glass Cutter	7.00
Automatic Pan Cake Turner	6.50
Arrow Curtain Rod Guide (With Cards)	2.20
Water-Dip Pen, Each on Card	8.40
Needle Threaders (Made in U. S. A.)	.72
Three-Way Ratchet Screw Driver	9.00
LEATHER CIGARETTE CASES	7.00
Birthday Cards, 6 in Pack, Big Value. Doz. 1.40	
(Offering a Cracker-Jack Sales Plan)	
Prices F. O. B. New York. Deposit Required on All C. O. D. Orders. Samples at Wholesale, Plus Postage. Prompt Shipping Service Always.	

**CHARLES UFERT** In Business Since 1913  
19 E. 17th St., New York

## Now SPECIAL VALUES

### Waltham-Elgin and other famous makes

Write for Price List!

**\$1.00 EACH** 18 LINE SIZE IN LOTS of 50 Samples 50¢ Extra

**M. FRIEDMAN - 74 FORSYTH ST. N.Y.C.**

## POPCORN

WA-PA Brand South American Yellow. Ohio's Best Jap Hulls White. Carnival, Park, Resort Men send postal for prices and samples.

**WM. C. DOOLITTLE**  
WAPAKONETA, OHIO  
In the heart of Ohio's Popcorn Belt.

## NEW ITEM

FOR SCALES, BALL GAMES, NOVELTY MEN CELEBRATIONS

## CHICAGO BATON CO.

567 Harrison St., Chicago, Ill.

## BE FIRST OUTDOOR BOWLING ALLEYS

Real Money Maker

## Outdoor Bowling Alley Co.

5311 Thomas Ave., Phila.  
Send for Information

## HUSTLERS

If you have been working Furs, Rugs or the like "You ain't seen nothing" until you have worked our Camel Style Sweaters. The fastest "Drop" line on the market. . . . Send \$1.00 for a Prepaid Sample Sweater . . . look it over and you'll be convinced. Doz. Price: \$7.50 (6 Assorted Colors—Solids and 2 Tones). Button Coat Sweaters (same colors), \$8.50 Doz. Sample \$1.25. 25% Deposit With Order. Balance C. O. D.

**PRUDENTIAL TRADING CO., INC.**  
1241 BROADWAY, NEW YORK CITY

## GREAT LAKES EXPOSITION SHOWS

### Opening Toledo, April 19 WANTS

Account of Disappointment, OCTOPUS, PENNY ARCADE, Talker and Riders for MOTOR DROME, Agents for Coupon Stores, DIGGERS AND CUSTARD OPEN. Two Counter Men for BINGO. Legitimate Concessions All Kinds. FOR SALE—RAT JOINT, practically new. Will book same on Show. Address, AL. WAGNER, Manager, 2847 Cheltenham Rd., Toledo, Ohio.

## AT LIBERTY TILT-A-WHIRL FOREMAN

Experienced on all major rides. Expert truck driver (semi-trailer). Good mechanic. Also experienced secretary. Write

**WM. F. HEFLEY, DULUTH, MINN.**  
Rt. 6, Box 521 B,

## FOREMAN FOR 1940 TILT SHOW OPENS APRIL 15. ACT QUICK

## Ozark Amusement Shows

FT. SMITH, ARK.

## FOR SALE

\$300.00 National Candy Floss Outfit; 2 All Electric Machines in Folding Cabinet; sell for \$75.00. Also Geared Aluminum Pop-Corn Kettle, \$5.00. Steel Trunk containing Hoop-La Blocks, Hoops; some stock, \$9.00. Brown Bobby Do-Nut Machine, \$12.50. MILLER, 242 West Orange St., Lancaster, Pa.

ADVERTISE IN THE BILLBOARD—YOU'LL BE SATISFIED WITH RESULTS.



# B. & N. SALES

America's Leading Carnival, Premium Goods, Novelty, Notion and General Merchandise Supply House

## 9 STORES TO SERVE YOU

- |                                      |                                      |                                    |
|--------------------------------------|--------------------------------------|------------------------------------|
| 310 West 9th St.<br>Kansas City, Mo. | 523 Woodward Av.<br>Detroit, Mich.   | 1006 N. 3rd St.<br>Milwaukee, Wis. |
| 2125 Commerce St.<br>Dallas, Texas   | 1444 West 3rd St.<br>Cleveland, Ohio | 625 Fifth Ave.<br>Pittsburgh, Pa.  |
| 707 Preston St.<br>Houston, Texas    | 1005 Vine St.<br>Cincinnati, Ohio    | 112 N. Broadway<br>St. Louis, Mo.  |

A Complete Line of Notions and Novelties Carried at Each of Our 9 Stores  
**COMPLETE STOCKS OF CARNIVAL, PREMIUM, PARK AND BAZAAR MERCHANDISE CARRIED ONLY AT KANSAS CITY-DALLAS-AND HOUSTON**

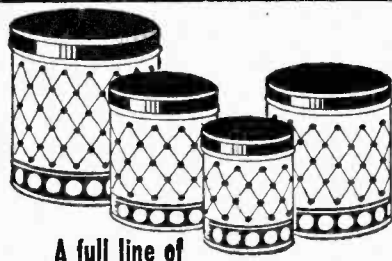
Large Stocks of Chesterfield Cans, Heavy Maple Parade Cans, China Slum, Hoopla and Corn Game Merchandise, Cigarette Shooting Gallery, Sno-Cone and Pitchmen Supplies. Hymie Schreiber, Carnival Department Representative.

Write for Catalog—Save Time and Money by Ordering From Our Nearest Store  
**—HERE ARE A FEW OF OUR FEATURE ITEMS FOR 1940—**



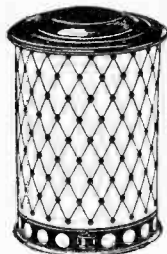
**CLASS!  
FLASH!  
COLOR!  
UTILITY!**

The handiest item in any kitchen. Combination kitchen kit of 5 things in 1... strainer—dipper—funnel—jar filler—measuring cup. Bright red handle. A deaf and dumb mute could sell it. All it needs is to be shown. Easy to set up. Easy to demonstrate. Packed with appeal.



A full line of flashy pantry ware.

- Canister Sets —
- Cake Covers —
- Step-On Cans —
- Bread Boxes —
- e.t.c. Finished in the favorite of designs—Polka Dot, Beautiful colors. Eye compelling. Stand out anywhere. First choice every time.



**NATIONAL ENAMELING AND STAMPING CO.**  
 Premium Division

270 North 12th Street

Milwaukee, Wisconsin

We carry  
**QUALITY POCKET KNIVES AT POPULAR PRICES**

Manufactured by  
**COLONIAL KNIFE COMPANY, INC.**  
 PROVIDENCE, R. I.



COLD PACK CANNER

PRESERVING KETTLE

COVERED POT

OVAL ROASTER

**A BIG SELECTION OF FLASHY ITEMS AND OUTSTANDING VALUES IN DEPENDABLE ALUMINUM WARE**

### STRATFORD MODEL 8 RWP PEN & PENCIL Combination

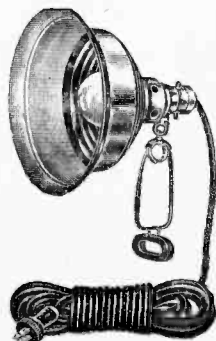
A self-filling fountain pen and a mechanical pencil combined. Two perfect units ingeniously joined together yet operating independently. Finished in white essence of pearl. Streamlined, gracefully tapered pattern. Fountain Pen unit fills like any lever or self-filling pen. Equipped with a 14 Kt. gold plated smooth writing point. Pencil unit has a durably constructed triple action, which propels, repels, and expels the lead. Will operate with any standard lead. Cap is beautified by an attractive filigree, pierced band. Clip, lever, band and pencil action are acid-resisting gold plate. Mounted one dozen to an eye appealing "Stratford" display with gold foil background. Per Doz. **\$1.95**  
 Practical—Convenient—Durable.

### STRATFORD MODEL 815 PLUNGER PEN

The ideal writing accessory for those who prefer a one-stroke plunger pen. Streamline design in a variety of striking new marble colors. Requires just a push and a pull for this pen to be full and to hold almost double the normal ink capacity of the ordinary self-filling pen. Has large size "Stratford" point made of stainless steel and finished in 14 Kt. gold plate—a point that will render perfect writing satisfaction, and will never corrode or tarnish. An attractive brocade band and a hairline top band give this pen its smart appearance. All findings are acid-proof 14 Kt. gold plate. The clip is the latest modern type. Ink supply always visible. Has a unique ink gauge on the barrel. This device automatically registers the ink supply, and indicates when the pen requires refilling. Put up one dozen on a striking "Stratford" display with gold foil background. Per Doz. **\$1.95**

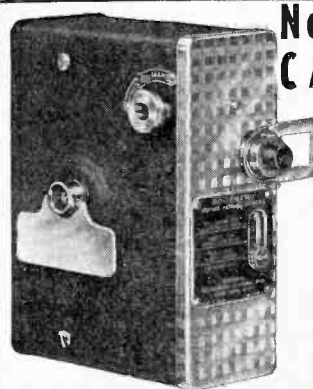
## STETSON BLADES

- ARE  
**AMERICA'S FINEST BLADES**
- BEST QUALITY •
  - FASTER SALES •
  - MORE REPEAT SALES •
  - BIGGER PROFITS •



### PORTABLE FLOOD OR DISPLAY LIGHT

Equipped with 20-ft. black heavy rubber covered wire cord, all rubber handle plug end, 8 1/2" Aluminum Reflector, 60 Watt Nickel Push Through Socket, and Sure Grip Swivel Clamp, making it adjustable to any angle. Packed 1 in Carton. List \$1.50. Wholesale prices quoted upon request.  
**OHIO CITY LAMP CO.**  
 OHIO CITY, OHIO

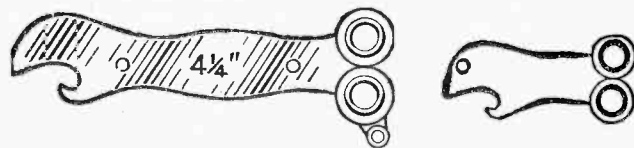


Now... **\$17.50 MOVIE MATIC CAMERA** for only **\$1.75...**

- ★ COMBINATION MOVIE AND SNAPSHOT CAMERA
- ★ TAKES 16mm MOVIES
- ★ TAKES 40 CANDID SNAPSOTS ON 1 ROLL OF FILM
- ★ TAKES MOVIES IN BOOK FORM

Absolutely the Greatest Bargain ever offered! A real money maker. A camera no one can resist. Only a limited quantity on hand! Solidly constructed, durable "rich looking." Basket weave Chromium front. Accurate, dependable, American made. While they last: \$1.80 each in dozen lots; \$2.00 each in less than dozen lots; \$2.00 sample.

### APEX ARE THE RELIABLE TOOLS



**APEX STILL LEADS THE FIELD IN GETTING TOP MONEY**

# J. J. PAGE SHOWS

Opening Date Changed to April 20, Johnson City, Tenn.  
 Move on lot April 18. WANT few more legitimate Concessions. Good opening for Photo Gallery, Frozen Custard, Mitt Camp, Scales, Novelties and any legitimate Concession except Cookhouse and Corn Game.  
 WANT acts for Ten-in-One. Bob Coleman wants Agents for Grind Stores. Sammy Lowery wants Lady Rider for Silodrome. Roy Fann wants Agents for Ball Games. Everybody wire; no time to write.  
 J. J. PAGE, JOHNSON CITY, TENNESSEE.

## LAST CALL AMERICA'S FAVORITE CARNIVAL

OPENING IN GRAYVILLE, ILL., APRIL 20, HEART OF OIL FIELDS.  
 WANT AT ONCE—Rides with own transportation 25%. Good opening for Ferris Wheel, Tilt, Chairplane or any Flat Ride. Want to buy Octopus. Ride Help, Electrician, Scenic Artist wanted to join immediately. Can place Shows of all kinds. Girl Shows, plenty flash, 50-50. Other Shows of merit with own transportation and outfit 25%. Will book Concessions of all kind. Want Bingo, Custard, Diggers, Photos, Pop Corn, Stock Wheels. What have you? Privilege cheap. Want first-class, sober Griddle Man. Also sensational Free Act. Bill Moore, C. Sarge, Spot Bassinger, Earl Tilghman, wire quick. West Virginia celebrations follow Illinois dates in June. Wire or come on. All Address: FRED C. BOSWELL, Mgr., Grayville, Ill., April 20-27.

## MIGHTY MONARCH SHOWS WANT

For Morristown, Tenn., April 15 to 20. Place any Legitimate Concession. Want Motor or Silo Drome or any Show of merit not conflicting. Acts for Side Show, Musicians and Girls for Plant Show. Want good Bingo Operator. We carry eight Rides and heading for best Industrial sections of country.  
 All Address: N. P. ROLAND and GEORGE GOFFAS, Laurens, S. C., this week.

## WANT

For Martinsville, Va., Spring Festival, April 13 to 20, Grind Shows, Girl Revue, Hillbilly and Posing Shows; will furnish outfits. Can place Concessions of all kinds: Diggers, Photos, Scales and Ball Games still open. Also want Tilt-a-Whirl Foreman. Address:

## KEYSTONE MODERN SHOWS

MARTINSVILLE, VA.

## WANT ORGANIZED SIDE SHOW

With or without own outfit. Any other show of merit. Performers and Musicians for Minstrel Show, Carnival Electrician to join immediately. Want experienced Chair-o-Plane Foreman and Ball Game Agents. Playing in the heart of North Birmingham this week; Ensley, Ala., next week.

## L. J. HETH SHOWS

## Heller's Acme Shows, Inc.

LAWRENCEVILLE, VA., WEEK OF APRIL 15

WANT Corn Game, Custard, Grind Stores and Wheels, Diggers. WANT People for Side Show, Plantation Show, Athletic Show, Girls for Posing Show, Geek for Jungle Show, Eric D. Red, Tony Paradise, write. Talkers for all Shows, Foreman for Wheel, Chairplane, Merry-Go-Round and Whip. Will book Octopus and Loop-o-Plane. All write to HELLER'S ACME SHOWS, Inc., Selma, N. C., this week

## WANT FOR BARKOOT BROS.' SHOW

OPENING APRIL 15, 1940, AT TOLEDO, O.

Monkey Speedway or Monkevdrome, Mechanical Show, Pit Show, Illusion Show, Vaudeville Show, Platform Show or any up-to-date high-class Shows. WANT sober and reliable Ride Men that can drive trucks. Can place Legitimate Merchandise Concessions of all kinds except Cookhouse and Bingo Game. Babe Barkoot wants Agents for Merchandise Wheels. Address K. G. BARKOOT, 463 1/2 Fourth St., Toledo, O. Phone—Taylor 1888.

## WANTED

MENTAL ACTS, FREAKS AND WORKING ACTS

WILL BOOK SWORD SWALLOWER, HEADLESS ILLUSION AND LECTURER

FOR ZACCHINI BROTHERS' SHOWS

Address TOM HASSON, 6021 Locust St., Philadelphia, Pennsylvania.

## FRANKS GREATER SHOWS

Mulberry, Macon, Ga., week April 8; Austell, Ga., week April 15; Douglasville, Ga., week April 22; Bremen, Ga., week April 29; Cedartown, week May 6; Rome, Ga., week May 13; all downtown locations under strong auspices. Want Musicians to strengthen Minstrel Band, Talkers and Dancer for well-framed Girl Show; Ludie and Helen Kaizer, wire. Manager for Athletic Show. Agents for Ball Game and Grind Stores. A-1 Griddle Man, capable Second Man. All address: BILL FRANKS.

## B. & V. SHOWS

PRESENTING BUSTER GORDON'S CANNON ACT.  
 OPENING GARFIELD, N. J., APRIL 20TH.

Want Grind Stores, Ball Game (M. S. Earle, wire), Long Range Gallery, Penny Arcade, Motor-drome. Shows—Expose, 10-in-1, Crime, Monkey. Want Octopus, Pony Track; Mrs. Boardman, come on. Whip Foreman. Wire or come on. 193 PASSAIC ST., GARFIELD, N. J.

## WANT

Ferris Wheel Foreman. Sam Wintraub wants Grind Store Agents and Corn Game Help. Come on.

## Jackson Amusement Co.

Bennettsville, S. C.

## WANT CARNIVAL

Large Carnival for Three-Day Celebration, July 4, 5 and 6, Marysville, Kan. Sponsored by Chamber of Commerce.

CECIL E. McMAHON, Marysville, Kan.

## Fire Damages Hamid Fish-Haul Pavilion

ATLANTIC CITY, April 6.—A sudden blaze at the ocean end of Hamid's Million-Dollar Pier shortly before 1 p.m. today wrecked the entire pavilion which was used for fish hauls, one of the pier's major attractions.

Crowds of thousands lined the Boardwalk as firemen kept the flames from spreading to the rest of the pier.

The extent of the damage could not be estimated. The blaze, as far as firemen could determine, was caused by a lighted cigaret left behind by a careless spectator.

## Fire Does \$2,500 Damage To J. T. McCaslin Quarters

BALTIMORE, April 6.—A fire of undetermined origin partly destroyed quarters of John T. McCaslin, well-known showman, here on March 23. Damage was estimated at \$2,500, reports Harry J. Bowen. Three new tops were destroyed and other tops, concessions, shows and show property was damaged.

Damage is partly covered by insurance. Fire was the second in six years in quarters, which are in the rear of McCaslin's home in suburban Govans.

## Great Leon Signs With U. A.

ALTOONA, Pa., April 6.—United Amusement Co., closed contracts here for the Great Leon to provide the free attraction, R. E. Hickman, manager, announced.

## CHANGES IN AC

(Continued from page 49)

here created by appearance of comfortably-seated groups along the wooden way would be a stimulus to business and attract more people to the beachfront.

### Would Report Offenders

Arguing that visitors gain their first and last impressions from the Boardwalk, a business group has announced plans for a "clean-up" of that promenade. Voluntary committee includes hotel men, realtors, merchants and amusement pier interests. Attack will be aimed particularly at alleged "gyp auctions," ballyhooing, false exhibits "closing out" sales, sidewalk displays and unlawful solicitation of customers, spokesmen said. Members are pledged to co-operate with city officials by reporting offenders and bringing pressure on landlords who rent Boardwalk properties to "unethical tenants."

### For "Week-End Capitol"

Congressman Walter S. Jeffries returned to Washington this week with the idea of making Atlantic City the "week-end capitol" of the nation. All he needs, he said is co-operation of business leaders. He declared it should not be difficult to persuade congressmen and senators who want to get away from Washington for week-ends to come to this city.

## HALL BROS.' SHOWS

WANT

FOR MABEN, MISS.

Responsible party for Ten-in-One (complete with banners and new top), who can furnish inside. Want Concessions of all kinds except Cookhouse and Corn Game. Have five Rides and will book Octopus or any Ride not conflicting. Will book Shows with or without outfits, ones with own outfit given preference. Want Banner Man who can and will put up paper. Must have car. Will book or buy Loop-o-Plane, Condemner Ferris Wheel, Merry-Go-Round for No. 2 Show, or any other Flat Ride. Two more spots in Mississippi and then to Alabama coal fields. Address all communications to GEO. HALL, Mgr., HALL BROS.' SHOWS, Maben, Miss.

## ATTENTION, FREE ACTS

SOLVE YOUR MUSIC DIFFICULTIES

We will make you an unbreakable phonograph record to fit your act. Write us describing type of music required and length of act. Prices reasonable. Highest quality work done on Professional Equipment.

NATIONAL SOUND & RECORDING CO.

Ann Arbor, Mich.

## WILL COMPENSATE

For information as to whereabouts of Al and Marie Jenkins, carnival side show operators, "used to be in business in Jacksonville, Fla.," fifteen years ago. Very important. Notify GEO. SCHEURING, 1002 Florida Ave., Jacksonville, Fla.

## MIGHTY VALUES

- CONFUCIUS, America's newest craze. Plenty of flash. Life-like, with moving mouth. Dressed in brilliant colors. 27 inches high. Unbreakable head and hands. Dozen, \$14.40. Each . . . \$1.25
  - SALEBOARDS, Big Variety, \$5,000 worth. Below cost. Sold in lots. 100 Boards. . . . 35.00
  - UNDERWOOD DRY SHAVERS with Pouch. Special. Each . . . .80
  - ELGIN JR. CANDID CAMERA. Each. .50
  - MILITARY BRUSH SET. 2 Brushes and Comb in a Box, big value special. Dozen Sets. . . . 5.40
  - TWO SCOTTY DOGS. Tested. G. E. Magnets, pair in a box. Gross Boxes \$9.50; Dozen Boxes. . . . .85
  - TOOTHBRUSHES—American Made. Extra Special. Gross. . . . 5.75
  - POCKET COMBS. U. S. A. Gross. . . . 1.35
  - SUN GLASSES KIT. Case, Nail File, Pocket Comb, Mirror and Crooke's Lens Sun Glasses. Doz. SUN GLASSES. Special. . . . 4.75
  - ELECTRIC WATER HEATER. Just plug in and presto, hot water. Each. . . . .65
  - LADIES' HOSIERY. First quality rayon, 220 needle, ringless. Dozen Pair. . . . .1.50
  - RAZOR BLADES. Double edge, 5 in box. 1000 Blades. . . . .2.30
  - SHAVING CREAM. In tubes, special white stock lasts. Gross. . . . 4.32
  - STYPTIC PENCILS. Gross. . . . .35
  - PETROLEUM JELLY. Bottled. Gross. 3.20
  - SOAP. Guest size. 5 gross in a carton, no less sold. 5 Gross. . . . 3.50
  - ASPIRIN. 12 Fine grain tablets to a lithographed tin. A superior product. Gross Tins. . . . .1.49
  - SPICES. Assorted, 2 and 3 ounce sizes, special. Gross Cans. . . . 6.50
  - FLAVORING EXTRACT. 8 Ounce, Imitation vanilla, in bottles. Gr. THUMB TACKS. 36 in a Box. 100 Boxes. . . . .85
  - RUBBER FLY SWATTERS. Gross. 3.00
- Deposit or Full Payment With All Orders. FREE CATALOGS

## MILLS SALES CO.

Our Only Mailing Address. 901 BROADWAY, New York, N. Y. WORLD'S LOWEST PRICED WHOLESALERS

## CRYSTAL EXPOSITION SHOWS

Opening Camden, S. C., Monday, Apr. 15  
 Want Legitimate Concessions not conflicting. Have good opening for small Grind Shows.  
 Chief Deerfoot wants Acts for Circus Side Show. Sure salary and percentage. Can place Talker, make first opening. Billy Bunts can place Cook House Help, Cook, Griddle Man and Waiters.  
 Address all mail to W. J. BUNTS, Camden, S. C.

## BERNIE SHAPIRO SOUTHERN POSTER PRINTING CO.

ATTRACTION SOUTH'S FINEST POSTER PRINTERS LOWEST PRICES  
 CARNIVAL CIRCUS TENT-FAIR SPECIAL EVENTS CARDS-POSTERS

ATLANTA, GA.

## HARRIS SHOWS

OPEN KOKOMO APRIL 27.  
 Want Shows—Five-In-One, Pit Show, Girl Show, Gek Show. Concessions—Mouse Game, Stock Concessions.  
 ROXIE HARRIS, FINDLAY, OHIO

## SUNSET AMUSEMENT CO.

On Account of Disappointment, Have Side Show Equipment Open.  
 Address: WINTER QUARTERS, LATHROP, MO.

## COTTON STATE SHOWS

Ray D. Jones, Owner; F. S. Read, Bus. Mgr. Playing Coal Fields of Kentucky  
 Can place Rides—Ferris Wheel or Whip. Will sell X on Bingo, Pop Corn, Mitt Camp, Custard, Dean Harriman, wire. Can place Stock Concessions, Ball Games, Fish Pond, Long Range, Pitch-Till-Win, Bumpers. Shows—Can place you. Write or wire F. S. READ, Blackstone Hotel, Barboursville, Ky.

SILVER FLEET SHOWS changed the date. Will open April 15 at Guthrie, Ky. Want Cook House, Bingo, Ball Games, Hoop-La, Clg. Gallery, Pitch Tilt U Win, Diggers. All Stock and Grind Joints, come on, will book you, \$10. Want General Agent that can get Banners. Have outfits for Athletic Show, Gek, Girl and Pig Show. Will book Baby Rides. Want Ride Help that can drive Trucks. Come on, I will book you. FRANK A. OWENS, Mgr., Silver Fleet Shows, Oakland City, Ind. P.S.: All mail and wires Pembroke, Ky., till April 12; then Guthrie, Ky.



# SPRING BARGAINS

For Concessioners and Operators  
Price Ea. in Doz. Lots

- SUN GLASSES, Hinged Temples, Curved Lens, Shellike Frame, (25c Value) 5c
- SUN GLASS KIT, Case, Curved Lens Sun Glass, Comb, File and Mirror 11c
- FOUNTAIN PENS (50c Value) 10c & 15c
- LEATHER ZIPPER WALLETS (50c Value) 17c
- PEN & PENCIL SET, Disp. Box, Per Set 15c
- PEN, PENCIL & FLASHLIGHT SET, Chrome Mounted, Disp. Box, Per Set 50c
- WALLET & KEY CASE SET, Disp. Box, 15c & 30c
- PEARLINE JACK KNIVES, 2 Blades 12c
- BOX CAMERA & FILM (\$2.00 Value) 8c
- CANDID TYPE CAMERAS (50c Value) 8c
- LADIES' UMBRELLAS, Oil-Silk Comb, Closeouts in GLASSWARE NOVELTIES, 2c, 3c & 5c
- SLUM METAL NOVELTIES, Gross 42c

No Catalogue. Full Cash for Samples. (Money Refunded if not satisfactory). Remit 25% Deposit with quantity orders.

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**Buy Direct & Save**

Complete Line of Jewelry Specialties, Crosses, Costume Jewelry, Lockets, etc. Cross illustrated here is 24k Gold-Plated, hand polished and engraved, includes 18" fine link chain. Unusual buy. \$2 dozen complete. Money back guarantee. CASH WITH ORDER. SEND 25c (or stamps) for sample.

**JEWELCRAFT**  
303-5TH AVE., N.Y.C.



ELGIN — WALTHAM — BU-LOVA — HAMILTON — GRUEN — and Every Well-Known Brand. Largest Assortment at Lowest PRICES. Send for Free Catalog.

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105 Canal St., New York, N. Y.



**SPECIAL TRIAL OFFER**

20 ASSORTED, JOKES, NOVELTIES & TRICKS. Our Selection, \$1.00. Satisfaction Guaranteed — \$2.00 or more value.

**AUERBACH NOVELTIES**  
14 EAST 34TH ST., NEW YORK CITY

**ATLAS SHOWS**

OPENING IN ARDMORE, TENN., APRIL 8. Want Shows, all Concessions except Popcorn, Penny Pitch and Fishpond. Have complete 12x24 Bingo for sale cheap.

**ATLAS SHOWS, ARDMORE, TENN.**

**WANT**

Cookhouse Account of Disappointment. Privilege in Tickets.

**MELVIN'S UNITED SHOWS**  
PATTONSBURG, MO.

**ROGERS & POWELL**

WANTS Loop-o-Plane and Tilt-a-Whirl. Pay salary to organized Minstrel. Place any good show with or without own outfit. Good proposition for 10-in-1. Mildred Miller wants Agents for Ball Game and Concessions. Want Stock Concessions. Low spring privilege. Have a long string of Arkansas and Missouri picnics starting May 2. Playing in Heber Springs, Ark., week of April 8; Morrilton, Ark., week of April 15.

**CLARK'S GREATER SHOWS**

WANT RIDES—Those not conflicting with what we have. SHOWS—Girl Show, 10-in-1, Illusion, or any kind with own outfit and transportation, although will furnish outfits to capable showmen. CONCESSIONS—Wheels, Skillets, Grind Stones and Legitimate Concessions of all kinds. Want Agents for all kinds concessions, including Corn Game and Photo Gallery. All wire or come on to CALHOUN, GA., week April 8 to 13.

**All American Expo. Shows**

Opening April 8th on main street, Webb City, Mo. Long route of Fairs and Celebrations. Want good Athletic Show with or without outfit. Can use few more Legitimate Concessions. Address: H. V. PETERSEN, Mgr. Tivoli Park, Joplin, Mo.

**For Sale—Chairoplane**

With Wurlitzer Organ and Ell Engine, all painted, ready to set up.

**GEO. YAMANAKA**  
Care WORLD OF MIRTH SHOWS, Richmond, Va.

**Want To Buy USED RIDES**

Any Make or Condition WILL PAY CASH

**Midway Ride Co.**  
Care Billboard Publ. Co.

**NELSON'S HIGH STRIKER DOLL RACKS**

**HARRY NELSON, Builder**  
14 W. 29th ST., NEW YORK, N. Y.  
Telephone: Lex 2-7884

# Lawrence Enlarged Over 1939; Clicks At Greenville Bow

GREENVILLE, S. C., April 6.—Lawrence Greater Shows, enlarged over last year, chalked a successful opening here tonight. With all rides and show fronts resplendent in chrome and well illuminated with neon and multi-colored lights, midway presents a beautiful sight.

Consisting of 10 shows and seven rides, with two more rides to be delivered about the middle of May, shows opened at 6:45 p.m. with city officials, American Legion Post Drum and Bugle Corps and a big crowd on hand. Spending was good and all shows and rides reported satisfactory results. Many congratulatory telegrams were received. Visitors included many members of Endy Bros.' Shows, which are quartered here; Johnny Tinsley, Mr. and Mrs. R. C. Lee, R. C. Lee Amusements, and Herbert Wiggins.

General Representative George S. Marr, after a successful booking tour, was on hand for opening.

## MARRIAGES

(Continued from page 41)

Los Angeles oil and mining man, and Alta Goddard, mother of Paulette Goddard, actress, in Las Vegas, Nev., April 4. KENNEDY-COMBS—Paul Kennedy, radio editor of *The Cincinnati Post*, and Martha Elizabeth Combs, former Denver newspaper woman and national publicity director for the Kappa Kappa Gamma sorority, in Seventh Presbyterian Church, Cincinnati, March 6.

LEVEN-HEATTER—David Leven, show designer, and Maida Heatter, daughter of Gabriel Heatter, radio commentator, in Manassas, Va., March 31.

MARSHAK-RAY—Al Marshak, nonpro. and Linda Ray, night club singer, March 25 in Philadelphia.

ROSELLI-LANG—John Roselli, former bodyguard for Harry Cohn, head of Columbia Pictures, and June Lang, film actress, in Yuma, Ariz., April 1.

SMITH-SHORT—James Smith and Marie Short, March 25. Bride is the widow of Floyd Short.

VANNERSON-TILTON—Leonard K. Vannerson, manager of Benny Goodman's Orchestra, and Martha Tilton, singer, formerly with Goodman, in Hollywood April 1.

## Coming Marriages

John Ringling North, head of Ringling Bros. and Barnum & Bailey Circus, and Germaine Aussey, French movie actress, soon.

Bob Clifford, of the team Park and Clifford, and Carmen Scanzo, dancer, in Pittsfield, Mass., late this month.

Emma Goldstein, daughter of Samuel Goldstein, treasurer of Goldstein Bros.' Amusement Co. and vice-president of Western Massachusetts Theaters, Inc., Springfield, Mass., and Dr. Stephen L. Gumpfort, of New York, soon.

Mary Lou McCarthy, cashier at the Senate Theater, Harrisburg, Pa., and George W. Reamer, nonpro, in Harrisburg soon.

Wilbur Martin, assistant manager of the Irving Theater, Wilkes-Barre, Pa., and Agnes McGinnis, nonpro, in Philadelphia soon.

## Births

An eight-pound son, Earle, to Mr. and Mrs. Louis Yaffa in Boston March 29. Father is secretary of Goodman Concessions, Inc.

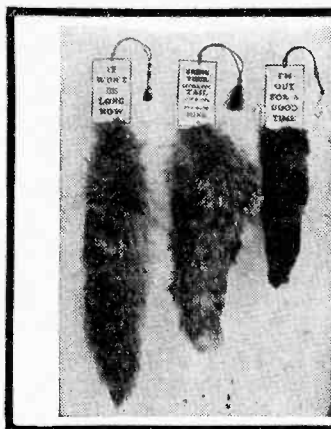
A son to Mr. and Mrs. James Stambaugh in St. Elizabeth's Hospital, Youngstown, O., April 1. Father is an announcer at Station WPMJ, Youngstown.

A boy, Danton Jeffrey, to Mr. and Mrs. Solly Rissner, March 27, in New York. Father was formerly associated with the publishing of an amusement directory.

An 8 1/4-pound son, David, to Mr. and Mrs. G. B. (Gerry) Quinney at Grey Nun's Hospital, Regina, Sask., April 3. Father is an engineer at Station CJRM, Regina.

A daughter, Diane Margaret, to Mr. and Mrs. Saul Jacobs, March 24, in Port of Spain, Trinidad, B. W. I., where Jacobs is branch manager for Paramount Pictures.

An 8 1/4-pound son, Robert Edward, to Mr. and Mrs. Eddie Moore in Ithaca, N. Y., March 29. Father is the orchestra leader.



# FOX FUR TAILS

With Snappy Sayings on Assorted Colored Cards (As Illustrated) Attached With Silk Tassels In 100 Lots

- 12 Inch ..... Each 5c
- 16 Inch ..... Each 7c
- 20 Inch ..... Each 10c

Sizes are average tail length. Size quoted does not include tag size. All come complete with tag and tassel attached. Two different sayings on each tag. Send 50c for 4 samples (we pay postage). Remit 25% deposit with quantity order.

**The Carnival Novelty Co., Inc.**  
30 West 3d Street, New York, N. Y.

## NORTH BEACH, MARYLAND

Beach Resort catering to prosperous Washington, D. C., with drawing population of TWO MILLION within Radius of about fifty miles.

Will book, rent or buy one more Major Ride and Two Kiddle Rides. For RENT: ICE CREAM OR FROZEN CUSTARD, CONCESSIONS; also 2 LEGITIMATE GAME CONCESSIONS. We buy and sell all kinds of Show Equipment. What have you? Inquire for all your needs.

SHOWMEN'S EXCHANGE, 707 G Street, N. W., Washington, D. C.

## HOW IS YOUR COOKHOUSE AND LIGHTING EQUIPMENT??

Repair your old Equipment by ordering Parts from us. We carry a Complete Line of Repair Parts for Gasoline Stoves, Oil Stoves and Gasoline Lanterns in stock ready for immediate shipment. Our Central Location saves you both time and money. Let us know your Needs and we will supply you.

Terms: 25% Deposit, Balance C. O. D.

**A. G. BRAUER SUPPLY CO.** 2104 WASHINGTON AVE., ST. LOUIS, MO.

## SEVENTH ANNUAL OSSISPEE ROTARY CLUB FAIR

6 Days—6 Nights—July 29-August 3

FIVE AUTOMOBILES — ONE PIPER CUB AIRPLANE.

WANT—Concessions of all kinds. No flat joints. Stock must be passed out. A real spot for any clean Side Show. Space at a premium. Deposit required. Ask the boys that played the spot last year.

PROMOTIONAL MANAGERS, INC., Center Ossipee, New Hampshire

## ZIMDAR'S GREATER SHOWS, INC.

WANT RIDES ROLL-A-PLANE AND GAS CARS. SHOWS HILLBILLY, MOTOR DROME, MODEL CITY, ANIMAL OR MONKEY CIRCUS. We have outfits if needed, or will book without. CONCESSIONS Can place all kinds of Concessions. Will sell Exclusive on Photos, Long and Short Range Gallery and Cotton Candy. Address: This Week, Little Rock, Ark., After That as Per Route in The Billboard.

## CARNIVAL WANTED

FOR MINERSVILLE, PA.

ITALIAN AMERICAN CITIZENS CLUB

WEEK JUNE 3, 1940

On the Streets in the Heart of the City.

SHOWS, RIDES, CONCESSIONS

Sure Fire Winner for All.

Address all mail: CHARLES HAUSSMANN, Gen. Del., Minersville, Pa.

## Want For Midway Camp READERS

WHO CAN PRODUCE EXCELLENT ROUTE Eva Ballinger, please wire me. Show Opens Battle of Flowers, San Antonio, Texas, April 22.

**PAULINE MEYERS**  
RUBIN & CHERRY SHOWS

P. O. Box 1875, San Antonio, Texas

## DISINFECT

YOUR SHOW—Be Sanitary—Law Requirement. Write for our low prices and information on Bedbug Killer, Insecticides, Disinfectants; also Founder's Odorless Fly Spray.

**FOUNDER CHEMICAL CO., INC.**  
6126 Market St., PHILADELPHIA, PA.

## WANTED

FIRST CLASS UNION BILL POSTER IMMEDIATELY Must be sober, reliable and careful Truck Driver. Address inquiries to

**F. E. GOODING AMUSEMENT CO.**

1300 Norton Road, Columbus, Ohio.

**BARLOWS SHOWS** OPENS APRIL 20  
3700 BOND AVE., EAST ST. LOUIS, ILL.

Will sell Ex on Penny Pitch, Photos, Corn Game, Cookhouse, Long Range, Hoop-La, Scales, Diggers, Palmistry, Nail Joint, Candy Floss. No grift. Outfits open for Athletic, Hawaiian, Geek. 10-in-1. Want Ride Help, Electrician who can carpenter.

Address: 117 North Sixth St., St. Louis, Mo.

## WANT GIRLS

For Girl Revue; long season; Hula and Oriental Dancers. We furnish wardrobe. Young. Not over 130 lbs. Must join on wire. Pay yours, I pay mine. Tickets to reliable girls.

**C. A. BARIE**  
C. F. Zeiger United Shows, Silver City New Mexico, April 8-14.

## Divorces

Grace O'Hara, night club singer, from Eddie O'Hara, tap dancer, March 28 in Philadelphia.

Mary Coyle, former Ziegfeld show girl, from Adolfo Rosquellas, orchestra leader, known as Pancho, in Lincoln, Neb., April 3.

# FLASH!

**MIDWEST OFFERS FOR THIS SEASON THE LARGEST ASSORTMENT OF PREMIUM, CARNIVAL AND PARTY MERCHANDISE AT LOWEST POSSIBLE PRICES. ALL ORDERS SHIPPED SAME DAY RECEIVED. (CATALOG SOON)**

Be sure and mention your line of business  
**MIDWEST MERCHANDISE CO. 1010 BROADWAY KANSAS CITY, MO.**

## PARK AND CARNIVAL EQUIPMENT

**PENNY PITCH BOARD**, Size 46x46", beautifully painted and decorated.  
 Price ..... \$20.00  
 Size 48x48" with 1 Jack Pot. .... 30.00  
 Size 48x48" with 5 Glass Jack Pots. 40.00  
**SPECIAL WHEELS**, all 30" in diameter, beautifully painted and decorated, all sizes in stock. Price ..... \$12.00  
**HUCKLE BUCK GAME**, brand new, 3 buckets. .... 40.00  
 Single Buckets, Each. .... 15.00  
**BINGO CAGES**, complete, \$3.75 and \$6.00

**WE CARRY A COMPLETE LINE OF PLASTER, BEACON BLANKETS, CANES, SLUM FOXTAILS, ETC. SEND FOR FREE CATALOG**

**M. K. BRODY**

1116 So. Halsted St., Chicago, Ill.  
 In Business 29 Years

## PLASTER



Latest Designs In Novelties, Dolls and Animals.  
 Highly finished in lacquer, decorated with silver tinsel, also our New Numbers with Chromium Finish.  
 We also carry a nice assortment of New Numbers at \$3.00 and \$5.00 per 100 pieces.

Lowest Prices — Send for Catalog.  
**FLORENTINE ART STATUARY CO.**  
 414-18 E. 15th St., KANSAS CITY, MO.  
 Phone: Grand 8692.

## POPCORN

South American, Jap, Hullless, Baby Golden, White Pearl, White Rice and Yellow Pearl. Also Popcorn Seasoning, Cartons and Popcorn Cones, in seven flashy colors.

**H. B. HUISINGA**

DE LAND, ILLINOIS  
 Grower of Pure-Bred Varieties of Popcorn

## Showmen Complete Plans For Youngstown Show Club

YOUNGSTOWN, O., April 6.—Arrangements were completed at a meeting at Hotel Ohio Tuesday night for an all-day reunion at that hotel, Sunday, April 14, of showmen from Northeastern Ohio, sponsored by a group of local showmen, who plan to form a permanent organization at that time, to be known as the Youngstown Showmen's Club.

Jack McNulty, former vice-president of the Charles Siegrist Showmen's Club, Canton, now located here, is one of the former troupers active in the formation of the club. Others are John R. Elliott and Hal Peterson.

The session will open at noon, when crippled children of the city will be guests of the showmen at a performance of Klein's *Rhythm Revue*, under direction of Margaret and C. A. Klein.

Program gets under way at 3 p.m., when Ted Deppish, official photographer of the Charles Siegrist Showmen's Club, will show movies of the Cole Bros. and Parker & Watts parades last season and highlights of Ringling-Barnum, Cole Bros. and Parker & Watts shows. A reel of Al G. Barnes movies will be screened by Fred Kneubel, of Ashtabula.

A banquet will follow the afternoon session and Klein's revue will be repeated in the evening.

## ROUTES

(Continued from page 31)

Pike, Raymond (Cappy's) N. Easton, Mass., nc.  
 Ploski, Joseph (Brown Derby) NYC, nc.  
 Preston, Lois (Silver Dollar) Baltimore, nc.  
**R**  
 Rabiner, Charlie (Cafe Society) NYC, nc.  
 Radio Aces, Three (Beverly Hills) Newport, Ky., cc.  
 Ramsey, Mary (Yacht Club) Phila, nc.  
 Raye & Naldi (Riviera) Ft. Lee, N. J., nc.  
 Red & Curley (Southland) Boston, nc.  
 Reed, Leo (St. George) NYC, h.  
 Reed, Freddie (Parkside Bar) Madison, Wis., nc.  
 Reinhart, Bob (Cafe Society) NYC, nc.  
 Rhythm Rockets, Seventeen (Capitol) Washington, D. C., t.  
 Ring, Jimmy (Crisis) NYC, nc.  
 Rivera, Andree (Navarro) NYC, h.  
 Robbins Bros. & Margie (Colonial) Dayton, O., t.  
 Roberts, Roberta (606) Chi, nc.

Roberts, Beverly (Chez Paree) Chi, nc.  
 Roberts, Jack & Renee (Rox) Cleveland, t.  
 Rocheys, Great (Jack & Bobs) Trenton, N. J., nc.  
 Rodriguez, Luis (Gauch) NYC, nc.  
 Rodriguez (Montparnasse) NYC, nc.  
 Rogers, Ray (Colosimo's) Chi, nc.  
 Romers, Eddie (Travelers) Wilkes-Barre, Pa., nc.  
 Roner, Fred (St. Moritz) NYC, h.  
 Rosalean & Seville (Ambassador) NYC, h.  
 Ross & Stone (State) NYC, t.  
 Ross, Joe (Old Fashioned) Boston, nc.  
 Roth, Joe (Earl Carroll's) Hollywood, nc.  
 Roth-Verdun Jitterbugs (Hi Hat) Chi, nc.  
 Russell, Mabelle (Brown Derby) NYC, nc.

**S**  
 St. Clair, Silvia (Le Ruban Bleu) NYC, nc.  
 St. Clair, June (Hi Hat) Chi, nc.  
 St. Jean, Irene (Weber's Hofbrau) Camden, N. J., nc.  
 Salazar, Carlos (El Chico) NYC, nc.  
 Salinger (Fifth Ave.) NYC, h.  
 Sargent, Jean (Latimer) Phila, nc.  
 Sava, Marusia (Casino Russe) NYC, nc.  
 Schenk, Al (Little Rathskeller) Phila, nc.  
 Scott, Margaret (Casino Russe) NYC, nc.  
 Scott, Hazel (Cafe Society) NYC, nc.  
 Scott, Hazel (Cafe Society) NYC, nc.  
 Selandia, Prince & Princess (Coconut Grove) Boston, nc.  
 Severin, Billy & Joy (State-Lake) Chi, t.  
 Sharron, Olive (606) Chi, nc.  
 Shaw, Patsy (Black Cat) NYC, nc.  
 Sheridan, Nora (Gay '90s) NYC, nc.  
 Sherman, Muriel (Cocoanut Grove) Boston, nc.  
 Shields, Peggy (Stamp's) Phila, nc.  
 Shields, Ella (Sawdust Trail) NYC, nc.  
 Shore, Willie (Riverside) Milwaukee, t.  
 Sidell, Bob, Trio (Beverly Hills) Newport, Ky., cc.  
 Sieman, Harry & Archie (Matteoni's) Stockton, Calif., nc.  
 Simmons, Lee (Place) NYC, nc.  
 Skelton, Red (Paramount) NYC, t.  
 Slepoushkin, Stephan (Casino Russe) NYC, nc.  
 Sioane, Estelle (Stork) Phila, nc.  
 Smith, Betty Jane (Beverly Hills) Newport, Ky., cc.  
 Smoothies, The (Palmer House) Chi, h.  
 Sophisticates, Dancing (State-Lake) Chi, t.  
 Southern, Helen (Sherman) Chi, h.  
 Spear, Harry (Latin Quarter) Boston, nc.  
 Spencer & Foreman (Cocoanut Grove) Boston, nc.  
 Stanley, Irene (Le Poissonier) NYC, re.  
 Starr & Don (Blue Lantern) Detroit, nc.  
 Stevens, Roseanne (Blackhawk) Chi, nc.  
 Stogoes, Three (Colonial) Dayton, O., t.  
 Stone, Bernice (Gibson) Cincinnati, h.  
 Stone & Barton (Tower) Kansas City, Mo., t.  
 Sullivan, Freda (Bertolotti's) NYC, nc.  
 Sullivan, Ed (Stanley) Pittsburgh, t.  
 Sutherland, Ann (Hi Hat) Chi, nc.  
 Sylvia & Clemence (Earle) Washington, t.

**T**  
 Tamara (Riviera) Ft. Lee, N. J., nc.  
 Tanner, Dorothy (Queen Mary) NYC, nc.  
 Tanner Sisters (Chicago) Chi, t.  
 Tapps, George (Palmer House) Chi, h.  
 Teaman, Eleanor (Mayfair) Boston, nc.  
 Terry, Ethelind (1523) Phila, nc.  
 Therpe, Rosetta (Cotton) NYC, nc.  
 Thornton, Larry (Casa Manana) Boston, nc.  
 Tisdale Trio (Coq Rouge) NYC, nc.  
 Tomack, Sid, & Reiss Bros. (Music Box) San Francisco, nc.  
 Torres, Magola & Louis (Embassy) Phila, nc.  
 Town Hall Trio (Silver Dollar) Baltimore, nc.  
 Tracey, Ben (Park Central) NYC, h.  
 Treacher, Arthur (Stanley) Pittsburgh, t.  
 Trixie (Earle) Washington, t.  
 Tucker, Sunny (Kelly's Stables) NYC, nc.  
 Tucker, Sophie (Versailles) NYC, nc.  
 Tudell & Jean (Roadside Rest) Miami, Fla., nc.  
 Tyner, Evelyn (Neptune) Washington, D.C., nc.

**U**  
 Uncle Tom's Cabin in Swing (State-Lake) Chi, t.

**V**  
 Valdez, Vida (Havana-Madrid) NYC, nc.  
 Vance, Jerri (2 o'Clock) Baltimore, e.  
 Varone, Joe, & Three Sparklettes (Renna) Syracuse, h.  
 Vaughn, Nancy (Barney Gallant's) NYC, nc.  
 Vera, Joe (Congress) Chi, h.  
 Vermonte, Claire (Fifth Ave.) NYC, h.  
 Vernon, Evelyn & Jimmy (La Martinique) NYC, nc.  
 Vincent, Romo (Walton) Phila, nc.  
 Vincent, Larry (Commodore) Detroit, nc.  
 Vine, Billy (Hollywood) NYC, nc.

**W**  
 Wade, Bill & Betty (Book-Cadillac) Detroit, h.  
 Waldron, Jack (Brown Derby) NYC, nc.  
 Wallace, Babe (Southland) Boston, nc.  
 Wallis, Ruth (Wyndham) NYC, h.  
 Walz, Oscar (Fifth Ave.) NYC, h.  
 Wanger, Wally, Girls (Lido) NYC, nc.  
 Ware, Dick (Saks Show Bar) Detroit, c.  
 Warner, Jack & Jill (Harry's New Yorker) Chi, nc.  
 Washington, George Dewey (Miami) Milwaukee, nc.  
 Watson, Eunice (Steve's) NYC, nc.  
 Weaver, Marjorie (Stanley) Pittsburgh, t.  
 Weber Sisters (Colosimo's) Chi, nc.  
 Welch, Muriel (La Marquise) NYC, nc.  
 Wences (Rox) NYC, t.  
 Wencil, Ray (Faust) Peoria, Ill., nc.  
 Wessel Bros. (Westminster) Boston, h.  
 Whirley Dancers (Hi Hat) Chi, nc.  
 White, Danny (Delmonico's) Phila, re.  
 White, Belva (Bowery) Detroit, nc.  
 White, Lawrence (Ambassador) NYC, h.  
 White, Hal (Paradise) Cleveland, nc.  
 Whittier, Charles "Snowball" (Beverly Hills) Newport, Ky., cc.  
 Wicke, Gus (Gay '90s) NYC, nc.  
 Wilcox, Vern (Bowery) Detroit, nc.  
 Wilkins, Dorothy (New Yorker) NYC, nc.  
 Wilkins, Marion (Bertolotti's) NYC, nc.  
 Williams, Leona (Hofbrau) Lawrence, Mass., nc.  
 Williams, Louie (Dutkin's Rathskeller) Phila, nc.  
 Williams, Clara (Small's) NYC, nc.  
 Willie, West & McGinty (Palladium) London, mh.  
 Winfield & Ford (Paramount) NYC, t.  
 Wise, Don (Frontenac) Detroit, nc.  
 Woodford's Pets (Colonial) Dayton, O., t.  
 Wood, Barry (Paramount) NYC, t.  
 Wood, Murray (Lexington) Phila, nc.  
 Woodsons, Four (Jefferson) St. Louis, h.  
 Wright, Charlie (Weylin) NYC, h.  
 Wright, Carol (Kit Kat) NYC, nc.

**Y**  
 Yevo & Doro (Chez-Aml) Buffalo, nc.

## BURLESQUE

(Hirst Circuit Shows)

(Hirst Circuit Shows)

Co-Eds on Parade: Open, 7-11.  
 Follies of Pleasure: (Empire) Newark, N. J., 7-13.  
 Legs & Laughter: (Old Howard) Boston 7-13.  
 Let's Go: (Garrick) St. Louis 6-12.  
 Mirth & Melody: (Gayety) Baltimore 7-13.  
 Ridin' High: (Gayety) Washington 7-13.  
 Screaminers: (Lyric) Bridgeport, Conn., 7-13.  
 Swing & Sway: (Casino) Pittsburgh 7-13.  
 Whirl of Girls: (Hudson) Union City, N. J., 7-13.

## MISCELLANEOUS

Abdallah, Sam, Girls: (Coliseum) Indianapolis 6-15; (Stadium) Chicago 19-May 5.  
 Arthur, Magician: (Wedgworth, Ala.), 10-11; Havana 12-13.  
 Birch, Magician: (Ozona, Tex.), 9; Del Rio 10; Laredo 11; Hebronville 12; Corpus Christi 15; Taft 16; Lockhart 17; San Marcos 18; Luling 19.  
 Bogash & Baroine: (Harper) Detroit, Mich., 12-15; (Tuxedo) Detroit 16-18; (Rialto) Flint 19-21; all theaters.  
 By-Gosh Co.: (New Irvine) Irvine, Ky., 8-13.  
 Blythe, Billy, Players: (Parsonsburg, Md.), 8-13.  
 California Coudens Carnival of Fun: (Petersham, Mass.), 9; (Whatley) 10; (Montague) 12; (Greenfield) 15; (Hadley) 17; (Northfield) 18.  
 Campbell Bros. & Stensvad Circus (painting): (Ashland, Wis.), 10; (Baraboo) 13; (Madison) 15; (Beloit) 18; (Elgin, Ill.), 20.  
 Campbell, Loring, Magician: (Birnwood, Wis.), 9; (Kimberly) 10; (State Teachers College) Portales, N. M., 16.  
 Coward, Linden, Magician: (Athens, Ga.), 8-13.  
 Daniel, B. A., Magician: (Trenton, Mo.), 9-10; (Milan) 11; (Edina) 12; (Lake City, Ill.), 13.  
 Day's, C. C., Wild West Cavalcade (mythical show via mail): (Harrisburg, Pa.), 9; (Allentown) 10; (Harrisburg) 11; (Littleton, N. H.), 12; (Rutland, Vt.), 13; (Bennington) 15.  
 Duggan & Count D'Ray: (Heidelberg Hotel) Jackson, Miss., 8-13.  
 Francois, Hypnotist: (Avon) Weleetka, Okla., 8-10.  
 Leckvold, Magician: (Roosevelt) Utah, 9; (Duchesne) 10; (Vernal) 11; (Craig, Colo.), 12; (Steamboat Springs) 13.  
 Lippincott, Magician: (Macon, Mo.), 9; (La Plata) 10-13.  
 Lishon, Henri, & Orch.: (State-Lake Theater) Chi 8-13.  
 Lombardo, Guy, & Orch.: (Lyric Theater) Indianapolis 8-13.  
 Lone Star Shows: (Duvalls Bluff, Ark.), 8-13; (Carlisle) 15-20.  
 Long, Leon, Magician: (Birmingham) 7-14.  
 McNally's Variety Show: (Mt. Vernon, Md.), 8-13.  
 Marquis, Magician: (Bradenton, Fla.), 8-9; (Sarasota) 10; (Ft. Meyers) 11; (Miami) 12-13; (Lake Worth) 15; (West Palm Beach) 16; (Fort Pierce) 17.  
 Miller, Al H., Show: (Junction City, Ga.), 8-13.  
 Mills Troupe: (Little Rock, Ark.), 8-13.  
 Ricton's Dogs: (Lafayette, Ala.), 8-13.  
 Stacey, Lovey: (Empire Theater) Newark, N. J., 7-13.  
 Taber's, Bob, Monkey Circus: (Camas, Wash.), 12.  
 Virgil, Magician: (Asheville, N. C.), 9; (Knoxville, Tenn.), 10; (Newport) 11; (Rogersville) 13; (Johnson City) 15; (Erwin) 16; (Pennington Gap, Va.), 17; (Harrogate, Tenn.), 18; (Barbourville, Ky.), 20.  
 Williams, Al & Mabel: (Tap Room Club) Barberton, O., 8-13.

## DRAMATIC AND MUSICAL

Abe Lincoln in Illinois: (Auditorium) Denver 10; (Paramount) Salt Lake City 12-13.  
 Bankhead, Tallulah: (Royal Alexandra) Toronto, Can.  
 Cornell, Katharine: (Grand O. H.) Chi.  
 Draper, Ruth: (McCarter) Princeton, N. J., 13.  
 Garfield, John: (Hartman) Columbus, O., 8-10; (Victory) Dayton 11; (English) Indianapolis 12-13.  
 Hepburn, Katharine: (Nixon) Pittsburgh.  
 Horton, Everett E.: (Music Hall) Houston, Tex., 9-10; (Texas) San Antonio 11; (Paramount) Austin 12; (Orpheum) Waco 13.  
 Hot Mikado: (Shubert) Boston.  
 Love's Old Sweet Song: (Forrest) Phila.  
 Lunt & Fontanne: (Colonial) Boston.  
 Man Who Came to Dinner: (Harris) Chi.  
 Man Who Came to Dinner: (Curran) San Francisco.  
 Margin for Error: (Ford) Baltimore.  
 Muni, Paul: (Selwyn) Chi.  
 Romeo & Juliet: (Geary) San Francisco.  
 Skinner, Cornelia Otis: (Parkway) Madison, Wis., 13.  
 Streets of Paris: (Cass) Detroit.  
 Tobacco Road: (Mansfield, O.), 9; (Stuebenville) 10; (Wheeling, W. Va.), 11; (Uniontown, Pa.), 12; (Norristown) 13.  
 White's, George, Scandals: (Biltmore) Los Angeles.

## CIRCUS AND WILD WEST

Anderson, Bud E.: (Emporia, Kan.), 12.  
 Mills Bros.: (Tallulah, La.), 20.  
 Polack Bros.: (Seattle, Wash.), 8-14; (Portland, Ore.), 16-22.  
 Ringling Bros. and Barnum & Bailey: (Madison Sq. Garden) New York 5-30.

## CARNIVAL

(Routes are for current week when no dates are given. In some instances possibly mailing points are listed.)

All-American Expo.: (Webb City, Mo.); (Fort Scott, Kan.), 15-20.  
 B. & H.: (Trenton, S. C.)  
 Barker: (Eldorado, Ill.)



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- Barfield's Cosmopolitan: Dalton, Ga.; Maryville, Tenn., 15-20.
- Baysinger, Al: Poplar Bluff, Mo.
- Bee, P. H.: Glasgow, Ky., 13-20.
- Blue Ribbon: Louisville, Ky., 12-20.
- Blue Ridge: Bruce, Miss.
- Blumenthal's United: Society Hill, S. C.
- Bright Lights Expo.: Heath Springs, S. C.
- Buck, O. C., Expo.: Trainer, Pa., 12-20.
- Buckeye State: (Stock Show) Hattiesburg, Miss.
- Bullock Am. Co.: Bessemer City, N. C.; Gastonia 15-20.
- Burdick's All-Texas: Huntsville, Tex.
- Burke, Frank: Morenci, Ariz.
- Byers Bros.: Kennett, Mo.
- Canosa, M. P., Coney Island: Colon, Panama, April 1-May 1.
- Central Am. Co.: Saluda, S. C.; Union 15-20.
- Centanni Greater: Hackensack, N. J., 14-20.
- Central States: Medicine Lodge, Kan.; Lyons 15-20.
- Clark's, I. J., Greater: Calhoun, Ga.
- Colley, J. J.: Haileyville, Okla.
- Cotton State: Monticello, Ky.
- Crafts, O. N.: Lynwood, Calif., 9-21.
- Crowley United: Phoenix, Ariz.
- Crystal Expo.: Camden, S. C., 15-20.
- Dixie Home: Rockport, Ky.
- Dodson's World's Fair: Birmingham, Ala., 13-20.
- Down East Attrs.: Fort Mill, S. C.
- Dudley, D. S.: Bowie, Tex.
- Elite Expo.: Independence, Kan., 13-20.
- Endy Bros.: Belle Glade, Fla.
- Evangeline: Franklin, La.
- Franks Greater: Macon, Ga.
- Funland: Cedartown, Ga.; Rome 15-20.
- Fuzzell: Pochahontas, Ark.
- Gerard's Greater: (Gun Hill Road and White Plains ave.) New York City.
- Giroud, Billy: Sayreville, N. J., 13-20.
- Gold Medal: North Little Rock, Ark.; Paragould 15-20.
- Golden Arrow: Williamsville, Mo., 8-14; Piedmont 15-21.
- Great Western: Maud, Okla.
- Great Southern: East Thomaston, Ga.
- Great Sutton: Osceola, Ark., 13-20.
- Greater United: McAlester, Okla.
- Greater Expo.: St. Louis, Mo.
- Groves Greater: Marion, Ill.
- H. B. Royal Midway: St. Matthews, S. C.
- Hall Bros.: Maben, Miss.
- Heller's Acme: Selma, N. C.
- Heth, L. J.: North Birmingham, Ala.
- Hilderbrand's United, No. 1: Monterey Park, Calif.
- Hughey & Gentsch: Gloster, Miss.
- Ideal Expo.: Charlotte, N. C.

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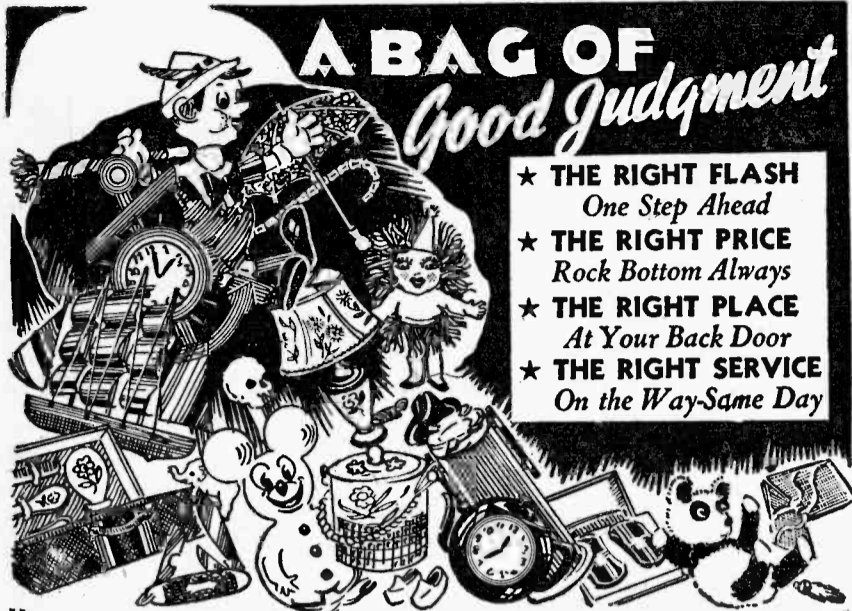
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Jones, Johnny J., Expo.: Raleigh, N. C.  
 Joyland: Hanford, Calif., 9-14; (Fair) Lindsay 16-20.  
 Kaus Expo.: Emporia, Va.  
 Kaus, W. C.: Hopewell, Va.  
 Keystone Modern: Martinsville, Va., 13-20.  
 Ladeau Attrs.: Tomball, Tex., 8-14.  
 Landes: Chapman, Kan.  
 Lang's, Dee, Famous: Jonesboro, Ark.  
 Large, H. P.: Lilbourn, Mo.  
 Latlip: Charleston, W. Va., 15-20.  
 Lawrence Greater: (Buncombe road) Greenville, S. C.  
 Lewis, Art: Norfolk, Va., 11-20.  
 McGregor, Donald: Andalusia, Ill.; Milan 15-20.  
 McKee, John: Moline, Kan., 15-20.  
 Mac's Caravan: Cabool, Mo.  
 Magic Empire: Neodesha, Kan.  
 Marks: Richmond, Va., 15-20.  
 Melvin's United: Pattonsburg, Mo., 17-20.  
 Metro: Sheridan, Ark.; Malvern 14-20.  
 Meyerhoff's, Henry, Canadian Crescent: Pen-ticton, B. C., Can., 13-20.  
 Mighty Monarch: Laurens, S. C.  
 Miller Bros.: Suffolk, Va., 15-20.  
 Miller's, Ralph R., Am.: Jena, La.; Bunkle 15-20.  
 Mimic World: Mexia, Tex., 16-20.  
 Motor City: Van Dyke, Mich., 15-20.  
 Naill, C. W.: Crossett, Ark., 13-20.  
 Oklahoma Ranch: Clinton, Okla., 15-20.  
 Page, J. J., Expo.: Johnson City, Tenn., 13-20.  
 Parada: Caney, Kan., 13-20.  
 Patrick's Greater: Spokane, Wash., 11-20.  
 Prell's World's Fair: Newark, N. J., 15-20.  
 Rainbow Am. Co.: Advance, Mo.  
 Reynolds & Wells: Arkansas City, Kan.  
 Rogers Greater: Clarksville, Tenn.  
 Rogers & Powell: Heber Springs, Ark.  
 Scott Bros.: Cadiz, Ky.  
 Sheesley Midway: Alexandria, La.  
 Shugart, Doc: Smithville, Okla.  
 Siebrand Bros.: Salinas, Calif.  
 Silver Fleet: Pembroke, Ky., 15-20.  
 Six, J. Harry, Attrs.: Bremen, Ga.  
 Smith Bros.: Stringtown, Okla.  
 Smith's Greater Atlantic: Chesterfield, S. C.  
 Southern Attrs.: Lambert, Ga.  
 Sparks, J. F.: Lawrenceburg, Tenn.  
 Sunset Am. Co.: Plattsburg, Mo., 13-20.  
 Texas Longhorn: Sulphur, Okla.  
 Texas Expo.: Bay City, Tex.  
 Texas: Aransas Pass, Tex.  
 Tidwell's Tommy, Midway: (Plesta) Sea-graves, Tex.; Artesia, N. M., 5-20.  
 Tip Top: Mojave, Calif.  
 Wade, W. G.: Richmond, Ind., 15-20.  
 Wallace Bros.: Madisonville, Ky.  
 Ward, John R.: El Dorado, Ark.  
 West Bros.: Sikeston, Mo.  
 West, W. E.: Jola, Kan., 13-20.  
 West Coast Am. Co.: Pittsburg, Calif., 9-15; Vallejo 17-21.  
 Western State: Austin, Tex.  
 West's World's Wonder: Tuscaloosa, Ala.  
 White City: Cottonwood, Ariz.  
 Wolfe Am. Co.: Elberton, Ga.  
 World of Fun: Fountain Inn, S. C.  
 World of Mirth: Richmond, Va.  
 World of Pleasure: Springfield, O., 8-20.  
 Zacchini Bros.: Gaffney, S. C.; Danville, Va., 15-20.  
 Zimdars: Little Rock, Ark.

## ARCADES

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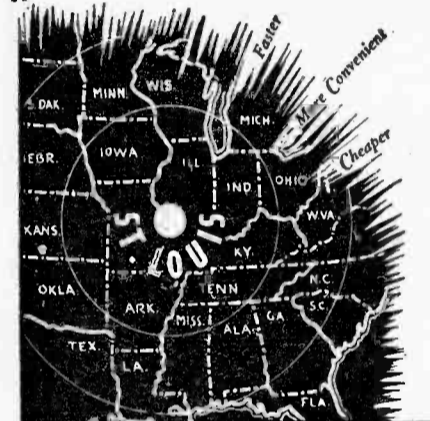
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Act. Shipment prepaid. Your dollar refunded as soon as your purchases aggregate \$20.00.  
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## SOUTHERN STATES SHOWS WANT

For Florida Tomato Festival, Ruskin, Fla., April 23 to 27, With Several More  
Good Spots To Follow—Few More Stock Concessions, One More Grind Show.

Want To Buy or Lease Chairplane.

Have for Sale Complete Minstrel Show; everything brand new. All mail to  
**JOHN B. DAVIS, Tampa, Fla.**

## ZACCHINI BROS.' SHOWS WANT

One more Flat Ride, Octopus, Ridee-O or Silver Streak. Shows with own  
outfit. Ray Marsh Brydon, write. Want Posing and Dancing Girls. Can  
place Diggers, Custard and all kind of Ten-Cent Grind Stores. Want Ride  
Help in all departments. Will furnish beautiful framed Posing Show to  
reliable party. Want Chairplane. Ray Milliron, come on this week.  
**GAFFNEY, S. C.; WEEK APRIL 15 DANVILLE, VA.**

## GOLD MEDAL SHOWS

WANT MANAGER WITH TALENT FOR GIRL REVUE, ALSO MANAGER WITH TALENT  
FOR EXPOSE SHOW, TO JOIN AT ONCE.

**CAN PLACE THE FOLLOWING CONCESSIONS:**

Ball Games, Fish Pond, String Game, Hoopla and Cigarette Shooting Gallery,  
(Buster Whitmore, wire.)  
Address: NORTH LITTLE ROCK, ARK., this week; then per route.

When Writing to Advertisers Mention The Billboard.

### UNDER THE MARQUEE

(Continued from page 44)

poops." Another line reads that the  
mixed groups of animals are worked  
"without use of gunfire, crow bars, elec-  
tric persuaders, pyrotechnics or dramatic  
pretense."

### PERU PICK-UPS

(Continued from page 43)

Jacobs bought canvas for cub den in  
Chicago.

Jack Wolf, trick rider and roper, will  
be with the Cole show. Just returned  
from Chicago, where he purchased two  
big English bulldogs and is training  
them for a burlesque bull fight. Mrs.  
Maria Wolf, who suffered injuries when  
thrown while riding menage last season  
with Cole Bros., is confined to her At-  
lanta, Ga., home and will not troupe  
this season.

Movement of a baggage car of high-  
school and high-jumping horses to St.  
Paul for the indoor circus there was in  
charge of Red Hunter and John Smith.

Johnny Sullivan gave crowd a thrill  
with Ace High, famous old Robinson  
high-jumping horse, when he put the  
equine over high barriers.

Duke Drukenbrod is here, guest of Pat  
Kramer, and is noncommittal as to fu-  
ture activities.

Broken ankle of Otto Rettig, veteran  
circus fan, is said to be improved.

Curly Barber, chef at winter quarters,  
has 25 men under him.

Don Harter, of Downie Bros.' Circus,  
and Jess Murden, Cole official, were on  
a business trip to Macon, Ga. Murden is  
back, but Harter went to Houston, Tex.,  
where the Downie show is wintering.

Jess King, former circus aerialist, now  
railroading, will open a riding academy  
adjacent to the city park April 15. He  
has 20 thoroughbreds and will have as in-  
structor his wife, Pauline.

Harry Parkhurst Sr., who succeeded  
Charles Hoffman, Wallace superintendent  
of elephants killed by bull, Charley, in  
front of the circus farm many years ago,  
was a visitor at the farm Sunday. Park-  
hurst, an authority on elephants, is writ-  
ing a history of Ding Dong, the bull that  
burned to death.



LETTER LIST

(Continued from page 40)

Kraeger, Slim
Krooner, Ralph A.
Kumalac, J. K.
Kunze, Edward
Kutney, Steve John
Kyle, George I.
LaBounty, Paul
LaChance, John
Lach, Charles
Ladell, Billy
Lafayette, A. E.
LaGoldie, Dave
Lamp, Tony
Lambert, Jack
Lamar, David
Louis
Lamb, Dock H. R.
Lamon, Harry W.
Lament, Geo. A.
Lamont, Robt. Chief
Lamores, Skippy
Lancaster, Sgt. Cliff
Lane, Frank B.
Lane, Jimmie
Lane, Speedy
Clayton
Lane, Tommy L.
Lang, Robert
Langwin, Francis
Leo
Lanning, Geo. W.
LaPearl, Frank C.
Larnee, Larrie
Laron, Frank
LaRose, Tommy
LaRue, Eddie
LaRue, Flynn
Lashwitz, Victor
Laughlin, Harold
Slim
Laurie, P. G.
LaVelle, Russell
Layne, McKinley
Lazere, Bill
Leach, Capt.
Freddie
Lee Amuse Co.
Lee, Buddy
Lee, Lewis E.
Lee, Major, Cowboy
Band
Leeman, Herbert
Legacy, Camille
Lenard, Wick.
Trainer
Lenox, Jack &
Johnny
Lents, Carl
Leonard, Harry
(Clown)
Leonard, Paul
Leroy, Dock
Leslie, Burt A.
Leslie, Francis
Lewis, Donald
Lewis, Joe
(Clown)
Lewis Minstrels
Sammus
Lewis, Thomas.
Heavy
Lightening, Chief.
Archery Expert
Lighthausen, Bob
Limbaugh, Jimmy
Linton, Hank
List, Harry B.
Littan, John
Little, Frankie
Little, Melvin
Littleton, Carl
Livermore, Norman
Lloyd, J. J.
Lock, Arley
Loftus, Speedy
Logsdon, Edmund
Lomax, Trude
Long, S. Raymond
Longsdorp, Barney
Lord, Nick
Lorrow, Cortez
Los Aeos, Aerial
Act
Love, Barney
Lovell, Ben
Lovell, Tom
Lowe, Col. Hugh
Lucas, Geo.
Luce, Harold
Eugene
Luck, Buddy
Lundquist, Leonard
Lusk, Tiger Jack
Lyles, Tex
Lynch, Eddie
Lynch, Irish Jack
Lynch, Geo.
Lyons, Geo.
MacCollam, H. G.
MacFarland, Jack
MacNamra, James
(Haircut)
McAler, Stewart
McArdle, V.
McCann, Johnnie
McCarthy, Geo. T.
McCaulein, R. E.
Shorty
McClaskie, H. W.
McCord, Glen
McCormack, Irish
McCormack, Twisto
McCullen, Doc
McCurdy & Gill
McDonald, Claude
(Monkey Show)
McDonald, Jack D.
McDonald, Leon
McDonner, Chas.
McElroy, John
McGair, Charlie
McGee, Johnnie
McGee, Milt
McGill, Frank
McGill, Leo
McGinniss, C. M.
McGloone, Ken
McGuire, Tommy
McIntosh, C. H.
McLain, Bob
McLaughlin, Bill
McLoud, Charles
McMahon, Bill
McMillan, C. E.
McMitchell, Junior
McNamra,
Tommy
McNeil, Scotty
McNulty, Thomas J.
McNutt, George
McWhirter, Clyde
Madison, James
Mahon, Charles
Cluck
Mahon, Richard
Mahoney, Daniel F.
Mains, Walter
Shorty
Makley, W. F.
Mallon, James
Malone, Jimmie
Maloneys, Musical
Manger, John

Ossified Roy
Orvette, Joe
Page, Harry
Page, Jack
Page, Robert
Paine, Jack
Paige, Otto
Paisis, Al
Palermo, Salvatore
Palison, Henry
Palmer, Leo
Panaewa, Walter
Pangborn, Wm.
Pantas, John
Paoli, Eddie
Pape, Billy
Pappas, Chas.
Paradise, Tony
Parent, Art
Parham, Odetta
Park, Andrew
Magician
Parker, Curley
Parker, Sherwin
Parker, Thomas
Parrish, Lester
Parrish, Mae &
Billy
Pasell, Sam
Pasters, Nubly Red
Patrinis, Nick
Patterson, Edward
Patterson, Pat
Patton, F. G.
Paul, A. D.
Paul, Walt
Paullert, Albert
Pearce, Frank
Pearce, Smokie Joe
Pelcher, Tony
Pellonari, Geo.
Pence, W. L.
Perkins, A. H.
Lonnie
Perry, O. H.
Perry, Clyde
Peterson, Geo. W.
Phelps, Cecil
Phillips, Ellis
Phillips, John V.
Phillips, Robert
Phillion Bros.
Phleem, M. J.
Pierce, George
Slim
Piercy, Howard
Pinkston, Wm.
Pollock, Sam Bud
Pope, Billy
Pope, Frank C.
Porter, Lewis
Posey, Bob
Potts, Harvey H.
Powers, Charlie
(King)
Price, Morton
Prince, S. S.
Proctor, Dick
Proctor, Harry M.
Proctor, Russell
Proull, Eddie
Pruitt, Robert S.
Prumier, Lewis
Purvis, C.
Race, Fred J.
Radcliff, Art
Rae, John G.
Raft, Tom
Rain In Face, Chief
Rainsorn, Sawel
Randall, Harry
Randall, Larry
Randow Jr., Gene
Rates, James C.
Ray, Buster
Rea, James W.
Reagan, Michael
Rearn, Vernon
Reckless, Fred
Redding, Lyle O.
Redding, Ray H.
Redmond, J. B.
Redmond, Wm.
Reed, Jimmy Booger
Reeves, Buddy
Rees, Thomas
Reetzis, Fred
Regal Shows
Regan, Pat
Reger, Buck
Regnell, Niles
Rendolek, John
Renly, Jack
Reno, Edw. A.
Reno, Ellis
Reynolds, Carl
Reynolds, Dan
Reynolds, Ralph J.
Rice, Hiram
Rice, Lester
Richards, P.
Riddick, Johnnie
Riddle, Clemson
Riebel, Toby
Riley, Mike
Riley, Wm.
Ring, Louis
Ripley, Jack
Ritchison, Geo.
Show
Roark, Charlie
Robbins, Dave
Roberson, Geo.
Mgr.
Roberts, W. M.
Robinson, Charles J.
Robinson, John H.
Robinson, Lee
Rock, Larry
Rockwell, Sid
Rockwhite, Eight
Rogers, Gene
Rogers, Jelly Roll
Rogers, John
Dutch
Rogers, Ray
Rogers, Shorty
Rogers, Wm. Clayton
Rohand, Oliver A.
Rose, Dave
Rosenberg, Mickey
Rosenfeld, John
(Players)
Roster, Roy
Ross, Jack
Rostock, Alva
Roum, Jack
Rounds, Leonard
James
Rubin, Harry
Rumbell, Ernest J.
Rummage, Eddie
F. C.
Russell, Charlie
Russell, Julius
Rutledge, Jim
Rutler Jr., Harry
Ruyle, Edd
Ryan Bros., Three
Ryan, Brownie
Ryan, Frank
Sager, Frank or
Gladys
Sakobie, James
Salmon, Thomas
Salsberg, S.
Sanderson, Sandy

Santini, the Great
Sawis, Arthur
Sayvilla, Frank B.
Sayvilla, H. J.
Saxaefter, Ben
Schaefer, Bill
Schardt, Leon
Schell Bros. Circus
Schempel, Emil
Schiller, Bernie
Schimmelprenning, James
Schneider, Texans, Doc
Schwacha, Charles
Schwartz, Frenchy
Schultz, Red
Schultz, Boyce
Scott, H. M.
Scott, Chas. E.
Scott, Clifford Red
Scott, Major George
Scott, Riley
Seaman, Bert
Segar, Frank
Selden & LaVelle
Sells, C. W.
Setzer, Ward M.
Setzer, W. W.
Seymours, C. D.
Seymour, Joe
Shaler, J.
Shaltz, Eddie
Shankland, Lane
Shard, Elmer
Sharkey, Thos. F.
Sharp, George
Shaver, Buster
Sheehan, Pet. J.
Shew, Carl
Shields, Wilmet
Shipp, Edward
Shively, Arthur
Shoffett, Bill
Shore, Denny
Shore, Jack
Shore Jr., Jack
Shubin, Billy
Sica, A.
Sickles, Willard
Siegrist, Billy
Sigourney, Tom
Silver, Mike
Simmons, Del D.
Skelly, Eugene
Skidmore, A. L.
Slagle, Lewis
Slagle, S. D.
Slavin, Erney
Slay, Howard
Sliker, Ray
Smallwood, Bruce
Curley
Smart, Carson
Smith, Frank &
Winnie
Smith, Frank
Snuffy
Smith, Jack &
Dolly
Smith, Jerome
James
Smith, Milton H.
Smith, P. W.
Smith, Roy H.
Smith, Will
Smith, Will
Smucker, Bernie
Snellenberger, C. H.
Snellenberger, C. G.
Snyder, Howard &
June
Soda, Corado
Soderlet, Henry
Spark, M. E.
Sparks, Roy Fat
Spencer, C. L.
Spilman, Kenneth
Springgatte, John
Spinks, H. G.
Spirdes, Geo.
Spring, Tony
Sprouse, Bobbie
Staats Bros. Circus
Stanley, Charlie
Stanspring, George
Staples, the
Magician
Starr, Heddy Joe
St. Clair, Al
Steele, Jack
Stenger, Ivan-
Lucile
Stephens, O. A.
Stephens, Ulysses
Stephenson, John
Thomas
Sterchi, E. B.
Stevens, Bob
Stevens, George
Mechano
Stevens, Johnie
Stewart, Jack G. G.
Stewart, Nick
Stewart, the
Rice
Stewart, Orville F.
St. Germaine, T. O.
St. Louis
Stoltz, Lloyd F.
Stone, Curley Bill
Stone, John H.
Stornu, Frank L.
Stout, John
Strom, Ray L.
Struble, O. F.
Stuart, Tom
Stuber, Buck
Suggs, Blackie
Sullivan, Scottie
Summer, Willard F.
Sundstrom, John E.
Sutton, Al
Sutton, Luther
Hamilton
Sutton, James Keith
Suttons, the Musical
Suzo, Doc Jack E.
Swain, Kennedy
Swisher, Jerry E.
Tabor, Jimmie
Tait, Alex
Taylor, Buddy
Taylor, Raymond
Tecklow, Frank
Tepolt, Rubin
Terrell, Billy
Cowboys
Texas Max
(Monkey & Goat
Show)
Thard, Leo
Thomas, Geo.
Thomas, Harold
Thomas, Andrew
Thomas, James A.
Thomas, L. I.
Thomas, L. R.
Thomas, Lee
Thompson, James S.
Thompson, John
Thompson, Joseph
Thompson, Mike
Thompson, R. B.
Thompson, Wm. E.
Thornton, Hal

Thornton, Gordon
Rip
Thornton, Mickey
Thornton, Olan
Thrasher, Dewitt
Tilton-Guthrie
Time, Theodore
Tindell, Daniel
Tipton, Clarence
Tipton, Tip
Tolbert, Milt
Tollin, Dave
Tom, Geo.
Tom, Miller
Tompkins, Tommy
Tony, Mike
Tooke, Norman
Tosillo, F. A.
Trim, Alfred
Trout, Charles L.
Troutman, Clarence
Truitt, Wm.
Tucker, E. H.
Tucker, Hoxie
Turner, Geo.
Tyree, Doc
Tyree, O. H.
Uhar, Mike
Uhar & Jones
Ulmer, Jack
Underwood, H. C.
Ulrich, Dewey
Ulrich, Miller
Uthman, Dr. Aabid
Nasib
Uthwich, Even
Utley, Dan
Vance, George
Vail, Frank
Valentine & Bell
Van Burkum, Nick
Van Brent, Walter
Vandiver, Bob
Vannoy, George
Van Sickle, Roy J.
Vanyoe, Ray
Vance, George
Venko, Prof. L. J.
Vigus, Clarence
Vinton, Harry
Vivian, Jack
Vose, Harold
Vossburg, A. J.
Waddell, Peggy
Wade, Ernest
Wade & Smith
Show
Wagoner, Claud
Walden, Frank
Walene, Al
Waligorski, Stanley
Walker, Garnet
Walker, George C.
Walker, James C.
Walker, M. R.
Walker, W. E.
Wall, Jay
Wall, Bert
Wallace, James
Wallace, Wm. M.
Wallace, Vail
Walley, Edward S.
Walsh, Arthur E.
Walsh, Gene
Walters, Herbert
Walters, James
Walton, Lou
Waltrap, E.
Cowan, Wm.
Dahlstadt, Arvid
David, Jack C.
Davis, Carl
Decker, Stanley
De Dish Dogs
DeBish, Joe
DeLac, Roy
DeWitt, Frank
Edell, Russell
Evans, Edward
Evans, H.
Weaver, Jack
Weaver, James &
May
Weaver, Johnnie
Webb, Frank
Webb, Joe B.
Webster, James
Clark
Weekly, C. E.
Weinda, Albert
Weiss, John C.
Weiter, Tex
Welch, Chas.
Welch, G. R.
Raymond
Wells-Powell
Westbrook, Buster
Westcott, Robt. H.
Western, Geo. J.
Western, M. J.
Weston, Sammy
Wharton, Slick
White Eagle, Carl
White, Edw.
Cowpuncher
White, Geo. Sailor
White, Max
White, Richard
White, Sailor
Lilly
White, Wally
Whitmore, Robert
Whitmyer Jr.
Whitney, Joseph O.
Whitney, Ollie
Whittinghill, Jack
Wilcox, Lawrence
Wilkins, Charles
F.
Willander, John
Williams & Bernice
Williams, Glendon
Williams, Johnnie
Williams, Joseph
Allen
Williams, Paul
Williams, Harry
Williams, Harry
Leonard
Willitt, Lesh
Popeye
Williams, Mark
Williams & Williams
Willis, Floyd M.
Wilno, the Great
Wilson, Dime,
Clown
Wilson, G. L.
Wilson, Harvey
Wilson, Jack J.
Wilson, Jack
(Wilfords)
Wilson, Johnny
Wilson, Russell
Wilson, W. H.
Shorty
Winstead, Mighty
Minstrels
Winters, Jimmie
Winters, J.
Wirt, Bobbie
Witherspoon, Foy
Withrow, C. E.
Witt, Larry
Wona Poney, Chief

Wolverton, Harold
Strause
Wood, Doug Whitey
Woods, Brien
Woods, Daniel
Workman, Paul
Bozo
Worrell, Charles
Wright, Charles
Wright, Hank
Wyatt, Bob
Wylie, Jack Hinky
Yamanaka, George
Yeager, Eddie
York, Otis
Young, J. J.
Youngblood, Zeke
Zazzara, Frank
Zeke, Ernest
Zenoz, L.
Zulung, Prince
Zybroski, Mike
Schnell, Carlyle
Senan, Sidney
Sherwin, Albert
Simpkins, Earl
Singleton, Ira
Stanley, Charles
Stockton, Lew
Stroyhorn, Joe Leo
Styles, Talmadge R.
Taralin, Jack
Taylor, Tiny Bill
Tolopka, John
Torch, Jimmie
Walker, Tex
Webb, E. S.
Winclair, Donald
Woodol, Andrew
Williams, Ted
Williams, Mark
Men
Allen, Mert
Arbogast, John R.
Archer, Johnny
Bales, Pete
Beach, Harry
Boatwright, Bruce
Booth, Mack
(Scroter)
Brookshirer, Bob
Buckles, Roy
Casteel, H. W.
Clark, W. E. (Bill)
Clifton, Ramon
Cook, George
Davis, Jakey
Davis Jr., Jay
Davis & Sons
Shows
DeMouchelle, Charles P.
DeVon, Charles
DeWitt, John
(Dutch)
Eaton, Gale
Ferguson, Donnie
Fermolie, Phil
Flammigan, Robert
Foster, Vic
Freed, H. T.
Gates, Ivy
Goddard, Robert
Goldstein, A.
Gould, J., Shows
Haag, Roy
Halk, R. S.
Hamilton, Jack
Hanasak, Frank
Harris, Howard
Harvey, R. M.
Hatmaker, Chas. E.
Hook, Curley
Howe, Rex
Hunt, Harry (Kid)
Jackson, L. M.
Jacobs, Jack
Johnson, J. H.
Kelly, Ted
Kilma, Harry
Lake, S. W.
Lang, Ray
Lefloy, Doc &
Gean Mercer
Lacey, Earl
Lee, Jimmie Parker
Lindstrom, Harry
Luce, Bernard W.
MacGregor, Wm.
Lawrence B.
Martin, Terry
Mathews, Robert
McCarthy, Jack
McManus, Thomas
J.
Merritt, Willie
Miller, Bertram E.
Mike
O'Brien, Jack Toby
O'Brien, Robert L.
Opal, A. N.
Park, Robert N.
Parks, Joe
Peters, Ed
Pink, W. M.
Raye, J. L.
Rice, G. L.
Rodgers, Benny
Roma, Prof.
Rooney, Jack
Rounds, Jimmie
Scott, Thomas
Skene, L. G.
Skinner, Virgil
Smith, George H.
Smith, H. Norman
South, Marvin
Spear, Barney B.
Stanley, Leroy
Stevens, R. W.
(Tommy)
Stipanovich, Milton
Tallman, Jack
Tate, Ralph
Thompson, Abbs
Tobbin, Bob
Tubbs, Eddie
Tyree, Tom
Webster, Fred
Wilhite, Frank
Williams, Chas. A.
(Blackie)
Wilson, John
Winters, J. W.

MAIL ON HAND AT NEW YORK OFFICE

1584 Broadway, Women

Barrell, Billie
Bernard, Cassie
Black, Pearl
Black, Mrs. R. B.
Bremer, Ronnie
Bynum, Kay
Cheraskin, Mrs. R.
Cole, Olive
Colin, Jean
Crawford, Margaret
Cuyli, Natti
Daye, Margery
Devereaux, Ann
Earle, Beatrice
Earle, Bernice
Edwards, Mrs.
Ewell, Peggy
Exella, Louise
Fallon, Evelyn
Fetzer, Hazel
Gausman, Elizabeth
Geydet, Martha
Goss, Ollie
Hamilton, Ethel
Hardy, Gary
Harmon, Margie
Havel, Lilly
Hayward, Ruth
Jenson, Mrs. J. O.
Kamm, Josie
Hamp, John
Hanlon, A. W.
Heiden, Frank
Henry, Fred T.
Hunkle, Mitt
Horn, Joseph B.
Hornbrook, Earl O.
Jacobson, Ben
Jennier, Walter
Julian, Pat
Kaye, Bert
Kerns, Joe E.
La Cava, E.
La Verne, Robert J.
Lewerenz, Heinz
Lopez, Adrian
Lusin, Louis
Lytlye, Wm.
Malvern, Slim
Martin, Jack C.
Masek, Joseph
Maxfield, Dr. Wm.
McClure, Maxie
McLeod, J. G.
McKenna, Charles
McNeil, A. W.
Merriman, Ted
Messer, Jack
Montie, Johnny
Morgan, Ted
Murphy, Eddie P.
Murphy, Eugene J.
Nathanson, Sydney
Nelson, Harry Freal
Newman, Dannie
Nicklas, George
Oraman, Frank
O'Dell, Larry
Perry, Capt. H.
Perry, Frank
Pharr, Harry
Phay, Philip
Rains, Arnold L.
Ravelli, Don
Reynolds, Earl
Rich, Neal (Rat
Face)
Roland, Oliver A.
Ross, Bernard L.
Ruloff & Rulson

MAIL ON HAND AT CHICAGO OFFICE

404 Woods Bldg., 52 West Randolph St.

Allan, Louise K.
Brocklesby, Sally
Ceegan, Tarenta
Clark, Ora
Croake, Mrs. J. C.
Delano, Marion V.
Devereaux, Billie
Dietrich, Sandy
Gill, Jean
Hot, G.
Lawson, Berdie
Lewis, Jean
Lewis, Mrs. Nate
Lytlye, Flo
Merrill, Mrs. Sarah
Nelson, Vivian
Ramsey, Estelle
Redmond, Shirley
Rider, Mrs. Pauline
Tetter Sisters
Zorn, Zada

MAIL ON HAND AT ST. LOUIS OFFICE

390 Arcade Bldg. Parcel Post

Allen, Capt. Frank
Ames, Alfred
Austin, Bill
Barrie, Jimmy
Bird, Wiki
Bresnahan, T. J.
Brownies, The
Bullock, R. E.
La Bount, N. Paul
Lance, Wally
Lightner, William
Lynn, Robert
Mahon, Charles
Morales, Pedro
Mount, Barry
O'Shea, Pat
Pecker, Henry P.
Perez, Ernest
Perry, Frank
Whitey
Richards, Jackie
Richmond, Paul W.
Rogers, Gene
Ross, Harry A.
Ross, Morton J.
Ross, Tommy
Shoemaker, W. F.
Simmons, M.
Sims, Leo
Sims, Poppy
Smith, Arthur C.
Stevens, George
Mechano
Teakes, George
Tuthill, Edward
Vail, Bobby
Wheat, Bob
Winarski, Ralph
Woods, Julius
Wright, H. P.
Wuesterfield, Herman
Yardy, Frank A.
Rohn, T. W. 5c
Women
Ring, Bernice
Bowen, Mary M.
Bryer, Mrs. Bill
Dale, Dorothy
Dell, Mabelle F.
Devine, Ann
Duncan, Mrs. Mildred
Ellis, Madame Rose
Fortune, Mrs. George
Henderson, Euphemia
Holley, Christine
Hoverson, Helen

NEW PLAYS

(Continued from page 25)

to punch so hard that he sometimes clips his sentences rather badly, he comes thru splendidly later on, and thruout he creates the most understandable, believable and humanly effective Bolingbroke we have yet seen. And Carmen Matthews is by long odds the best Queen so far. It is a difficult and ungrateful role, but Miss Mathews fills it with humanity and carefully built effect and actually manages to make it count in the emotional scheme—a feat I'd previously have said was impossible. Franz Bendtsen (he used to spell his first name France, unless memory errs) is similarly the best of the Yorks once he gets going. He loses much effect in his first-act speeches, but in the second and third acts he forgoes the burlesqued clowning of his predecessors and offers a clear, understandable and finely effective portrait of a confused old man. Donald Cameron is an excellent Bishop of Carlisle, Rhys Williams is a fine gardener, Lauren Gilbert and Emmett Rogers do excellently as Aumerle and Hotspur respectively, and the veterans from the original and second companies all do well. On the other hand, Sydney Smith is bombastically ineffective as Mowbray, and John Barclay loses the effect of the "This England" speech entirely by badly overplaying John of Gaunt. As a matter of fact, some of the early scenes are so meaninglessly and unreasonably loud that they may have been responsible at least in part for Mr. Evans' high pitch and occasional shouting.

Don't think, tho, that any of these things affect the production fundamentally. Its short return engagement remains the current season's chief claim to serious consideration.

OUT-OF-TOWN OPENINGS

(Continued from page 24)

done in four scenes, moves more rapidly and builds to a strong climax that brought demands for a succession of curtain calls. Charles A. Ross Kam.

FEAGIN SENIORS

(Continued from page 24)

impressive. Cris Alexander and Roselyn Dail also came thru excellently, with Alexander showing marked improvement. Bruce Winne and Rubye Radcliff also did well, while too much cannot be said for the fine work of James Gannon, who can always be depended upon to give a good account of himself. Betsy Knudsen, Andrea Duncan, Estelle Gerlich and Harold Clapp deserve mention. Rest were mediocre. In Astonished Heart the only outstanding player was James Gannon. Margaret Jamieson and Pauline Preller also did very well and the rest of the cast was okeh. In Hands Across the Sea Andrea Duncan once again proved her worth as a comedienne. As Mrs. Wadhurst she showed exceptional ability. For the second time during the evening Cris Alexander did an excellent job. Gloria Guthrie also did well, as did Peggy Lewis, Bruce Winne and Leon Smith. E. C.

COIN OPERATED • • • VENDING • • • SERVICE • • • MUSIC • • •



# AMUSEMENT MACHINES

*A Department for Operators, Jobbers, Distributors and Manufacturers*

Conducted by WALTER W. HURD—Communications to Woods Building, Randolph and Dearborn Streets, Chicago.

# Advertising

An address by a well-known coinman that proved sensational to ad men

I see advertising as a vast garden of surprise, excitement, change, invention and inspiration—a force to create new styles and manners, make modern history, express the best there is in people, business and government. This idealism and vision I have of advertising's future are my stake in the business, and a precious stake, indeed.

The publisher, printer and paper maker have a huge stake, too; hundreds of millions of dollars invested in real estate, machinery and physical property. And the advertiser's stake is the total bill, a staggering sum of a billion dollars or more every year.

Yet by some strange accident or combination of circumstances, the complete destiny of the advertising business has been intrusted to the advertising agency, dominating advertising by example, sounding the key and setting the tempo of all advertising.

Several years ago, Alfred P. Sloan Jr., chairman of General Motors, was tendered an award in Philadelphia by an advertising group. In accepting the honor, among other things, he made this epochal statement: "The automobile industry, during the depression, has progressed and succeeded by bringing out new models every year. By the way, why don't advertising men bring out some new models?"

Sloan was inferring that advertising is corny, old-fashioned, outdated, unchanged—but the national advertising fraternity treated his question as if it were a mere wisecrack. His indictment didn't even draw a rise.

In 50 years advertising has taken just three steps. The first was the birth of advertising, the post-Barnum era in America, when advertising was a game, and popular because it was novel, loose and familiar. The second step was the "copy" era when reason-why and salesmanship-in-print entered advertising formally. The third step—and a thrilling step indeed to the youth of the nation at the time—was the professionalizing of advertising by means of high-class artwork and typography incorporated in the "standard agency layout"—done first in 1917 and maintained without a single change for all the years since. Time for the fourth step!

To take its fourth step, advertising must express the times, taking into account the changes in people brought about by things like movies and radio. Advertising must acknowledge that its market is age 21, that youth is the buyer of everything from chewing gum to automobiles, and tho it doesn't always sign the check, youth controls the purchase by deciding whether the thing is worth buying in terms of style. Advertising must express the times in an inspiring public way, becoming popular because it is stylish and interesting, and so full of surprise that the public eye turns to advertising for this next big thrill.

To take its fourth step, the technology of advertising must be so improved that economic justice is done to the huge circulations of magazines and newspapers, which at trivial cost per reader deliver immense audiences, most of

whom never come to the show; and those that do come walk out before the show is half over.

To take its fourth step, advertising technically must be of a quality to match the quality of the product advertised. If I ask, "Who here can make an advertisement?," most of you will answer, "I." If I ask, "Who here can make a car?," none of you will say, "I can." Yet the making of a good advertisement is very much like the making of a car, and viewed as a product of a definite technology, a practical advertisement that secures the great part of the circulation of the medium it is using is indeed a difficult thing to make.

What must be done? First, the advertising man, and the advertising manager, must return to advertising. Instead of being a mere arranger of meetings, or a chief clerk in charge of surveys, he should rip the tarpaulin off his typewriter and go back into the business of creating new words, sentences and ideas. Second, each advertiser should ask himself: "Is my advertising corny?" And to his agency he should say: "Do you intend to continue giving me corny advertising?" Two questions that must be answered.

Publishers, printers, and paper mills must assert themselves and demand a new advertising technology which produces advertising that does justice to their materials and their circulations; and they should set a good example for the rest of the advertising world by using modern, imaginative, inspiring advertising to promote their own products and services.

Finally, the call is for the advertising patriot, the man who loves advertising because it is advertising, who likes change often for the mere sake of change. We need upstarts and iconoclasts to precipitate the reform which will help kill off the great mass of corny advertising now being handed to the American public. The advertising press should drop its blind approval of old-fashioned, old-fogy methods. Instead of talking about "Back to Fundamentals" it should be made conscious of its tremendous responsibility to all advertising, to advertising interests and to the minds, souls, and destinies of the people in advertising, and lead the crusade against corny advertising in behalf of the new and correct advertising of today.

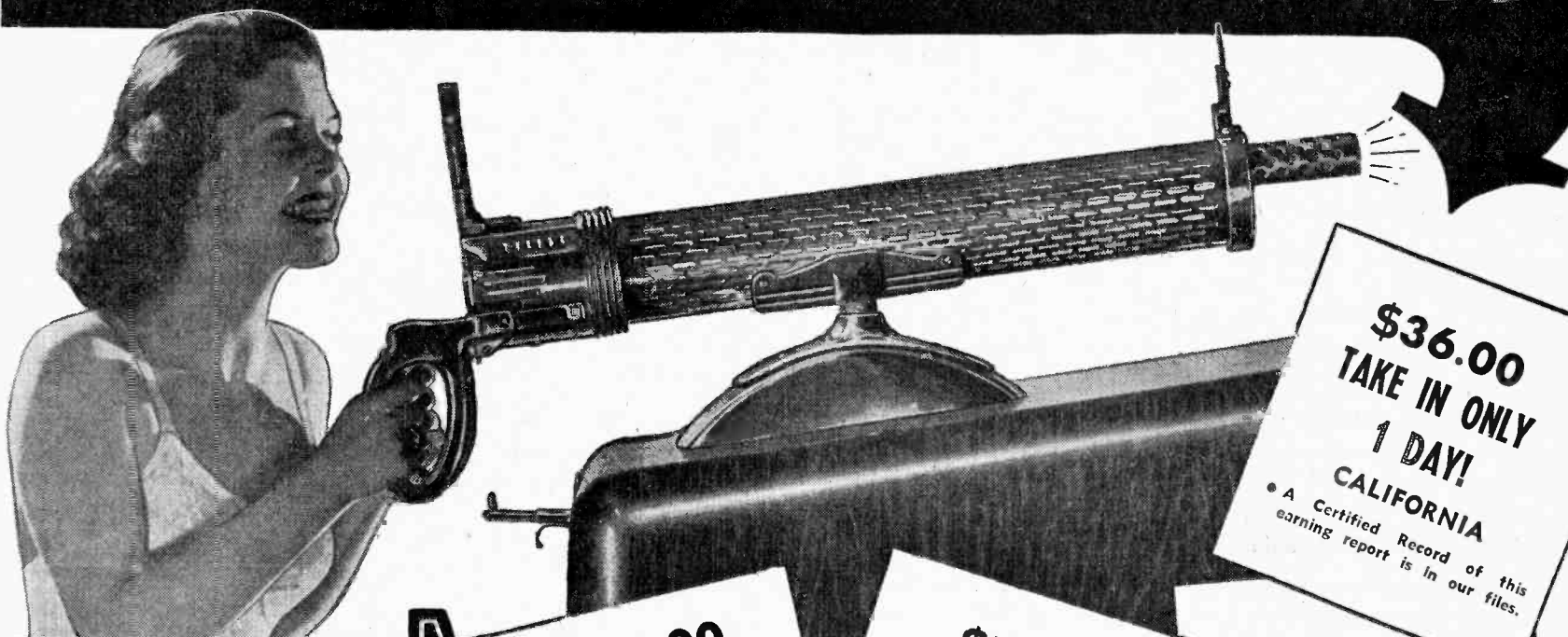
And there must appear a new figure in advertising: not a copy writer, not a layout man, not an artist, not a plan man, but a true engineer who creates and directs the movement of the individual advertisement thru concept, economy, strategy, organization, purpose, scale of operation, idea, words and art. He will be known as the advertising designer, responsible for the complete constitution and quality of each advertisement or advertising piece.

And the technique he will use, the first new technique offered to the advertising business in twenty years, will be—design. Some day—I hope soon—the design technique will be generally accepted as an indispensable instrument in the production of modern advertising. That historic day will mark the decline and fall of corny advertising!

\*Reprinted from the unusual book, "DESIGN—The New Grammar of Advertising," by James T. Mangan, advertising manager of Mills Novelty Co., Chicago.



HERE ARE *Certified* EARNING REPORTS  
*On Keeneey's* ANTI-AIRCRAFT  
 MACHINE GUN



And THESE ARE BUT A FEW REPORTS OF THE PHENOMENAL EARNINGS OF KEENEY'S ANTI-AIRCRAFT MACHINE GUN!

**\$106.00**  
 COLLECTION FOR  
 5 DAYS' PLAY!  
 ILLINOIS  
 • A Certified Record of this earning report is in our files.

**\$76.00**  
 IN THE CASH BOX  
 FOR 6 DAYS' PLAY!  
 OHIO  
 • A Certified Record of this earning report is in our files.

**\$36.00**  
 TAKE IN ONLY  
 1 DAY!  
 CALIFORNIA  
 • A Certified Record of this earning report is in our files.

**\$64.00**  
 RECEIPTS FOR  
 ONLY 3 DAYS' PLAY!  
 TENNESSEE  
 • A Certified Record of this earning report is in our files.

THE BIGGEST MONEY MAKER IN THE ENTIRE COIN MACHINE INDUSTRY!

**NOTICE!** NEW TIME PAYMENT PLAN FOR KEENEY'S GUN NOW AVAILABLE TO RELIABLE OPERATORS! SEE YOUR DISTRIBUTOR FOR COMPLETE INFORMATION!

A NEW SPECTACULAR FREE GAME WITH THE FASCINATING SPINNER WHEEL IN BACKBOARD

**RED HOT**

MAKES YELLOW LITED BUMPERS COUNT FOR NEXT 1,000 POINTS—FOR 1,000 POINTS—OR FOR FREE GAMES WHENEVER HIT!

Spinner is controlled by skill shots and usually operates 6 or 7 times each game.

*More ways to Score!*

A BIGGER PLAY AND PROFIT MAKER EVERYWHERE!  
 Here's the new idea you've needed to cash in on pin table operating! Keeneey's new RED HOT, featuring the spectacular, novel Spinning Wheel in the backboard, provides the kind of appeal that keeps players coming back for more! Hundreds upon hundreds of RED HOTS on location are proving it every day—everywhere! Order yours today!

J. H. KEENEY & CO. NOT INC. "The House that Jack Built" 2001 Calumet Ave., Chicago, Ill.



- METAL TYPER NAME PLATE MACHINE**  
good for 20 years of continuous profits.
- Not a "get-rich-quick" novelty, but a time tested sound merchandising machine.
- Metal Typer will repay its purchase price in 5 to 6 months, earns large profits forever.
- Vends attractive Aluminum Medals stamped by customer with 32 letters maximum.
- Ideal for Amusement parks, Arcades, Bus and Rail Terminals, Hotels, 10¢ Stores.
- Solid Walnut Cabinet, Blue Hammerloid and Chromium Trim, a beautiful attraction.
- Supplied with 5¢ or 10¢ Coin chute, can also be had with NEON Sign.
- SAVE YOUR MONEY AWAY, MAKE SURE OF PRESENT AND FUTURE WITH METAL TYPER, IT LASTS LONGEST.
- Write for illustrated circular in full colors. GROFFCHEN TOOL CO., 130 N. Union St., Chicago

### Harry Brown, Well Again, Takes to Road This Week

BALTIMORE, April 6.—Harry Brown, roadman for Roy McGinnis, prominent distributor with headquarters here, is back in shape after a month's illness and is again ready to call on his many op friends thruout the large area covered by the McGinnis firm.

"Harry has been missed by his many friends," said McGinnis this week. "We have been in receipt of many letters inquiring of his whereabouts. Harry has been confined to a sickbed for some time but is back in shape again and rarin' to go. Harry starts on the road again Monday morning and will be covering the territory just as rapidly as he possibly can to assure his friends that he is back in trim once more."

Brown is one of the best-liked roadmen in the combiz and has traveled extensively thruout the eastern part of the country.

### Willie Hits the Jackpot But Can't Tell Teacher

KANSAS CITY, April 6.—Alert correspondents of *The Billboard* are continually noting the many comments on coin machines in the columns of the daily press. From Kansas City comes a story that tickled Tom Collins, conducting the column *This One's on Me*—in *The Kansas City Journal*. Date of publication was March 15, 1940.

A portion of Collins' column follows: A Kansas City teacher was telling me about one of her little boy pupils who brought to school \$1.80 worth of nickels in an envelope as his contribution to the Junior Red Cross fund.

She asked him where he got all the nickels and expected to be told he got them out of a nickel bank.

Instead the boy was reticent and said he'd rather not tell, as his father had asked him not to.

Curious and suspicious, the teacher called the boy's father and found him even tighter lipped and less inclined to explain than his son.

After several weeks of worry the teacher finally found out the truth. The boy had begged his father for a nickel to put in a slot machine.

### PEACE TERMS GIVEN

If you want to be at peace with yourself and with the world—if you want to stop worrying about legal troubles and wondering whether your machines will be making money next week and next year — operate **PHOTOMATIC**, the one coin machine that always makes good money everywhere!

#### INVESTIGATE

International Mutoscope Reel Co., Inc.  
44-01 11th St., L. I. City, New York

#### BARGAINS FROM DAVE MARION

##### HEADS OR TAILS . . . \$19.75

- Jobbers, Write Us for Quantity Prices.
- Western B. Ball, DeLuxe F.P. (Like New) \$125.00
  - Wurlitzer 616A, Slug Proof . . . . . 84.50
  - Western Baseball, 1939 Deluxe . . . . . 87.50
  - Ten Strike, 1939 . . . . . 87.50
  - Model . . . . . \$137.50
  - Turf Champ, f.p. 22.50
  - Asot Derby, f.p. 12.00
  - Tally . . . . . 7.00
  - Tickette . . . . . 3.50
  - Shocker, like new. 5.50
  - Bowlette, 14 Ft. 19.50
  - 10 Model F Targets, 1940 Model . . . . . 21.50
  - Bally Alley—Write for Price.
  - Jobbers, Write for Prices on New Games.
  - 1/3 Deposit Required. Bargains Every Week.

Write for Complete Bargain L. MARION COMPANY, Wichita, Kansas.

The father gave his son a long lecture on the futility of playing slot machines and made a lengthy speech about how you never got anything but a big gypping out of them.

"Now, son," the father said, "just as an object lesson, I'm going to give you a nickel to put in this machine just to prove to you that instead of getting some candy or gum for the money that you'll get exactly nothing."

The boy put the nickel in the machine and pulled the lever and, to his surprise and his father's dismay, hit the jackpot and got the \$1.80 worth of nickels.

The father refused to heed the boy's demands to buy candy with his profits and made him take the money to the Red Cross fund, with cautions to saying nothing about the episode.

### WEEKLY SPECIALS RECONDITIONED GUARANTEED

<b>FREE PLAY</b>	Jumper . . . . . \$47.50	<b>LEGAL EQUIPMENT</b>
1-2-3s . . . . . \$69.50	Rebound With New Mechanism . . . . . 39.50	Chicken Sams with Base . . . . . \$125.00
Roxies . . . . . 69.50	Champion . . . . . 39.50	Metal Typers . . . . . 125.00
Super Six . . . . . 64.50	Thriller . . . . . 39.50	Evans' Ten Strike, 1939 Model . . . . . 125.00
Big Show . . . . . 64.50	Sports . . . . . 42.50	Cigarrolas . . . . . 79.50
Commodore . . . . . 64.50	Topper . . . . . 37.50	Peace All Star Comets, 5, 10 & 25c play, refinished . . . . . 24.50
Follies . . . . . 59.50	Golden Gates . . . . . 29.50	Or Ten for . . . . . 200.00
Gottlieb Bowling Alley . . . . . 54.50	Spottems . . . . . 22.50	
Mr. Chips . . . . . 49.50	Cowboy . . . . . 29.50	

One-Third Deposit, Subject to Inspection. Write for Price List on Pin Ball and Counter Games.

### AUTOMATIC SALES CO. 416-A BROAD ST. NASHVILLE, TENN.

### OPERATORS—DISTRIBUTORS "THE POSTMAN"

Exclusive territory available  
IT'S HOT — IT'S NEW — HAS APPEAL.  
Just the Item for Restricted Territories.  
NO GAMBLE — NO LAST PRIZES — NO BLANKS.  
"POSTMAN" can be handled profitably by the Vending Machine and Music Box Operator and does not conflict. Place them everywhere.  
Takes in \$8.00. Your cost \$3.50 in lots of six. Sample Box \$4.00. 25% with order, balance C. O. D. F. O. B. Pittsburgh, Penna.

Wire or write  
**JADA NOVELTY COMPANY**  
5920 Bryant St., PITTSBURGH, PENNA.

### FREE PLAY GAMES

AIRPORT . . . . . \$27.50	FOLLIES (1940) . . . . . \$60.00	OCEAN PARKS . . . . . \$32.50
BUBBLES . . . . . 16.50	GOLDEN GATE . . . . . 24.50	PARAMOUNT . . . . . 12.50
BLACK OUT . . . . . 24.50	JUMPER . . . . . 44.50	PICK-EM . . . . . 49.50
CONTACT . . . . . 18.50	LUCKY STRIKE . . . . . 97.50	REBOUND (1940) . . . . . 27.50
CIRCUS . . . . . 16.50	LUCKY . . . . . 39.50	RINK . . . . . 14.50
CHIEF . . . . . 16.50	MR. CHIPS . . . . . 39.50	ROXY . . . . . 74.50
DAVY JONES . . . . . 20.00	MAJORS . . . . . 19.50	SPORTS . . . . . 41.50
FLAGSHIP . . . . . 64.50	NATURAL . . . . . 12.50	TOPPER . . . . . 26.50
	NIPPY . . . . . 47.50	

MANY NOVELTY GAMES AT \$5.00 AND UP

WESTERN BASEBALL with board . . . . . \$62.50	5 MILLS HEALTH CHART SCALES . . . . . \$20.00 ea.
SEEBURG'S RAY GUN . . . . . \$149.50	1 AMERICAN SCALE . . . . . \$24.50

Call, write, or drive in for the above.  
1-3 Deposit with order, Balance C. O. D.

### DOMESTIC NOVELTY COMPANY

202 G St., N. W., Republic 0410 WASHINGTON, D. C.

### 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.**

THE LAST "WORD" IN YOUR LETTER TO ADVERTISERS, "BILLBOARD"

### Tourist Trade Boosts Exports . . .

CHICAGO, April 6.—One of the strongest factors in the increased importation of coin machines by the United States neighbors in the Americas has been the increased numbers of tourists and businessmen traveling to Canada, Mexico, Central and South America.

With more American money going into all of these countries increased trade with the United States has resulted and coin machines have shared in the general increase in business. Railroads have been one of the strongest boosters to tourist travel in Canada and Mexico and are currently promoting vacation trips out of the United States.

Twenty-six major railroads will show travel-minded Midwesterners their biggest and best Railroad Row in Chicago, at the International Travel Exposition, starting April 17 at the Stevens Hotel. Here displays and descriptive literature will help to make up the mind of Mr. and Mrs. Uncle Sam to take their vacations outside the U. S. in 1940.



WURLITZER PHONOGRAPHS ARE BEST LIKED in Albany, N. Y., according to Art Hermann, head of the Art Novelty Co., Wurlitzer distributors. He reports record orders for Wurlitzer phonographs. In the above bird's-eye view of visitors at a recent showing at Art Novelty Co. headquarters are, left to right, Burt Meyers, Albany; Mr. and Mrs. Theodore Kallner, Selkirk, N. Y.; Clyde Lower, Schenectady; Walton J. Trudeau, Tupper Lake; Ralph Huntington, Saranac Lake; John Brousseau, Albany; Ray Sanders, Troy; John Fuller, Albany; Art Hermann, head of Art Novelty Co.; Louis Sperry, Troy; Elmer Rowe, Art Novelty Co. serviceman; Mildred Crehan, Art Novelty secretary, and Mr. and Mrs. Drake, of Albany.





**CARL TRIPPE** Price Plus Guaranteed Satisfaction

**Always! A SQUARE DEAL WITH IDEAL**

**PRICES SLASHED TO ROCK-BOTTOM LOW**  
**ALL A-1 RECONDITIONED—READY TO OPERATE**

<b>ONE BALL AUTOMATICS</b>		<b>BALLY SKILL FIELD (Cracked Glass)</b>	
AIR DERBY	\$12.50	DERBY DAY	19.50
AIR RACES (TKT.)	5.00	LIBERTY BELL	22.50
CAROM	6.00	PACE RACES (BROWN)	94.50
CREDIT (ROCKOLA)	5.00	RAY'S TRACK	22.50
DERBY DAY	6.00	ROLLETTE (EVANS)	12.50
FAIR GROUNDS	22.50	TANFORAN	17.50
FED BAG	14.50	<b>PHONOGRAPHS</b>	
JUMBO	5.00	ROCKOLA RHYTHM KING (12 Records)	\$29.50
PADDOCK	6.50	ROCKOLA IMPERIAL 20 (Grill and Slug Ejector)	109.50
PREAKNESS (TKT.)	11.00	ROCKOLA IMPERIAL 20	52.50
RACING FORM	7.00	WURLITZER 400 (Grill)	49.50
WESTERN WINNER	7.50	WURLITZER 412 (Grill)	52.50
<b>CONSOLES</b>		and Refinished—Like New	
BALLY SKILL FIELD	\$29.50	MILLS S.J.P., 25c	\$ 7.50
<b>SLOT MACHINES (All Rebuffed)</b>		MILLS F.O.K., D.J.P., 5c	15.00
RELIANCE (BALLY) DICE 5c	\$12.50	MILLS GOLD BELL, D.J.P., 5c (Gold Award)	19.50
VEST POCKET BELLS 5c	24.50	MILLS F.O.K., D.J.P., 10c	15.00
BIG BONES (DICE) 5c	12.50	MILLS CHERRY BELL, S.J.P., 10c	39.50
MILLS Q. T. 10c	29.50	MILLS BLUE FRONT, D.J.P., 25c	31.50
MILLS O. T. 1c	27.50	MILLS EAGLE FRONT, D.J.P., 5c	19.50
MILLS BLUE FRONT, S.J.P., 10c	31.50	MILLS EAGLE FRONT, S.J.P., 5c	22.50
JENNINGS CHIEF, S.J.P., 5c	27.50	MILLS BLUE FRONT, D.J.P., 10c	31.50
JENNINGS CHIEF, S.J.P., 10c	27.50	MILLS GOLD BELL, D.J.P., 1c (Gold Award)	25.00
JENNINGS D.J.P. ESCALATOR, 10c	12.50	WATLING, S.J.P., 25c	7.50
WATLING ROL-A-TOR, D.J.P., 10c	19.50	<b>TERMS: 1/3 Deposit, Balance C. O. D.</b>	
MILLS EAGLE FRONT, S.J.P., 10c	22.50		
MILLS CHERRY BELL, S.J.P., 25c	37.50		
MILLS EXTRAORDINARY, D.J.P., 10c	19.50		
MILLS EXTRAORDINARY, D.J.P., 5c	21.50		

**IDEAL NOVELTY CO.** 1518 MARKET ST. ST. LOUIS MO.

much to social life among the masses of the people who are limited in income. The automatic phonograph was found well adapted to the smaller taverns. Even the larger ones could use them at times. The atmosphere of the tavern calls for music; it could be had thru the automatic phonograph. Accordingly, the automatic phonograph business developed to supply what both the public and the small business locations, like taverns, wanted in the way of popular music.

The public phonograph idea spread farther afield than the tavern. America is a country of small locations, small shops, small proprietors, many places and businesses catering in some way to the public. It has been found that a cheerful atmosphere in all these small business locations helps to get business. Music brings good cheer into any place, and the automatic phonograph is adapted to many types of business locations. That is why the public phonograph has become an essential part of the atmosphere in many small business locations. The full possibilities of the public phonograph as an aid to small business enterprises have not yet been exhausted. A gradual expansion into new locations is being made as time goes along.

The modern tavern and the modern development of small business locations, small but thoroly modern, is moving the public phonograph along toward its full part in boosting small business.

**FREE PLAY GAMES**

Exhibit Flagship	\$69.50
Genco Lucky Strike	59.50
Stoner Fantasy, J.P.	59.50
Bally Dandy	34.50
Western Sun Bow, new, original crates	17.50

**USED PAYOUT GAMES**

Grand Natl. \$119.50	K. Pot Shot \$40.00
Pacemaker 109.50	Derby King 29.50
Gold Medal 89.50	Derby Clock 29.50
Grandstand 84.50	Derby Time
Thistledown 69.50	Multiple 24.50
Stepper Upper 69.50	Feed Bag 19.50
Hawthorne 65.00	Mills Flasher 17.50
Winning Ticket 59.50	Mills Hi Boy 17.50
Sport Page 54.50	Ak Sar Ben 15.00
Blue Ribbon 54.50	Fairgrounds 12.50
Homestretch 54.50	Fleetwood 12.50

**USED CONSOLES**

1939 Galloping Domino, J.P.	\$139.50
1939 Riviera	119.50
Royal Flush	99.50
1938 Track Time	70.00
1938 Galloping Domino	59.50
Jennings Multiple Racer	59.50
Paces Races, over 5000	55.00
Buckley Silver Bell	49.50
Haleah Special	40.00
Jennings Pickem	30.00
Kentucky Club	30.00
Mills Rio	24.50
Liberty Bell—Slant Top	24.50
Liberty Bell—Flat Top	17.50

**MISCELLANEOUS**

10 Ten Strikes, 1939 Models	\$119.50
Vitalizer	79.50
4 Wurlitzer Model 51	59.50
Jungle Dodger	29.50
Bally Hot Vender (New)	24.50

**MAYFLOWER NOVELTY CO.**  
 1507 University Ave., St. Paul, Minn.

Let The Billboard **HELP YOU MAKE MONEY**

A Statement to South American Business Men  
 by The Billboard Publishing Company

The Billboard is now available to you each week free at the commercial library of all American Consulates.

Export statistics indicate that scores of men in your country are already making profitable investments in music, amusement and service coin machines. You can keep in touch with this new industry by watching the prices of coin machine equipment in The Billboard—the only coin machine magazine published every week and consequently the only timely source for this information.

Complete information regarding the purchase of any coin machine equipment advertised in The Billboard can also be had at the American consulates. ★ The Billboard Publishing Company.

**CITIES WHERE AMERICAN CONSULATE LIBRARIES ARE LOCATED**

<b>ARGENTINA</b> Buenos Aires	<b>DOMINICAN REPUBLIC</b> Ciudad Trujillo	Monterrey, Nuevo Leon
<b>BOLIVIA</b> La Paz	<b>ECUADOR</b> Quito Guayaquil	Nogales, Sonora Nuevo Laredo, Tamaulipas
<b>BRAZIL</b> Rio de Janeiro Bahia Para Pernambuco (Recife) Porto Alegre, Rio Grande do Sul Santos Sao Paulo	<b>GUATEMALA</b> Guatemala	Piedras Negras, Coahuila
<b>CHILE</b> Santiago Antofagasta Valparaiso	<b>HAITI</b> Port-au-Prince	Saltillo, Coahuila San Luis Potosi, San Luis Potosi
<b>COLOMBIA</b> Bogota Barranquilla Buenaventura Cartagena	<b>HONDURAS</b> Tegucigalpa Ceiba Puerto Cortes	Tampico, Tamaulipas Torreon, Coahuila Vera Cruz, Vera Cruz
<b>COSTA RICA</b> San Jose Port Limon	<b>MEXICO</b> Mexico, D. F. Agua Prieta Chihuahua, Chihuahua Ciudad Juarez, Chihuahua Durango, Durango Ensenada, Baja California Guadalajara, Jalisco Guaymas, Sonora Matamoros, Tamaulipas Mazatlan, Sinaloa Merida, Yucatan Mexicali, Baja California	<b>NICARAGUA</b> Managua Puerto Cabezas
<b>CUBA</b> Habana Antilla Cienfuegos Matanzas Nuevitas Santiago		<b>PANAMA</b> Panama Colon
		<b>PARAGUAY</b> Asuncion
		<b>PERU</b> Lima Callao-Lima
		<b>PHILIPPINE ISLANDS</b> Manila
		<b>URUGUAY</b> Montevideo
		<b>VENEZUELA</b> Caracas Maracaibo

**Swing Comes Along**

Much can be said for swing music, pro and con, but we have had the swing movement and the public has shown its favor for swing bands. The swing bands probably created a new fickle set of music critics. Artists and orchestras that formerly made their way from one night stand to another suddenly jumped into national popularity overnight.

Potent examples are the Andrews Sisters and Artie Shaw and his *Begin the Beguine* record. Dozens of others have swung into the popularity groove by the automatic phonograph sponsoring their music. Benny Goodman is loud in his praise of the automatic phonograph. Bing Crosby, one of the automatic phono's brightest stars, continues to remain so and to sell his songs by the thousands of records. His rendition of *Sweet Lullaby* is said to have passed the 350,000 mark. Glenn Miller, with his *In the Mood* and *Sunrise Serenade*, has jumped into first place in the estimation of the swing fans and the automatic phonograph operator. Imagine the effect on Glenn Miller's popularity were the automatic phonograph operators thruout the country to remove his music from their instruments for the next 90 days. Leading music publishers report that the automatic phonograph is creating the new stars of the music world; that the automatic phonograph can make or break a star.

Its importance, therefore, in relation to the possibility that 1,000,000 phonographs will probably be in homes thruout the country by the end of 1940, grows greater every minute. For with that many phonographs playing in homes the automatic machine will be the deciding factor as to record popu-

**7 DAYS FREE TRIAL ON JIFFY**

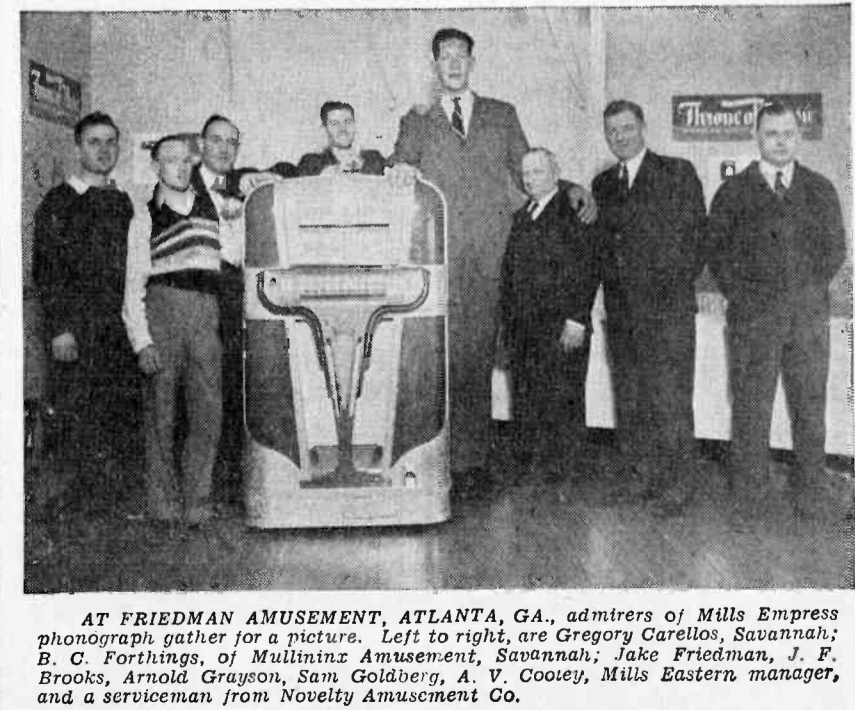


Absolute Money Back Guarantee. If for any reason whatsoever you don't like Jiffy return within 7 days and get your money back. Send 1/3 Deposit—we ship Balance C. O. D.

**Only 19.75**

**THE GENERAL VENDING SERVICE COMPANY**  
 2320 N. MONROE ST., BALTIMORE, MD.

larity. The public has only begun to purchase phonographs for its home because the popularity of the automatic phonograph created this desire. They will continue to spend more money in automatic phonographs, for they will have become better acquainted with the music in the machines and may, in the near future, thoroly dictate that music



AT FRIEDMAN AMUSEMENT, ATLANTA, GA., admtrers of Mills Empress phonograph gather for a picture. Left to right, are Gregory Carellos, Savannah; E. C. Forthings, of Mullinix Amusement, Savannah; Jake Friedman, J. F. Brooks, Arnold Grayson, Sam Golaberg, A. V. Cooley, Mills Eastern manager, and a serviceman from Novelty Amusement Co.





**Northwestern**  
MODEL 40—\$4.95  
in 100 lots  
Sample, \$5.45

**BRAND NEW ADAMS GUM 6-COLUMN MACHINES**  
In original Cartons—WHILE THEY LAST. In \$7.50  
Lots of 5 or More...  
SAMPLE \$8.00  
HURRY! Only a few left!  
Adams Gum 45c per 100 Tabs

**Reconditioned Bargains**

- 1c Pnut Mach., 1 1/2-lb. capacity... \$1.95
- 1c Pnut Mach., 4-lb. capacity... 2.95
- 1c Pnut Mach., 6-lb. capacity... 3.45
- 1c-5c Pnut Machines, 5-lb. capacity... 3.95
- 1c Ball Gum, 250 capacity... 1.95
- 1c Ball Gum, 400 capacity... \$2.95
- 1c Hershey Bar Vender... 2.95
- 5c Hershey Bar Vender... 3.95
- 1c Four-Column Vender... 4.95
- 1c Two-Column Vender... 3.95

Cash With Order, F. O. B. Newark, N. J.  
**WRITE FOR COMPLETE LIST!!**  
ASCO, 383 Hawthorne Ave., Newark, N.J.



**HARRY BROWN**, roadman for Roy McGinnis, Baltimore distributing firm, who takes to the road again this week after an illness which kept him in bed for more than a month.

**ODD PAY MACHINES**

- 50 5c Blue Fronts... \$37.50
- 30 10c Blue Fronts... 42.50
- 20 5c War Eagles... 25.00
- 1 5c Pace Racer (Black)... 65.00
- 50 Mills Safe Stands... 5.00

**A. BRUCK**  
201 Walnut St., HAMILTON, O.  
Phone 1057

because of the phonographs in their homes.

It is a fact, and leading music dealers admit it, that instead of wasting time sitting in a booth in their stores listening to songs which the dealer recommends, the public would much rather hear the latest recordings via the automatic phonographs and then buy the record. The automatic phonograph is now serving two purposes. It is the sounding board as well as the sales stimulant for records. This is logical. And is the result of the fact that the phonograph operator has been sufficiently progressive to take his chances with the new records as they come upon the market. He has, because he had faith in the public, placed records in his machines which the average music dealer wouldn't purchase.

Wasn't he responsible for the success of such novelties as *Old Man Mose*, sung by Patricia Norman and played by Eddy Duchin and his orchestra? And wasn't it because of him that Brunswick fell so far behind in production at one time that they simply could not fill orders? It was because of his knowledge of what the public wanted that he placed this song and similar novelties in his machine and opened wide the home market for this record that the dealer over-

looked.

The phonograph operators' greatest financial success is said to be Clyde McCoy's *Sugar Blues*. This song is still one of the best in many sections of the country. And because he made it so popular, it is in almost every home where a couple of jitterbugs guide the purchase of records.

**Potent Force**

The real potency of the public phonograph in boosting sales to the public is not only in the fact that the public comes in contact so often with the machines, and in the fact that every machine has from 12 to 24 records on it, but in the fact that operators are as alert as any professional men could be to get the latest records.

This is the real life of the public phonograph business—buying the latest records. Experienced men who own and operate the automatic phonographs know the importance of having the latest music. They make it their special study and business to have the latest and most popular records. The fact that public machines always have the latest means that the public cannot forget the newest records. That is a stimulus to the sales of new records to the home that cannot be had so potentially in any other way.

While the automatic phonograph is constantly stimulating the home demand for popular music, the use of phonographs and records in the home also reacts to the decided benefit of the automatic or public phonograph.

The owner of a phonograph, whether old or young, is always interested in records and the record list on any public phonograph is at once a matter of decided interest. It is the most natural thing in the world for the person who has a phonograph in the home to want to try out one or more records every time he sees a public phonograph. The



**ORCHESTRA LEADER JACK RUSSELL**, currently at Chicago's Stevens Hotel and recording artists for the Write-A-Title Contest disks, finds the selector keys of the Mills Empress phonograph spacious enough for a good two octaves.

**Stewart & McGuire**  
RECONDITIONED DUALWAY  
**CIGARETTE MACHINES**  
COMPLETELY REBUILT—  
BETTER THAN EVER!  
8 DOUBLE COLUMNS WITH  
CABINET STAND AS SHOWN  
Formerly Sold For \$91.50  
NOW **\$65.00** EACH  
RUSH 1/3 WITH  
ORDER. WE SHIP  
BALANCE C. O. D.



**WE HAVE COMPLETELY REBUILT THESE MACHINES WITH THE NEW, IMPROVED AND TESTED MECHANISM WHICH INSURES LONG LASTING SERVICE! DO NOT CONFUSE WITH THE FIRST "DUALWAYS" NOT HAVING THIS NEW, IMPROVED MECHANISM.**

**COMPARE THE "DUALWAY" WITH ALL OTHERS!**

1. Feather-Touch
2. Single Coin Chute
3. Vends Free and 1c Book Matches
4. Accepts all Nickel and Dime Coin Combinations
5. Sells all priced cigarettes to 20c at same time
6. 440 Pack Capacity
7. Returns Nickels and Pennies in Change

**ORDER A SAMPLE TODAY—YOU'LL BUY MORE!**  
**VENDING MACHINE EXCHANGE**  
33 WEST 60TH ST., NEW YORK (Tel.: Circle 5-4293)

**IF IT'S COIN OPERATED \* WE HAVE IT \* NEW OR USED**

<b>SLOTS</b>	Liberty Bells... \$22.50	5c Saratoga, used... \$85.00
5 1c B.F. Pace Comets \$22.50	Dark Horses... 22.50	<b>FREE PLAY GAMES</b>
10 5c Green Melon Bells 45.00	Longchamps... 30.00	Dandy, F.S. \$45.00
1 5c Green Front Q.T. 25.00	Rosemonts... 17.50	Chevron... 25.00
1 10c Mills Blue Front 35.00	Paces Races, Black... 50.00	C. O. D. 55.00
1 50c Jennings Chief 42.50	Paces Races, Brown... 95.00	Pyramids... 25.00
3 10c Jennings Chiefs 25.00	Bally Teasers... 18.00	Requests... 18.00
1 25c Mills Blue Front 35.00	Domino... 25.00	Sun Bow (new)... 25.00
<b>CONSOLES</b>	Mills Rios... 30.00	Contacts... 20.00
Kentucky Clubs... \$50.00	Gallop Dominoes... 35.00	Rebounds... 35.00
R. H. Track Times... 39.50	Tanforans... 22.50	Golden Gates... 35.00
G. H. Track Times... 35.00	Lucky Lucre... 165.00	Stablemates... 15.00
Lincoln Fields... 35.00	Jennings Pickems... 39.50	Keeney Free Races... 15.00
Club House... 30.00	Jennings Paddock Club... 39.50	1-2-3 (converted)... 40.00
Derby Days... 22.50	5c 1940 Saratoga, F.S. 110.00	Preakness (converted)... 30.00

Write for Our Complete List. Immediate Deliveries on Evans Ski-Ball  
**CLEVELAND COIN MACHINE EXCHANGE, 2021-5 PROSPECT AVE., CLEVELAND, OHIO**

automatic phonographs in public places may truly be called record sampling stations where people are always privileged to try out new records. This desire on the part of home phonograph owners to try out new records is a potential source of business for the automatic machine. As home phonographs increase, it also means that more and more people are being made phonograph conscious, are going to be vitally interested in records.

As a matter of practical convenience, it is much easier to hear records on a public phonograph in some frequented tavern or other location than to go some distance to a music store. In the field of popular music everything moves fast and there is a constant stream of new songs, new tunes and new records. Sampling of popular records must be made as convenient as possible to the public and by offering this convenience to the public the automatic phonograph gets more and more business.

**The Common Good**

While the automatic phonograph trade looks forward to a normal expansion in the use of public phonographs during 1940, it should be a matter of great encouragement to the industry that the use of home phonographs seems to be growing by leaps and bounds. If more than a million homes have phonographs by the end of 1940, that means millions of people made decidedly record conscious and phonograph conscious. Wherever they see a phonograph instrument or record they are going to be definitely aware of it and interested in its music. Young people in the homes show a decided reaction in this respect, a home phonograph making them avid patrons of the public phonographs.

**3 FAST-MOVING, TIMELY AND HOT SALESBOARD DEALS**  
**ARVIN RADIO AND RECORD PLAYER**  
In a small, beautiful Ivory Streamlined Unbreakable Cabinet with Tremendous Appeal.  
**\$13.95 Each. Lots of 6 or More, \$12.95 Each.**  
Can supply 1200 Hole Board, Radio under Seal, 11 Seals, 5 Go. Cigarettes for Consolation.

**PIK-NIK-PAK**  
AT LAST—THE PICNIC CASE THAT EVERYBODY WANTS. The attractive Colored Bottle-ware Cups and Plates; the Flash of Its Knives and Forks with their Range of Brilliant Colored Catalin Handles, will draw every eye. Service for Four. Size of Case, 18"x12"x6".  
**\$4.99 Each. Lots of 6 or More, \$4.49 Each.**  
We Have a Variety of Boards That We Can Supply With This Item.

**HEDDON CASTING KIT**  
A Metal Tackle Box—A Rod Case—A Heddon Bamboo Rod—A Level Winding Reel—A Line—A Fish Stringer—Three (3) Choice Baits—\$20.00 Retail Value.  
**\$9.75 Each**  
Can supply 1000 Hole Board, Kit In Jackpot. 10 out of 24 Holes Go. Cigarette Consolation, Board very fast and attractive, Boards Each, \$1.25.

**Other Fishing Kits as Low as \$3.50**

Terms: 25% Deposit, Balance C. O. D. We Are Creators of Fast-Moving Deals.  
**Write us for Details**  
**Friedman Sales Company**  
217 WEST 19TH ST., KANSAS CITY, MO.

It seems to be a mutual circuit, in which the public phonograph first aroused national interest in recorded music, and now the growing boom in home phonographs seems destined to be a real boost to the patronage of public phonographs.



*"Looks pretty enough for me to get into"*

Elegant as an Easter Parade, those colorful Imps are blossoming out on all locations.

Be a wise bird, rush your order for a case of six and feather your nest with weekly profits.

SIX FOR \$67.50 GROETCHEN TOOL CO. CHICAGO



DON POLZIN, of Bronson Co., Detroit, well-known operator who uses Exhibit Supply Co.'s digger equipment, is experiencing great success with Exhibit's New Crystal Palace Digger, he reports.

THE BILLBOARD GIVES YOU THE ONLY

# WEEKLY

COIN MACHINE NEWS

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he mentioned to support his view that the public will always play novel devices.

"Several factors have come to favor the operator of legal penny machines," declared Smith. "Automobiles now take thousands on holiday trips and they are always eager to spend their small coins for amusement. A second factor in favor of penny amusement machines is that there are more millions of pennies in pockets than ever before—as a result of petty taxes all over the country. The third is that in localities where some machines are barred the time is ripe for legal penny amusement machines.

"Sportlands and Penny Arcades in amusement parks, carnivals, main streets, fairs and resorts have come into their own again. This will be a banner season. Since 1901 Exhibit Supply Co. has specialized in 'machines that made the penny famous'—one of our slogans.

"At the present time we are in production on Kiss-o-Meter, Smiling Sam, Arcade Vitalizer Foot Ease machine and Whatsis—all new ones. In addition, our amusement machine line comprises many other proven favorites, such as the De Luxe Postcard Vender and 31 attractive series of new and revised postcards. Add to this our complete line of machines, such as Advice machine, the Love Meter, Ask-Me-Another, etc., for a complete set-up for any arcade.

"All of these machines are proven thru use as many operators will testify. Exhibit machines are among the foremost in this field."

## Daval Penny Pack Celebrates 6th Year

CHICAGO, April 6.—"Six years ago Daval presented to the trade what has since been termed 'the greatest counter game of all time'—Penny Pack," declared Al S. Douglis, of the Daval Co. "Now in its sixth year, the game continues to receive the plaudits of the country's operators. It is still considered one of the greatest money-makers in the history of the coin machine business.

"There is no doubt that Penny Pack has set a record for counter game production and sales," continued Douglis. "For six consecutive years we have been producing this game and not a day goes by that we don't get orders from operators for more of them.

"It seems that Penny Pack will go on forever, appealing to the players just as much as it ever did and creating new friends every day. There have been few coin-operated devices which have lasted for six years."

## A. Caulk Heads Maryland Phono Ops' Association

BALTIMORE, April 6.—At a meeting of the Phonograph Operators' Association of Maryland April 3, an election of officers was held. The new officials for the coming year are: A. Caulk, president; Paul Ziman, vice-president, and W. H. Ogden, secretary and treasurer. Cy Perkins was retained as manager. The post of secretary and treasurer was combined into one office.

There were discussions of the license situation in Maryland, the co-operation between distributors and operators and the importance of operators replacing their old equipment for new. Also discussed was the situation regarding the upper trend in the music machine business in keeping with the amount of money invested.

Aaron Folb, former president of the association, announced that he is now the distributor for Maryland, Delaware and Virginia of the Gabel Music Boxes.

## Exhibit Sees Big Arcade Year

CHICAGO, April 6.—In support of penny amusement machines, Perc Smith, official of Exhibit Supply Co., recently quoted examples of penny mechanical attractions which were consistently top-flight attractions. Smith told of the mechanical canary which sang when a coin was inserted in the proper chute, of a miniature locomotive which went into action upon coin insertion and a life-size metal hen which cackled and laid an egg filled with candy. These

**GROWING! GROWING! GROWING!**  
More—New—Original

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## "FUNBURST"

The Greatest Laugh Hit of the Season. See it—Play it. Unusual and Entertaining. No Salesboard Like It. Tremendous Drawing Power. Have Some Fun With "FUNBURST."

"The Operators' Manufacturer"

# CONTAINER MFG. CORP.

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Our New 86-Page Spring Handbook is Now Available to Operators ONLY. Write for Your Copy.

## SUBSCRIPTION COUPON

The Billboard,  
25 Opera Place,  
Cincinnati, Ohio.

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 .....

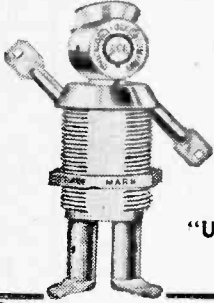
City ..... State .....



WURLITZER SALES MANAGER M. G. HAMMERGREN (left) talks things over with Ted Bush (center), of Acme Novelty Co., Minneapolis Wurlitzer distributor, and Bill Mossbarger, Wurlitzer district manager for Minnesota and Wisconsin. Hammergren and Mossbarger paid a flying call on Bush to say two things—"Hello" and "How goes it?" Both greetings brought forth enthusiastic answers from Bush: "Things are going great for Wurlitzer in Minneapolis. The introduction of the 1940 models was the signal for plenty of activity for us."



**All CHICAGO Locks**  
**Insure**  
**"UTMOST Security—LOWEST Cost"**  
 ... and there's a **CHICAGO LOCK** for every purpose



Famous Ace Locks, Single Bitted, Double Bitted Locks, Padlocks. Chicago Locks are Standard Equipment with many leading Coin-Operated Devices because of their superior construction and advanced locking features, insuring

**"UTMOST Security—LOWEST Cost"**

**CHICAGO LOCK CO.**  
 2024 N. Racine Ave., Dept. 64, Chicago

**OPERATORS COMING! OH JOHNNY**

A machine that will put money in your cash boxes and a song in your hearts!

- ONE BALL**
- 1 Pamco Races ..... \$ 9.90
  - 1 Bally Carom ..... 4.90
  - 1 Gottlieb Derby Day ..... 7.90
  - 1 Gottlieb High Card ..... 7.90
  - 1 Mills Big Races ..... 13.90
  - 2 Bally Fleetwood ..... 13.90
  - 1 Derby Champ ..... 23.90
  - 1 Speed King (Gottlieb) ..... 7.90
  - 1 Gottlieb Double Feature ..... 7.90
- PHONOGRAPHS**
- 15 Wurlitzer 412 ..... \$12.90
  - 75 Wurlitzer 618 ..... 37.90
  - 75 Wurlitzer 616 with Grill Console ..... 12.90
  - 1 Western Fast Track ..... \$12.90
  - 1 Keeney's Kentucky Club ..... 37.90
  - 1 Exhibit Chuck-a-Lette ..... 12.90
- IMPS, NEW \$12.50**  
 1/2 Deposit Required With All Orders, Balance C. O. D.
- CAPITOL COIN MACHINE EXCHANGE**  
 80 South Main St., CONCORD, N. H.

**PACES RACES, Brown Cabinet, \$69.50**  
 serials over 5000, restriped, revarnished like new

**RECONDITIONED GAMES**

**FREE PLAY**  
 Taps, Rink, Pot Shot, Gem ..... \$15.00

**NOVELTY**  
 Chief, Rink, Pyramid, Bubbles, Miami, Battering Champ, Midway, St. Moritz, Bally Royal ..... \$10.00  
 1/2 Deposit With Order.

**WANT MERCHANTMAN DIGGERS**  
**Mt. Royal Novelty, Inc.**  
 306 E. Baltimore St., BALTIMORE, MD.

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For detailed circular covering standard and individualized forms write Charles Fleischman  
**BALTIMORE SALESBOOK CO.**  
 120 WEST 42D ST., NEW YORK, N. Y.

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**WEEKLY**

**COIN MACHINE NEWS**

READ THE BILLBOARD EVERY WEEK

**Indiana Ops Assn. Meeting**

To discuss future of business and proposed laws—to elect officers

INDIANAPOLIS, April 6.—State meeting of the Indiana State Operators' Association, Inc., will be held Sunday, April 14, at 2 p.m. in the Lincoln Room, Lincoln Hotel, Indianapolis, according to an announcement from association officials.

All operators of music, cigaret and legal vending equipment are requested to attend the meeting at 2 p.m., the announcement said. Important legislative affairs are to be discussed concerning the future of the business. Charles W. Hughes, president, will speak on proposed rules, laws and conditions upon which the association must take definite action.

At 3 p.m. a meeting of members only will be held to elect directors and officers for the year. Charles W. Hughes, president; Al C. Evans, vice-president, and Henry J. Windt, secretary-treasurer, have agreed not to be candidates for re-election unless drafted. It is the wish of the officers to eliminate any cliques and to give the new board of directors a free hand to choose the new officers to guide the association thru the coming year.

**Evans Firm Will Defend Patents**

CHICAGO, April 6.—The H. C. Evans & Co., Chicago, announced its purpose to defend its patents on the bowling game, Ten Strike, this week. The firm stated that a bill of complaint has been filed against one firm in the U. S. District Court for the Northern District of Illinois, Eastern Division.

The firm alleges infringement of U. S. Patents 2,181,984 and D-115,550. A third patent has also recently been issued, it is announced. It is No. 2,195,446, which covers certain features of the game Ten Strike. The original bill of complaint has been amended to include infringements of this patent also.

The Evans firm has petitioned the court to expedite the hearing by referring the issue to a master-in-chancery, it is stated. An immediate hearing is expected since the petition has been granted, according to report by the firm's attorney.

R. W. (Dick) Hood, head of the Evans firm, says that other patents are pending and it is the intention of his firm to include these patents in the present

**See Change in Patent System; Methods of Biz**

WASHINGTON, April 6.—Any news of patents is of interest to the coin machine industry, inasmuch as the industry is much dependent on new inventions and patents. Of interest, to the trade is the recent United States Supreme Court ruling against the Ethyl Gasoline Corp.'s system of licensing jobbers under its patents, and the consequent price control.

The Ethyl decision sets up the principle that a patent holder's right to control prices under the present laws stops at the first stage of marketing. That is, the patent holder may license the concerns to whom he sells his product and may fix the prices at which the licensee sells. The patent holder's control stops at this point, however, and the buyer from the licensee is a free agent. This means that the buyer from the licensee may in turn sell the firm's product without any regulation as to price from the Ethyl Corp.

Samuel F. Darby Jr., a patent law specialist who served as special assistant to the Attorney General in the Ethyl case, declared that the decision by the high court has paved the way for judicial correction of many of the evils of the patent system.

"This decision on price control invalidates this form of attempted evasion of the patent laws in terms not susceptible of misinterpretation," Darby said.

**England Plans New Value Coins**

LONDON, April 6.—Proposal by His Majesty's government to mint new coins of values not now in use has not disturbed the English coin machine trade to any extent. The two proposed coins are the three-halfpence and the twopence. The reason for introducing the new coins is that the government would like to reduce the number of halfpennies in use.

The halfpenny is not used often on coin machines, inasmuch as it is of so small a denomination. It is found in most cases only on postage stamp vendors and a few wall amusement devices.

suit, or in a new suit, as fast as they are issued. His firm will use all legal means to protect the Ten Strike game, he said.

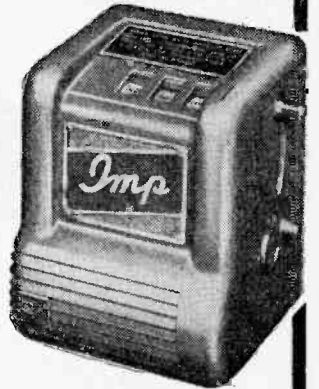
Hood announced that his company had granted the Rock-Ola Mfg. Corp. of Chicago license rights to make a similar game under the patents of the Evans firms and that no such arrangements had been made with any other firm.



JOLLY, CHICAGO COIN'S NEWEST RELEASE, is predicted a hit by Dave Simon (left) and Al Simon, both of the Savoy Vending Co., Brooklyn. Following a close inspection of the new release, it is reported, the Simon brothers placed a sizeable order.

**ORDER YOURS TODAY**

Imp  
 1c  
 5c  
 AND  
 10c  
 PLAY  
**\$12.50**  
 Each  
 Cartons  
 of 6  
**\$67.50**



**IDEAL NOVELTY CO.**

1518 MARKET ST., ST. LOUIS, MO.

**850 USED GAMES FOR SPRING CLEARANCE ANNOUNCEMENT**

Attention, Operators: We have now added to our many lines Wurlitzer Phonographs. Come in and see our 1940 line on display. Buy with confidence.

**NEW MONEY MAKERS**

- A Few of Our Latest New Games.
- Genco's BLONDIE ..... \$ 99.50
  - Bally's Triumph ..... 114.50
  - Mills Spinning Reel ..... 194.50
  - Bally's Sport King ..... 199.50
  - Exhibit's Shortstop ..... 104.50

**RECONDITIONED GAMES**

- Some of Our Reconditioned and Specials.
- Scoops ..... \$59.50
  - Rebounds ..... 49.50
  - Fleetwoods (Multiples) ..... 17.50

LARGE Selection of All Makes Used Phonographs at Real Buys. Write for Prices on Everything.

1/3 Deposit With Order, Balance C. O. D.

**MIDWEST NOVELTY SALES AND SUPPLY CO.**

777 UNIVERSITY AVENUE, ST. PAUL, MINN.

- 1 Baker's Pacers (Brown) ..... \$225.00
- 2 Keeney Triple Entry ..... 115.00
- 4 Pace Saratoga ..... 85.00
- 1 Pace Reels ..... 75.00
- 1 Keeney Kentucky Club ..... 55.00
- 2 Paces Races (Black) ..... 50.00
- 3 Keeney Red Head Track Time ..... 40.00
- 1 Keeney Kee Bell ..... 25.00
- 1 Keeney Skill Field ..... 25.00
- 1 Track King ..... 35.00
- 1 Longchamps (2 Coin Chutes) ..... 35.00
- 1 Thorobred ..... 25.00
- 1 Bally Club House ..... 25.00
- 1 Evans' Roll-Ette ..... 15.00

Deposit of 1/3 Required With Order. Send for Our Complete List.

**AUTOMATIC COIN MACHINE CORP.**

338 Chestnut St., Springfield, Mass.

**SILVER offers**

- PHONOGRAPHS**
- 10 Seeburg Model K, 20 record ..... \$87.50
  - 10 Seeburg Rex, 20 Record ..... 99.50
  - 5 Wurlitzer "616" ..... 62.50
  - 4 Wurlitzer "412" ..... 39.50
  - 10 Seeburg Model "A", 12-Record, 24.50

- FREE PLAY GAMES**
- Spottem ..... \$29.50
  - 5th Inning ..... 27.50
  - Majors ..... 26.50
  - Twinkle ..... 35.00
  - 4-5-8 ..... 41.00
  - 50 Gottlieb Deluxe Grippers ..... \$8.00
  - Arrowhead ..... \$29.50
  - Conquest ..... 46.50
  - Rebound ..... 32.50
  - Cowboy ..... 39.50
  - Alps ..... 15.00

Hundreds of Others—Write for List  
 TERMS: 1-3 Deposit—Balance C. O. D.

**S. SILVER NOVELTY CO.**

425 Vine Street, Evansville, Ind.

**Bargains in Used Games**

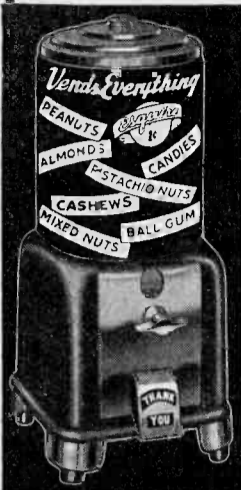
- Red Head Track Time ..... \$40.00
- Grey Head Track Time ..... 25.00
- Evans Galloping Domino ('37) ..... 35.00
- Ak-Sar-Ben and Derby Time, Each ..... 20.00
- Fifth Inning, Free Play ..... 22.50
- PACES REELS—Nickel, Dime, Quarter.

Write or Wire for Prices.  
 1/3 Deposit With Order, Balance C. O. D.

**E. E. ALLEN**

1521 Monte Sano Ave., AUGUSTA, GA.

### 3 GREAT VENDERS



**THE NEW ESQUIRE**

**THE LAST WORD IN VENDING PERFECTION**

Truly a great vendor -- It is universal -- vends all types of bulk merchandise and vends them accurately -- no additional parts necessary. Standard Finish ESQUIRE (single unit) Sample \$6.95. Porcelain Finish 50c extra.

### TOPPER IS TOPS IN



**MODERN DESIGN**  
Topper's sleek ultra modern design assures choice locations, greater patronage. Topper vends everything; almonds, candies, mixed nuts, cashews, peanuts, pistachios, charms, ball-gum, etc. When ordering Topper for ball-gum, please so specify.

Standard Finish TOPPER (single unit) Sample \$6.75. Porcelain Finish 75c extra.

### SPECIAL DE LUXE—THE ARISTOCRAT OF VENDERS



Special Deluxe comes to you finished in a beautiful tangerine porcelain trim and chrome, also chrome top, deluxe globe and porcelain merchandise chute. Special vends everything, almonds, peanuts, cashews, pistachios, mixed nuts, candies, charms, etc.

SPECIAL DELUXE Sample \$5.95.

For further details and QUANTITY PRICES contact your nearest distributor or write direct.

**STANDS** Economy Floor Stand, new styles, light weight, saves you money in shipping. This new stand can be filled with ordinary sand, giving you any weight desired. Actual shipping weight 12 lbs. Priced at only \$1.75 each, F. O. B. Chicago. For further details and prices write today!

### COIN COUNTERS

- ★ Penny-Nickel combination slotted coin-counters, polished aluminum, life-time guarantee.
- ★ Counts pennies and nickels like magic; flared oversize mouthpiece for tube wrapping.
- ★ Only \$1.00 each pre-paid; cash with order; no C. O. D.



### WALL BRACKETS

★ Wall Brackets complete with screws and lock bolts. Price only 50c each; F.O.B. Chicago.

### DOUBLE BRACKETS

Double Brackets used for mounting two Specials on floor stand. Price only 60c each, F. O. B. Chicago.

**VICTOR VENDING CORP.**  
4203 Fullerton Avenue, Chicago



## Schaeff Introduces New Bulk Vender

CHICAGO, April 6.—Esquire, vender which will vend all bulk items such as peanuts, almonds, candies, pistachio nuts, cashews, mixed nuts, ball gum, etc., is being introduced by the Victor Vending Corp.

"Esquire is a great vender," declared Harold Schaeff, head of the firm, "for it vends all types of bulk merchandise accurately. No additional parts are necessary. It is finished in powder blue trimmed in chrome. Other models are available in a beautiful shade of red porcelain with chrome top and bottom. The merchandise chute is porcelain, a standard feature on all Esquire models which may be obtained either in a single or double unit."

Victor Vending is also suggesting to the trade the use of almonds in their Topper vender as one of the top drawing bulk items in bulk venders. Topper, it is reported, has earned an enviable reputation as an almond vender. The appearance of the Topper, together with the strong visual display of almonds in the glass container, has made it one of the best machines for this item, it is said. The sleek ultra-modern design assures choice locations and greater patronage. Mechanical perfection assures continued operation, Schaeff said.

## Baker to Make Merchandisers

CHICAGO, April 6.—Harry Hoppe, vice-president of the Baker Novelty Co., announces that the company is about to release a complete line of peanut, ball gum and candy merchandising machines.

"During recent months our counter game department has received such a volume of requests for venders and games that we have decided to add these to our present line," stated Hoppe.

"The machines, which consists of a set of four different models, have been designed by one of America's foremost designers and are ultra-modern in contour, construction and color to meet today's demand.

"These machines added to our present line of Baker's Pacers, race-horse console game; Sky Pilot, anti-aircraft gun; Pick-a-Pack, counter game, and five-ball novelty tables enables us to serve our many distributors' and operators' needs to a better advantage."

## Automatic Games Taking More Space

CHICAGO, April 6.—"Owing to the continued preference and acceptance of the Silver King line of vending machines," declares H. F. Burt, head of Automatic Games, Chicago, "we have found it necessary to enlarge our factory and are now negotiating for additional quarters in the immediate neighborhood.

"In addition," he continued, "ground will be broken for a new foundry at Aurora, Ill., shortly. With these improvements under way we will be better equipped to handle the ever-increasing demand for our venders with greater expediency."

## Total of 217 Venders Exported...

WASHINGTON, April 6.—Exports of commodity vending machines, including all types of venders, during February, 1940, were valued at \$4,374. A total of 217 vending machines crossed the borders of the United States into Mexico and Canada.

Canada was the largest purchaser of the devices, taking 172 machines valued at a total of \$2,495. Mexico took 45 vending machines valued at \$1,879.

These figures are taken from statistics furnished by the Bureau of Foreign and Domestic Commerce, U. S. Department of Commerce.

## Yanks Face Loss Of Chicle Properties

MEXICO CITY, April 6.—Three companies located in Mexico and owned by United States firms are threatened with the loss of 1,650,000 acres of valuable chicle-producing properties in the tropical State of Campeche, because the government has declared their titles defective.

The companies, said to be the world's largest producers of the chewing gum base, are the Laguna Corp., the Mexican Gulf Land and Lumber Co. and the Pennsylvania-Campeche Land and Lumber Co.

There are large tracts of mahogany on the properties and the value of the total acreage has been estimated at \$8,000,000.

A presidential decree dated January 2, 1940, declared the companies' titles invalid and gave the firms one year in which to prove their rights to the properties. Otherwise, the land will revert to the public domain.

The three concerns purchased their holdings from the estate of Manuel S. Villa in 1900-1905, and the government now claims that Villa's title was defective.

It is understood the Pennsylvania-Campeche concern has filed an appeal in the Mexican courts.

## New York To Name Delegates to Hub

NEW YORK, April 6.—Delegates of the CMA of New York to the Interstate Merchandisers' Association meeting and the CMA of New England's banquet to be held in Boston April 13 and 14, will be named at a regular meeting Thursday (11), Matthew Forbes, manager, said.

With operators planning for summer business, a full attendance is expected at this meeting Thursday. Several matters of importance are scheduled for discussion.

The banquet will be the first annual celebration to be staged by the New England organization and will be held at the Coconut Grove, beginning promptly at 7:30 p.m. Proceeds of this event will be used to build favorable public relations and provide legal representation in any case of adverse legislation, it was said. Mickey Alpert's Orchestra will play during the dinner and for dancing.

## Robbins Buy S&McG Venders

NEW YORK, April 6.—Dave Robbins, of D. Robbins & Co., Brooklyn, purchased the entire lot of Stewart & McGuire hexagon 1-cent, six-column Adams gum machines and Adams 1-cent candy venders at the auction sale of Stewart & McGuire equipment. Dave is offering the machines to the trade at bargain prices. The machines are in perfect mechanical condition, Robbins says.

## Cig Tax Nets \$40,000,000

WASHINGTON, April 6.—Cigar revenue collected by the Bureau of Internal Revenue, Treasury Department, during February amounted to \$900,677.53, according to figures released last week. This total compares with \$863,802.57 collected on cigars during the same month in 1939. Cigarettes were a source of \$39,488,569.78 revenue in February, compared with \$35,345,829.49 collected last year.

## KING Jr. 3.95

(Send for Circular)

### 'Silver King'

Step into the big money with "Silver King." Place in taverns, stores, filling stations, waiting rooms, etc. Then collect profits. Vends candy, gum, peanuts. Start small, full or part time. "Silver Kings" are best looking, easiest to operate, make most money. Get Free facts today.

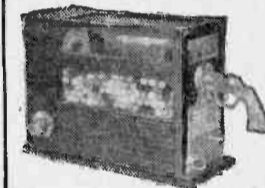


\$5.50 EA. for 10 or More

ONE SAMPLE SILVER KING... \$6.50  
SPECIAL—One Silver King, 10 lbs. Candy, 1 Gross Charms... \$8.45  
1/3 Deposit With Order, Balance C. O. D. Send for Circular and Easy Terms.

## TORR 2047A-SO. 68 PHILA., PA.

## TARGET PRACTICE AND BALL GUM VENDOR



Operators, it's just what you're been waiting for — this remarkable SUPER PISTOL machine that shoots PENNIES at the Bull's-Eye and DOLLARS into your pockets.

No. 48 is crammed full of "PLAY-GETTING" FEATURES, injects NEW LIFE, NEW INTEREST, NEW APPEAL. It's a positive full-time performer.

- Legal in All States.
- A Ball Gum Vender With Pin Table Earning Power.
- Capacity 1300 % Ball Gum.
- A Ball Gum Vender With a Novelty Penny Catcher.
- Shipped on 7 Days' Free Trial.

## TORR 2047A-SO. 68 PHILA., PA.



## TOPPER

Tops them all for Beauty, Quality, Performance and Price. Vends everything, Peanuts, Candies, Nuts, Gum, Charms, etc. 5 lbs. bulk merchandise. SPECIAL DEAL—One TOPPER, also 10 lbs. Almonds,

Only \$10.75

Rush your order today — NOW! Terms: 1/3 Cash With Order, Balance C. O. D.

## TORR 2047A-SO. 68 PHILA., PA.

### TORR'S DERBY RACES

The penny Vender with an amusement attachment that coins right and left. Horses actually race every time a penny is inserted. Introductory price only



\$12.50 EACH

5 Days' Free Trial. Rush your order at once. Terms: 1/3 deposit, bal. C.O.D.

## TORR 2047A-SO. 68 PHILA., PA.



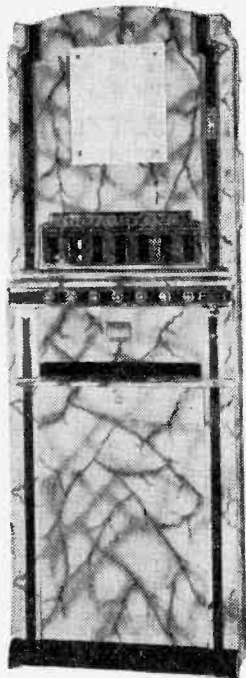
# CIGARETTE MACHINES

7-COLUMN

**STEWART-McGUIRE**

Manufactured by Arthur DuGrenier

Thoroughly reconditioned and refinished in the famous Marbled finish.



**PRICE \$49.50**  
ON TERMS

Down payment \$9.50. Balance \$5.00 a month. Terms on orders of ten or more machines. 10% off for cash.

**DON'T** confuse this machine with the ordinary used cigarette machine you might buy. They are thoroughly reconditioned and in the usual Electro Ball Company manner, which insures you A-1 condition.

**ELECTRO BALL CO.**  
1200 CAMP ST.  
DALLAS, TEXAS

**IF YOU WANT THE BEST IN BULK VENDING—BUY**



*Northwestern*

More than ever Northwestern leads the bulk vending field. High quality machines for every purse and purpose. Built for years of dependable, carefree service. Write today for complete details!

**THE NORTHWESTERN CORPORATION**  
205 E. Armstrong St., MORRIS, ILLINOIS

Tell the Advertiser in The Billboard Where You Got His Address.

## Cigarette Merchandisers' Associations

NEW YORK, April 6.—With the return of warm weather operators here are looking forward to a spurt in business. Phono ops believe business should increase over the preceding three months now that Lent is out of the way. Games operators are just as enthusiastic over the coming of spring since it means the opening of outdoor spots. Cigaret ops are more optimistic, now that the city tax will definitely be removed July 1. This optimism is being reflected in increased activity at the offices of the city's distributors of coin-operated equipment.

**AROUND THE TOWN**  
Dave Simon will soon announce the formal opening of his new distributor offices on 42d street between Ninth and Tenth avenues, near the entrance to the Lincoln tunnel. . . . Joe Fishman and Marvin Liebowitz are reported doing a whale of a job with the new Rockolas. . . . Tony Gasparro, the English New Yorker, is now working hard at Allied Wholesaling offices, getting machines out to the trade just as fast as they come in. . . . Jack Mitnick, of the George Ponsler Co., is a seafood specialist. Jack's discovered that broiled scallops and sauted crab are the two best dishes in the seafood line but are tough on the waistline. . . . If you want an education in the arcade business just listen in on Joe Munves selling a new man on the business. . . . Moe Mandell, of Northwestern Sales and Service Co., reports his firm has added more floor space to take care of increased business. Alterations have just been completed.

**IN TOWN**  
Dick Hood, of H. C. Evans Co., Chicago, came here from Miami, Fla., this week for a get-together with Charley Aronson and Bill Alberg, of Brooklyn Amusement Machine Co. Hood reported that the coin machine industry had a real reunion in Florida this winter. He spent a month in Miami. While here Charley and Bill said they urged Dick Hood to ship in more Ski-Balls and 1940 Ten Strikes.

**A CRY FOR PATIENCE**  
Bert Lane, of Seaboard Sales, let loose a plea for ops to give him a little time to fill orders for Genco's Blondie. "We're rushing them out as fast as they come in," Bert says, "but the faster they go out the more orders come in for this great game. However, we'll soon be able to meet all requirements."

**BROOKLYN BITS**  
Expressions of Brooklyn ops who visit Savoy Vending Co. are "Where you eat?, Where you sleep?", and no one understands what they're all about. Irving Bleacher seems to be happier than ever, according to the boys who visit Savoy. He's busy as usual doing 15 things at one time. . . . Abe S. (Uncle) Schultz, Morris Gordon, Max Rubenstein and Harry (Clear Havana) Morris are known among Brooklyn colmen as the inevitable pinocle quartet. Their kibitzer de luxe at all games is Sam Seid, who is reputed to carry at least a dozen pipes with him at all times. . . . Murray Simon and Lenny Reiner are the best known klabiash duet in Brooklyn these days now that Willie Levy and Lucky are recovering in Florida. . . . "The big local business we're doing on top of our out-of-town orders keeps us over-ordered all the time," says Hymie Budin, of Budin's, Inc. "We're working harder than ever now that our reconditioned game sales have jumped sky high."

Willie Blatt, of Supreme Vending Co., at last had a winning night at poker, playing with Benny Robbins, Jack Semel, Teddy Blatt, Jerry Karpman, Max Weiss, Phil Ralsen and Sam Krasner. "Now," says Willie, "I've done everything there is to do in Brooklyn." . . . Al and Dave Simon hid themselves to Chicago for a visit with manufacturers. Phil Ralsen's home is coming in for plenty of praise from colmen.

**HECTIC WEEK**  
Jack Fitzgibbons reports the past week just about the busiest his organization has ever had. "Ops from all parts of this territory have been crowding our offices here and in Newark. They all



De Luxe



The New Model 40



38 Bell

## More for your Money BUY *Northwestern* ★★★★★ BULK VENDERS

No matter what your requirements may be, there is a Northwestern machine to meet your needs. Machines built for profitable operating. Sturdy Construction! Sales-creating Appearance! Easy Servicing! Everything you could ask for in profitable, dependable, lifelong equipment. We are factory headquarters for Northwestern machines in the east. See our complete display and let us give you full details on all of the popular Northwestern models.

### USED MACHINE BARGAINS

Northwestern Standards, Penny-Nickel-Porc.	\$ 6.50
Northwestern Standard 1c Lac.	4.00
Snacks 1c Drop Slot	8.95
Snacks 5c Detector	14.00
Masters 1c & 5c Porc.	4.50
Masters 1c Porc.	4.50
Silver Kings 1c Lac.	4.00
Stewart McGuire 1c-5c, new mech.	5.50

Many Others! WRITE • WIRE or PHONE TODAY

### SELF SELLING MERCHANDISE

Pistachio Queens Red, White	.24 per lb.
Pistachio Tulp Red	.24 per lb.
Almonds	.36 per lb.
Filberts	.30 per lb.
Mixed Nuts	.20 per lb.
Cashew	.24 per lb.
Jumbo Peanuts	.14 per lb.
Virginia Peanuts	.12 per lb.
Spanish Peanuts	.09 1/2 per lb.
Choc. Raisins	.13 per lb.
Licorice Lozenges	.12 per lb.
Choc. Peanuts	.14 per lb.

Ball Gum 1/2 - 3/4 Spotted-Ringed, Charms. Write for Free Price List.

## NORTHWESTERN SALES & SERVICE CO.

Dept. 45  
589 Coney Island Ave., Brooklyn, N. Y.  
Tel.—BUckminster 4-2770

PAN ★ QUALITY ★ PAN ★ SERVICE ★ PAN ★ QUALITY ★

**CANDY**  
IS  
**DELICIOUS FOOD**  
ENJOY SOME EVERY DAY!

**CANDY for Bulk Vending Machines**  
**CHARMS for Bulk Vending Machines**  
**CANDY for 5c Package Machines**

★ Fill in coupon for full information ★

**PAN CONFECTIONS-CHICAGO**

345 W. ERIE ST. CHICAGO, ILLINOIS  
Phone SUPper 1800

ORIGINATORS OF HARD-SHELL CANDIES

**PAN CONFECTIONS**  
Chicago, Ill.

BULK CANDIES  
 PACKAGE CANDIES  
 CHARMS

Gentlemen:  
Please Send Me Full Particulars and Samples on Items Checked.

NAME .....

ADDRESS .....

CITY ..... STATE .....

**HERE ARE BETTER BUYS FOR SMARTER OPERATORS!**

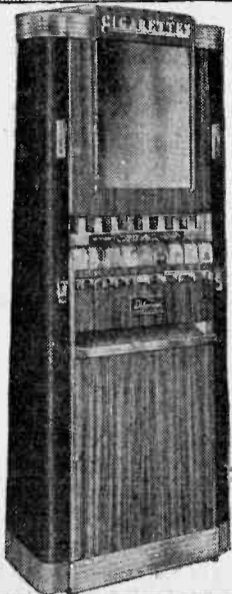
Challengers	\$17.50	Gem Pennyback		1c Northwestern Mor-	
Kiddie Microscopes	20.00	Target	\$15.00	chandler	\$4.00
3-Way Gripper, Sample	12.50	8-Col. U-Need-A-Pak		1c Clg. Mach., Used	7.50
Old Mill	12.50	Clg. Mach. with Stand	9.00	Empires	3.00
Master Pennyback		1c Peanut Machine	2.25	Brand New 1c Ball Gum	
Target	15.00	5c Peanut Machine	2.50	Mach	3.50
Stewart & McGuire,				5c Columbus	2.80
1c-5c Comb.	5.00			1c Hot Peanut Mach.	5.00

1/2 Deposit With All Orders. Balance C. O. D. Write for New Catalog!

**EASTERN, 350 MULBERRY ST., NEWARK, NEW JERSEY.**

# DuGrenier CHAMPION

"America's Finest Cigarette Merchandiser"



## "America's Finest"

... the two words that perfectly describe the DuGrenier CHAMPION cigarette machine! "America's Finest"—for aristocratic beauty—for perfect mechanical performance—for BIGGER PROFITS!! Make every one of your locations a CHAMPION location!

Write, Wire or Phone TODAY For Complete Details of the DuGrenier EASY TIME PAYMENT PLAN!!

DUGRENIER SALES CORP., 630 FIFTH AV., NEW YORK

want Bally's Triumph and here we are jammed to the hilt with local orders. We're trying our best to meet the demand and expect to fill all orders as soon as they come in within a few days."

### EXPORTING PHONOS . . .

While the war has hurt the coin machine export business, Dave Robbins reports sales of reconditioned phonos to neutral European as well as Central and South American countries still goes on. "We've received a large number of orders for used phonos," Dave says, "and right now we're buying all the used phonos we can get for cash."

### NEW JERSEY JOTTINGS . . .

Catching some sunshine in Jacksonville is Archie Kass, of Newark, who handles the Rock-Ola phonos for Inter-State in his territory. . . . Jack Kay frequently spends a night at the movies all by himself. "Sometimes I just want to be alone," he says. . . . Irv. Orenstein, of Hercules, complains: "Every time I put an ad in *The Billboard* I'm cleaned out of all merchandise." . . . Harry Rose, of Irvington, N. J., is going big on phonos. . . . Irv Morris reports plenty of action these days at the Ponsler Newark offices. . . . Same report comes from Helen Fitzgibbons offices. . . . Al S. Cohen, of Asco, says business is booming at his offices. . . . Art Seeger, of Asbury Park, is reported featuring a phono needle that his service men claim is the best they've ever used. . . . "We're going ahead at top speed," exclaims Jack Berger, of Newark Coino.

### FAST FLASHES . . .

Earle Backe, head of National Novelty Co., Merrick, L. I., is back at his office tanned and refreshed from a two-week sojourn in Florida and Cuba. While there he sharpened up his tennis game and enjoyed a match in which he was paired with Don Budge. Earle brought hundreds of feet of movie film back with him. . . . Max D. Levine, head of Scientific Machine Corp., reports plenty of demand for his firm's machines. . . . G. V. Corp., Adams Gum and machine dispensers says there is a definite pick-up in business. . . . Walter H. Mann, president of DuGrenier Sales Corp., reports: "The Champion cigaret machine is being praised by all ops as the finest that has ever appeared on the market."

### PHILLY PHLASHES . . .

Harry Block, of Block Marble Co., Philadelphia, reports that his firm has moved into larger quarters at 1527 Fairmount avenue, in the heart of the coin machine district. Harry invites operators to give his quarters the once-over as well as to look at the new Guardian service kit. . . . Joe Ash, popular distrib here, had an attack of kidney trouble and entered the University Hospital for an operation. Joe is mending nicely and would like to hear from his pals. His room is number 120.

### IN A JAM . . .

Mike Munves claims he really should be a half-dozen different people these days in order to take care of the many things that are coming up. "With our arcade business going full blast, with the demand for our reconditioned used games hitting new highs and with the many other duties I have to attend to, I'm almost at my wits' ends," he says.

### BALTIMORE NOTES . . .

Roy McGinnis, one of the leading distributors here, has surprised many ops in the business with his cartooning ability. Roy makes it a practice to illustrate his letters with cartoons, and finds they

## BALL GUM

A Real Quality Chew

Made of purest ingredients, smooth in texture, chews easily. Only best quality flavors used to insure long lasting taste. Assorted in 9 bright colors and black. Each piece brilliantly polished, perfectly round and uniform.

We are able to supply 1/2" and 5/8" ball gum, in boxes of 100 or in bulk. Prize balls, too.

Write Today for Samples and Prices and state how many boxes of ball gum you use monthly.

CANDY CRAFTERS, Inc.

LANSDOWNE, PA.

Safe Shell Vending Machine Candies

CHARMS

## PROVEN Money Makers!



Experienced operators know the important thing is to get the Vendor into the location! Tom Thumb's got everything beat. Handsome, compact, it gets into taverns, waiting rooms, stores and restaurants closed to ordinary vendors. Thousands already placed; room for thousands more. Die cast precision machine; no come-backs. We'll match it against any others in the low priced field. Has 12 revolutionary features, including Magic Coin Selector, Yale Tumbler locks, adjustable dispenser. Vends candy, gum or peanuts. 1 1/2 and 3-lb. sizes. Thousands of Tom Thumb Vendors now bringing real profits to operators. Don't wait. Write for full details, prices and money-back guarantee today.

FIELDING MFG. CO., Dept. 66, Jackson, Mich.

## NATIONAL CIGARETTE & CANDY MACHINES

FOR

### New Spring & Summer Locations

Inquiries Solicited for New & Used Equipment Guaranteed Used Cigarette Machines—All Makes LOWEST PRICES

# A. A. WEIDMAN

Factory Zone Office—National Vendors, Inc. FOR MICHIGAN, WISCONSIN AND MINNESOTA.

5911 4th Avenue

Detroit, Mich.

**FREE** For Every TOPPER or CHALLENGER You Buy From Us—We Will Fill It With Our Advertised Merchandise Entirely Free. This Offer Expires May 1st, 1940. VENDS 900 to 1200 BALLS OF GUM. Also vends all kinds of Nuts and Candies. THE MACHINE that STAYS on LOCATION. Used on outdoor or indoor locations. BIGGER PROFITS and BETTER LOCATIONS are assured with a TOPPER.

### EXCELLENT USED VENDORS

- 100 Robbins 2-in-1 . . . \$5.95 Ea.
- 25 Snacks (Penny) . . . 8.00 Ea.
- 50 Advance "D" Ball Gum . . . . . 2.95 Ea.
- 40 Bingsos . . . . . 4.95 Ea.
- 63 Criss Cross . . . . . 4.95 Ea.
- Many Other Fine Reconditioned Vending Machines.

### CONFECTIONS, Etc.

- Ball Gum (All Sizes)
- Pistachios (All Sizes)
- Indian Nuts
- Rainbow Peanuts (Pee-Wee)
- Boston Baked Beans (Pee-Wee)
- Jelly Beans (Pee-Wee)
- Licorice Lozenges
- Peanuts (All Kinds)
- Also Toys and Charms

**\$6.75**



### PIONEER VENDING CO.

461 Sackman St., Brooklyn, N. Y.

EXCLUSIVE DISTR. — New York. 1/3 Cash With All Orders, Balance C. O. D. Established 14 Years

**CHARM** LIKE THEM ON THE MARKET BEFORE

WORLD'S FAIR SAN FRANCISCO EXPOSITION MINIATURE DOLLS MANY OTHER NEW ONES

144 ITEMS **90c** PREPAID

M. BRODIE CO. 3311 Ross Ave., Dallas, Tex.

## VENDING MACHINES??

We are exclusive brokers for new and better type machines, offering exclusive territory to New England and New York operators.

### Now Featuring

- Breath Flavor, 1c Vendor . . . . . \$15.00
  - Mint Patty, 1c Vendor . . . . . 17.50
- Also selected money-makers. We do not handle Used Machines. Write today to secure exclusive territory in your community.

**W. J. CHILDS SALES CO.** 95 State Bldg., SPRINGFIELD, MASS.

## MUST SELL!

Manufacturer must sell brand new 5c Package Nut Vendors and large stock of attractive 5c Peanut Cartons. No reasonable offer will be refused. This is an unusual opportunity. You must act fast. Write for details. P. O. BOX 285 B, MINNEAPOLIS, MINN.

## HERE'S THE BEST YOUR MONEY CAN BUY!

Chicago Coin's JOLLY

Gottlieb's SKEE-BALL-ETTE

Keeney's ANTI-AIRCRAFT MACHINE GUN

Mills THRONE OF MUSIC  
Mills EMPRESS

WRITE FOR OUR PRICE LIST!

## GEORGE PONSER CO.

11-15 East Runyon St., NEWARK, N. J.

## CLOSE OUTS

MACHINES IN EXCELLENT CONDITION

7 MUTOSCOPES (DIGGERS)

8 ELECTRIC HOISTS (DIGGERS)

Knockout Price of \$27.50 Each

1/3 Deposit, Balance C. O. D.

WESTERHAUS AMUSEMENT CO.

3616 Darwin Ave., Cincinnati, O.

## VEND CALIFORNIA ALMONDS AND MAKE BIG PROFITS!

THE WAY TO A PERMANENT, STEADY IN-COME. Small investment will put you in the business of vending HONEY NUT Brand Salted California ALMONDS—completely outfitted with machines and merchandise. Send for complete data, prices and free sample of Almonds.

RELIABLE NUT SUPPLY CO., Dept. S, 1827 S. Hope St., Los Angeles, Calif.

DRILLED AND FILLED

## BALL GUM

LOWEST PRICES

THE HUGH PRODUCTS COMPANY

438 W. Berkeley Street, UNIONTOWN, PA.

SACRIFICE—LATEST MODELS Reconditioned Like New—All Chrome 5c HOT PEANUT MACHINES. Write for Prices. 95 Stewart-McGuire's 1c-5c Comb., only \$4.95 ea. 19 Six-Col. S. & M. Cigarette Mchs., only \$14.95 ea. Penny Snacks, \$10.95. In 25 Lots, \$9.95 ea. In-a-Bag Venders, \$8.95 ea. Distributors for Penny Phonos, Toppers, Silver Kings. Machines bought and sold. MIDWAY VENDING MACHINE CO., 500 W. 42nd St., New York City.

End Your Correspondence to Advertisers by Mentioning The Billboard.



# MACHINES

## \$2.40 AND UP

### 28c RETURNS \$4.50

#### NOW'S THE TIME FOR BIG PROFITS

**Many Exclusive Professional Features**

Handles all Nuts, Breath Pellets, Peanuts, Candy, Charms, Ball Gum, etc. "KING JR." is without question the best buy in the industry. Order YOURS today.

Ready To Go Special.  
1 KING JR. & 5 Lbs. Pellets (enough to return \$10.00) ..... \$4.95

**TORR 2047 A-50. 68 PHILA. PA.**

click big with the recipients. . . . Irvin Blumenfeld, of General Vending Service and formerly president of the Maryland operators' association, says: "We will have some surprises for the trade in the near future." Art Nyberg, of the Calvert Novelty Co., reports: "Business has started off for us with a bang. I think April will find us contending for top honors in the trade."

**A NEW GAME . . .** says George Ponser, of Newark, N. J., distributor of Chicago Coin Machine Mfg. Co. products: "Games which make the headlines with operators in this territory are those which bring in the best returns. Chicago Coin has been producing games like that for a long time. Their newest release, Jolly, promises to do some big talking for operators. With the receipt of our sample Jolly, the rush began."

### Babe Kaufman Distributor For Universal Cig Venders

NEW YORK, April 6.—Louis Golden, of Universal Vendors Corp., Cleveland, visited New York this week and spent some time with Babe Kaufman. Golden informed Babe that the new Universal Cigaret Machine will soon be ready, and that she will have them for display May 1.

Miss Kaufman is enthusiastic over the Universal machine, particularly now that the changes have been effected from recommendations of some of the best cigaret-machine operators who viewed it at the show.

### Alabama

BIRMINGHAM, Ala., April 6.—Jefferson County Music Association, composed of phonograph operators and dealers of Birmingham and environs, recently adopted an agreement to refrain from any and all unfair trade tactics. In addition, certain other matters of inter-trade ethics were discussed. The Birmingham operators are now well organized and are prepared to present a united front against any injustices that may arise.

Nathan Allen, manager of the Ten Ball Novelty and Mfg. Co., has just had a high honor given him. He was re-elected president of the Birmingham Symphony Orchestra for the 13th consecutive year. At the annual meeting members of the civic organization laid down their instruments and danced to the accompaniment of mechanical music supplied by Allen, who plays in the first violin section of the orchestra.

Ben Boldt, advertising and sales promotion man for Rock-Ola, Chicago, made a swing thru the South recently, accompanied by R. W. (Bob) Hunter, of Memphis, district manager. He spent a couple of days with Hurvich Brothers, of Birmingham Vending Co. Boldt reported things definitely picking up in the South. He said the trade was waiting with anticipation the shipment of sample models of the Rock-Ola with Dial-a-Tune remote selector. He said they would be in distributors' hands this week.

Cities covered by Boldt and Hunter in their swing were Little Rock, Texas, Dallas, Shreveport, New Orleans, Biloxi, Mobile, Birmingham, Nashville and Memphis.

## The location-winning, sales-getting, money-making Rowe Candy Merchandiser is priced below all other candy sales machines of comparable size and variety.

### YET,

#### Only the Rowe Candy Merchandiser offers all these features of superiority:

- 8 columns • 120 compartments
- Capacity, on every tray, for any size 5c candy—even the biggest bars made
- Instantly changeable display
- Armor-plate construction
- Compact design that requires less than 2 square feet of floor space
- Slug ejection that defies deception

**For further details, address Candy Machine Department Write today!**

**ROWE MANUFACTURING CO., Inc.**  
BELLEVILLE, NEW JERSEY

### MAKE MONEY NIGHT AND DAY

WITHOUT SELLING  
Step into big money with "Silver King." Beautifully designed. Place in taverns, stores, filling stations, waiting rooms, etc. Vends candy, gum or peanuts. All you do is collect profits. Start small—full or spare time, and grow. Best locations prefer "Silver King." Get FREE facts today.

**AUTOMATIC GAMES.**  
2425K Fullerton, Chicago, Ill.

## SERVICE

... through strict adherence to a policy we have advanced to leadership in our field.

... that policy has been, and will continue to be, to serve gum machine operators with the best, and only the best in gum vending machines, vending gum and service.

*McSherry*

**G.V. CORP.**  
655-FIFTH AVE., NEW YORK

**DISTRIBUTORS**  
World Famous ADAMS Vending Gum and Finest Selective Gum Vendors.

## Reconditioned Wurlitzers

**Guaranteed A-1 Mechanically Look Like New!**

No. 616—16 Records ..... Only \$74.50  
No. 616A—16 Records, Light-Up Grill ..... Only 79.50

### 6 Column MASTERS

Capacity — 150 Packs. Refinished like new!  
**\$9.50 each**

Metal Stands—\$2.50 Extra

Used machines of every description ready for immediate delivery. One-half deposit must accompany all orders; balance C. O. D.

Write—X. L. COIN MACHINE CO., Inc.,  
Phone—1351 Washington St.,  
Wire—Boston, Mass.

## 1940 Lumber Sales Increase

WASHINGTON, April 6. — Lumber activity increased moderately in the week ended March 16 to levels substantially higher than a year ago, the National Lumber Manufacturers' Association reported.

In the latest week production of lumber was 5 per cent above the preceding week and shipments were 2 per cent greater. New business, however, improved only 0.4 per cent over the preceding week.

Compared with a year ago production, bookings and shipments were 19, 11 and 9 per cent greater, respectively.

In the week ended March 16, 515 mills produced 216,111,000 feet of hard and soft woods, combined, against 206,184,000 feet produced by 530 mills in the preceding week. Shipments amounted to 222,365,000 feet and new orders 230,988,000 feet, compared with 217,552,000 and 230,119,000 respectively.

## Reconditioned ADAMS 6 COLUMN Gum Machines

**\$6.00 EACH**

Stands for A.B.T. Guns ..... \$2.00 Ea.  
Stewart & McGuire 1c-5c Reconditioned Nut Machines ..... 3.75 Ea.  
1/3 With Order, Bal. C. O. D., F.O.B., N. Y.

**SUNFLOWER VENDING MACHINE CORP.**  
658 W. 183rd ST., NEW YORK

## FREE INTRODUCTORY OFFER

- A route of "Columbus" Model "M" Nut Vendors will give you a permanent cash income with a small investment. \$8.65 Each.
- Order 5 Model "M" Vendors from this ad and we will ship one machine extra without charge.
- Don't delay. Enjoy a steadier income and bigger profits per unit in 1940 with location-tested "Columbus" Vendors. Write for Free Catalog of Other Models.

1-3 Deposit — Balance C. O. D.  
**RAKE**  
5 S. 22nd St., PHILADELPHIA, PA.

## The Take Rises Much Too Fast . . .

NEW YORK, April 6.—Net profits of American business, that is of its 2,480 largest corporations, showed a rise of 63 per cent in 1939 as compared with 1938. This information is contained in the April bulletin of the National City Bank of New York.

Average net profit was 6.2 per cent. In the glorious year of 1929 the net take was at the rate of 10.6 per cent.

It is common to berate amusement games and slot machines for their "excessive take." A few observers are beginning to wonder if the take of big business is not too fast and too furious while it lasts.

It is particularly noticeable that when business does begin to pick up the net take by big business jumps many points in a short time. Perhaps a smaller take and a much slower rate would be better for the country at large.

In the good old days the so-called business cycle seemed to require ten or eleven years to bring around another depression. Now business is geared to raise the take so fast that severe depressions are due to occur every three or four years.

## ALMONDS

34 cents per lb.

Packed in 5 lb. moisture proof cartons. 1/2 cent per lb. less for 30 lb. bulk cartons. Terms: One-third with order, balance C. O. D.  
**SAN FRANCISCO NUT CO.**  
1160 Mission St., San Francisco, Calif.

## New Erie Diggers

Now Made to Order Only  
**PRICE \$50 EACH**  
5% Discount on 6 or More For the Standard Model  
Terms: 1/3 With Order, Bal. C. O. D.

This Model with counter base 3 1/2" higher having cash drawer under separate lock and key.

**PRICE \$55 EACH**  
5% Discount on 6 or more  
Rush your order if wanted for spring opening.

**ERIE MFG. CO.**  
MIDDLETOWN, CONN.

BOX 415,

Tell the Advertiser in The Billboard Where You Got His Address.

# MUSIC MERCHANDISING

## Phonos Being Spotted in Swank Philly Night Clubs

Owners find them an important supplement to live music, is report—four machines spotted in Frank Palumbo's Latin Quarter restaurant—others, too

PHILADELPHIA, April 6.—Just a year or so ago it would have been impossible for an operator to get a big night club owner even to listen to the thought of spotting an automatic phonograph on his premises. Today the music machine is filling a definite role in the entertainment offerings of night clubs, judging by the way phonographs have begun to appear in prominent midtown night clubs and hotel dining-dancing rooms. Machines are installed not to supplant live music but to supplement it. Conversations with night club executives here reveal that two important factors have resulted in their installing machines: one, the ever-growing interest the public is manifesting in records; and two, the striking beauty and mechanical excellence of machines that enable them to blend harmoniously with night club appointments.

At the swanky Delmonico supper club here, Harvey Lockman has spotted a machine in his off-side cocktail lounge. Lockman employs an orchestra full time, but during intermissions between dance and show sessions the music machine is available to those patrons who like their music continuously. Both here and in similar spots, the machine is never used to supply dance music. Instead it gives patrons who want to hear their favorite song over and over again a chance to do so; especially in view of the fact that no matter how popular a song might be, an orchestra cannot be expected to keep on playing it thruout the evening.

At Frank Palumbo's popular Latin Quarter theater-restaurant two orchestras are employed. In addition, four music machines are spotted in the night club, banquet hall, cocktail lounge and downstairs restaurant. "You'd be surprised," Palumbo observed, "at the number of birthday parties that are held at a night club practically every night in the week. These parties are always demanding the orchestra play *Happy Birth-*

*day to You.* While the orchestra is willing to play this song once or twice during a night, it cannot play it as many times as these people want to hear it. However, with the music machines available, these parties can go off into a corner at one of my cocktail lounges or banquet rooms and play this song and any others that strike their fancy to their hearts' content." Palumbo leaves the selection of the records in his machines up to the operator, but he demands *Happy Birthday, Auld Lang Syne* and a couple of semi-classical and old-time records be kept in the machines. "An oldtime favorite tune is a tough one to pass up," Palumbo says. "I've observed that every night club patron inspects the selections in a machine. Not all slip in a coin, but when a tune catches their fancy, they're off. Then it's the old story of one record leading to another."

A music machine is also a permanent fixture at the Tropical Bar of Jack Lynch's night club on the roof of the Hotel Walton. Two large orchestras play here continuously. In addition, a solo piano player and singing entertainment is provided. "In spite of the presence of this live talent," says Lynch, "it seems the machine fills the need when and where it is needed most." Situated in one of the leading hotels here, Lynch added that his patrons may come in before and after the dinner and supper sessions. "It is impossible to expect musicians to be around every minute of the time my club is open," he said. "Since it is important that the guests find amusement and entertainment from the moment they step up to my roof garden, the machine is that ever-present 'Johnny on the spot.'"

## First Birthday of Ponser Phono Biz

NEW YORK, April 6.—On April 13 George Ponser will celebrate the completion of one year as distributor for Mills music machines. He reports that he has had his accountants make a complete check of the first year's sales and has learned some interesting facts from the checkup. "One of the most interesting facts was that 98 out of every 100 customers who purchased phonographs from the firm have reordered," he reveals.

"There's a real reason when 98 out of every 100 operators who purchased phonographs have repeated their orders; some many times since their first order. Almost all of these music operators have also purchased the new Mills Empress. The reason lies in the fact that these men realize, just as we do, that not only are the Mills Throne of Music and Mills Empress beautiful in design and outstanding in attractiveness and mechanical perfection, but that they have the finest of tone quality.

"We can truthfully state that Mills Throne of Music and Mills Empress actually sell themselves. Our job has just been to have the operators try a sample. Once they give this sample a real test the phonos sell themselves."

## New President For Cinematone

HOLLYWOOD, April 6.—Cinematone Corp., makers of the Cinematone Phonograph, advises that changes have been made in the firm's personnel. New and experienced man power has been added in the person of Erle M. Burnham, who (See NEW PRESIDENT on opposite page)

## Acme Has Phono Play Stimulator

NEW YORK, April 6.—For some months, Acme Sales Co. reports, it has been preparing to market a new device designed to stimulate the playing of automatic phonographs. It reports that location tests on the new item has been responsible for increasing receipts of phonographs consistently.

"Our Acme Music Stimulator," reports Sam Sachs, president of the firm, "is a simple unit which can be used by every music machine operator. The unit is self-contained and is attached to the phonograph in 30 seconds. It rests on top of the machine and by use of a blinker light system continues to go on and off to attract the attention of patrons of the location.

"It simply says, 'Play Your Favorite Music.' The lighting up and repetition of this phrase brings forth more nickels than would otherwise be placed in the machine. The Acme Music Stimulator is made of highly polished walnut, flanked in flashy red and yellow plastics. It is especially applicable to Acme remodeled phonographs as it matches the material used in our remodeling jobs.

"The device can be used in different spots thruout the location and not necessarily on top of the phonograph. In this way, operators have a greater chance to attract more attention to their phonographs. Quantity shipment is now available."

## Laud Quality of Gabel Kuro Tone

CHICAGO, April 6.—Robert Gabel, of the John Gabel Mfg. Co., reports that he has been impressed with the number of letters he has received from distributors praising the tonal quality of the new Gabel Kuro automatic phonograph.

"According to one distributor's comment," he says, "every operator who comes into his place of business listens to the Gabel Kuro and is a fan for Gabel phonographs from that time on. Each operator has made it a point to praise the tonal quality of the Gabel Kuro.

"Letters of this kind," Gabel said, "are what keep manufacturers working hard to give their customers the finest possible product. We are proud of our 35 years manufacturing reputation for building better automatic musical instruments. And, when letters of this kind arrive to confirm our belief, then we certainly go to work harder than ever before to make sure that our customers receive only the very finest in automatic musical instruments."

## 5 "Possibilities" In 14 March Hits; 4 More Look Good

NEW YORK, April 6.—In its weekly venturing out on limbs as regards predicting the ultimate fate of new songs in their assault upon the automatic phonos of the country, the "Possibilities" section of *The Billboard's* Record Buying Guide finds itself with five correct prognostications out of 14 for the month of March. The whole story, however, is not immediately told in the matter of a "possibilities" tune making the grade into either "Coming Up" or "Going Strong." Of the 14 new titles listed as "possibilities" last month, in addition to the five that have clicked already, four others will quite likely make the transition from mere "look-goods" to actual "are-goods."

In line with this, two more songs out of the 10 "possibilities" in February made the grade after that recapitulation was printed in the March 9 issue of *The Billboard*. *It's a Blue World* and *When You Wish Upon a Star* are now pointing to the heights in the "Coming Up" category.

Listed during March were *Sweet Potato Piper*; *Row, Row, Row*; *Give a Little Whistle, I Love Me, Too Romantic*, *On the Isle of May, Danny Boy*, *Just One More Chance*, *I Want My Mama*, *Say Si Si, I've Got My Eyes on You*, *With the Wind and the Rain in Your Hair*, *Love Song of Renaldo and If I Could Be the Dummy on Your Knee*, *Leanin' on the Ole Top Rail*, listed in the March 30 issue, cannot be counted, since this was its second listing, it having appeared under "Possibilities" during February. Of the 14, *Piper, Romantic, Isle of May, Si Si and Eyes on You* are now doing very nicely for operators, and the chances are exceedingly bright for Crosby's *One More Chance*, *Wind and the Rain*, *Renaldo and Dummy*, the last-named being a new Orrin Tucker-Bonnie Baker item.

These four look particularly good, but the remaining quintet has a nice enough chance to click. Sometimes it takes almost two months for a song to get started, and *Give a Little Whistle*, from the *Pinocchio* picture, may follow *Wish Upon a Star* as a good machine number. That applies as well to the others. Only after another month of inactivity can they be considered absolutely dead as regards the music machines.

## Miraben Reports Changeovers Up

CHICAGO, April 6.—The Miraben Co., remodellers of phonographs, reports that a real business boom has been apparent in the changeover cabinet field since the beginning of the spring season.

According to Ben Lutske, of the firm: "More and more phono operators have decided that remodeling is the answer to a great number of their location needs. We are doing more work now than we have ever done. Shipments of parts for the operators to change over their own machines are going forward daily in larger quantity. Work for leading phono operators has tremendously increased in our own factory.

"We believe that the average operator is aware today that the remodeling business is one of the greatest money-savers that has ever been originated. When our factory gets thru with one of his old machines he admits that he can place it anywhere and that the beautiful light-up effect will meet the approval of any location," Lutske added.

## Operators Applaud Pfanstiehl Needle

CHICAGO, April 6.—The new Pfanstiehl needle is making a hit with operators from Coast to Coast, according to W. F. Hemminger, sales manager of the Pfanstiehl Chemical Co.

"We certainly are elated over the enthusiasm displayed over our new needle," said Hemminger. "In introducing



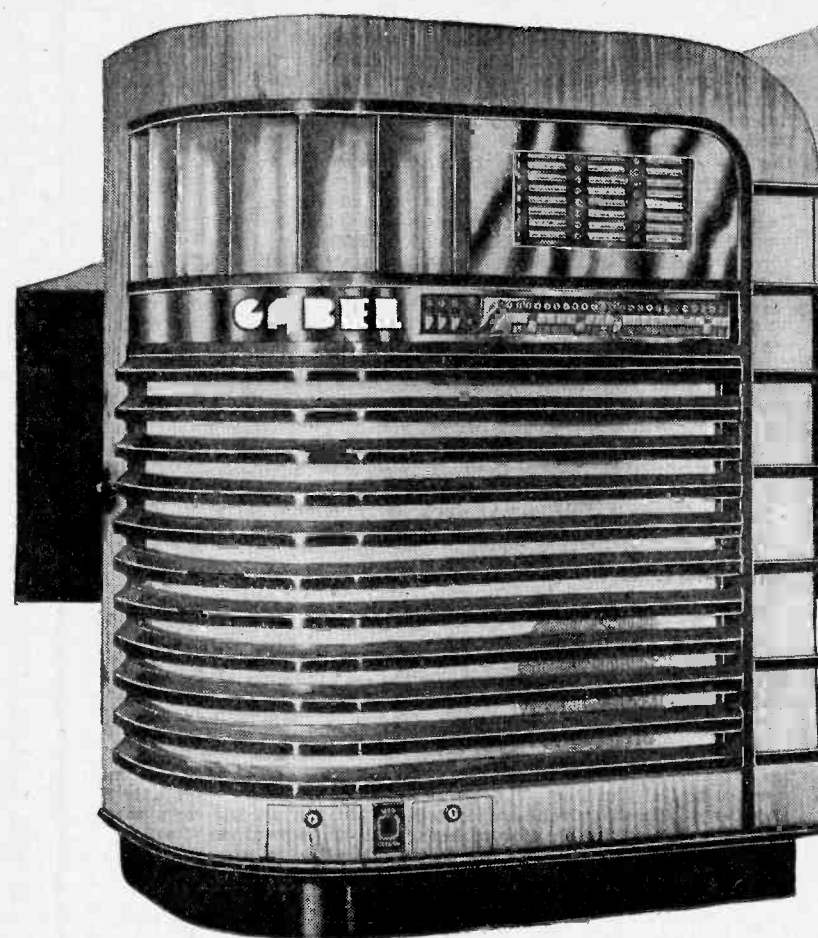
ALBANY, N. Y., WURLITZER DISTRIBUTORS, the Art Novelty Co., headed by Art Hermann, recently played host to 3550 Eastern New York music merchants in showings of the Wurlitzer phonographs. Left to right, above, are Sam Cass, Wurlitzer district manager; H. S. Frost, Arthur Hermann, Art Novelty Co.; John Fuller, Albany; Ray Sanders, Troy; Maurice Jacobs, Art Novelty Co. salesman; Dave Marks, Art Novelty Co.; Leo Geser, Wurlitzer service department, and Peter Kobeski, Troy.



# different - DRAMATIC - dazzling!

DEFINITELY, the 24-record GABEL KURO is in a class by itself. No other comes anywhere near its glorious individuality of modern design . . . its matchless orchestronic tone, rich and clear and true . . . its faultless performance, backed by 35 years of "knowing how"! Get and hold America's best locations! Write or wire for details on the GABEL KURO today!

THE JOHN GABEL MFG. CO., 1200 W. LAKE ST., CHICAGO, ILL.



## The GABEL Kuro

WORLD'S FINEST AUTOMATIC MUSICAL INSTRUMENT

See the GABEL KURO at your nearest direct factory agent today!

- |  |   |  |
|--|---|--|
| <b>Seaboard Sales, Inc.</b><br>619 Tenth Avenue<br>New York, N. Y.       | <b>Milwaukee Music Company</b><br>2313 W. Fond du Lac Ave., Milwaukee, Wisc.        | <b>George Blomberg</b><br>12609 Woodrow Wilson Dr.<br>Detroit, Mich. |
| <b>Lee-Jay Music Company</b><br>3070 Lincoln Avenue<br>Chicago, Illinois | <b>Pioneer Automatic Phono. Co.</b><br>2534 Fifth Avenue, Pittsburgh, Pa.           | <b>Fred Wakeley</b><br>South Road<br>Poughkeepsie, N. Y.             |
| <b>Imperial Vendors</b><br>2022 Market Street<br>Philadelphia, Pa.       | <b>S. F. Merchandise Vending Mach. Co.</b><br>156 Ninth Street, San Francisco, Cal. | <b>Arthur Acraftolis</b><br>316 W. 36th St.<br>Savannah, Ga.         |
| <b>William F. Petty</b><br>50 Carroll Street<br>Trenton, N. J.           | <b>Santone Coin Machine Co.</b><br>1524 Main Avenue, San Antonio, Texas             | <b>St. Thomas Coin Sales</b><br>St. Thomas, Ontario                  |
|  | <b>M. F. Malarkey Music Store</b><br>208 S. Centre Street, Pottsville, Pa.          |  |

**MASTER CRAFT 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**  
or Carrying Strap. **\$1.75 each**

Also 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.

the Pfanstiehl needle we were confident that we were offering the music operators new opportunities to more profitable phonograph operation.

"The needle will play at least 4,000 perfect reproductions and in some cases as high as 6,000. It does less damage to the record and gives better tone quality because of its accurate round point. It requires no turning, and to assure against turning one side of the staff is ground flat so that the set screw automatically puts it into place.

"The staff is made of stainless steel and the point of a special Pfanstiehl alloy, the result of over four years' research. Exhaustive tests have proved that it's practically impossible to break the needle point.

"Every operator that has experimented with Pfanstiehl needles has been mighty enthusiastic about its performance and now our early distributors are receiving repeat orders from these operators for quantity purchases."



LITE UP MODEL  
Priced very low . . . Liberal discounts to distributors

**IMMEDIATE DELIVERY CABINET STANDS**  
For Wurlitzer Table Phonos

Both models finished in walnut with maple panels. All table model phonos fit in pan on top without bolting. Cabinets equipped with Castors. Lite Up Model genuine plastic corners and dancer center panel. Gleam with beautifully animated electrically lighted rainbow colors.

Console Model dark walnut finish handsomely set up with light maple corner panels. Gleaming red band at top and bottom. Table phonos look like consoles on this stand.



CONSOLE MODEL  
168 N. HALSTED STREET  
CHICAGO, ILLINOIS

- PHONOGRAPH BARGAINS**  
You can't miss on these machines. We guarantee them to be in perfect operating condition and good appearance.
- |   |                                   |
|---|-----------------------------------|
| Wurlitzer P-12 \$30.00                      | Seeburg Gem 20 record \$139.50    |
| Wurlitzer P-12 in Universal Cabinet \$65.00 | Seeburg Casino 20 record \$139.50 |
| Wurlitzer 412 in Universal Cabinet \$75.00  | Seeburg Plaza 20 record \$178.50  |
| Wurlitzer 818 in Universal Cabinet \$89.50  | Seeburg Crown 20 record \$189.50  |
| Wurlitzer 818 \$79.50                       | Mills Do-Re-Mi 12 record \$25.00  |
| Wurlitzer 24 \$139.50                       | Western Baseball, Novelty \$40.00 |
| Wurlitzer 24-AS \$144.50                    | Seeburg Ray-o-Lite \$45.00        |
| Rock-Ola Standard 1939 model \$175.00       | Exhibit Vitalizer \$59.50         |
| Rock-Ola Deluxe 1939 model \$189.50         | Exhibit Hi-Ball \$15.00           |
| Rock-Ola Wind-sor \$99.50                   | Rock-Ola World Series \$59.50     |
| Seeburg Selectophone 10 record \$17.50      | Banga-Deer, with Shells \$67.50   |

WE WILL trade any of the above for free play tables. Operators, write us.

**MODERN MUSIC COMPANY**  
1318 11TH ST., DENVER, COLO.

**50,000 SLIGHTLY USED RECORDS FOR SALE — \$4.00 PER 100**  
Price F. O. B. N. Y. C. Full Cash With Orders Under \$8.00, 1/2 Deposit on Others. We Also Buy Used Records.

**S. COYNE VENDING CO.**  
58 CORTLANDT ST., NEW YORK CITY

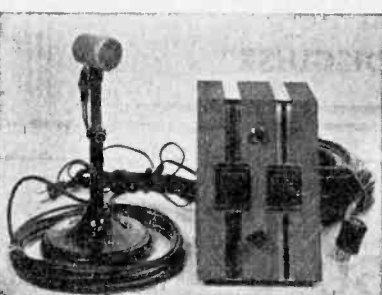
**NEW PRESIDENT**  
(Continued from opposite page)  
has assumed the duties of president and general manager, the report declared.

Burnham is also president and sole owner of the Burnham Mfg. Co. Cinematone feels that his 20 years of experience in the manufacture of phonographs, cabinets and furniture qualify him for his new position.

The report continued: "Burnham, in assuming his new position, has dedicated himself to a policy of constantly improving our product and to correcting and overcoming any and all obstacles to its sale and operation.

"In line with this policy, he has instituted certain mechanical changes in the tone arm lift and coin chute, and has set up a system of factory inspection and testing of machines which tends to reduce to the smallest degree mechanical difficulties in the field.

"Negotiations have been opened toward obtaining name bands and singers for Penny Phono Records, together with improved methods of recording and distributing the same," the report concluded.



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.

**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**

**CHICAGO SOUND SYSTEMS CO.** 251-351 E. Grand Ave., CHICAGO, ILL.

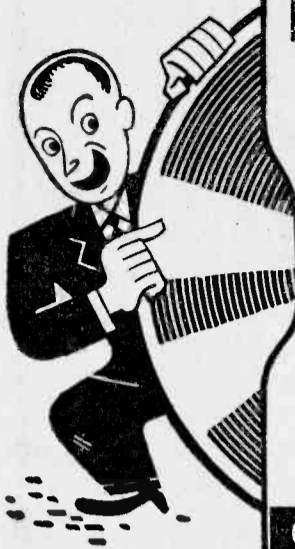
**KY. SPRINGLESS SCALE CO.**  
516 S. 2ND ST., LOUISVILLE, KY.

**KENTUCKY'S Distributor of WURLITZER PHONOGRAPHS AND COIN-OPERATED AMUSEMENT MACHINES OF LEADING MANUFACTURERS.**

A large display of New and Reconditioned Novelty and Free-Play Machines on hand at all times.

Tell the Advertiser in The Billboard Where You Got His Address.

**ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS**



**HITS!** MR. OPERATOR give a look!

COLUMBIA 50c  
VOCALION 35c

**BENNY GOODMAN SEXTET**  
35404 Gone With "What" Wind  
Till Tom Special

**KATE SMITH**  
35398 The Woodpecker Song  
I'm Stepping Out with a  
Memory To-night

**KAY KYSER**  
35368 Friendship  
Palms of Paradise

**DICK JURGENS**  
5405 Cecilia  
Love Song of Renaldo

**FRANKIE MASTERS**  
5394 Charming Little Faker  
I Walk with Music

**HOOSIER HOT SHOTS**  
05390 I'm Just Wild about Harry  
Ma, She's Making Eyes at Me

**COLUMBIA RECORDS**

**SOON TO BE RELEASED**

The Smash Hit  
Of The Season

**"I'M LOOKING FOR A GUY  
WHO PLAYS ALTO AND  
BARITONE AND DOUBLES  
ON A CLARINET AND  
WEARS A SIZE 37 SUIT"**

BLUEBIRD Recording By

**OZZIE NELSON  
AND HIS ORCHESTRA**

**EXTRA! EXTRA! EXTRA!**

Just Out — Bluebird 10659

**"ALICE BLUE GOWN"**

(A Fine Fox-Trot Recording With Vocals By  
ROSE ANNE STEVENS)

**"ANGELS IN DISGUISE"**

**CHICKEN SAM RAYOLITES WITH BASES,**

Late Models  
**\$99.50**

Wurlitzer P24 . . . . . \$129.50	Seeburg Model A . . . \$24.50
Wurlitzer 616-A, with lighted grill . . . 75.00	Seeburg 15 Record Model K . . . . . 50.00
Wurlitzer 716 . . . . . 70.00	Rock-Ola Imperial 20. 50.00
Wurlitzer 412 . . . . . 32.50	Mills Do Re Mi . . . . . 29.50

All machines guaranteed reconditioned and offered  
subject to prior sale

1/3 CASH WITH ORDER, BALANCE C. O. D.

**SHAFFER MUSIC CO.**

514 S. HIGH ST.

COLUMBUS, O.

**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.

**When You Wish Upon a Star.** A broad jump the past seven days landed this lovely ballad hit from Walt Disney's *Pinocchio* in the front rank of leading phono numbers. There is no question now as to its popularity all over the country. Glenn Miller and Guy Lombardo split the recording honors pretty evenly, with Horace Heidt and Victor Young getting a few passing mentions.

**On the Isle of May.** Second of the three numbers to make their debut among the country's top music box items this week is the second adaptation from the classics by the same pair of writers to achieve hitdom. This is a solidly substantial machine success, a definite must for every operator. Connie Boswell, Dick Jurgens and Kay Kyser have the most popular versions in the boxes, with some attention being given Woody Herman's disk.

**Say Si Si.** Another number whose appearance in this section should cause no surprise is this well-known Latin American song, dressed up in modern clothes. Its position here is not as well consolidated as its two companions above, but it definitely is strong enough to be included in this category. The Andrews Sisters and Glenn Miller are vying for the greatest favor in the boxes.

**In the Mood** (19th week) Glenn Miller.

**Indian Summer.** (11th week) Tommy Dorsey, Glenn Miller.

**At the Balalaika.** (9th week) Orrin Tucker, Abe Lyman, Victor Silvester, Wayne King, Henry King, Del Courtney.

**The Gaucho Serenade.** (6th week) Dick Todd, Glenn Miller, Eddy Duchin, Paul Whiteman, Sammy Kaye.

**Tuxedo Junction.** (4th week) Glenn Miller, Erskine Hawkins, Jan Savitt, Harry James, Erskine Butterfield.

**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.

**The Woodpecker Song.** Hot as the proverbial pistol, this very likely will join the select coterie of tunes in the "going strong" department in another week or two at the most. The Andrews Sisters, Glenn Miller, Kate Smith, the Glahe Musette Orchestra and Russ Morgan are all very much involved in the recording picture here, with the accent on the first three.

**It's a Blue World.** Gaining ground steadily, altho in a manner that indicates it will never be too sensational, this is making money for operators. A number of artists can take credit for popularizing the song in the music machines, among those whose disks are doing well being Tony Martin and Barry Wood for the vocal versions, and Glenn Miller, Tommy Dorsey and Horace Heidt for the straight dance disks.

**I've Got My Eyes on You.** Doing very nicely for itself is this picture song from *Broadway Melody of 1940*. It's climbing ahead each week, and if it keeps up its present pace it may not be too long before it joins the blue-ribbon winners. Bob Crosby, Tommy Dorsey and Frankie Masters are finding favor with the nickel-droppers.

**Sweet Potato Piper.** Far from setting the phono world on fire, this number from Bing Crosby's new picture, *Road to Singapore*, is limping along. It hasn't slowed down since last week, but its pace hasn't quickened any. Crosby has the disk here.

**Too Romantic.** The same thing applies to *Piper's* companion piece, a ballad number from the same film. Nothing startling is happening here either, altho it's a tune that can't be ignored by operators. Again Crosby.

**The Starlit Hour.** Starting to amount to something is this lovely ballad. Its start has been slower than was expected, and even its phono beginnings, as indicated by reports this week, are not too strong. But Ella Fitzgerald's disk, as well as Glenn Miller's, is attracting attention.

Songs listed below are those which have appeared in "Coming Up" for four weeks or more, and which still are being mentioned on enough reports to warrant their inclusion in the Guide, even tho they most probably will never climb into the "Going Strong" bracket.

**In an Old Dutch Garden.** (10th week) Scattered reports say it's a pretty fair item, most say it's slipping. Glenn Miller, Dick Jurgens, Eddy Duchin.

**Darn That Dream.** (10th week) Going downhill pretty quickly, with the end almost in sight. Benny Goodman, Blue Barron, Paul Whiteman.

**Between 18th and 19th on Chestnut Street.** (10th week) Not much longer for this either. Bing Crosby-Connie Boswell, Charlie Barnet.

**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.

**Just One More Chance.** This Bing Crosby revival looks exceptionally good. Reports received this week show increasing signs of interest, and another week will probably see it in the next department higher up.

**Tumbling Tumbleweeds.** Still another Crosby item that is creating more than a slight interest. Watch this one, too; you may be needing it soon. And double in spades

**Leanin' on the Ole Top Rail.** The same thing goes for this one as well, and double in spades. One more week and this should be forging ahead with the best of them.

**The Singing Hill.** Also likely to show up among the "coming up" ditties next week is this ballad. Keep both eyes on it.

**If I Could Be the Dummy on Your Knee.** Orrin Tucker and Bonnie Baker again. And with a disk that looks better than good.

**My! My!** This, along with another song from the new picture, *Buck Benny Rides Again*, is apt to do well for itself. This one is the rhythm tune, and *Say It* the ballad. This department has an idea you'll be needing these numbers soon.

(Double-meaning records are purposely omitted from this column)

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This is the Beginning of the End  
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\*He's a Tough Hombre  
Swing and Sway with Sammy Kaye
- 26557 Dinah  
\*Singin' the Blues  
Lionel Hampton and Orchestra
- 26561 Tea for Two  
\*I Love You Much Too Much  
(The Ole Tom-Cat of the Keys)  
Bob Zurke and his  
Delta Rhythm Band

BLUEBIRD POPULAR RELEASE NO. 272

- B-10661 \*The Man on the Ferry (The Hoboken Ferry)—W.  
\*Do It Again  
Mitchell Ayres and his  
Fashions in Music

\*Vocal Refrain

- B-10660 Chop Foogy  
Sometimes I'm Happy  
The Four King Sisters with orchestra  
conducted by Alvino Ray
- B-10662 A Lover's Lullaby  
\*You've Got Me Voodoo'd  
Charlie Barnet and his Orchestra
- B-10663 I'm Through With Love  
Something to Remember You By  
Ziggy Elman and his Orchestra
- B-10664 \*You Gorgeous Dancing Doll  
\*The Kitten With the Big Green  
Eyes  
Gray Gordon and his  
Tic-Toc Rhythm

- B-10665 Star Dust  
\*My Melancholy Baby  
Glenn Miller and his Orchestra
- B-10666 \*I'm Looking for a Guy Who Plays  
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\*Make Believe Danceland  
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Tommy Tucker and his vocalist, Amy Arnell; the Bailey Sisters, Donald Saxon, Johnny Ryan and Al Goering, of Ben Bernie's aggregation, were on hand. Bernie was unable to attend, being laid up with a bad throat.

Cohn has lined up Sammy Kaye and Orrin Tucker for the succeeding Fridays, he reports.

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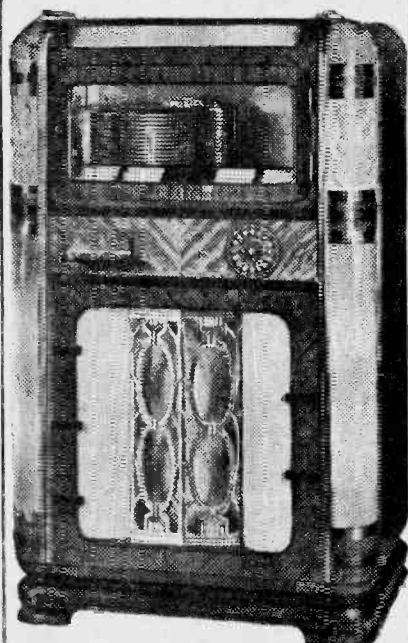
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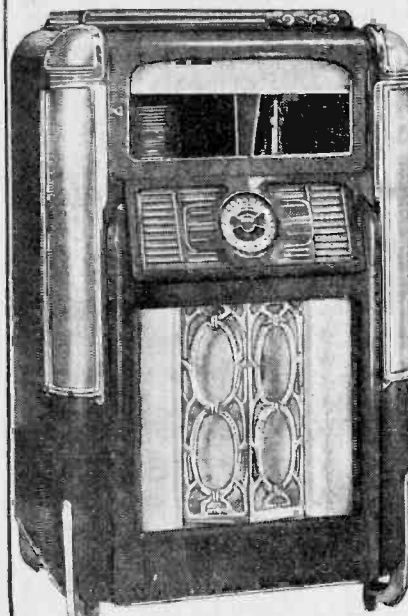
when I'm in any coin machine," records

ERSKINE HAWKINS on Bluebird record B. 10540

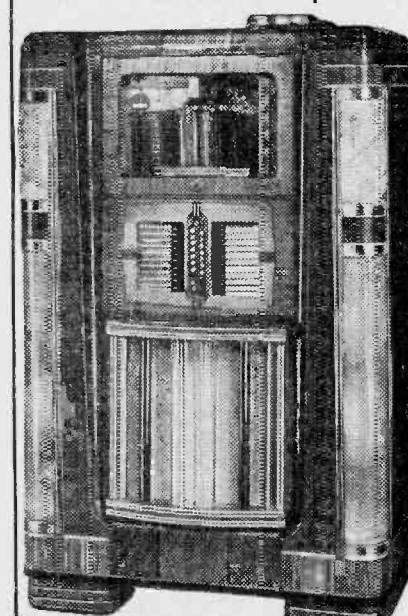
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**REVIEW OF RECORDS**

(Continued from page 15)  
Interesting items come from the harmonizing groups. The Merry Macs, on Decca, with a colorful and swiny orchestra providing the musical setting, sing it colorful and swiny for a pair of oldies, *Ma and Breezin' Along With the Breeze*. The Smoothies have a Bluebird beaut in the old and new of *Pretty Baby* and *Easy Does It*, respectively. And on Vocalion The Quintones blend their voices for two pleasantly diverting novelities, *The Five Little Quints*, which tells the story of the Dionnes in ditty fashion, and *Midnight Jamboree*, a travesty on radio's recorded request programs.

**Sweet Sentiment**

**T**HE standard barber-shop harmonizing of the male quartet always makes for a standard sale. Following the soft and flowing melodic lines, the Golden Memory Boys on Bluebird offer *Happy Birthday to You* and *Auld Lang Syne*, with *Sweet Adeline* the companion piece, and on Brunswick the Southern Male Quartet blend their rich voices for *Silver Threads Among the Gold* and *Love's Old Sweet Song*. And for magnificent spiritual performance attention is called to the Golden Gate Jubilee Quartet on the Bluebird race list, their highly original singing style imparting even greater influence to *What Did Jesus Say?* and *The Valley of Time*.

For the low-down blues singing the race records again give forth several salesworthy items, Lonnie Johnson on Bluebird for *Jersey Belle Blues* and *Trust Your Husband*, and on Vocalion, Lizzie Miles and the Melrose Stompers singing a strong moral lesson with a boogie-woogie *Stranger Blues* and a sizzling *Twenty Grand Blues*.

**The Novelty Sides**

**W**HEN the call comes for an electric organ interlude the results achieved by the Milt Herth Trio on Decca are highly gratifying for *Blue Danube Swing* and *Hezekiah*. Another instrumental of major possibilities is the All-Star Band recording on Columbia, a congregation of the top band leaders and instrumentalists for *King Porter Stomp* and a blues strain captioned *All-Star Strut*. The personnel is on the label and for exploitation possibilities to push sales for these sides there is no end.

Since all the world loves a whistler, making music with puckered lips the favorite pastime of millions, Horace Heidt's Columbia couplets offers nostalgia in the grand whistling of Fred Lowry for *Leanin' on the Ole Top Rail*, with romance the fashion for the companion piece, *Tumbling Tumbleweeds*.

The college songs always make acceptable platter fare which makes it a worthy item for Hal Kemp's Victor performance of *Washington and Lee Swing* and *The V. M. I. Spirit*.

The piano playing of Earl Hines on Bluebird, displaying his creative jazz genius for *Child of a Disordered Brain* and his interpretative skill for *Body and Soul*, as solo pieces, is of further note since the sepla maestro uses the Storytone piano, a new departure in electric pianos manufactured by RCA-Victor.

With a growing enthusiasm for the West Indies brand of Calypso singing, Wilmouth Houdini on Bluebird expounds the theory of pest-control in *Cousin, Cousin Scratch Here So for Me*. It's companion piece, the Bamboo Orchestra playing *Mama, Call the Fire Brigade*, a Calypso instrumental dance number, however, is not as hot as the title would lead one to suspect. And for the customer that seeks the disk oddities, the race list of the Varsity label hides an unusual item as *Old World Is in a H— of a Fix* by the Southern Blues Singers. In reality it's a tent meeting with a Holly Roller preacher delivering a sermon. The disk-mate matters none.

**South-of-the-Border Sides**

**A**LBUM series of the month from the Columbia factory, offered as separate items as well, is devoted to the conga music and dance rage. Desi Arnaz, with a native crew, offers the tropical conga rhythms, both the wild kind and those that are satin, for eight sides: *Ahi Viene La Conga*, *Verda Tropical*; *Vira Y Vira*, *Union Triste*; *Conga Conga*, *Africa Canta*; *Echa Un Pie*, *Pero Ahora Comprendo*.

Xavier Cugat, on Victor, gives a sparkling Cugat version of the familiar and sensuous *Siboney* rumba, making exciting Latin American music as a zamba for *I Want My Mama* as the disk-doubler.

**Dance Disks**

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Wurlitzer Model 24 . . . . .	99.50	Seeburg Selectophone . . . . .	15.00	140.00

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music, Tommy Dorsey, with his sweet trombone, has a dandy Victor double in *Shake Down the Stars and Moments in the Moonlight*. On the companion Bluebird label Glenn Miller is as well devoted to the sweeter music for the *Moonlight* ballad and *Sierra Sue*, a lulling lullaby, and Carl Ravazza, with a supper club-styled crew, *I Loved You Before I Met You* and *Somebody Told Me They Loved Me*.

On Columbia Orrin Tucker offers the wistful and appealing Bonnie Baker for *If I Could Be the Dummy on Your Knee*, handling the vocal himself for *If It Wasn't for the Moon*; Kay Kyser couples the novelty, *Sing a Spell*, with Ginny Simms singing for *You, You Darlin'*, and Horace Heidt mates two delightful waltz novelities, *The Vocalizing Song* and *Love Song of Renaldo*. On the companion Vocalion label Jan Garber emphasizes his distinctive sweet style with *Bon Voyage Little Dream* and *I'd Love To Call You My Sweetheart*.

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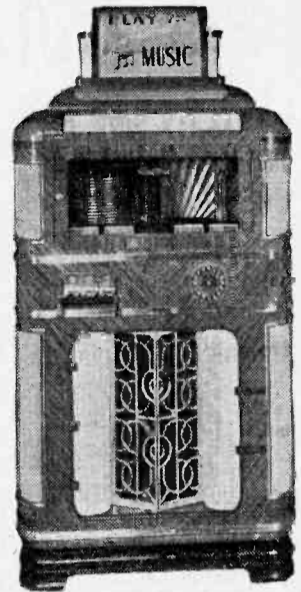
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## Talent and Tunes On Music Machines

A COLUMN FOR PHONOGRAPH OPERATORS

### Song Plugging

ONE of the most important angles in the creating and marketing of song hits is what is called song plugging. It is an angle so important and vital that it would be well for music machine operators to know something of its workings and its tangible effect upon the whole business of popular music—on the air, over the sheet music counter and in the nation's automatic phonos. This week's *Talent and Tunes* column will endeavor to explain the basic mechanics of what is generally the first and usually the most important step in making the country at large conscious of new songs.

While the practice of song plugging may seem to be an outgrowth of the high-pressure selling methods recently developed in the music industry, it is not really new. The basic idea is old, but the technic that has been brought to bear on it is vastly different, and in some respects far less commendable.

Song plugging is simply what the name implies—plugging a song until it is firmly imbedded in the minds of the general public. Logically there could be no more reasonable action taken to reach the public, the potential buying market for a Tin Pan Alley product. But circumstances have warped the original premise, and while the subsequent results of plugging are pretty much the same, the practice is indulged in by music publishing houses and their staffs for reasons other than the basic one.

For a song to become popular with the public, that song must be heard by the public. The way to accomplish the latter is, quite obviously, to have the

orchestras and singers to whom the public listens play the song. The more it is played, the more familiar it becomes and the greater the number of people who hear it. The more people who hear it, the greater the percentage of those who will like it well enough to go to a music store and spend 30 to 40 cents for a copy of it in sheet music form. And the more people who buy it, the greater the sheet music sale and the greater the financial return for the writers and the publishers. All of which is simply a matter of common sense and simple arithmetic.

That was the logical path followed in the old days, when "Take Me Out to the Ball Game" and "Give My Regards to Broadway" were the country's musical favorites. Then music publishers would dispatch their staffs to the leading hotels, cafes, theaters and so on, and the staffs would endeavor to interest the leading performers in those spots in their latest songs. If a popular singer or vaudeville performer included the song in his or her repertoire, it usually stayed there for months, and, in the case of vaude artists, would be heard from stages all over the country.

At one sitting, therefore, one song plucker could interest one artist in his newest tune, and the results of that interest would place the song before audiences from Maine to California for months on end. Thus the long life of songs of 20 years ago, and thus copy sales that reached several million. It was a pretty simple, unhurried process that achieved results with a minimum of

(See *TALENT AND TUNES* on page 160)

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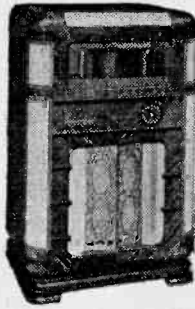
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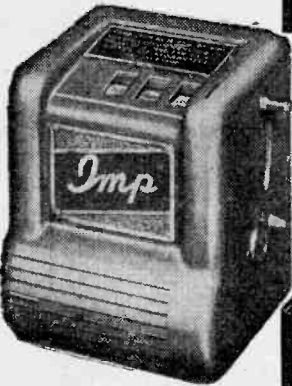
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**Phono Exports Continue High for February, 1940**

Canada again takes most machines—Mexico is second best customer

WASHINGTON, April 6.—Exportation of automatic phonographs continued to be the big news in the coin machine exportation field during February, 1940. A total of 244 machines valued at \$43,456 were taken by 12 countries, with Canada being the heaviest purchaser of machines. Canada took 94 phonographs valued at \$19,260. These figures were revealed in statistics furnished by the Bureau of Foreign and Domestic Commerce of the Department of Commerce.

Second largest number of phonographs went to Uncle Sam's neighbor on the south. Mexico took only three less phonographs than Canada, or 91. However, the dollar value was considerably less, being \$10,385. Exports to the

Philippines increased heavily, with 25 phonographs valued at \$6,681 going to the islands in the Pacific. In the entire year of 1939 the Philippines took less than twice this number of phonographs and machines of a much lesser value. The machines taken during 1939 numbered 42, valued at \$6,884, only \$203 more than the value of the phonographs exported during the month of February.

The growing importance of music machines as an export item is recognized in the extensive interest shown by U. S. foreign trade officials. Complete and comprehensive breakdowns are now furnished by the aforementioned commerce bureau. During the past year extensive reports on the progress of all coin machines have been made by practically all U. S. Consuls in foreign countries.

A breakdown of February exports of automatic phonographs follows:

**February Music Machine Exports**

Destination	Quantities	Value
Canada	94	\$19,260
Guatemala	1	246
Panama	8	2,260
Mexico	91	10,385
Cuba	7	1,278
Venezuela	1	240
British Malaya	2	610
Hong Kong	10	1,981
Philippines	25	6,681
Australia	1	175
U. of S. Africa	2	150
Egypt	2	190
Totals	244	\$43,456

**Calcutt Sees Big Vemco Year**

FAYETTEVILLE, N. C., April 6.—Joe Calcutt, of the eVnding Machine Co., reports that his firm's sales for spring and summer will be the biggest in its history, judging from present indications. "We always make it a practice," declared Calcutt, "with the opening of the outdoor season to give the trade some of our biggest sales. This year we have decided to go ourselves one better and are going to feature some of the finest reconditioned machines in our history at prices that will be the lowest for quality merchandise."

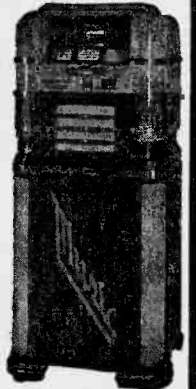
The Calcuttone, automatic phonograph needle made by Vemco, is using a new principle of reproduction, according to

Calcutt. "The Calcuttone uses a self-lubricating, smooth, ball-bearing-like point which completely fills the groove of the record and thereby gives a clear, cleaner, finer tone, practically eliminating record wear," said Calcutt.

"The Calcuttone is the result of many years of experimentation by leading metallurgists with the metal alloys which make up its point. The music operators know that Calcuttone performance is perfect from every standpoint."

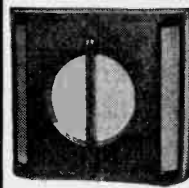
**MODERNIZE FOR PROFITS!**

Turn your counter Rock-Olas and Wurlitzer 61s and 71s into flashy consoles with RELIABLE Cabinet Stands. All wood construction in light and dark walnut finish with chrome trim. DeLuxe models with beautifully illuminated louvers.



Reliable DeLuxe Auxiliary Speakers will increase your profits! Handsome walnut finish with flashy illuminated louvers. Fits any type phonograph.

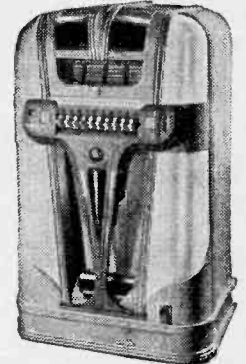
Write for Information on Phonograph Conversions



**RELIABLE SPECIALTY CO.**

Headquarters for All Phonograph Supplies  
2920 Prospect Court, CLEVELAND, OHIO

**SOUTH-WEST MISSOURI SOUTH-EAST KANSAS**



We will accept in trade Used Pin Games, Consoles, Arcade Machines, Counter Games, Bell Machines, Scales, Old Phonographs, Cigarette Machines, Candy Venders.

Most Liberal Terms.  
**C. CHARLE & COMPANY**  
SPRINGFIELD, MISSOURI

**SPRING SALE OF LATE USED PHONOGRAPHS IN PERFECT CONDITION**

Seeburg Selectophones	.....	\$15.00	Seeburg Royal	.....	\$109.50
Seeburg Model A, B, C	.....	22.50	Seeburg Gem	.....	139.50
Mills Studio	.....	49.50	Seeburg Regal	.....	149.50
Rockola 20-Record Imperial	.....	69.50	Seeburg Casino	.....	139.50
Wurl. P12, in Illum. Univ. Cabinet	.....	65.00	Seeburg Plaza	.....	149.50
Wurl. 412, in Illum. Univ. Cabinet	.....	75.00	Seeburg Mayfair	.....	169.50
Wurl. 616, in Illum. Univ. Cabinet	.....	89.50	Seeburg Mayfair Deluxe	.....	179.50
Wurlitzer 616	.....	59.50	Walnut Vogue	.....	189.50
Wurlitzer 24	.....	119.50	Marbleglo Vogue	.....	199.50
Wurlitzer 312 and 412	.....	35.00	Walnut Classic	.....	199.50
Seeburg Selectophone, in Illum. Cab.	.....	39.50	Marbleglo Classic	.....	219.50
Seeburg 20-Record Model K	.....	79.50	Seeburg Chicken Sam Rayolites with Bases	.....	125.00
Seeburg Rex	.....	99.50			

**WRITE, WIRE OR PHONE YOUR ORDERS**  
One-Third Cash Deposit With Order, Balance Sight Draft.  
**CONTROL YOUR MUSIC BUSINESS WITH REMOTE CONTROL**

**SOUTHERN AUTOMATIC MUSIC COMPANY**

425 BROAD STREET,  
NASHVILLE, TENN.  
620 MASSACHUSETTS AVE.,  
INDIANAPOLIS, IND.

312 W. 7TH STREET,  
CINCINNATI, OHIO  
542 SOUTH SECOND STREET,  
LOUISVILLE, KY.

**TRIANGLE MUSIC COMPANY**  
4608 Prospect Avenue, Cleveland, Ohio

**ATTENTION, OPERATORS**  
**150 WURLITZER 412, \$27.50 EA.**

READY TO OPERATE  
1/3 Down With Order, Balance C. O. D.

**TRIANGLE MUSIC COMPANY**  
4608 Prospect Avenue  
Cleveland, Ohio

ENdicott 1740

**OPERATORS**

**NICK BARRA,**

formerly with Acme Sales Co., of Brooklyn, has opened the largest

**Phonograph Remodeling**

factory in New York City.

Firm will be known as  
**COMMONWEALTH PHONOGRAPH  
REMODELING & SALES CO.**

533 West 34th St., New York City.  
LNgarec 3-6230 BRyant 9-0074

**All Work Guaranteed**

Write for price list—Inspect our plant

**WANT USED RECORDS**

STATE QUANTITY AND LOWEST PRICE

**PASCHKE**

6642 SO. MOZART ST., CHICAGO

Tell the Advertiser in The Billboard Where You Got His Address.

**BEN STERLING**

distributor of

**Wurlitzer Phonographs**

and all types of coin-operated games and machines.

On Pennsylvania Route 11, mid-way between SCRANTON and WILKES-BARRE at Rocky Glen Park, Moosic, Pennsylvania.

**Fast, convenient, 24-hour service . . .**

**WURLITZERS**

Model 500, Moving Corners	.....	\$199.00
Model 600, Keyboard	.....	179.00
Model 600, Button Selector	.....	159.00
Model 24	.....	129.00
Model 616, Top, Bottom & Side Grille	.....	119.00
Model 616, with Side & Bottom Grille	.....	99.00
Model 412, with Grille	.....	\$45.00
Model 412, Plain	.....	37.50

**OUR GUARANTEE:** From the Shipping Box to Locations—No fixing—No checking.  
1/3 Deposit—Balance C. O. D.

**KEMO NOVELTY CO.**

Wisconsin Distributors,  
1119 So. 16th St., MILWAUKEE, WIS.



# Feb. Games Exports High

570 games valued at \$37,200 are sent to 16 countries

WASHINGTON, April 6. — Statistical figures obtained from the Bureau of Foreign and Domestic Commerce, Department of Commerce, reveal that a total of 570 amusement devices valued at \$37,200 were exported during the month of February, 1940. This "big business" is reported in a complete breakdown of destinations, quantities and totals by the commerce bureaus.

### Total Exportation

WASHINGTON, April 6. — Total value of coin machine devices exported during February, 1940, was \$85,030. This included all types of coin-operated devices, such as automatic phonographs, vending machines and amusement devices. The number of machines exported was 1,031.

Four largest purchasers, lumping all totals of all classifications of machines, were Canada, taking 668 machines valued at \$46,120; Mexico, taking 172 machines valued at \$18,469; the Philippines, taking 40 machines valued at \$7,062, and Panama, taking 38 machines valued at \$3,573.

As has been the case during recent months, Canada is the largest user of games from the United States, taking over half of the total number exported. The report shows that Canada took 402 amusement devices, the value of which was \$24,365. As was the case in music machines, Mexico also stood second to Canada in the number of games imported. Mexico took 36 devices valued at \$6,205.

A total of 16 countries received games from the United States during February and games went as far as China, Australia, New Zealand and Africa. A complete breakdown as to quantity, destination and value follows:

Destination	Quantities	Value
Canada	402	\$24,365
Panama	30	1,313
Mexico	36	6,205
Cuba	2	380
Venezuela	1	150
Philippines	8	381
Australia	15	822
U. of S. Africa	16	2,003
Netherlands	23	471
Sweden	4	179
Panama, C. Z.	1	239
Argentina	24	222
Colombia	1	203
China	2	65
New Zealand	4	190
Nigeria	1	12
<b>Totals</b>	<b>570</b>	<b>\$37,200</b>

Motorized  
TOKEN PAYOUT Mercury

"MERCURY MAKES MORE MONEY"

is the experience of all successful operators. and YOU GET MORE FOR YOUR MONEY IN MERCURY, a classy streamline cabinet, a constant speed clockmotor, positive payout of award tokens, on the counter or behind glass window. Hammerloid Finish. You deserve the Best for your Money—insist you get a genuine MERCURY, built by Groetchen, the inventors of Token Payout Games.



GROETCHEN TOOL CO.  
CHICAGO



## BAKER'S PACERS

*Aristocrat of Consoles!*

A proven money-maker for operators who demand high-class games for consistent profits! Streamlined, modern, 1940 features, absolutely unequalled!

7-Coin Play! Equipped with Flashing Odds.

**THE BAKER NOVELTY CO., Inc.**  
2626 Washington Blvd., Chicago.

A Proven MONEY-MAKER

Legal Everywhere

NEW IMPROVED UNIVERSAL GRIP SCALE



Beautiful Red Crackle Finish — All Chrome Front — Rotary Grip Handle — Plug-Proof Chute — Holds \$20.00 in Pennies.

GET SAMPLE NOW

1/3 With Order, Balance C. O. D. **\$9.95**

Write for Quantity Price.

HOLLY MANUFACTURING COMPANY

2761 Union Guardian Building,  
DETROIT, MICHIGAN

OPERATORS' INSURANCE!

AGAINST SLUG LOSSES!

THE GOOPHER SLUG EJECTOR

NO DELAY—INSTALLED EASILY—QUICKLY RIGHT ON LOCATION ON ANY TABLE—WITH ABT—500 COIN CHUTE.....

IMPROVED MODEL—\$14.50

• DISTRIBUTORS WRITE •

MINNESOTA ASSEMBLING CO.

1316 NICOLLET AVE., MINNEAPOLIS, MINN.

### MUST BE SOLD AT ONCE

Zeta, Bonus, Jumbo, Turf Champ (ticket), Parley Youz (ticket), Classic, Roulette, Bally Reliance, Jennings Bunco, all at \$7.50 each. Feed Bag, Gottlieb Multiple, Bally Stables, Evans Keeno, Bally Club House, Mills 5c Skyscraper, Pace 5c Double Jack Pot, all at \$12.50 each. Mills 5c Escalator Double Jack Pot, Mills 5c Yellow Front, Pace 1c Mystery Pay Comets, all at \$15.00 each. Evans Galloping Dominoes, Roulette Jr., Bangstalls, Tarferans, Longchamps, all at \$19.50 each. Mills 5c Futurity, Jennings 10c Chief, Jennings 5c Multiple Pacer, all at \$22.50 each. Red Head Tracktime, Mills Blue Front, single Jack, light cabinet, all at \$29.50 each. One-third Deposit, Balance C. O. D. All machines in good condition.

RAY THRAEN, Tracy, Minn.

## Atlas Spring Sales Drive in Progress

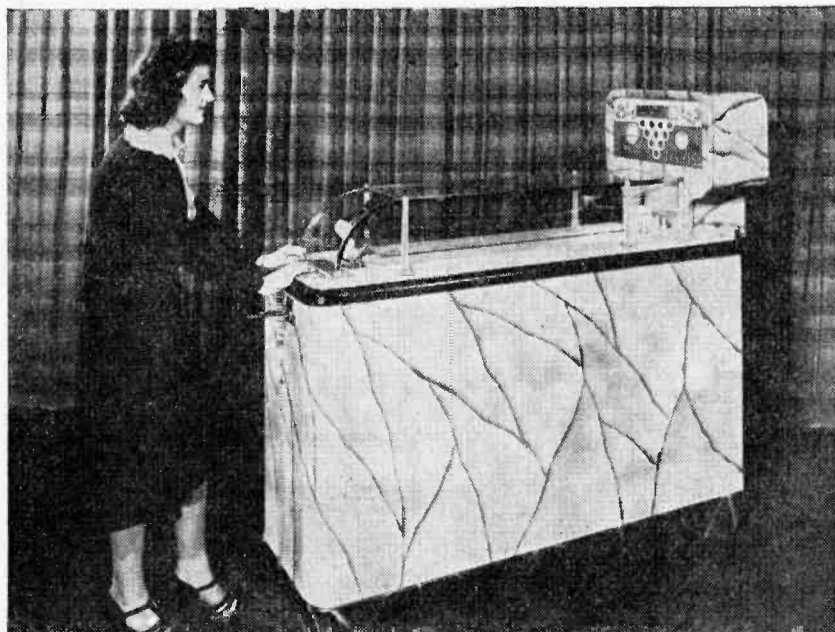
CHICAGO, April 6.—"The spring sales drive inaugurated with the Spring Special issue of *The Billboard* is, in fact, the beginning of an intense sales campaign by the Atlas Novelty Co.," declare Morrie and Eddie Ginsburg, of the Chicago distributing firm.

An annual event, the Atlas spring sales campaign is one of Morrie and Eddie Ginsburg's "pet" projects. Each year, for the occasion, their showrooms are stocked with equipment calculated to meet the requirements of operators in all territories.

Irv Ovitz, Harold Pincus and Phil Moss are reported ready to take care of an expected influx of operators coming to Chicago for equipment to be placed in their spring and summer locations.

Morrie and Eddie Ginsburg today have one of the largest distributing firms in the country and have in a period of seven years established a smooth and efficient working organization capable of coping with the expansion common to the coin machine industry.

Among the first visitors to Atlas for spring and summer equipment were Jimmy Myers and Jack Ashby, operators from Peoria, Ill. They spent a week in Chicago looking at new games and other equipment.



1940 ROCK-OLA TEN PINS BOWLING GAME, recently released, with the Rockolite finish, is creating a new surge of popularity. Rita Kay, Rock-Ola employee, is shown trying for a new high score record on the first Rockolite model to come off the production line.

### HEADQUARTERS FOR ALL GAMES

FREE PLAYS	
Western Hi Flier, Floor Sample	\$109.50
Genco's Lucky Strike, Floor Sample	89.50
Stoner's Fantasy	59.50
Keeney Big Six	59.50
Gottlieb Bowling Alleys	69.50
Keeney Free Races	15.00
Multi Free Races	17.50
Vogue	\$42.50
Side Kicks	22.50
Circus	24.50
Scoops	49.50
Punch	54.50
High-Lite	19.50
Conquest	27.50
Cowboy	\$39.50
Stop & Go	24.50
Rebounds	37.50
Foibles	67.50
Thriller	47.50
Chief	22.50

**CONSOLES**

Kentucky Clubs	\$49.50
'38 Track Times	89.50
Tanforan	19.50
Liberty Bells	19.50

1/3 With Order—Balance C. O. D.  
Write for Complete Price List.  
WE BUY—TRADE—SELL.

**AVON NOVELTY SALES CO., INC.**  
2923 Prospect Ave., CLEVELAND, OHIO

ATTENTION:

JOBBER, DISTRIBUTORS, OPERATORS

TICKETS now ready for SPRING BASEBALL; ORDER your supply of BASEBALL TICKETS TO-DAY.

WE manufacture all kinds of TALLY CARDS and LOOSE TICKETS consisting of

DAILY BOOKS

BASEBALL SERIES

TIPS and JACKPOTS

JAR GAMES

CARDED DEALS

ORDER FROM the FASTEST growing company of its kind—QUALITY MERCHANDISE plus FAST SERVICE equals SATISFIED CUSTOMERS—

Increase your sales and double your profits by writing for full information to-day—

Home Tally Card Co.

P. O. Box 237 (Phone 125), Yorktown, Ind.

9 EVANS "TEN STRIKES" (1939 Models)

Like New, \$139.50 EACH

3 Exhibit "Foot Vitalizers," like new	\$59.50
2 Groetchen "Metal Typers," floor samples	139.50
2 Withy "Seven Grand" (new), each	25.00

AUTOMATIC PAY-OUTS — REBUILT — FIRST-CLASS CONDITION

8 Preakness	\$19.50	3 Jennings Lib. Bells	\$29.50
2 Preakness (Ticket)	22.50	6 Handcappers	29.50
5 Stepper	65.00	5 Bally Stables	25.00
5 Western Paddles (Multiples)	25.00	4 Pot Shots	50.00
1 Paces Races (Black)	50.00	2 Pot Shots (F. P.)	50.00
		5 Velvets	25.00
		5 Galloping Dominoes	39.50

Wire Your Order and 1-3 Deposit for Immediate Shipment

Reference: Walker Bank & Trust Co.

The R. F. Vogt Distributors

Convention Hall, Cullen Hotel Bldg., Salt Lake City, Utah

92%

OF NATIONAL BUSINESS IS REPEAT ORDERS QUALITY RECONDITIONED BARGAINS MUST PAY BEST!

5% DISCOUNT on All Used Games If Full Cash Sent With Order.

Latest Issue of NATIONAL'S "NEW SETTING" ready now! Filled with scores of reconditioned buys in Games and Phonographs. It's FREE! Send for it today!

GAMES RENTED anywhere within a 500-mile radius of New York. Write for details!

WRITE FOR PRICES ON NEW GAMES

EXPORT

"We Cover the World." Cable Address: "NATOVCO," Merrick, N. Y.

NATIONAL NOVELTY COMPANY

183 MERRICK RD., MERRICK, L. I., N.Y. PHONE—FREEPORT 8320

It's the proud truth that National's new customers almost always become old, satisfied customers. That's because no game leaves our plant unless it has been checked and RE-CHECKED. When we advertise machines as "reconditioned" we mean that they have been completely re-adjusted . . . tuned up . . . put in first-class operating condition by experienced mechanics . . . cleaned, polished, even REPAINTED when necessary . . . and packed for shipment, around the corner or around the world, as carefully as eggs! There's a lot more than the idea of a quick turnover in National's price tags. Quality bargains are cheapest.

USED NOVELTY GAMES IN A-1 CONDITION

Airliner	\$35.50
Buckaroo	20.75
Bang	16.75
Champion	29.50
Chevron	13.25
Double Feature	12.50
Flash	16.25
Lot-o-Fun	25.75
Ocean Park	18.75
Triple Threat	16.25

\$7.45 EACH— 3 FOR \$21

Beamlite	Odd Ball
Bally Royal	Ritz
Chico Nags	Regatta
Flight	Request
Liberty	Stoner Races
Mercury	Sky Rocket
Natural	

USED FREE PLAYS . . . LOOK AND WORK LIKE NEW

Airliner	\$38.50
All Baba	34.75
Big Six	48.75
Cowboy	29.75
C. O. D.	57.50
Conquest	32.75
Davy Jones	20.75
Four, Five, Six	44.50
Headliner	37.50
Jumper	54.50
Keon-a-Ball	33.75
Lucky Strike	58.75
Supercharger	54.50
Thriller	42.50
Up & Up	16.75

SPECIAL!

Pokerino, in excellent condition \$14.00 Plus \$5 for Crating.

TALENT AND TUNES

(Continued from page 157) effort (compared to today), headaches and confusion.

Time Marches On

BUT things have a way of changing. In the early 1920's a new factor came along that was destined to alter materially the more or less peaceful course of the music publishing fraternity. That factor was radio, and with its introduction on a practical basis John Q. Public turned away from his phonograph and his parlor piano. He could get all the music he wanted from this new-fangled gadget, and, most important of all, "for free," once he was past the initial expense of the machine itself. The effect that this line of public reasoning had on sheet music sales and phonograph records is now music history; likewise the practical completion of the strangulation process on Tin Pan Alley when October, 1929, started the greatest depression the country ever experienced.

When things began to return to normal once again, the music business embarked upon its metamorphosis into the hard, competitive, conniving business it is today. Its back against the wall, sheet music sales a quarter of what they were in their heyday, phono record revenue practically non-existent, Tin Pan Alley could not be blamed for sliding into practices that were not all they might be ethically. The American Society of Composers, Authors and Publishers (discussed in these columns two weeks ago) was the only solace of hard-pressed music firms and their writers. The revenue that ASCAP collected for them from the public performance for profit of their creative efforts repaid them somewhat for the loss of it on sheet music and record sales.

Therefore, to increase that revenue, the music business turned to plugging its product in earnest. Naturally, any results such as in the old days from plugging—sheet music sales, bringing a song to the public's attention—were welcomed, but the main idea was to snare as many radio performances for a song as possible. For one of the things on which ASCAP pays off to publishers and writers is the number of radio performance credits chalked up for the songs of a publisher during a given year. Thus the drive was on; publishers instructed their pluggers (or contact men, as they themselves prefer to be called) to get their new songs played by orchestras on the air at any cost. The words "at any cost" are used advisedly; that is exactly the financial system under which music houses began to operate.

To make band leaders indebted to them, not only in regard to a current song but future ones as well, the publishers resorted to the primary psychology that there is no better good-will builder than a gift, particularly in terms of money. Thus bribery (since it was nothing more nor less than that) came into being in the music business. Leaders were paid anywhere from \$25 to sums in four figures—the latter sometimes taking the form of a mink coat for the maestro's wife, or a new car for himself—for one plug or an all-encompassing good-will toward a publisher. One of the most common angles was the paying of the cost of an arrangement by the publisher. One particularly imaginative stunt had a music house putting at the disposal of a leader who settled down to a run at one of New York's large hotels a limousine and chauffeur for the duration of his stay in town.

The various ways don't matter; what did was the fact that the whole bribery evil reached a point where a governmental regulatory code for the music business was discussed. Nothing came of it, and the publishers, after getting together and agreeing to stop the practice themselves, forgot their vows and started in doing the same thing all over again. Song plugging had indeed changed since the old days.

"The Sheet"

PUBLISHERS' lives for the past several years have revolved around one particular thing in the matter of song plugs. That is the frantic endeavor to "make the sheet" with each new tune. "The sheet" is the trade term for the weekly listings in the trade papers and in one New York Sunday newspaper of the songs with most radio plugs for the past seven days. (See *Songs With Most Radio Plugs* in the Music Section in the front of *The Billboard*). Songs are listed in the order of highest number of plugs, and these listings materially influence the selection of songs used on big com-

Reconditioned Phonographs

THOROUGHLY RECONDITIONED AND RECHECKED

Seeburg Sym. Model Mayfair	\$180.00
Seeburg Sym. Model Plaza	175.00
Seeburg Sym. Model Concert Grand	175.00
Seeburg Sym. Model Regal	160.00
Seeburg Melody King, 20 Record	104.00
Seeburg Melody King, 15 Record	69.00
Seeburg Sym. Model H or J	54.50
Seeburg Sym. Model B, C or D	34.50
Seeburg Sym. Model A	24.50
Seeburg Sym. Model A, in Illuminated Cabinet	65.00
Seeburg Sym. Model A, with Illuminated Grill	34.50
Wurlitzer, 24 Record	155.00
Wurlitzer 716	75.00
Wurlitzer 616	75.00
Wurlitzer 412	35.00
Wurlitzer 312	35.00
Wurlitzer P-12, in Illuminated Cabinet	75.00
Wurlitzer P-12	24.50
Wurlitzer P-10	15.00
Mills Studio	100.00
Mills Zephyr, Like New	65.00
Rock-Ola Imperial 20	89.50
Rock-Ola Rhythm Master, 16 Record	69.00

Terms: 1/3 Deposit With Order, Balance C. O. D.

W. B. NOVELTY CO., INC.

1903 Wash. Ave., ST. LOUIS, MO. 3105 Gillham Plaza, KANSAS CITY, MO.

WANTED

WURLITZER 412's

WILL PAY CASH. PRICE MUST BE RIGHT. QUICK ACTION NECESSARY.

D. ROBBINS & CO. 1141-B DEKALB AVE. BROOKLYN, N.Y.

mercial radio programs, the advertising agencies who build these shows choosing their song material from the first five or 10 top tunes. This, plus the natural desire to have their songs at the top of or at least on, the list (for reasons both financial and vain), has intensified song plugging to the point where it is a tremendous strain on both publisher and contact man alike.

Making the sheet, then, embodies the current essence of song plugging. It gives a publisher added ASCAP performance credits, it makes the public conscious of his tunes, it makes it easier to have his songs played on the large sponsored radio programs where a plug counts tremendously, and it pleases his vanity. It can hardly be wondered at, therefore, why securing enough plugs during a week to run up a high total on the weekly lists is a music man's food, drink and sleep. And it can readily be understood the lengths to which he will go to snare those valued plugs from band leaders playing hotels or night clubs and broadcasting from those spots several times a week.

Several months ago the song pluggers got together and formed a union (the Music Publishers' Contact Employees) secured an American Federation of Labor charter and are now endeavoring to take some of the bribery and chiseling angles out of the profession. Bribing a leader is now subject to a heavy fine or expulsion for the music man guilty of so doing. A recent test case found one music publishing house guilty of the practice and a fine was imposed, indicating that the new union has teeth.

One practice that it probably cannot halt, however, is that of the huge publisher turnout demanded by band leaders when they open in a spot. This angle is not a harmful one, but it is indicative of the hold leaders can exert on publishers in return for the favor of playing their songs. Naturally a leader wants his first night at a spot to be big in point of attendance and financial take. Since the public can't be depended upon, the music publishing crowd can, and the boys know that they had better show up in sufficient numbers (some publisher tables boast as many as 20 people in one party) in order to keep on the right side of the leader.

With automatic music machines stepping into the spotlight a couple of years ago, song plugging has taken a turn in the recording direction. Here the field of endeavor is more limited, for the pluggers' efforts are concentrated on the four prominent record firms, trying to get the recording heads of each to assign this or that new tune to a top band. And, of course, in the normal line of plugging activity with the leaders themselves, the contact boys will try to sell them the idea of recording their songs as well as playing them over the air. They are also helping the recording companies sell records.

LEGAL EQUIPMENT . . . LIKE NEW

CHICKEN SAMS	\$ 99.50	WURLITZER P-12	\$ 31.50
CHICKEN SAMS with Base	114.50	ROCKOLA IMPERIAL 16	60.00
TEN STRIKES, 1939 Models	139.50	ROCKOLA IMPERIAL 20	89.50
WESTERN BASEBALLS, late 1939	90.00	ROCKOLA MONARCHS	115.00
A.B.T. CHALLENGERS	16.50	ROCKOLA STANDARD 1939	180.00
WURLITZER P-10	27.50	SEEBURG REGALS	164.50

GET OUR LIST OF USED FREE PLAYS—BIGGEST STOCK IN THE MIDDLE WEST. 1/3 Certified Deposit With Order, Balance C. O. D.

UNITED AMUSEMENT COMPANY 3410-12 MAIN STREET, KANSAS CITY, MO.

1937 Red Head SKILL TIMES	\$ 32.50
BLACK PACES	32.50
BROWN PACES	79.50
1938 Kentucky SKILL TIMES	45.00
1938 KY. CLUBS	42.50
1938 SKILL TIMES	79.50
TRIPLE ENTRIES	132.50

1,000 OTHERS—WRITE YOUR WANTS.

WANTED FOR CASH

Melon, Cherry and Bonus Slots; Vest Pockets, Folding Stands, Box Stands.

SILENT SALES

Silent Sales Bldg., 635-637 "D" St., N. W., WASHINGTON, D. C. Cable Address: "Siltsales"

Western Baseball Show Sales Gain

CHICAGO, April 6.—"Western's Deluxe Baseball console game, now well into its third year of production, continues to show gains in daily sales," states Western's sales manager, Don Anderson. "Sales for this period are considerably over those of the corresponding period last year."

"We attribute the steady gain to several factors, among them the unusually life-like thrills of baseball as our game presents them, not to mention the legality of play and the consistency of sustained profits.

"For operators who seek a really staple operating unit, Western's Deluxe Baseball is a dream come true. During the more than two years of production and sales we have yet to find a single game being offered on the used market. Naturally, the games must all be in operation and profitably, too."

Detroit

DETROIT, April 6.—Russell Anger, of the Anger Mfg. Co., is moving his factory to a new location next month.

Albert A. Weidman, head of the Weidman National Sales Co., returned Sunday from a month's vacation in Florida. He is planning to leave about May 15 for a tour of his territory, including Wisconsin and Minnesota.

The Safe Way Vending Co. is being organized at 17712 Chandler Park by Doctor William B. Warner and Luttwean

THE BILLBOARD GIVES YOU THE ONLY

WEEKLY

RECORD BUYING GUIDE

READ THE BILLBOARD EVERY WEEK



# ALBANY, N.Y.

WHERE YOU CAN OBTAIN EVERY TYPE OF COIN OPERATED EQUIPMENT YOUR ROUTES REQUIRE!

These Reputable Distributors Are At Your Service

## EASTERN NEW YORK STATE DISTRIBUTORS

On Display at Our Beautiful Showrooms

### ROCK-OLA

Phonographs and 1940 Ten Pins. Remote Control—Wall Boxes—Speakers.

### KEENEY

Anti-Aircraft Machine Gun.

### GOTTLIEB

Skee-Ball-Ette.

### U. S. RECORD CORP.

Varsity and Royale Records

Write or call for quotations on our used slots, consoles and phonographs

Square Amusements of Albany  
707-709 BROADWAY

CONFUCIUS IS DEAD!

BUT WE ARE NOT

—SO WE SAY—

BUY MILLS EMPRESS AND THRONE OF MUSIC

REPRESENTING GEORGE PONSER CO. FOR NORTHERN NEW YORK

WRITE FOR LOWEST PRICES ON USED PHONOGRAPHS

UNIVERSAL VENDORS

788-790 BROADWAY

FREE PLAYS		MILLS Blue Front, late serials	
Big Six	\$49.50	Mills Golf Ball Venders, 25c play	\$42.50
C. O. D.	59.50		
Commodore	64.50	CONSOLES	
Davy Jones	19.50	R. H. Track Time	\$ 45.00
Follies	65.00	'38 Track Time	87.50
Lite-o-Card	65.00	Lucky Lucra	164.50
Mr. Chips	49.50	Pace Saratoga	107.50
Lucky	49.50	Pace Reels	107.50
Punch	49.50	Triple Entry	149.50
Scoop	50.00	Paddock Club	85.00
Variety	44.50		

PHONOGRAPHS		COUNTER GAMES	
Wurlitzer 412	\$ 25.00	Mercury	\$32.50
Wurlitzer 616	59.50	Reel Spot	3.50
Wurlitzer 24	119.50	Silver King	19.75
Wurlitzer 500	194.50	Sparks	37.50
Wurlitzer 50	89.50	Zephyr	18.75
Wurlitzer 51	69.50	Seeburg Gem	149.50
Wurlitzer 61	99.50	Seeburg Regal	174.50
Rockola 12 Record	24.50	Seeburg Vogue with Remote & Selector	229.50
Rockola R. M. 16	39.50		

SLOTS		MISCELLANEOUS	
Vest Pocket Bell	\$ 29.50	Western Baseball, r.p.	\$139.50
5c Q.T., 16,000 serial	37.50	ChickenSam with Base	119.50
5c Columbia, late ser.	37.50	Superior Boards: Confucius Say, etc.	
Jennings Console Bells, 5c & 25c	74.50		
Cherry Bells	59.50		

SEIDEN DIST. CO.

1230 BROADWAY

### CLOSING OUT ALL MACHINES

Wurlitzer 600A, Plano Key Board	\$187.50
Wurlitzer 800A	177.50
Wurlitzer 61, Counter Model	85.00
Wurlitzer 24A, National Slug Rejector	125.00
Wurlitzer 616A, Original	79.50
Wurlitzer 616	69.50
Wurlitzer 312 & 412	32.00
1 Seeburg Gem	122.50
1 Evans Ten Strike, 1939 Model	120.00

#### SLOTS

Blue Fronts, S. J., Serial over 400,000, 5c & 25c	\$37.50
Nielon Bells	37.50
Pace Comets	22.50
Pace Slug Proof 5c	42.50
Pace Slug Proof 10c, used one day	65.00
Q. T. 5c, Roll Front	22.50
Yellow Fronts, 20 Stop	12.50

All Machines Are Guaranteed To Be in Perfect Condition and Ready To Put on Location. One-Third With Order, Bal. C. O. D.

OWENSBORO AMUSEMENT COMPANY  
916 WEST 9TH ST., OWENSBORO, KY.  
Ref.: National Deposit Bank, Owensboro, Ky.

### WANT

#### All Types Used Legal Machines

Western Baseball, F. P. Bowling, Skee-Ball and Shooting Games, Vitalizer and Metal Stampers, Battery X-Ray Poker, Bang-a-Way, Arcade Machines, etc. Picture Machines. Write condition and lowest price.

#### FOR SALE—PERFECT CONDITION

1 Golfmore	\$20.00	Name on Leather Mach., quick print	\$50.00
4 Windjammer	25.00	6 Electric Penny Pitch Boards, Stainless Steel Sheets, Nickel Contacts	100.00
6 Bolo-Bumps	35.00	Connelly Name Embroidery Mach Head	40.00
6 Microscopes, complete, latest girl reels	25.00		
And Other Arcade Machines.			
Write for Prices.			
2 Radio Film Rifles, 1c	\$40.00		

### SPECTOR BROS.

23 FLOYD ST., DORCHESTER, MASS.

## Imp Available in 3 Kinds of Play

CHICAGO, April 6.—Imp, the counter game manufactured by the Groetchen Tool Co., is now being offered in three kinds of play—straight penny play, combination penny and nickel play and straight dime play. The counter game, originally offered as a penny-play device, has been furnished in the combination and dime-play models as a result of demand by operators, according to Groetchen officials.

"The enormous popularity of Imp, surprising even to us, convinced operators that the machine would be successful using nickel and dime chutes," declared the officials. "Consequently, we manufactured them, and the operators were right—they were as successful as the penny models.

"Location earnings have been consistently high, according to operator reports—reports backed up with further orders for our distributors. Our production lines have for months been jammed with Imps. Because the games are small and because of the big demand, we have packaged them in boxes of six."

## London

LONDON, March 23.—Dormant since the war began, British Automatic Machine Operators' Society is awakening. To discuss future of the society, an extraordinary general meeting is being held March 28 at First Avenue House, scene of the first British coin-operated machine exposition. Inspired by success of banquets of Amusement Caterers' Association and Showmen's Guild, Bamos will hold annual Ladies' Festival comprising banquet, cabaret and dance, April 27 at Park Lane Hotel. Absence of Secretary H. McCarthy Main on war work is one reason for lack of activity.

Amusement Caterers' Association has elected Alfred Freeman as chairman of committee for 1940. Freeman, who operates two of London's finest sportlands, spent much of his early life in show business in Canada and the United States. A capable fighter himself, one

of his ventures was a boxing show starring Frankie Fleming, who later became flyweight champion of Canada.

Wall machines continue to be staple effort of home producers towards making up for lack of new equipment, but Samson Novelty Co. is readying a new piece which will be in the bell class.

Alf Cohen, director of Coin Amusement Machine Supply, for some time a keen follower of greyhound racing, has bought a speed pooch, which will soon be making its first appearance on the London White City track. He has named it Alrport, inspired by success of Genco's bumper game of that title.

Deprived thru war of their usual winter fair locations, many traveling showmen have entered the sportland field. In the usual way, automatic machines are seen but little on fairgrounds, tho last summer the British Waltonian multi-merchandise found favor with an increasing number of travelers.

February has seen a burst of buying activity on the part of seaside operators, and dealers have been hard put to it to obtain used equipment in quantities sufficient to meet the demand. The general cry is: "We'd be doing great business if only we had the stuff to sell."

Dick Scott, of Scott, Adickes Co., caused a minor sensation by advertising new Exhibit Chiefs and Daval Strands, some wondering if he had succeeded in getting easement of ban on importations from America. Solution was that Scott, with some foresight, kept supplies received just before war out of sight until usual period of Easter holiday buying.

To his credit, he asked only pre-war prices, altho machines would easily have fetched him more. Dick is determined to keep his business active with manufacture of new machines. Numbers of any particular type will not be very large, he feeling that regular introduction of varied kinds will be a better proposition than any one in big quantities. His first two war-time products, Gangsters Pistol Shooter and Prop and Cop wall machine, have gone over well and are to be followed by a wall machine with topical war angle and possibly a table game.



THRILLING TRUE-TO-LIFE BASEBALL APPEAL!

- plus ✓ NEW SUPER-THICK BASEBALL TICKETS AN ACTION SYMBOL ON EVERY TICKET... A DIFFERENT TICKET FOR EVERY PLAY!
- plus ✓ UNUSUAL FLASH ACTION COLOR TOP DISPLAY!
- plus ✓ TANTALIZING BIG AWARDS AND CONSOLES A-PLenty! EACH SECTION PUNCHES IN JACKPOT!
- plus ✓ AVERAGE PROFIT OF \$26.44.

Ask For No. 1200 SOCKEROO (1200 HOLES-5c)

WRITE NOW FOR CIRCULARS SHOWING THE BIGGEST LINE-UP OF PROFIT MAKERS IN THE INDUSTRY!

GARDNER & CO. 2305 S. ARCHER CHICAGO, ILL. "MORE THAN 30 YEARS OF SALESBOARD LEADERSHIP"

### ILLINOIS OPERATORS—ATTENTION

We Are Featuring Two of the Hottest Machines in a Decade  
**BALLY'S SPORT KING**—PACES SARATOGA  
Both in Pay Out and Free Play. Trade In Your Old Machines.  
We Also Have a Large Supply of Good Used Machines.  
**P. & H. DISTRIBUTING CO.**  
220-222 N. 5th St., SPRINGFIELD, ILL.

THE BILLBOARD GIVES YOU THE ONLY

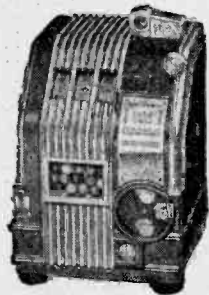
# WEEKLY

USED MACHINE PRICE CHANGES

READ THE BILLBOARD EVERY WEEK

# AT LAST

WE'VE FOUND SOMEONE WHO DOESN'T KNOW HOW TO CASH IN QUIETLY WITH EX-RAY, America's Finest TOKEN PAYOUT Counter Game, ONLY \$34.50 F.O.B. DAVAL, 2043 CARROLL AVE., CHICAGO.



**Presenting**

## CLUB MODEL COLUMBIA JACKPOT BELL

**HAMMERLOID OR CHROME FINISH**  
**5c—10—25 Play**  
**Large Reel Symbols**  
**10 or 20 stop reels**  
**Completely Silent**  
**Cash or Check Payout**  
**NOW READY FOR SHIPMENT**

GET CATALOG SHOWING 8 OTHER TYPES OF RELIABLE COLUMBIA BELLS.  
**GROETCHEN TOOL CO., CHICAGO**

### Here Are America's Finest "Better Machine Buys"! FREE PLAY NOVELTY TABLES

Gold Cups ..... \$99.50	Arrowhead ..... \$29.50	Snooks ..... \$17.50
Chicken Sam ..... 99.50	Golden Gate ..... 29.50	Alps ..... 17.50
Lucky Strike ..... 65.00	Lot-O-Fun ..... 27.50	Contact ..... 17.50
Super Six ..... 65.00	Twinkle ..... 27.50	Fair ..... 14.50
Commodore ..... 58.50	Avalon ..... 25.00	Batting Champ ..... 14.50
Flagship ..... 55.00	All Baba ..... 25.00	Box Score ..... 14.50
Mills 1-2-3 ..... 55.00	Zip ..... 22.50	Bounty ..... 11.50
Topnotcher ..... 52.50	Taps ..... 21.50	Encore ..... 11.50
Supercharger ..... 49.50	Triple Threat ..... 20.00	Milam ..... 11.50
Lucky ..... 45.00	Fifth Inning ..... 20.00	Midway ..... 11.50
Sport ..... 45.00	Double Feature ..... 17.50	Ragtime ..... 11.50
Black Out ..... 37.50	Chief ..... 17.50	Triple Play ..... 11.50
Thriller ..... 37.50	Flash ..... 17.50	Paramount ..... 11.50
Big Six ..... 45.00	Oscar ..... 17.50	Bally Supreme ..... 11.50
		Kilck ..... 11.50

1/3 Deposit, Balance C. O. D., F. O. B. Baltimore, Md. Write for Prices on Any Equipment You Want Not Listed Here!

**ROY MCGINNIS, 2011 Maryland Ave., Baltimore, Md.**

## Mike Munves Gives Requisites For Successful Arcade Operation

NEW YORK, April 6.—Mike Munves, widely known as the "Arcade King," recently arranged an arcade, 40 feet wide by 60 feet long, for one of the seashore spots. More than 75 machines were installed in the location.

Munves arranged the placing of the machines by marking circles and squares into the various positions on a diagram. He was careful, he pointed out, to have certain machines in the front and others toward the rear. Noisy machines were placed to one side of the location. Most popular machines were placed in spots easily seen by patrons. Munves also specified that the attendants should be neat in appearance, smiling and helpful. Above all, he declared, the arcade should be kept spotlessly clean.

"Machines should have a new coat of paint yearly—and a new color," Munves declared. "This, of course, pertains to machines which are standard equipment in the arcade and will last for years. Visitors should feel that everything is new and clean."

Munves also discussed the type of patronage the arcade operator could expect. He declared that Mutoscope machines must necessarily be left to the judgment of the operator. Different types of patronage call for different types of pictures. He declared that adults would go for almost all types of machines but that children were "tougher." "Children still dawdle over games or athletic machines and will play the phonograph. But, they're hardboiled when it comes to astrology machines or other similar devices. Automatic picture machines are also favorites of children and they'll take picture after picture—especially if they have a girl friend along with them.

Being realists," he philosophized, "the modern youngsters only go for something where they feel they are getting the utmost for their money."

It is important, according to Munves, to be careful in leasing a location. "There are times when men enter the business and have little faith in it. They fall to sign for a period of time which will assure them of the best possible rental. Some of these cases are pitiful, for once the place gets going and the spot is really earning money, along comes the owner and wants double the original rental. In choosing the location, get right into the heart of everything. Make up a beautiful place, the best you can afford, and give the public what they want.

"People like arcades," he continues, "they've been here so many years they've become second nature to the majority of us. I know people who would not walk by an arcade without going in. In the average resort spot the arcade can become the center of diversion. Some of the arcades with novelty attractions are the most popular spots in resorts."

### DISTRIBUTORS FOR MILLS PHONOGRAPHS, GAMES & SLOTS LOOK OVER THIS LIST OF A-1 RECONDITIONED MACHINES FOR REAL BARGAINS

WRITE FOR PRICES ON BALLY ALLEY, ROCKOLA TEN PINS AND EVANS TEN STRIKE

<b>FREE PLAY GAMES</b>	Stop & Go ..... \$27.50	RedHeadTrackTime \$40.00
White Sails ..... \$47.50	Chief ..... 27.50	Kentucky Skill Time 52.50
Headliner ..... 37.50	Gun Club ..... 30.00	Sport Page ..... 59.50
Airport ..... 37.50	Mills 1-2-3 ..... 87.50	Mills Square Bells.. 87.50
Scoop ..... 52.50		
Fifth Inning ..... 27.50	<b>AUTOMATICS</b>	WRITE FOR PRICES ON
Vogue ..... 42.50	Kentucky Club .... \$47.50	Keeney Red Hot, Gottlieb
Follow Up ..... 42.50	Grand Stand ..... 89.50	Score Card, Gottlieb Skee-
Contact ..... 25.00	Hawthorne ..... 82.50	Ball-Ette, Genco Blondie.

TERMS: 1/3 Deposit With Orders, Balance C. O. D.

**OLIVE NOVELTY CO.** 3020 OLIVE ST. ST. LOUIS, MO.

### Roy Torr Gets Cold Feet

PHILADELPHIA, April 6.—Canceling his trip to England and Ireland to visit his grandparents and relatives this year, Roy Torr indicated all the signs of cold feet recently. That is what his neighbors think. He claims he has no desire to play tag with subs in the English Channel. He also tries to laugh off the cold feet and the opprobrious smell by saying that he likes ham and eggs—and his information is that ham and eggs are scarce over there.

### GRAND OPENING OF OUR NEW HOME

MICHIGAN DISTRIBUTORS FOR J. H. KEENEY CO., CHICAGO COIN, H. C. EVANS CO. BARGAINS IN USED GAMES OF ALL MAKES

**OPENING SPECIAL**

TEN STRIKES—  
 Late 1939 Serials, Like New ..... \$132.50  
 With FREE PLAY—\$45.00 Additional

**ROBINSON SALES CO.**  
 3100 GRAND RIVER AVE., DETROIT, MICH.

2 Lucky Lucre ..... \$150.00	3 Skill Time ..... \$45.00
1 Paces Races, 1939 Model, with Jack Pot ..... 150.00	2 Rays Track ..... 30.00
3 Kentucky Clubs ..... 45.00	5 1-2-3, Free Play ..... 75.00
4 Track Times, Red Head ..... 60.00	4 Ten Strike, 1939 Model, Free Play, Like new ..... 110.00

All Machines in Good Condition—Some Like New. 1/3 Deposit, Balance C. O. D.

**MARKEPP CO., INC.** 1408-14 Central Parkway, CINCINNATI, OHIO

### Coming Events

Cigaret Merchandisers' Association of New England, first annual banquet at the Coconut Grove, 17 Piedmont street, Boston, April 14, 7:30 p.m.

State meeting of the Indiana State Operators' Association, Inc., in Indianapolis, April 14, to elect officers and transact important legislative business. Meeting to be held in Lincoln Room, Lincoln Hotel.

Fifth Annual International Travel Exposition, Stevens Hotel, Chicago, April 17-21.

National Restaurant Week, May 6 to 12.

Second American Retail Federation Forum at the Hotel Stevens, Chicago, May 15-17, for discussions on problems affecting locations.

National Governors' Conference, St. Paul, June 2 to 5.

Thirteenth Annual Convention of the National Tobacco Tax Conference, Providence, tentatively set for September.

THE LAST "WORD" IN YOUR LETTER TO ADVERTISERS, "BILLBOARD"



## "PLAY BALL" With Universal in 1940, For Your Greatest Profits!!!

Your Sunny Disposition Will Thrill to the Surge of Profits at Every Location. Two Brand New, Unique, Modernistic, Sure Fire Hits, Added to the Leading Baseball Sellers of 1939, Will Give Universal Buyers the Latest and Best in Baseball Deals During the Entire Season of 1940.

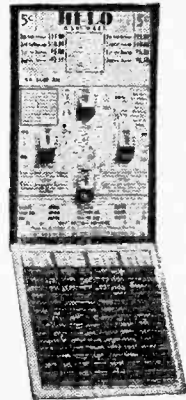


**"Double Header"**  
Takes in 2520  
@ 5c ..... \$126.00  
Pays Out (Actual) 81.78  
Profit (Actual) \$ 44.22  
109 Winners  
Also Available Without  
Jack Pot Card in 1956  
Ticket Size.

**MR. OPERATOR!!**  
*Happy Days Are  
Here Again!*  
**Universal's Baseball  
All Stars Are the  
Champions in the  
Profit League!**

**CASH IN NOW—On**

**THE POPULARITY OF THESE  
SENSATIONAL DEALS—  
DESIGNED IN MODERNISTIC  
TECHNI-COLOR**



**"Hi-Lo"**  
Takes in 600  
@ 5c ..... \$30.00  
Pays Out  
(Average) ..... 15.39  
Profit (Average) \$14.11  
42 Winners  
Also Available in 1230  
Size and 320 Size.

**Write Now For Special Quantity Prices**  
**UNIVERSAL MANUFACTURING COMPANY**  
104 EAST 8TH ST., Dept. UM7, KANSAS CITY, MO.  
(Manufacturers Only)

## Keeney's "Gun" Gets Big Earnings

CHICAGO, April 6.—"Its earnings have proved to be some of the highest in coin machine history," declared Sales Manager Bill Ryan, of the J. H. Keeney Co., speaking of the Keeney Anti-Aircraft Machine Gun. "Comments by coinmen in every section of the country place the cash box collections of Keeney's new Anti-Aircraft Machine Gun at unusually high figures. We are not surprised that this Keeney release has found favor among players and operators everywhere. It has all the appeal necessary to make it bigger than big time in earnings.

"Operators like Keeney's Anti-Aircraft Machine Gun mainly because it is trouble-proof. There is nothing to go wrong on Anti-Aircraft Machine Gun. The simplicity of design and construction went to work immediately upon its introduction to help push its sales record towards the top.

"To make it possible for all reliable operators to have this top earning machine, the J. H. Keeney Co., in co-operation with its distributors, has made it available on a new time payment plan. For further details consult distributors.

"For the free play game operator, the Keeney plant has produced Red Hot, with the fascinating spinner wheel in the backboard. This spinner wheel is controlled by skill shots and usually operates six or seven times each game."

## G&G Tells Faith In Groetchen's Imp

CHICAGO, April 6.—Max Glass, of the distributing firm of Gerber & Glass, Chicago, announced this week the plans of his firm in regard to the Groetchen Tool Co. counter game, Imp. "We've said over and over again," stated Glass, "just how much we think of Groetchen's counter machine, Imp.

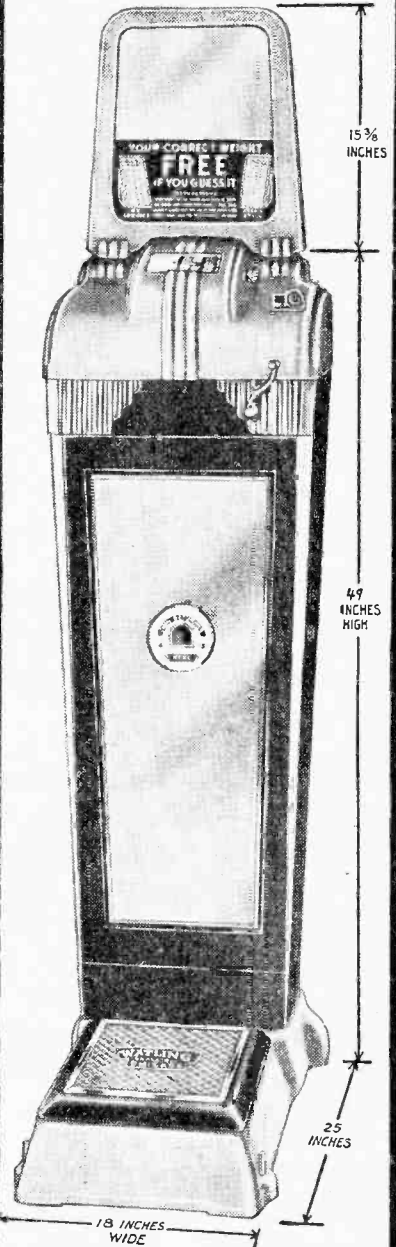
"Sales on the sensational three-reel machine have been soaring since the day it was introduced. To show that we are sincere in our praise of the machine we are making one of the best offers ever made.

"Our experience has shown us that Imp is one of the biggest money-making machines of this type ever offered. Operators who have purchased Imps from us report that the earnings have been even higher than they believed possible.

"Another important feature of Imp is the fact that it is absolutely dependable from a mechanical standpoint. Imp has been on locations for some weeks and has proved its tremendous value in operation. That's the test of any machine. If it stands up under hard usage, it is mechanically sound.

"Because we have seen for ourselves what a really great machine Imp is, we have decided to make this unusual offer to coinmen. We will buy back, six months from date of sale, all Imps purchased from us. Furthermore, we will pay 50 per cent of the original sale price for all Imps we buy back," concluded Glass.

**\$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 "WATLINCITE," Chicago



**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

- 5 Bally Eurekas, F.P. .... \$39.50
- 25 Bally Automatic Fair Grounds. .... 20.00
- 2 Bally Automatic Jumbo. .... 10.00
- 2 Bally Automatic Sky High 5 Balls. .... 8.00
- 2 Bally Automatic Peerless. .... 8.00
- 2 Bally Automatic Multiple. .... 10.00
- 10 Bally Automatic Derby. .... 10.00
- 3 Bally Automatic Challenger. .... 10.00
- 3 Bally Automatic Hi-leah. .... 10.00
- 1 Bally Roll. .... 25.00
- 1 Bally Reserve Novelty. .... 8.00
- 1 Bally Fleet Novelty. .... 8.00
- 30 Exhibit Diggers. .... 90.00
- 4 Triple Threat, F.P. .... 29.50
- 3 Hi-Lite, F.P. .... 29.50

## B & M SPORTLAND

611 CANAL ST., NEW ORLEANS, LA.

**ADVERTISE IN THE BILLBOARD  
—YOU'LL BE SATISFIED  
WITH RESULTS.**



KEENEY'S ANTI-AIRCRAFT MACHINE GUN numbers among its fans George Wolfner, Fergus Falls, Minn., operator. Wolfner demonstrates his skill on the new Keeney device while other operators look on.

**New!**



The GREATEST NECESSITY for operators ever conceived! NOW—the Guardian Kit contains IN ADDITION to the regular assortment of switches, leaves, silver points, insulators and fibre lifters—the following:

1. Set of Contact Point Adjustors
2. 72 Assorted "HARD-TO-GET" Rivets
3. 25 Extra Large Size Silver Points.

Price **650**  
Complete

With this NEW Kit you are fully equipped to make instant repairs on all the latest games! Rush 1/3 Deposit Today — Balance C. O. D.

Distributed Exclusively by  
**BLOCK MARBLE CO.**

1527 Fairmount Ave., PHILADELPHIA, PA.







## ANNUAL BIG SPRING SALES DRIVE

UNSURPASSED VALUES in GUARANTEED RECONDITIONED MACHINES

Rock-Ola Imperial 20 Record Phonograph, Beautiful Walnut Finish	Only \$ 52.50
"Chicken Sam" Ray-o-Lite Guns	122.50
Groetchen's Metal Typewriter (including name plates)	154.50
Jennings Cigarola, Model XV (5c & 10c combination)	89.50
Seeburg Royale Phonographs (20 record)	112.50
Wurlitzer Counter Model 51 (size 28x18x20), Marble-glo Finish	56.50
Wurlitzer Counter Model 61 (1939 Model)	97.50

### PAYTABLE BARGAINS

MULTIPLE COIN MODELS	
Grandstand	\$94.50
Thistle-downs	79.50
Hawthorne	74.50
Dead Heat (2 Jackpots)	79.50
Sport Page	\$64.50
Quinella	\$34.50
Feed Bag (Jackpot)	49.50
Derby King (Jackpot)	69.50
Derby Time	44.50

### PHONOGRAPHS

Seeburg Model B	\$ 32.50	Wurlitzer P30	\$29.50
Seeburg Model D	37.50	Wurlitzer P12	34.50
Seeburg Model H (Keyboard Selection)	47.50	Wurlitzer 312	42.50
Seeburg Rex (20 Record)	104.50	Wurlitzer 412	44.50
Seeburg Royale (20 Record)	114.50	Wurlitzer 616	79.50
Seeburg Regal (20 Record)	164.50	Wurlitzer 616A	82.50
Seeburg Casino, 1939 (20 Record)	154.50	Wurlitzer 616 (Illuminated sides and front)	97.50
Seeburg Plaza, 1939 (20 Record)	174.50	Wurlitzer 716	72.50
Seeburg Classic Marble-glo	229.50	Wurlitzer 24	124.50
		Wurlitzer (counter model, walnut finish)	51.50

We Carry a Stock of Phonograph Needles, Illuminated Grills and Title Strips (40c per 2000 Strips)

### FREE PLAY GAMES GALORE WRITE FOR LIST

It Pays You To Buy From "America's Largest Distributors" "The House of Friendly Personal Service"

Terms: 1/3 Deposit, Balance C. O. D.

CABLE ADDRESS: ATNOVCO

### ATLAS NOVELTY CO.

2200 N. Western Ave., CHICAGO, ILL. (General Offices)  
1901 Fifth Ave., PITTSBURGH  
Associate Office: Atlas Automatic Music Co., 2982 E. Jefferson St., Detroit, Mich.

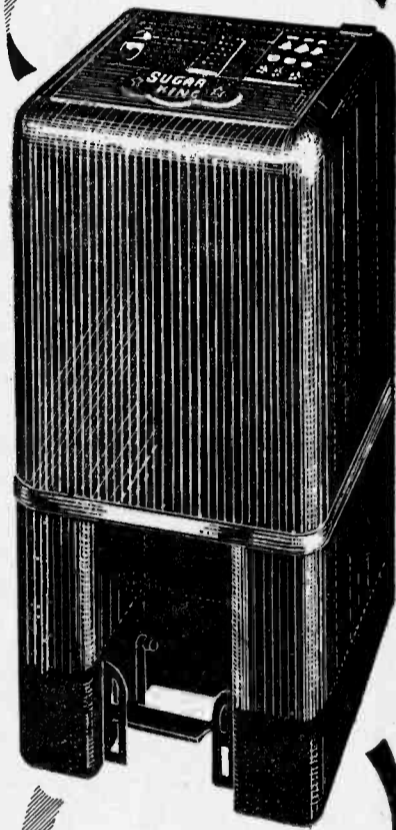
## Bally Beauty Sets Sales Record

CHICAGO, April 6.—"Bally Beauty," says John A. Fitzgibbons, Eastern regional distributor for Bally Mfg. Co., "has broken our best introductory sales record."

Explaining that his firm usually receives a large number of introductory orders at the first showing of a new game, Fitzgibbons reports: "When Ray Moloney visited our offices and was present at the initial showing of Bally Beauty he was amazed at the marvelous reception the five-ball six-ways-to-win game received from the operators here. Every operator present immediately placed quantity orders. With the large volume now being sold on Bally's Triumph buy-the-board sensation in Eastern area, ops here believe that even the sales records of this phenomenal machine will be broken once Bally Beauty deliveries get started."

"As one prominent New York operator stated, 'Bally Beauty is one of the most exciting games I've ever played. There are so many ways to win that the player is going to feel, just as I do, that he always has a chance as he shoots the balls around the board. There is that certain skill shooting principle in the game which is going to make the good shots go for it in a big way. And there's just enough surprise shots to make even the average player feel he has a real chance to come out ahead.'"

Jack Fitzgibbons, enthusiastic over the way leading operators here have received the new game Bally brings to the trade, said the operators are assured the greatest spring season in years.



### Sugar King is a Magnificent Console

Richly styled in genuine walnut, it is definitely a "De Luxe" game, reserved for your finest locations.

Over 200 operators own Sugar Kings already, praise it for "top earnings".

Dependable performance assured by famous Columbia bell mechanism. Flashing Lights stop in familiar 1-2-3 rhythm, show bell or cigarette combinations.

Plays Nickels, Dimes or Quarters, pays all awards and Jackpots automatically. Cash or Check payout.

Foot pedal operation intrigues players, overcomes usual restrictions.

Price? Much less than you would expect.

Groetchen Tool Co. 130 N. Union Street, Chicago

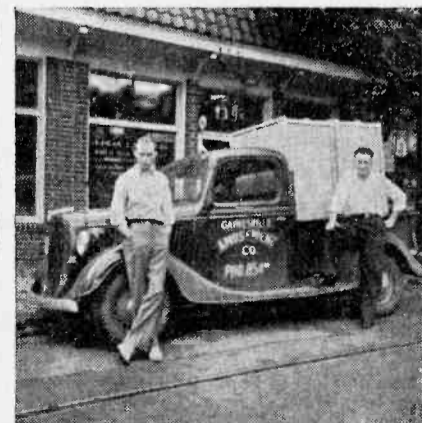
## Sky Fighter Uses Small Space

NEW YORK, April 6.—"One of the reasons operators from all parts of the country are ordering the Mutoscope anti-aircraft machine gun, Sky Fighter, is because of the small space it occupies," declares Bill Rabkin, president International Mutoscope Reel Co., Inc.

"By employing a light-up board with full and natural color effect," explained Rabkin, "we give the players and watchers the greatest possible enjoyment. At the same time it cuts down space needed for the machine. The average floor space for the base is only 27 by 30 inches."

"The fact therefore that Sky Fighter needs only such small space has proved it invaluable to the average operator. Store space is too valuable a commodity today in the eyes of the retail merchant to be given indiscriminately. The retail merchant therefore employs only such items as he feels will economically employ the necessary space. When he allots space for Sky Fighter he knows that for the small space this machine occupies he will receive a handsome return."

"Sky Fighter is a completely self-contained unit. We learned from our experience at the 1939 World's Fair that to be successful the anti-aircraft machine gun must be a self-contained unit. The resulting machine is one of the most thrilling machines made. It allows 300 speedy shots in half a minute and high scoring. These and other features make it outstanding."



WALL BROTHERS, of Gainsville, Ga., pose for a snapshot just before leaving Atlanta and E. I. Woodfin's showrooms with a load of new phonographs. Van Wall is on the left, and Pat Wall, on the right.

**THE GREATEST SENSATION IN SALESBOARD HISTORY**

**THE FAN DANCER**

Electrifying Silent Flame Table Lighter

**ATTENTION CARD MEN — BOARD MEN**

THE SALESBOARD ITEM that has created A SENSATION, taking the country by storm. Made by ALFRED DUNHILL OF LONDON, INC.

Operators are really coining money with this marvelous invention. Be the first in your territory with this hot item.

**"FIND THE HOT SPOT"**

**90c** Each in Case  
Lots of 36  
\$1.00 Each in Smaller Quantities

**F. O. B. KANSAS CITY, MO.**

**TERMS:** 1/3 Deposit With Order. Balance C. O. D.  
On Orders of Less Than \$5.00, Full Amount With Order. Save C. O. D. Charges.

**THE PLATTNER DISTRIBUTING CO.** 1330 Oak St. Kansas City, Mo.

**SPRING CLEARANCE SALE**

QUALITY SPEAKS FOR ITSELF		COUNTER GAMES	
1938 Tracktimes	\$85.00	Reel Spots	\$ 5.00
1938 Kentucky Clubs	47.50	Grandstand	10.00
1938 Liberty Bells, like new, cream cabinet	45.00	Track Reels	5.00
Derby Times	45.00	Reel Races	5.00
Pamco Rosemont	24.00	Daval Gum Vendors	5.00
Dark Horse	22.50	Turf Flash	5.00
Across-the-Boards	29.00	Sportland	5.00
Big Race	22.50	Clearing House	5.00
Fairgrounds	22.50	Booster	5.00
Ritz, like new	15.00	Ball Gum	5.00
Bang-a-Deer	85.00	Superior Cigarette Reel	5.00
		Imps, New	12.50
		Imps, Case of Six	67.50

1/3 Deposit With Order — Balance C. O. D.  
**MODERN AUTOMATIC EXCHANGE, INC.**  
2618 CARNEGIE AVE., CLEVELAND, OHIO

**BADGER'S RECONDITIONED PHONOGRAPHS AND LEGAL MACHINE BARGAINS**

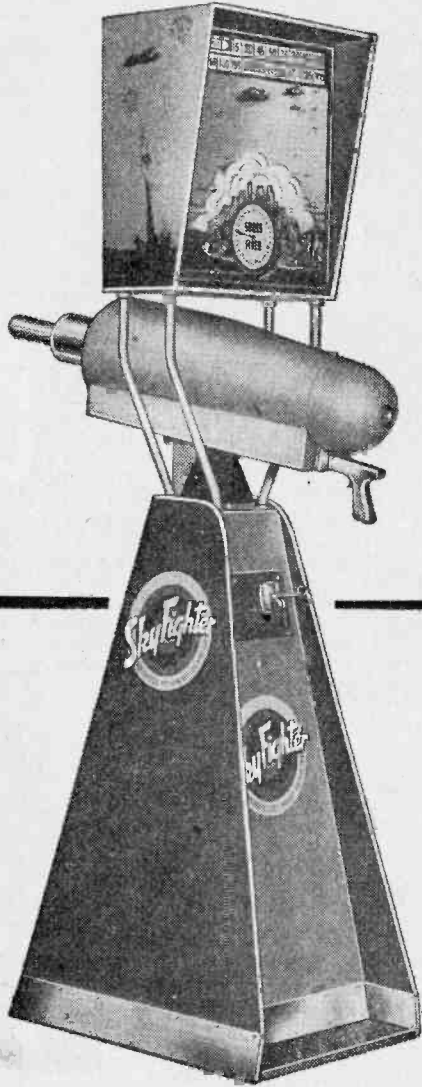
All Guaranteed Ready to Operate. Due to Marketing Fluctuations, Please Write for Our Latest Low-Price Quotations.

Rock-Ola 1939 De Luxes	Write	Bally Alleys, Late Models	Write
Rock-Ola 1939 Standards	Write	Seeburg Ray-o-Light Chicken Sams	\$114.50
Seeburg 1938 Regals	Write	Evans Ten Strikes	Write
Seeburg 1937 Rex, Illuminated Grille	\$94.50	Penny Phonographs	Write
Rock-Ola 1938 Monarchs	Write	Bally Eagle Eyes	Write
Wurlitzer Model 616, Illuminated Grille	\$79.50	Rock-Ola Ten Pins	Write

Write for Our New Catalog Showing More Than 500 Reconditioned Machine Bargains. Send for Free Copy Today.

**BADGER NOVELTY COMPANY**  
2546 N. 30TH STREET, MILWAUKEE, WIS.

★  
**BUILT  
TO  
LAST**



★  
**45 YEARS OF KNOWING HOW  
IS BACK OF EVERY MUTOSCOPE  
ANTI-AIRCRAFT MACHINE GUN  
"SKY FIGHTER"**  
**INTERNATIONAL  
MUTOSCOPE REEL CO., INC.**  
44-01 ELEVENTH STREET,  
LONG ISLAND CITY, NEW YORK  
(Established 1895)

**Indie Retailers  
Up Profits With  
Modern Methods**

CHICAGO, April 6.—In a recent editorial entitled "Independents Advance," published in *The United States Tobacco Journal*, the increased business of independent retail outlets and inter-related subjects of chain-store legislation and modern merchandising methods were discussed.

Inasmuch as retail independent stores comprise a great percentage of the locations in which coin machines are placed, the betterment of business for this class of merchant is of prime importance to coin machine operators. The editorial follows:

"A few weeks ago the Department of Commerce, reporting on retail business operations during January, observed that a survey covering 21,495 independent stores disclosed a gain of 7.6 per cent in volume during that month as compared with January, 1939. Attributable in some measure to general business improvement, a succession of similar reports during the past 12 months suggests also the conclusion that in independents, by and large, are faring better in relation to chain-store volume than they did a number of years back.

"To some degree this may reflect the effects of anti-chain store agitation, which has expressed itself in efforts to legislate the chain store out of business. But as a survey published earlier this year disclosed, such legislation showed a declining trend during the past year; in fact, the pendulum seems to have swung the other way.

"Isn't it more likely that independents, in every line of retail activity, have rather taken a leaf from the chains' own merchandising methods in recent years, and are making at least an effort to beat them at their own game?

"Nor does this imply, as the most immediate conclusion, price cutting. The tobacco business knows full well that ever since the depression drove its leading chain-store operators into financial difficulties, they've not only spoken up for price maintenance, but acted upon it as energetically as any independent. Even the major drug chains nowadays sit down in different territories with local retail tobacco associations to co-operate wholeheartedly in furthering programs to elevate the trade's standards of operation.

"It is rather in the adoption and development of modern merchandising methods, such as those practiced for many years by chain stores as distinguished from cracker-barrel independent shops, that the independents have taken an example from the chain stores, to the good of their own business. Not every tobacco retailer, by a long shot, has done so, but those who are regarded today as the outstanding independent retailers have adopted them, deliberately or otherwise.

"A bright store, attractive and inviting; merchandise alluringly displayed, convenient to inspect and easy for the customer or the clerk to reach; windows that sell merchandise rather than merely furnish a storage place for it; a cheerful greeting from behind the counter, an evident willingness to accommodate the customer rather than an apparent inclination to shoo him out of the store

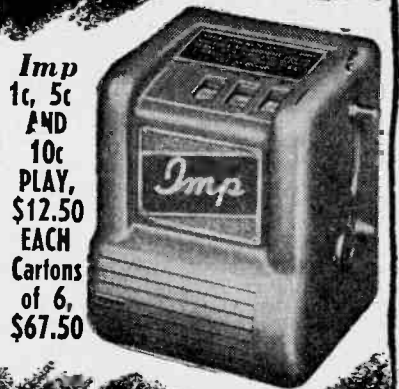
**HERES THE  
MOST SENSATIONAL  
OFFER EVER MADE  
TO COIN MACHINE  
OPERATORS!**

**WE'RE SO CONFIDENT  
IN THE  
HIGH EARNING POWER  
and  
MECHANICAL DEPENDABILITY**

*Imp*

**THAT WE WILL BUY BACK,  
6 MONTHS FROM DATE  
OF SALE, ALL IMP'S PUR-  
CHASED FROM US!  
and we'll pay 50%  
OF THE  
ORIGINAL SALE PRICE!**

**Only G & G CAN MAKE  
SUCH AN OFFER!  
ORDER YOURS TODAY!**



**Imp  
1c, 5c  
AND  
10c  
PLAY,  
\$12.50  
EACH  
Carltons  
of 6,  
\$67.50**

**GERBER & GLASS**  
914 DIVERSEY - CHICAGO, ILL

as rapidly as possible—these are part of the modern technique of merchandising which the customer has come to take for granted. If they're not there he'll pass the store by. But the independent who provides them will have nothing to fear from chain-store competition."

**THE BIGGEST SALESBOARD  
SENSATION OF THE YEAR**

Going Stronger Than Ever!

**CONFUCIUS SAY**



More than ever, board of the year. Steadily climbing in player preference, this take-off on the gag and song craze of the year tops the nation's salesboard stars. Brilliantly colorful, CONFUCIUS SAY contains tickets which bear Chinese symbols plus an original Confucius saying. 1,600 Re holes, takes in \$80.00, pays out \$47.20. Profit to the operator \$32.80 plus an additional \$2.50 from the Re arrangement. Write for complete details!

**SUPERIOR PRODUCTS**  
14 N. PEORIA ST. CHICAGO, ILL.

**Dallas**

DALLAS, April 6.—Approach of the outdoor season has developed a new campaign for the dressing up of the old spots for the opening of several new drive-in and road side places to accommodate the summer tourist trade. The summer time amusement places are live spots for coin machines and local ops are awake to these opportunities.

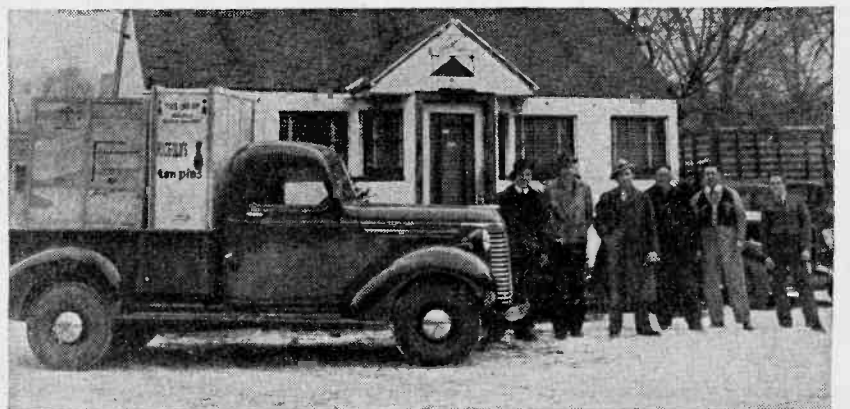
Arthur Flake, of the Flake Distributing Co., has just returned from a wide swing around the State. In West Texas, Flake found coin machine operations in excellent shape. He says that J. W. Hooks, of Ranger, and Victor Cornelius, of Ranger and Eastland, are doing a swell job in developing their extensive music operations. In East Texas, Flake visited Texarkana, Mt. Pleasant, Paris and other points, and says that opera-

tors in that section report business very good.

Dad Johnson, well-known Fort Worth operator, has been released from a Fort Worth hospital, where he had been confined with a severe illness.

J. H. Lynch, of Electro-Ball Co., Inc., reports a nice pick-up in business on his cigaret venders. Lynch's firm operates some 700 cigaret machines in the Dallas territory.

Recent visitors to Dallas Coin Machine Row included E. J. Shelby and Guy Kincannon, of Waco; J. B. and J. E. Akers, of Denton; Tom Wolfe, of the Sooner Novelty Co., Oklahoma City; W. H. Thompson, San Antonio; Allen McQuhae, of Electro-Ball Co.'s Houston office; Marvin McLarty, of Lubbock, and Louis Solomon, of Ranger.



A TRUCKLOAD OF ROCK-OLA PHONOGRAPHS and Ten Pins, bowling game, leave for locations in Northern Michigan. Rock-Ola distributor, Ed Heinz, stands third from the left. Heinz is using a 19-foot trailer to publicize and carry Rock-Ola equipment thru Northern Michigan.



**BRITE-SPOT**

*a Haymaker in all territories*

**National Coin Head in Florida**

CHICAGO, April 6.—Joe Schwartz, head of the National Coin Machine Exchange, is sojourning at Miami Beach, Fla., taking a much-needed rest from the rush of business which has continued since the opening of the company's new display rooms.

"During his absence business is going on as usual," says Harry Heiman, sales manager, who is temporarily in charge. "With us there is never a let-up in giving good service, speedy delivery and courteous treatment. In other words, giving the kind of service that spells satisfaction, repeat orders and contented customers.

"That accounts for the rush of business we're enjoying. In addition to our unique modern displays of the new phonographs, which is acknowledged the finest display in this part of the country, you can always be sure of immediate delivery of practically any kind of machine right from our floors, ready for operation. Operators will tell you that's the kind of service that counts and you can always be sure of getting it here."

**Mutoscope Co. in Biz Over 45 Years**

NEW YORK, April 6.—"Forty-five years of coin machine manufacturing are in back of every International Mutoscope Reel Co. Sky Fighter, anti-aircraft machine gun," proudly boasts Bill Rabkin, president of the firm. "Our firm was established in 1895 when manufacturing of nickelodion equipment was in vogue. Mutoscope is an outgrowth of the world-famous Biograph Corp., one of the first concerns to make movies. Among the firm's records can be found the names of Douglas Fairbanks, Charlie Chaplin, Mary Pickford, D. W. Griffith, John Bunny and many other oldtimers of the movie industry.

"With this rich background Sky Fighter is a product that is built to last. Sky Fighter is made up of parts which are especially designed for it. These parts are precision tooled by men who have experience in manufacturing such machines. Their craftsmanship goes into the making of a game that will be operating years from this date."

**FREE**

ONE **Jennings SKY CHIEF** with the purchase of 10 Sky Chief Machines ALL BRAND NEW MACHINES

Here's an offer made available through the misfortune of a large buyer. These brand new Jennings Sky Chiefs were made up for this customer who because of unfavorable conditions could not use them. They are equipped with positive stop, no-bounce reels . . . heavy-duty clock . . . escalator and jack pot on mechanism . . . steel escalator sprocket gear . . . chrome plated with two-tone baked enamel finish and are now priced at a figure you would expect to pay for used machines. And that isn't all — with every ten Sky Chiefs you buy, we give you one Sky Chief absolutely free. This is your opportunity. Grab it!

ACT NOW QUANTITY LIMITED  
LOOK AT THESE LOW PRICES

These machines will sell fast at these amazing low prices. As there is only a limited quantity available we recommend that you wire your order and deposit immediately to avoid disappointment.

- 1c PLAY . BellorVender. ea. \$66.00
- 5c PLAY . BellorVender. ea. 63.50
- 10c PLAY . BellorVender. ea. 66.00
- 25c PLAY . BellorVender. ea. 68.50

All prices f. o. b. Chicago. One third cash deposit with order, balance c.o.d. This deal confined to strictly cash terms. Specify denominations and whether Bells or Venders desired.

★ O. D. JENNINGS & COMPANY · 4309 W. LAKE ST. · CHICAGO, ILLINOIS ★

**Save in this Sensational OFFER**

<b>FREE PLAYS</b>	Flagship . . . . . \$60.00 Stoner Santa Fe. . . . . 45.00 Headliner . . . . . 29.50	<b>WRITE</b> For PRICES ON . . . Exhibit Lancer	
Supercharger . . . . \$49.50 Thriller . . . . . 35.50 Big Six . . . . . 45.00 Cowboy . . . . . 25.00 Up & Up . . . . . 15.00	<b>NOVELTIES</b> Champion . . . . . \$29.50 Variety . . . . . 23.50 Vogue . . . . . 33.00 Spottem . . . . . 10.00	1/2 with all orders, balance C. O. D. Write for Complete Price List Quick!!	

**BUDIN'S, INC.** 174 SO. PORTLAND AVE., BROOKLYN, N. Y. Telephone: NE-8-0140

**ATTENTION, CANADIAN OPERATORS**

Wurlitzer 616 with new Cabinet . . . . . \$150.00	Exhibit Bowling Alley . . . . \$275.00
Wurlitzer 24C . . . . . 200.00	Exhibit Lancer, free play . . . 135.00
Seeburg Casino . . . . . 300.00	Watling Tom Thumb Scale. 122.00
Seeburg Plaza . . . . . 325.00	Watling Guess Your Weight. 142.00
Seeburg Mayfair . . . . . 350.00	Watling 500 Fortune . . . . 142.00
Seeburg "Jailbird" with stand . . . . . 325.00	Pace Double Jak-Pot Mystery . . . . . 40.00
Bally Bowling Alley . . . . 305.00	Mills Church . . . . . 40.00
Bally Bull's Eye . . . . . 305.00	Mills Round the World Dial 40.00
Bally Triumph, Free Play Novelty . . . . . 179.00	Mills Vest Pocket . . . . . 60.00

We have an assortment of all kinds of new and used Free Play Novelty Games. Write in for prices.  
J. P. Seeburg has just released the MAJOR and the COLONEL (slug proof for Canadian money). Write in for lowest prices. We want representatives throughout Canada.  
All merchandise duty paid and prices are F. O. B. Windsor. We are Canadian Distributors for Bally Mfg. Co., J. P. Seeburg Corp., Watling Mfg. Co.

**DONALD FIELDING & CO.**  
1106 HALL AVENUE 4-3333 WINDSOR, ONT.

**FULLY GUARANTEED**

10 DAYS' FREE TRIAL

**JEFFY-19.75**

10 DAYS' FREE TRIAL

**EX-RAY-34.50**

10 DAYS' FREE TRIAL

**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.

**A COMPLETE LINE OF BASEBALL BOOKS and SERIES**

**Ready For Immediate Delivery**

OPERATORS—Let us show you how to create a steady income with your own SERIES.  
NEW 1940 PRICE LIST JUST RELEASED. Send for your copy and receive a 1940 Baseball Schedule.  
We are closing out 1000 Jar Games of Baseball. All tickets printed in Baseball language. A beautiful ticket.

**LOOK**—

2100 Tickets Takes in . . . . . \$105.00	WHILE THEY LAST	\$1.00 Per Set
Pays Out in 125 Winners . . . . . 80.00		
PROFIT PER SET . . . . . \$ 25.00		

**WRITE—WIRE—PHONE**  
**WERTS NOVELTY CO., INC.**  
920 S. PERSHING DR., MUNCIE, INDIANA

Be Ahead of the Crowd  
**SUBSCRIBE TO THE BILLBOARD**



**NOW THAT YOU'VE SEEN THRU THE REST-**  
**Invest IN THE BEST!**

**Western's Deluxe BASEBALL**

**TWO GRAND CHAMPIONS!**

The Yankees in the major leagues and Western's Deluxe Baseball on your locations!

Get down to bare facts! A dependable income requires operating strength in all points of the game you buy . . . construction, appeal, legality, consistency of earnings. Western's Deluxe Baseball provides you with all these, year in and year out!

**Western Products, Inc.**  
 925 W. NORTH AVENUE  
 CHICAGO



**FOR SALE!**

**250 THOROUGHLY RECONDITIONED GAMES**

FREE PLAY	FREE PLAY	FREE PLAY	REGULARS
Big Sixes ... \$52.50	Golden Gates \$44.50	Thrillers ... \$49.50	Airway ... \$12.50
Chevrons ... 27.50	Ocean Parks .. 44.50	Trophys ... 27.50	Bubbles ... 12.50
Chubbles ... 26.50	Rebounds ... 42.50	Variety ... 49.50	Chiefs ... 14.50
Fifth Inning ... 27.50	Requests ... 19.50	Vogue ... 52.50	Chubbles ... 17.50
Conquests ... 44.50	Rinks ... 19.50	White Sails ... 49.50	Keylites ... 12.50
Contacts ... 26.50	Spottems ... 27.50	Taps ... 27.50	Lucky ... 34.50
Topnotchers .. 54.50			Majors ... 22.50
Eurekas ... 49.50			Midway ... 12.50
Fair ... 14.50			Requests ... 10.00
Gold Cups ... 124.50			Side Kick ... 10.00
			Stop & Go ... 12.50
			Tournament .. 12.50

**100 COUNTER GAMES,**  
 \$3.00 and Up

**Your Used Equipment**  
 Accepted In Trade.

**PHONOGRAPH SPECIALS**

50 ROCKOLA IMPERIALS (WITH GRILLS) ..... \$ 54.40 EACH  
 WURLITZER 616-A ..... 79.50  
 WURLITZER 600—24 RECORDS WITH KEYBOARD SELECTORS.... 199.50

PAY TABLES	CONSOLES	LEGAL EQUIPMENT
Grand Nationals ... \$129.50	Derby Day ..... \$17.50	Evans Ten Strike '38 \$125.00
Grand Stands ... 92.50	Gal. Dominoes ... 39.50	Rock-Ola World Series 49.50
Hawthornes ... 79.50	Rays Track ..... 34.50	Western Baseball, Nov. 57.50
1-2-3's Bally Unit ... 44.50	Tanforan ..... 22.50	Tom Mix Rifles ..... 49.50
Sport Pages ... 64.50	Track Time ..... 47.50	Bally Eagle Eye ..... 69.50
Thistledowns ... 84.50	Mills Sq. Bell ..... 79.50	Gottlieb Grips ..... 8.50
		Bumper Bowling ..... 29.50
		Keeney Bowlettes ... 37.50
		Ex. Vitalizers ..... 59.50
		Ex. Rotary Vendors .. 65.00

Many Others. Write for complete price list. All games listed subject to prior sale. For quick delivery send 1/3 certified deposit with order.

**GRAND NATIONAL SALES CO.,** Oakley at Armitage, CHICAGO, ILL.

**You Can Always Depend on JOE ASH — ALL WAYS Sensational Sale of FREE PLAY Games !!**

Golden Gate ... \$29.50
Commodore ... 55.00
Lucky ... 42.50
Contact ... 17.50
Bang ... 30.00
Variety ... 34.50

**SPECIAL!**  
 Keeney's SUPER SIX  
**\$62.50**

**SPECIAL!**  
 Keeney's COWBOY  
**\$27.50**

Topper ... \$29.50
Triple Threat ... 18.50
Spottem ... 17.50
Thriller ... 32.50
Chevron ... 18.50
Gun Club ... 15.90

1/3 Deposit With Order, Balance C. O. D.

**ACTIVE AMUSEMENT MACHINES CORP.**

900 North Franklin Street, Philadelphia, Pa.

Phone: Market 2656.

**Distrib Endorses Skee-Ball-Ette**

CHICAGO, April 6.—"More big news and still more laurels for Skee-Ball-Ette," announces D. Gottlieb & Co. as George Ponser, New York distributor, gave his enthusiastic approval of the game and this week concluded arrangements with the factory to become exclusive distributor for New York.

"After every conceivable test we indorse Skee-Ball-Ette as the most outstanding hit of its kind," said Ponser. "Operators have long been praying for this kind of game and we are mighty happy to place our approval and to become exclusive representatives in our territory.

"We have just placed a large order with the factory and concluded arrangements so that we can assure immediate delivery to our customers. Combined with Skee-Ball-Ette, our customers will, of course, get Ponser service, and that means the kind of service that gives absolute satisfaction at all times."

Dave Gottlieb, president of D. Gottlieb & Co., expressed keen delight over this sweeping indorsement of Skee-Ball-Ette.

since the low ebb last fall. Hoelzel said he is looking forward to a big spring and summer.

"Phonographs are going faster than I can get them," he said. "Music collections in the last few weeks also have picked up considerably."

Looking over the Kansas City trade territory, Hoelzel declared that Bally Triumphs and Bally Sport-specials seemed to be grasping all the free-play spots. Wall-boxes are proving quite popular, but the rage has subsided somewhat from its high mark. The new telephone dial wall-boxes, however, are grasping everybody's eye. As a matter of fact, Hoelzel has one installed in his office, which he uses whenever business affairs get too involved and he needs some soothing music.

"Some of the targets seem to be dead, as far as sales possibilities in this territory are concerned. However, Bally's Bulls-Eyes are still going well," Hoelzel said.

**SPECIALS**

**THIS WEEK ONLY!**

Rockola 12, Regular	\$25.00
Grills, Extra	10.00
Wurlitzer P-12	25.00
Rockola 16 Record	39.50
Seeburg Model A	25.00
Seeburg Model B	27.50
Wurlitzer 6-16 with Grill	69.50
Rockola Windsor	95.00
Rockola 1939, Standard	165.00
Rockola 1939, Deluxe	175.00

1/3 Deposit, Balance C. O. D.

Write for Our New Price List!

**MILWAUKEE COIN MACHINE CO.**  
 1455 W. Fond du Lac Ave., Milwaukee, Wis.

**Hoelzel Reports Business Good**

KANSAS CITY, Mo., April 6.—Carl Hoelzel, manager of United Amusement Co., here, announced this week that business has picked up considerably



**I.L. MITCHELL & CO.**

**THE BEST BUYS! Airliner (F.P.) \$24.00 Headliner (F.P.) \$30.00**  
**FOR YOUR MONEY! Thriller (F.P.) \$35.00**  
 Absolutely Perfect. Scientific Ski Jump . . . Write For Price

WRITE FOR COMPLETE LIST. PHONE: GLENMORE 2-5450.  
**MACHINES AND SUPPLIES 1070 Broadway, BROOKLYN, N. Y.**



# Good Things Come in Pairs!

## SCORE CARD

The game the entire trade has been begging us to build since we stopped production on Lite-O-Card and Lot-O-Fun!

**6 WAYS TO WIN!**

**FREE PLAY**

(Convertible)



## SKEE-BALL-ETTE

The Machine With **LONG LIFE!**

**Legal Everywhere!**

**it's Terrific!**

**OUTSIDE RHEOSTAT CONTROL!**

**Alternating Scoring Lights!**

**HIGH SCORE! —WEEKLY HIGH SCORE!**

**NOVELTY or FREE PLAY (Convertible)**



PATENTS PENDING

**SEE YOUR DISTRIBUTOR**

IMMEDIATE DELIVERY

**D. GOTTLIEB & CO., 2736-42 N. Paulina St., CHICAGO**

### USED FREE GAMES

Punch . . . \$54.50	Twinkle . . . \$24.50
Fantasy . . . 39.50	Commodore . . . 55.00
Roxy . . . 69.50	Varley . . . 39.50
Oh Boy . . . 59.50	Big Six . . . 39.50
Scoop . . . 49.50	Thriller . . . 39.50
Super Six . . . 59.50	Bowling Alley . . . 50.00
Sport . . . 37.50	C. O. D. . . . 45.00
Follies . . . 59.50	Lucky . . . 45.00
Nippy . . . 49.50	Mr. Chips . . . 45.00
Big Show . . . 69.50	Bangs . . . 39.50
SuperCharger . . . 49.50	Champion . . . 35.00
White Sails . . . 45.00	Dbl. Feature . . . 19.50
Spottem . . . 19.50	Headliner . . . 29.50
Chevron . . . 19.50	Avalon . . . 27.50
Jumper . . . 37.50	Topper . . . 32.50
Zip . . . 29.50	Hi Lite . . . 27.50
Major . . . 19.50	Telo . . . 19.50
Box Score . . . 19.50	Gem . . . 19.50
Follow Up . . . 29.50	Ocean Park . . . 35.00
Buckaroo . . . 35.00	Contact . . . 19.50

Send 1/3 deposit with order for prompt delivery. Mention second and third choice.  
**LEHIGH SPECIALTY CO.**  
2nd & Green Sts., PHILADELPHIA, PA.

### Stern Traces Monarch Biz Rise

CHICAGO, April 6.—Waxing eloquent about the business boom in progress at the Monarch Coin Machine Co., Al Stern, recently declared: "1940 started off as one of the best years in Monarch history, and the way it looks now we believe that we are going to set up a new sales record for the year. At this time sales are far ahead of previous years, and from all indications it is only the beginning."

"With the steady growth of our customer list, there have been more satisfied Monarch customers. Operators have found that they are able to procure the machines they want, perfectly reconditioned, and with fast delivery."

"This is enough for them to make Monarch their buying headquarters. In addition, however, operators who are looking for specialized equipment have come to know that it is available to them at Monarch. A good example of this is Keeney's Remote Selector Wall Box, for which we are acting as distributor in parts of Illinois and in Iowa."

### Chicago Coin Introduces Jolly

CHICAGO, April 6.—Officials Sam Wolberg and Sam Gensburg, of Chicago Coin Machine Mfg. Co., report that their firm has just introduced a new five-ball, free play game called Jolly.

"Remember that hit of hits, O'Boy?"

they stated. "Well Jolly is going to be an even greater money-maker than that. It is jammed full of appealing new features—which we believe will make it one of the biggest profit-makers coin-men have ever known."

"On Jolly, players can win with one or more balls. Then there are extra awards for each pin bumped, and a dozen more exciting new features. Jolly has player appeal. It's the kind of game that builds up tension on locations and keeps players lined up hour after hour."

"Location tests have proved its earning power to be greater than we originally believed. And these tests also proved that Jolly is as nearly perfect mechanically as it is possible for a coin game to be. New action, new excitement, new beauty all incorporated in Jolly, we think will make it another Chicago Coin sell-out."

## NATIONAL'S VALUES

FREE PLAY NOVELTY GAMES	
Mills 1-2-3	Air Ports . . . \$37.00
Anim. Char. \$75.00	Ken-a-Balls . . . 34.00
Keeney Super-Chargers . . . 65.00	Avalons . . . 29.00
Bix Sixes . . . 59.50	Spottem . . . 29.00
Thrillers . . . 52.00	Circuses . . . 29.50
Mr. Chips . . . 49.50	Fairs . . . 29.50
Luckys . . . 49.50	A Arrow Heads . . . 29.50
Lot-o-Funs . . . 45.00	Majors . . . 28.50
Varleys . . . 40.00	5th Innings . . . 28.50
Rebounds . . . 39.00	Pinks . . . 27.00
Golden Gates . . . 39.00	Bubbles . . . 27.50
Follow Ups . . . 39.00	Chubbies . . . 25.00
Cowboys . . . 39.00	Stop & Gos . . . 24.00
Jumpers . . . 39.00	Clicks . . . 22.00
Pyramids . . . 25.00	Contacts . . . 27.50
	Gun Clubs . . . 19.00

COUNTER GAMES	
Sparks, 5c	Bingos . . . \$8.50
Play . . . \$18.50	Spin-a-Paks . . . 8.50
Counter Kings	Counter Jacks . . . 7.50
New . . . 15.00	Blue Bonnets . . . 7.50
Gingers, 1c	Bally Babes . . . 7.50
Play . . . 14.50	Penny Paks . . . 8.00
Jennings Grand	Bell Slides . . . 6.50
Stand, Baseball	Daily Races Jrs . . . 6.00
Symbols . . . 12.50	Reel Races . . . 4.50
Frut Kings, 12.00	Reel "21's" . . . 4.50
ABT Mod.F. 11.50	Daval Races . . . 4.50

SLOTS	
Melon Bells	... \$44.50
Mills Blue Fronts, 5-10-25c, S.J.	...
Serials Over 400,000	... 38.00
Mills Brown Fronts, 5c Play,	...
Serials Over 400,000	... 38.00
Mills Blue Fronts, 5-10-25c, D.J.	... 28.50
Jennings Chiefs, 50c	... 32.50
Jennings Chiefs, 5c	... 30.00

1-BALL AUTOMATICS	
Thistle Downs	... \$85.00

PHONOGRAPHS	
Seeburg Royals, 20 Rec.	... \$104.50
Rock-Ola Imperial 20 with Grills	... 69.00
Rock-Ola 1939 DeLuxe, Floor	...
Samples (Cash Deal)	... 219.00
Rock-Ola 1939 Standards, Like New, (Cash Deal)	... 225.00
Rock-Ola 1939 Counter Models, Like New (Cash Deal)	... 139.00
Wurlitzer 818s	... 69.00

MISCELLANEOUS	
Chicken Sam, Late Serial	... \$125.00
Daval Bumper Bowling	... 45.00
1/3 Deposit, Balance C. O. D.	
F. O. B. Chicago.	

**NATIONAL COIN MACHINE EXCHANGE**  
1411-13 Diversey Blvd., CHICAGO, ILL.

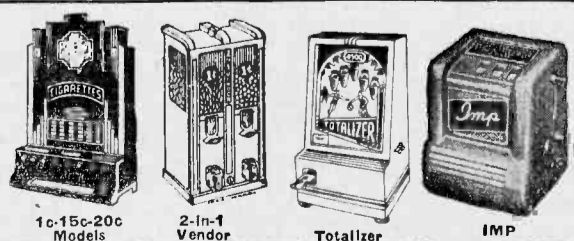


CHARLES A. STRACK was recently appointed sales manager of the Home Tally Card Co., Yorktown, Ind. Strack is a former resident of Cleveland.

### LATE MODEL GAMES . . . BARGAINS

FREE PLAY		NOVELTIES	
Big Six . . . \$42.50	Airport . . . \$16.00	Chief . . . 17.50	Avalon . . . 17.50
Contact . . . 17.50	Bambino Base . . . 7.00	Chubbie . . . 17.50	Bang . . . 10.00
Fantasy . . . 35.00	Buckaroo . . . 17.50	Flash . . . 22.00	Champion . . . 22.50
Follies . . . 57.50	Champion . . . 22.50	Follies . . . 57.50	Chevron . . . 10.00
Headliner . . . 27.50	Flash . . . 15.00	Mr. Chips . . . 45.00	Mr. Chips . . . 45.00
Mr. Chips . . . 45.00	Pick Em . . . 32.50	Nippy . . . 42.50	Topper . . . 18.00
Super Charger . . . 45.00	Topper . . . 18.00	Thriller . . . 45.00	Varley . . . 20.00
Up & Up . . . 15.00	Vogue . . . 29.50	\$7.00 Ea.: Jungle, Slugger Baseball, Zephyr.	
\$6.00 Ea.: Chico Baseb., Batter Up Baseb., Home Run Baseb., Airway, Cargo, Palm Springs, Review, Regatta, Turf King and Zip (Genco).		1/3 Cash Deposit. Under \$15.00 Full Cash.	
		For Export Cable: "Coinmachin," N. Y.	

**MARC MUNVES, INC.** 555 West 157th St., New York, N. Y.

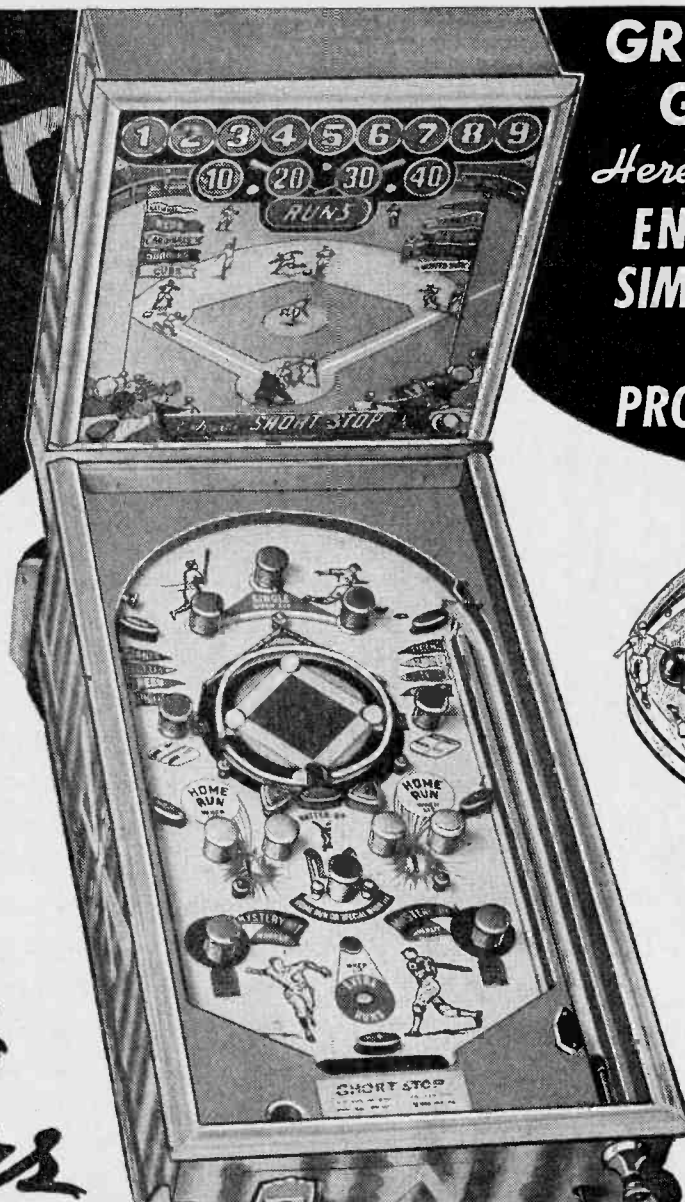


Write Today for **FREE CATALOG** of over 100 different New and Used Vending Machines and Counter Skill Games. Immediate Delivery!  
**TOTALIZER, \$19.50**  
**IMP, \$12.50**  
**D. ROBBINS & CO.**  
1141-B DE KALB AVENUE, BROOKLYN, N. Y.

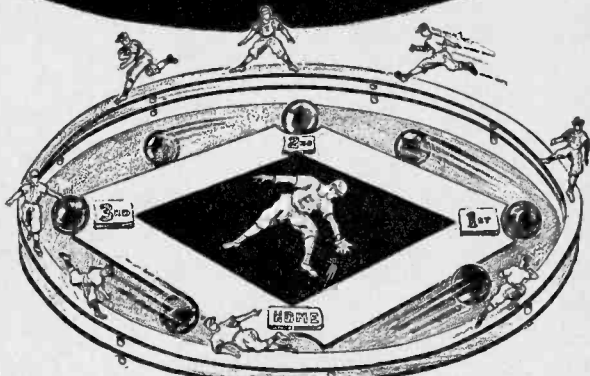
**ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS**

# SHORT STOP

*Must Said for Smart Operators*



**GREATEST NOVELTY GAME TO-DAY!**  
 Here's Reasons WHY...  
**ENTIRELY DIFFERENT**  
**SIMPLE to UNDERSTAND**  
**FUN to PLAY**  
**PROFITABLE to OPERATE**



**NEW REVOLUTIONARY BASE RUNNING FEATURE.** UNIT PLAYERS actually run bases when singles--doubles--triples and Home Run Bumpers are hit.

**ORDER FROM YOUR DISTRIBUTOR NOW!**

**FREE PLAY 104.50 CONVERTIBLE**

**EXHIBIT SUPPLY CO. 4222 W. LAKE ST. CHICAGO**  
**'CONGO' 1 to 5 BALL MULTIPLE COIN FREE PLAY NOW WITH NEW LIBERAL DISCS** • **FREE PLAY BOWLING GAME WITH HIGH SCORE FOR WEEK FEATURE**

**WONDER 3 BAR JACKPOT F-5280**  
 OVER 100 WINNERS in 125¢ game  
 1.25 FACE POT

50¢	50¢
40¢	25¢
30¢	20¢
25¢	15¢
20¢	10¢
15¢	5¢

**PRICE \$1.88 EACH**

**WONDER 3 BAR JACKPOT F-5280**  
 1025 hole—Takes in \$51.25  
 Pays out \$27.76—Average Profit \$23.49

**OTHER FAST SELLERS**

1640 hole F-5240-3 Bar Jackpot	at \$2.40
1200 hole F-5275-Horses	at 2.85
800 hole F-5270-Pocket Dice	at 1.76
720 hole F-5255-Pocket Jack	at 1.41
600 hole F-5305-Royal	at 1.59

**CHAS. A. BREWER & SONS**  
 Largest Board and Card House in the World  
 6320 Harvard Ave., CHICAGO, U. S. A.

**New Production Order on Ten Pins**

CHICAGO, April 6.—“A coin-operated machine is only as good as its repeat orders,” declares Jack Nelson, general sales manager of Rock-Ola Mfg. Corp. “This is the reason we have been forced to release another production order for Ten Pins bowling alley. The factory has been swamped with repeat orders on the new 1940 model from operators thruout the country, thus making it necessary for bigger production.”

“With the spring and summer season just opening, the demand has been exceptionally brisk. Operators have been spotting Ten Pins machines in locations that they expected to be very profitable three or four weeks from now, but these same operators find that immediate collections are unusually high. This has naturally started an unusual flow of business into the Rock-Ola factory.”

“The conveyor system production line originated by the Rock-Ola Mfg. Corp. in the manufacture of Jig Saw and World Series has been a great help in speeding production on Ten Pins. The conveyor production line extends more than 300 feet in the huge Rock-Ola plant with hundreds of workmen assembling the game.”

“Rock-Ola's new Ten Pins with the outstanding attractive Rock-o-Lite has already been the subject of much discussion and action among operators. The Rock-o-Lite finish has proved a natural attraction and cash boxes have reflected the increased popularity.”

**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.

**WE GUARANTEE THESE GAMES TO BE MECHANICALLY RIGHT AND GOOD IN APPEARANCE. ALL FREE PLAY**

Contact	\$22.50	Majors	\$25.00	1 Rebound	\$30.00
Box Score	19.50	Spottem	19.50	Bally Basket Ball	\$29.50
Double Feature	22.50	Sky Rocket	25.00	Radio Rifle & Film	47.50
5th Inning	19.50	Taps	19.50	Wurlitzer Model 61 (Counter Model)	99.50
Bubbles	17.50	Toppers	32.50	1/3 Deposit With Order.	
Rinks	17.50	Alport	32.50		
Stop & Go	20.00	Paramount (Reserve)	10.00		
		Midway (Reserve)	10.00		

**GARDEN STATE DIST. CO., Pitman, New Jersey**

**SACRIFICE FREE PLAYS**

1 1939 GALLOPING DOMINO—EVEN EXCHANGE FOR 1 5-CENT CHERRY BELL.	2 VARIETYS	\$35.00
4 KENTUCKY CLUBS With Motor-Driven Ball Mixers	2 PICKEMS	40.00
2 MILLS 1-2-3, Free Play	1 GENCO LUCKY STRIKE	65.00
1 MILLS 1-2-3, Cash Pay	1 FANTASY	40.00
1 LUCKY LUCRE, Like New	1 MR. CHIPS	40.00
WILL EXCHANGE ANY ABOVE GAMES EVEN FOR FIVE-CENT CHERRY BELLS, MELON BELLS AND TRIPLE ENTRIES. ONE-THIRD DEPOSIT WITH ORDER. BALANCE C. O. D. YOUNGSTOWN NOVELTY CO., 205 EAGLE ST., YOUNGSTOWN, OHIO	4 SPOTTEMS	17.00
	1 TRIPLE THREAT	22.00

**ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS**

**Ky. Cig Tax Takes Up**

FRANKFORT, Ky., April 6.—Kentucky cigaret tax during February yielded \$119,639.77 in revenue, according to figures released today by the Department of Revenue. This is compared with \$109,822.94 collected during February last year.

**Free Play Games**

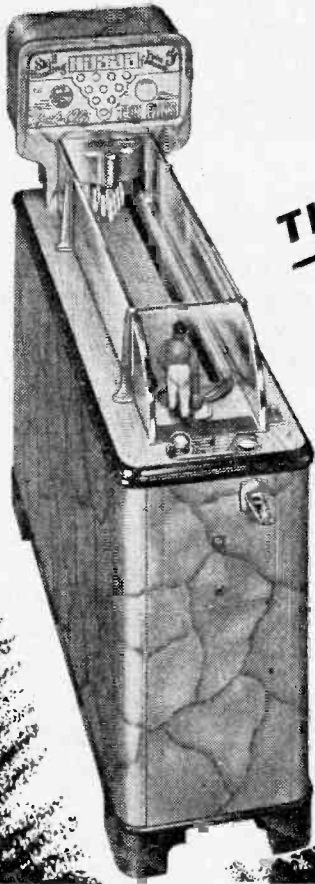
Airport	\$32.50	Majors	\$22.50
Bubbles	22.50	Mr. Chips	49.50
Circus	25.50	Natural	16.50
Contact	25.00	Nippy	57.50
Congo	99.50	Ocean Parks	42.50
Davy Jones	30.50	Pick-Em	57.50
Exhibit Chief	20.00	Punch	59.50
Follies	64.50	Paramount	16.50
Golden Gate	39.50	Rebound	39.50
Jumper	54.50	Rink	21.50
Lucky	49.50	Sports	44.50
Topper	\$32.50		

Call, write or drive in for the above Reconditioned Machines. Many other bargains on Novelty Machines.

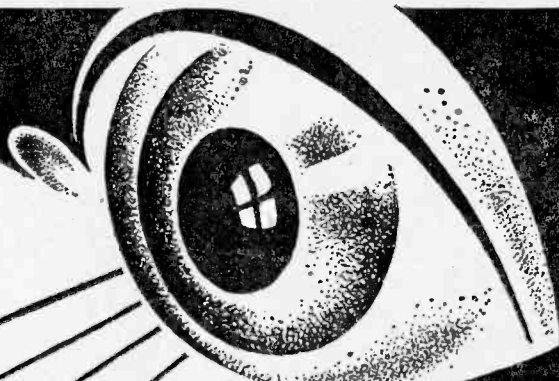
**DOMESTIC NOVELTY COMPANY**  
 202 "G" St., N. W., Washington, D. C. Republic 0410



# ROCK-OLA'S Ten pins



**THE NEW 1940  
ROCK-O-LITE FINISH  
IS MAKING UP TO \$5000 AND  
\$6000 PER WEEK FOR OPERATORS  
— 100% MORE EYE APPEAL**



Say, did we tell you last week about Rock-Ola's Ten Pins in the new magnetic Rock-O-Lite finish? Well, magnetic is the word! Lucky operators who have Ten Pins in the new Rock-O-Lite model are claiming record-breaking earnings. "Drawing bigger crowds than ever," say these operators and crowds of players mean a steady flow of nickels. So with the big Spring and Summer Season nearly here, get your orders in now for this sensational, long-life 100% legal game. It's Ten Pins for Profits!

Patent No. 2,181,984  
De. Patent No. 116,550  
Licensed by  
H. C. Evans & Company

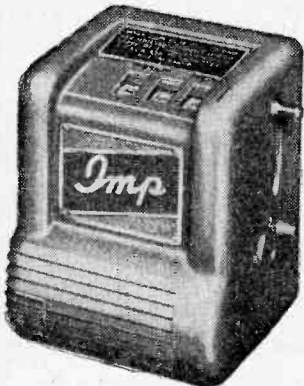
**ROCK-OLA MANUFACTURING CORPORATION**  
800 NORTH KEDZIE AVENUE • CHICAGO, ILLINOIS

**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 9 1/2" 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.

## Jennings Offers Sky Chief Bells

CHICAGO, April 6.—O. D. Jennings & Co. has just announced a special deal on its Sky Chief Bells. For a limited time the company is offering operators a free Sky Chief with every 10 Sky Chief machines they buy.

Hymie Branson, Jennings executive, said: "There's a familiar story connected with this special offer. A customer in a large Southern city ordered these machines made exclusively for him with his own special design. A change of conditions kept him from accepting delivery. We held the machines in hopes that conditions would improve, but they didn't."

"Now in order to liquidate this stock and also to introduce the fine exclusive features of the Chief mechanism to new customers, we're making this special offer. These machines are brand new and are guaranteed. They incorporate all these features: The positive stop, no-bounce reels, heavy-duty clock, escalator

## 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 \$7.28 | other Profit-Makers



**HARLICH MFG. CO.** 1413 W. Jackson Blvd. Chicago, Ill.

## BALTIMORE COLLECTION BOOKS

For detailed circular covering standard and individualized forms write Charles Fleischman

**BALTIMORE SALESBOOK CO.**

120 WEST 42D ST., NEW YORK, N. Y.



SMILES OF SATISFACTION on faces of Bill Kelley (left), of Automatic Coin Machine Corp., Springfield, Mass., and John Chrest, sales manager of Exhibit Supply Co., Chicago, as the result of playing Exhibit's newest game, Short Stop. Kelley is reported to have placed a substantial order for the game.

and jackpot on mechanism, steel escalator sprocket gear, chrome plated with two-tone baked enamel finish. Sky Chief has been proved a dependable and highly profitable machine.

"This special offer applies only on our Sky Chief machines. When the supply is exhausted the offer will be withdrawn."

## Torr Introduces New Type Vender

PHILADELPHIA, April 6.—A new type of penny machine has been introduced by Roy Torr, Philadelphia distributor. The new machine is known as Derby Races.

"Derby Races," said Torr, "has a unique amusement feature that provides a horse race each time a penny is inserted. The horses revolve around the Derby Race globe and are all numbered brilliantly and colored. This animation stimulates the influx of pennies, providing a clever diversion in addition to vending merchandise."

## 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.

## MUTOSCOPE CRANES

20 Small Mutoscope Cranes with special roll front and painted red top, suitable for resorts, carnivals, etc. Sacrifice at \$22.50 each. F. O. B. Dayton, Ohio. All in good condition. Wire or write

**MILLS SALES CO., LTD.**

1640 18th Street, OAKLAND, CALIFORNIA

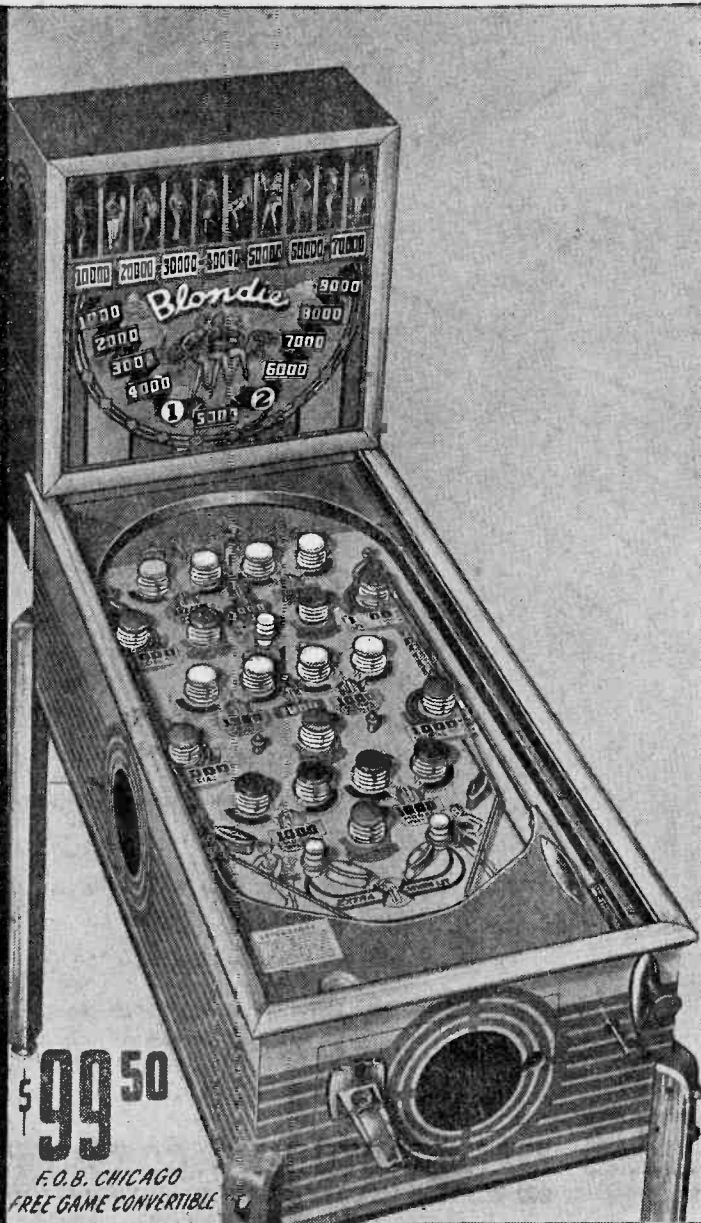
THE BILLBOARD GIVES YOU THE ONLY

# WEEKLY

NEW MACHINE ANNOUNCEMENTS

READ THE BILLBOARD EVERY WEEK

**GENCO-INC. 2621 N. ASHLAND AVE. CHICAGO**



**\$99.50**  
 F.O.B. CHICAGO  
 FREE GAME CONVERTIBLE

**THIS**  
*IS THE HONEY!*  
**THAT'S**  
*COINING THE MONEY!*  
**BLONDIE**

● Ask an operator whose judgment you trust. He'll back up our statement that **BLONDIE** is making more money **RIGHT NOW** than any **two** novelty games on the market! Why? Because it has **twice as much action . . . more ways to win . . . more sock, more appeal . . . than anything else!** **RUSH YOUR ORDER FOR BLONDIE TODAY. DELIVERY WILL BE MADE AS SOON AS POSSIBLE!**



**BERT LANE Says:**

**BLONDIE**  
**THAT'S**  
**ALL!**

*... and that's enough for any operator who wants to earn real profits!!*

**SEABOARD SALES, INC.**

619 Tenth Ave., New York  
 Phone, Wisconsin 7-5688

**NEW ENGLAND OPERATORS**

Be Ready for the "Golf Season" With  
 ★ **AUTO-GOLF** ★ ★  
 Country Clubs, Resorts, etc. You  
 a "hole-in-one" with this machine.  
**J. CHILDS SALES CO.,**  
 Springfield, Mass.

**Metal Typer Popular in Arcades**

CHICAGO, April 6.—Metal Typer, metal disc stamping machine, manufactured by the Groetchen Tool Co., is experiencing an increased demand at the present time, according to Groetchen officials, due to the annual equipment demand by arcades, parks and other outdoor locations.

Arcades at the present time are arranging for the influx of spring and summer crowds. According to reports, practically all are planning to install Metal Typers. Aside from the general utility of the machine, the appearance has a definite appeal to arcade patrons. The machine is finished in hammerloid with chrome trimmings and is set in a solid walnut cabinet for contrast.

Metal Typer's simplified mechanism and simplified design have made it easy for anyone to operate and is supplying the expanding market for metal stampings as furnished by the Metal Typer. Identification tags are in great demand for many uses. Luggage identification, locker-room tags, Social Security numbers, pocket identification pieces and a myriad of other uses—all are supplied by the Metal Typer, said officials.

Aside from the utility, they explained

further, there is the definite novelty to the idea of stamping name and address or other data on the disc. Thousands of people, from the sheer enjoyment of creating something, will deposit their nickel for the privilege of using the machine, Groetchen officials believe.

Metal stamping machines have been in use for as long a time as coin machines have been in existence. The Metal Typer, a beautiful and simple machine, is the answer to cashing in on the demand for metal stampings, Groetchen execs claim.

**Holly Mfg. Co. Equips New Plant**

DETROIT, April 6.—The Holly Mfg. Co., Holly, Mich., has started installation of additional equipment in its new plant, according to Edward A. Gorney, general manager. "Increased equipment was required," he declared, "because of the rapidly increasing demand for our Universal Grip Tester, a premier machine of its type in the legal penny field.

"At the same time general sales offices of the company have recently been opened at 2761 Union Guardian Building, Detroit. As a result of the extensive sales promotion program, initiated

recently from the Detroit offices, a large volume of orders is flowing in from every State in the Union and from foreign countries.

"A unique purchase plan has been developed by the company and has received the wholehearted approval of coin machine operators everywhere.

"In connection with the appointment of regional distributors, which is now in progress, it is announced that a machine embodying numerous features entirely new to the legal coin machine field will soon be placed on the market by the Holly Co."



**GUY NOEL**

SAYS—  
 I'll be glad to send you complete data on our New, Big Money-Making 1940 Coupon Games. Sole Manufacturer Offering 100% UNION MADE GAMES

Manufacturers of the Largest Variety Line of Sales Cards, Jar Games, Whirling Derby Games, Baseball Daily and Weekly Series, Tip and Jack Pot Games.

UNION LABEL PRINTED ON ALL GOODS  
**GAY GAMES, INC.**  
 MUNCIE, INDIANA

**WATCH FOR THE OPENING OF . .**

**SIMON SALES, INC., New York**

Under the Management of

**DAVE SIMON**

FORMERLY OF SAVOY VENDING CO., BALTIMORE, MD.

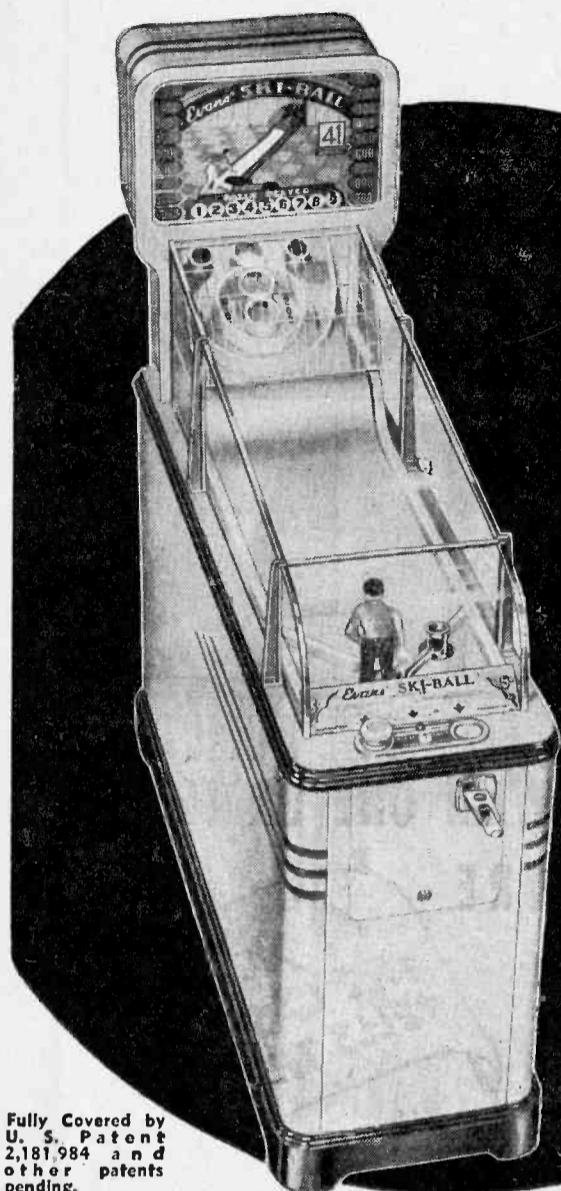
**Back in Production!**  
**DELUXE GRIP SCALE**

3-WAY Strength Tester-100% Legal  
 Has Button Indicator Control for competitive play . . . Tension Adjustment . . . Bell Adjustment . . . Non-Clog Slot . . . 6" Suction Cup Base! Metal Stand, \$19.50  
 \$2.50. Immediate Delivery.



**D. GOTTLIEB & CO.,**  
 2736-42 N. Paulina St., Chicago





Fully Covered by U. S. Patent 2,181,984 and other patents pending.

New Evans Scoop!  
**SKI-BALL**

THE ONLY FULLY AUTOMATIC SKI-BALL BOWLING GAME!

Another  
**GOLD STRIKE!**

NOVELTY or  
CONVERTIBLE  
FREE PLAY  
●  
HIGH SCORE  
●  
WEEKLY HIGH  
SCORE

Again, Evans strikes Gold for the Operator! A 100% legal "real play" hit based upon a popular skill sport! Evans' SKI-BALL bowling game incorporates proven successful features of Ten Strike—manikin play—magic appeal—fast action—phenomenal 24-hour a day earnings!

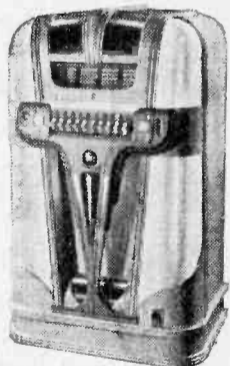
**POSITIVELY NO BUGS—GUARANTEED**

SKI-BALL bowling is absolutely free from bugs, a marvel of mechanical perfection! Evans guarantees it—or your purchase price refunded! Get yours NOW!

Fully automatic ball lift. Ball Speed under player control . . . entire range from slow to fast. Alley scientifically calibrated for true trajectory. High score removed by simple "ignition" type key. Positively soundproof operation. New VOLTRON to accommodate line voltage drops, and many other innovations! Rush your order today.

H. C. EVANS & CO. 1520-1530 W. ADAMS ST. CHICAGO

**EASTERN PENNSYLVANIA,  
CENTRAL and SOUTHERN  
NEW JERSEY, DELMARVA  
OPERATORS  
WE HAVE THEM**



**KEYSTONE NOVELTY & MFG. CO.**

26th & Huntingdon Sts., Philadelphia, Pa.

*Philadelphia*

PHILADELPHIA, April 6.—Congratulations are due this week to Charles Amsterdam on the occasion of the completion of the first decade of his Charles Sweets Co., vending and peanut machine distributor. It's 10 years of progress since first starting the firm in 1930, says Amsterdam. "For the next 10 years and for as long after that as we continue in business we promise to maintain the same policies of square dealing and personal co-operation which have merited their support," he added.

Bill Honowitz is the newest entry

in amusement machine circles, the popular Oak Lane lad building a peanut machine route for a starter.

City fathers, after examining eight different brands of parking meters, could not make up their minds. Wound up by deciding not to install any meters locally until after the G.O.P. meet in June.

Jeff Keen, Philadelphia Daily News columnist and warm friend of the local amusement machine fraternity, tells one in his Observations pillar last week (March 26) that "a member of the police force has just been suspended for playing a pinball machine, yet."

**BARGAIN LIST**

The machines listed below are slightly used and offered subject to prior sale. Prices are effective April 13, 1940.

- 5-Ball Free Play
- 2 Bally
- 1 Plot 'Em \$42.50
- 1 Fifth Inning 17.50
- 2 Gold Cups table model 99.50
- 1 Headliner 35.00
- 2 Box Score, like new 14.50
- 3 Vogue 39.50
- 1 Bally Victory 72.50
- 1 Mills 1-2-3 free play, fruit reels 72.50
- 2 Jumper 49.50
- 1 Contact 17.50

H.F. Moseley, Pres.-Treas.

- CONSOLE AND AUTOMATIC PAY**
- 1 Lucky Lucre . . . . . \$125.00
  - 1 Bally Klondike . . . . . 17.50
  - 5 Bally Grand Nationals; practically new, F. S. . . . . 135.00
  - 4 Bally Grand Nationals; perfect condition; like new . . . . . 110.00
  - 1 Thistledown . . . . . 65.00
  - 1 Air Race . . . . . 7.50
  - 1 Bally Darby . . . . . 7.50
  - 1 Lucky Star . . . . . 77.50
  - 1 Pace Saratoga, skill att. . . . . 77.50
  - 1 Rays Track . . . . . 20.00
  - 3 Track Time, 1938 . . . . . 52.50
  - 2 Skill Time, 1938 . . . . . 79.50
  - 1 Kentucky Skill Time . . . . . 50.00
  - 1 Paces Races, 30-1 cash, No. 5568 . . . . . 90.00
  - 3 Paces Races, 30-1 cash, Nos. 4500, 5279, 5265 . . . . . 80.00
  - 1 Paces Races, 30-1 x sep., No. 5311 . . . . . 80.00

- COUNTER GAMES**
- 4 Model F A.B.T. Targets . . . . . \$ 9.50
  - 1 Wampum, token payout . . . . . 17.50
  - 3 Mills Vest Pocket Bell . . . . . 25.00
  - 1 Columbia Bell, 50 rear payout F. S. . . . . \$49.50

- PHONOGRAPHS**
- 3 Wurlitzer 412 . . . . . \$ 37.50
  - 2 Wurlitzer P12 . . . . . 37.50
  - 3 Rockola Imperial 20 . . . . . 84.50
  - 1 Mills Throne of Music, 1939, like new . . . . . 237.50

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.**  
80 BROAD ST., RICHMOND, VA.  
Day Phone 3-4511 - Night Phone 5-5328.

**SAVOY'S WEEKLY SPECIALS** RECONDITIONED and GUARANTEED

<b>FREE PLAY GAMES</b>	<b>Western BASEBALL, 1939</b>	<b>Seeburg CHICKEN SAM</b> . . . . . \$125.00
C. O. D. . . . . \$57.50	Light-Up Backboard, Like New . . . . . \$89.50	Evans' 1939 TEN STRIKE . . . . . 145.00
Thriller . . . . . 35.00	Original PHOTOMATON, with Extra Parts . . . . . 200.00	Bally Alley—Write for Price.
Roller Derby . . . . . 57.50	Scientific's Bowling Alley . . . . . 100.00	<b>NOVELTY PLAY</b>
Commodore . . . . . 62.50	A.B.T. Challengers . . . . . 16.50	Variety . . . . . \$25.00
Up & Up . . . . . 17.50	A.B.T. Model "F" . . . . . 19.50	Vogue . . . . . 37.50
Box Score . . . . . 20.00	Stands for A.B.T. . . . . 2.00	Pick 'Em . . . . . 40.00
Double Feature . . . . . 22.50		Champion . . . . . 29.50
Majors . . . . . 22.50		
Supercharger . . . . . 49.50		
Super Six . . . . . 67.50		
Twinkle . . . . . 22.50		

**SAVOY VENDING CO.** 651 ATLANTIC AVE. BROOKLYN, N.Y.

**EXECUTIVES' EXTRA SPECIALS—**

**FREE PLAY NOVELTY GAMES**

Roxys . . . . . \$62.50	Sports . . . . . \$39.50	Ocean Parks . . . . . \$24.50
Commodores . . . . . 57.50	Avalons . . . . . 29.50	Flash . . . . . 19.50
O'Boys . . . . . 52.50	Champions . . . . . 29.50	Majors . . . . . 17.50
Big Sixes . . . . . 42.50	Congests . . . . . 24.50	Contacts . . . . . 14.50
Jumpers . . . . . 39.50	Golden Gates . . . . . 24.50	Box Scores . . . . . 12.50
Nippys . . . . . 39.50	Toppers . . . . . 24.50	Rinks . . . . . 12.50
Luckys . . . . . 39.50		Bubbles . . . . . 12.50

We guarantee our equipment in A-1 condition and better than the average used machines. Just removed from locations and thoroughly reconditioned. WIRE your order TO-DAY, as "FIRST COME, FIRST SERVED." Terms: 1/3 certified deposit with order, balance C. O. D.

**WANTED — WANTED**  
Keeney Spinner Winners, Selectums, I. O. U.'s and All Kinds Counter Games. Must Be in A-1 Condition. State Lowest Prices.

**EXECUTIVE NOV. CO.** 1613 R. ISLAND AV., N. E. WASHINGTON, D. C.

**CORRECTION**  
Our Ad in  
Billboard's April 6th Issue  
Should Have Read:—  
**Reconditioned  
PHOTOMATICS  
\$545.00**  
**GERBER & GLASS**  
914 Diversey Blvd., Chicago

ADVERTISE IN THE BILLBOARD—  
YOU'LL BE SATISFIED WITH  
WITH RESULTS.



Remember "O-BOY"? Nuf-Sed!  
 NOW IT'S  
**Chicago Coin's**

**JOLLY**

**EXTRA AWARDS FOR EACH PIN BUMPED!  
 PLAYER CAN WIN WITH ONE OR MORE  
 BALLS! MANY MORE  
 THRILLING NEW  
 FEATURES!**

*Again -  
 THE CASH BOX  
 TELLS THE STORY!*

CHICAGO COIN Machine Mfg. Co. 1725 DIVERSEY BLVD. CHICAGO ILL.

**FREE GAME  
 \$99.50  
 Convertible**

**IT'S NEW! IT'S SENSATIONAL!  
 HEADS OR TAILS  
 THE FIRST REALLY DIFFERENT  
 COUNTER GAME IN 50 YEARS!**



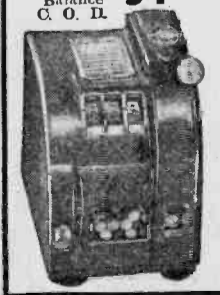
Player actually matches HEADS or TAILS of his own coin! Center reel shows Odds! Coin appears in front window just as player inserts it! **PROVEN A TREMENDOUS MONEY-MAKER ON LOCATION! RUSH YOUR ORDER QUICK!**

**1975** 1/2 Deposit, Balance C. O. D.

**EX-RAY**  
 TOKEN PAYOUT Ball Gun Dispenser, interchangeable to non-payout if desired. Perfect for any territory. 1c or 5c Cigarette or Beer Strips. Extra large ball gum display. **WINNER.**



**34** 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.

Tell the Advertiser in The Billboard Where You Got His Address.

**Push Production At Universal Mfg.**

KANSAS CITY, Mo., April 6.—Rapidly growing as a Midwest manufacturer and distributor of salesboards and jackpot cards is the Universal Mfg. Co. here, which recently changed management.

Universal formerly was a partnership firm. Joseph Berkowitz, however, recently purchased all the outstanding stock and has become sole owner.

Berkowitz has appointed S. L. Herman as advertising manager and instituted an expansion program which is still in progress. In the folding department the plant's capacity has been doubled by the addition of several precision folding and banding machines.

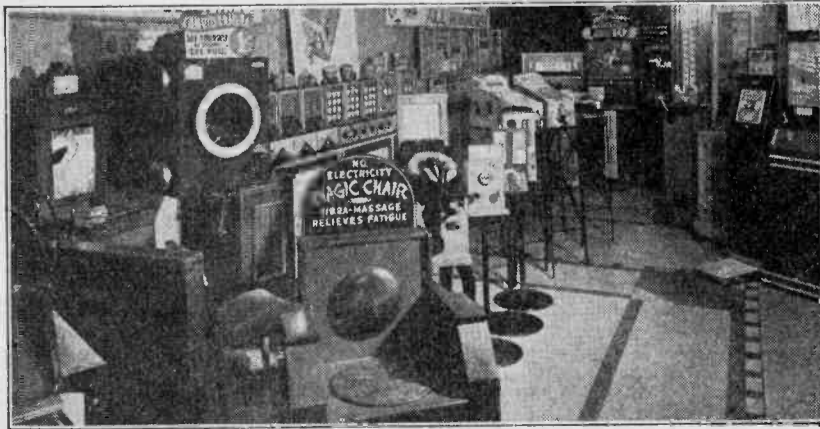
J. O. Peden, foreman of this department, informed that the expansion program and improvements shown to date were just the beginning. "Altho the folding and banding department has been working on a constant 24-hour shift," Peden said, "we are still having difficulty in keeping up with orders and also in keeping up with the other

departments in this plant. "We have had our order in for at least three additional folding and banding precision machines for several months, but to date they have not arrived."

**Go Getter Firm Announces Card**

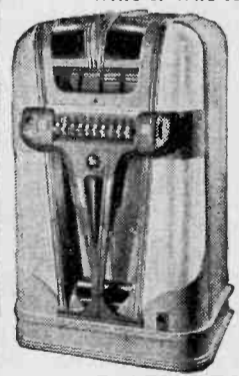
CHICAGO, April 6.—Announced recently by the Go Getter Jar Co., Tyler, Tex., was a new item which it is introducing—a copyrighted baseball card. The firm reports it has been in the manufacturing business, making jar deals and novelty boards, for the past six years, starting in a small way and building its business gradually.

"Our new item, the baseball card, will be the biggest sensation the trade has ever seen," they declared. "Play is fast and fascinating and, the repeat play is great. The baseball season is upon us and now is the time for a card such as this."



ARCADE EQUIPMENT DISPLAY RECENTLY SHOWN by Mike Munves in New York. In the display Munves had practically every outstanding type of arcade machine. "This is going to be biggest arcade year," Munves prophesies.

**79 PHONOGRAPH BARGAINS:** MILLS' STUDIOS, ZEPHYRS AND DO RE MI'S  
**HOW MANY CAN YOU USE!**  
 Write or Wire for Prices.



Distributor of Mills' **NEW EMPRESS** and **THRONE OF MUSIC** in Southern Ohio and Northern Kentucky

**RAY BIGNER**  
 1983 State Ave., CINCINNATI, OHIO

**Imp** THE IDOL OF A MILLION PLAYERS!



Gum Vender. Beautiful Radio Cabinet, Cigarette Reels, Roto-Matic Coin Chute. TAKE IT FROM US. IT'S a HONEY. Max & Harry. "The Gold Dust Twins." \$12.50 Each—6 for \$67.50.

**Birmingham Vending Co.**  
 2117 Third Ave., N., BIRMINGHAM, ALA.



# ATTENTION OPERATORS! RESORT MANAGERS! CARNIVAL MEN!

HERE'S THE GREATEST LIST OF BARGAINS WE HAVE EVER OFFERED! A MACHINE FOR EVERY PURPOSE! EVERY ONE GUARANTEED PERFECT REGARDLESS OF PRICE! ACT QUICK! PHONE! WIRE! OR MAIL YOUR ORDER NOW! ALL EQUIPMENT LISTED SUBJECT TO PRIOR SALE!

## 1 BALL AUTOMATICS

21 Bally Grand Nationals	\$134.50	2 Stoner Turf Champs	\$12.50
1 Bally Grandstand	89.50	1 Western Pikes Peak	7.50
9 Bally Thistledowns	79.50	5 Western Derby Times	29.50
1 Bally Home Stretch	64.50	10 Bally Jumbo	10.00
3 Bally Pace Makers	110.00	8 Bally Derbys	10.00
2 Bally Blue Ribbons	64.50	2 Bally Majestics	10.00
2 Bally Gold Medals	99.50	2 Gottlieb Multiple Races	22.50
1 Bally Rover	22.50	1 Gottlieb High Card	22.50
12 Bally Preakness	22.50	1 Gottlieb Derby Clock	22.50
16 Bally Fairgrounds	29.50	1 Gottlieb Baffle Ball	7.50
9 Bally Fleetwoods	27.50	2 Jennings DeLuxe Sportsman	10.00
4 Bally DeLuxe Preakness	34.50	1 Jennings Racing Club	10.00
15 Bally Klondikes	29.50	11 Keeney Derby Champs	39.50
6 Bally Stables	27.50	1 Mills Big Races	22.50
1 Bally Belmont	12.50	5 Mills New Style 1-2-3 Tables	69.50
1 Bally Ace	7.50	1 Mills Railroad	10.00
1 Bally Bonus	10.00	3 Mills Post Times	12.50
2 Bally Prospectors	10.00	1 Mills Double Header	7.50
7 Bally Arlingtons	22.50	21 Mills Hi-Boys	29.50
3 Bally Classics	10.00	3 Western Hey Day	22.50
8 Bally Golden Wheels	12.50	3 Western Ak-Sar-Ben	22.50

## GUARANTEED SLOTS

12 Groetchen Columbia Jackpot Bells	\$ 47.50
14 Groetchen Columbia Gold Award Cigarette Bells	52.50
18 Mills Vest Pocket Bells, single	37.50
three for	100.00
10 Mills 5c Melon Bells	69.50
5 Mills 5c Cherry Bells	69.50
17 Mills 5c Blue Front Mystery Bells	59.50
14 Mills 5c Future Play Mystery Jackpot Side Venders	69.50
7 Mills 5c Smoker Bells	47.50
2 Mills 5c War Eagle Bells	37.50
1 Mills 5c Q.T. Bell	32.50
1 Mills 5c Side Vender with pace twin jackpot front	22.50
5 Mills 10c Melon Bells	72.50
3 Mills 10c Cherry Bells	72.50
3 Mills 10c Blue Front Mystery Bells	62.50
1 Mills 10c Future Play Mystery Jackpot Side Vender	72.50
1 Mills 10c Grey Front Gold Award Bell	42.50
1 Mills 10c Q.T. Bell	37.50
1 Mills 25c War Eagle Bell	39.50
1 Mills 25c Escalator Silent Jackpot Front Vender	29.50
2 Mills 25c Melon Bells	75.50
3 Mills 1c Blue Front Mystery Bells	49.50
1 Pace 5c-25c Twin Royal Comet Console Mystery Bells	89.50
1 Pace 10c DeLuxe Comet Mystery Bell	45.00
1 Pace 25c DeLuxe Comet Mystery Bell	47.50
2 Watling 5c Rol-A-Top Mystery Front Venders	27.50
1 Watling 5c Rol-A-Top Mystery Gold Award Bell	27.50
3 Watling 5c Melon Bells	39.50
1 Watling 5c Single Jackpot Bell	17.50
1 Watling 5c Twin Jackpot Front Vender	22.50
2 Watling 5c Big Jackpot Mystery Front Venders	27.50

## FREE PLAY GAMES

Bally Champion	\$ 42.50	Daval Trio	\$12.50
Bally Scoop	54.50	Daval Follow-Up	29.50
Bally Spottem	29.50	Daval Liberty	19.50
Bally Victory	94.50	Daval Gems	12.50
Bally Gold Cup	119.50	Daval Triple Threat	42.50
Bally Double Feature	24.50	Exhibit Contact	22.50
Bally Fifth Inning	29.50	Exhibit Avalon	34.50
Bally Arrow-Head	29.50	Exhibit Flash	34.50
Bally Chevron	29.50	Exhibit Rebound	47.50
Bally Headliner	39.50	Exhibit Zip	24.50
Bally Vogue	47.50	Exhibit Jumper	52.50
Bally Pick-Em	47.50	Exhibit Conquest	47.50
Bally White Sails	47.50	Genco Fair	12.50
Bally Roller Derby	62.50	Genco Klick	12.50
Bally Top Notcher	59.50	Genco Airport	42.50
Chicago Coin Topper	42.50	Genco Natural	12.50
Chicago Coin Trophy	19.50	Genco Bubbles	19.50
Chicago Coin Majors	24.50	Genco Stop and Go	19.50
Chicago Coin Ocean Park	47.50	Genco Mr. Chips	49.50
Chicago Coin Buckaroo	47.50	Gottlieb Batting Champs	29.50
Chicago Coin Sports	47.50	Gottlieb Keen-A-Ball	47.50
Chicago Coin Lucky	52.50	Mills 1-2-3 Table	89.50
Chicago Coin Nippy	59.50	Stoner Chubbie	29.50
Daval High-Lite	24.50	Stoner Davy Jones	37.50
Daval Box Score	19.50		

## CONSOLES

2 Bally Royal Flush	\$169.50	17 Keeney Triple Entry	\$165.00
1 Bally Club House	27.50	3 Keeney Pastime	199.50
1 Bally Teaser	27.50	1 Keeney Kentucky Skill Time	59.50
8 Evans 1939 Galloping Dominos	169.50	12 Keeney Super Track Time	199.50
1 Evans 1938 Galloping Dominos	109.50	1 Keeney Dark Horse	27.50
1 Evans 1938 Bang Tails	109.50	2 Jennings Good Luck Console	94.50
2 Evans 1938 Bang Tails	169.50	18 Mills Square Bells	99.50
1 Evans Black Cabinet Bang Tails	59.50	2 Pace Saratoga, Jr.	89.50
10 Evans Black Cabinet Galloping Dominos	59.50	5 Junior Paces Reels (1940 Model)	99.50
1 Keeney Kentucky Club	59.50	2 Pace Saratoga	99.50
1 Keeney 1838 Skill Time	82.50	1 Pace Pay Day	185.00
2 Keeney 1938 Track Time	82.50	1 Pace Marathon	79.50
		2 Stoner Zipper	22.50

## AUTOMATIC PHONOGRAPHS

2 Mills DeLuxe Dance Masters, 12 records	\$ 35.00
9 Mills Do Re Mi, 12 records	44.50
1 Mills Zephyr, 12 records	69.50
1 Model P-10 Wurlitzer, 10 records	39.50
3 Model 412 Wurlitzers, 12 records	52.50
2 Model 616-A Wurlitzers, 16 records	115.00
2 Model 616 Wurlitzers, 16 records	95.00
1 Model 416 Wurlitzer, 16 records	85.00
12 Model 24 Wurlitzers, 24 records	147.50
6 Model 600 Wurlitzers, 24 records	185.00
4 Model "K" Seeburgs, 20 records	129.50
10 Model "K" Seeburgs, 15 records	79.50
6 Seeburg Regals, 20 records	175.00
4 Seeburg Crowns, 20 records	185.00
5 Seeburg Gems, 20 records	165.00
2 Model "A" Seeburgs, 12 records	39.50
3 Rock-Ola Regulars, 12 records	44.50

## NOVELTY GAMES

Bally Reserve	\$ 7.50	Exhibit Coney Island	\$10.00
Bally Fleet	7.50	Genco Silver Flash	7.50
Bally Supreme	17.50	Genco Recorder	10.00
Bally Palm Spring	7.50	Genco Bang	22.50
Bally Bumper	7.50	Genco Stop and Go	12.50
Chicago Coin Turf King	7.50	Genco Natural	10.00
Chicago Coin Majors	17.50	Gottlieb Fire Alarm	10.00
Chicago Coin Dux	10.00	Gottlieb Batting Champs	12.50
Chicago Coin Trophy	12.50	Keeney Double Action	7.50
Chicago Coin Buckaroo	22.50	Jennings Pedal Pusher	5.00
Daval Double Treasure	12.50	Stoner Chubbie	17.50
Daval Trio	10.00	Stoner Zeta	17.50
Exhibit Flight	10.00	Stoner Ritz	17.50

## ACCESSORIES

"CALCUTTONE" Phonograph Needles, sample	\$ .35
10 lots, each	.31
25 lots, each	.28
100 lots, each	.25
Mints, per box of 100 rolls	1.00
per case of 1000 rolls	7.75
Adams Five Star Ball Gum, per box, 100 balls	.25
10 boxes, 1,000 balls	2.00
25 boxes, 2,500 balls	4.00
1/2 case, 5,000 balls	6.50
1 case, 10,000 balls	12.75
Operator's Collection Books, per dozen	1.50
Mills Safe Stands, brand new	9.65
slightly used	7.75
Mills Collapsible Stands, brand new	3.50
slightly used	2.50

## COUNTER MACHINES

1 A.B.T. Red-White-Blue	\$18.50	4 Groetchen Zephyr	\$12.75
1 A.B.T. Model F. Target	14.50	1 Groetchen Penny Smoke	6.75
1 Baker Pick-A-Pack	11.75	2 Gem Cigaret Machines	6.75
3 Daval Reel Spot	5.75	2 Keeney Spinner Winner	14.50
7 Exhibit Select-Em	6.00	1 Turf	6.00

## MISCELLANEOUS

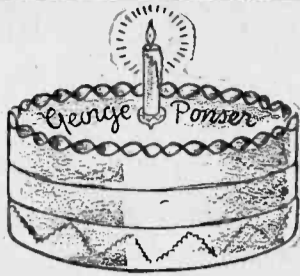
5 Exhibit Ideal Card Venders	\$ 3.75
1 Exhibit Vitalizer	79.50
2 Rock-Ola LoBoy Scales	37.50
2 Mills Dial Scales	22.50
3 Jennings Premier Dial Scales	22.50
1 Groetchen Metal Typewriter	159.50
2 Brand New Mickey Mouse Venders	4.95
1 Mills 25c Snake Eye Dice Machine	49.50
4 Brand New Step Up Mechanical Sales Boards, original cost price	19.50
closing out for	4.95

**TERMS:** To speed delivery 1/3 certified deposit must accompany all orders. We ship balance C. O. D., F. O. B. Fayetteville, N. C.

**REFERENCES:** Dun & Bradstreet: Any bank in Fayetteville, N. C., or your own bank.

# THE VENDING MACHINE COMPANY

205-15 FRANKLIN STREET FAYETTEVILLE, N.C. "Cable Address: COINSLOTS"



WE PROUDLY ISSUE THIS STATEMENT TO CELEBRATE OUR FIRST ANNIVERSARY AS MILLS DISTRIBUTORS!

"THE TIDE SWINGS TO MILLS! WITH THE DELIVERY OF MORE AND MORE SAMPLES OF MILLS INCOMPARABLE THRONE OF MUSIC AND MILLS GORGEOUS NEW EMPRESS TO MUSIC OPERATORS WHO ALSO POSSESS OTHER AUTOMATIC PHONOGRAPHS, THIS UNUSUAL OPPORTUNITY FOR COMPARISON RESULTED IN 100% REPEAT ORDERS BECAUSE OF MILLS' SUPERIOR QUALITY FROM EVERY STAND-POINT! WE TAKE THIS OPPORTUNITY ON OUR FIRST ANNIVERSARY AS MILLS' DISTRIBUTORS TO OFFER FOR COMPARISON A SAMPLE OF MILLS THRONE OF MUSIC OR MILLS EMPRESS TO ANY OPERATORS WHO WANT TO LEARN WHY THERE IS A 100% TIDAL SWING TO MILLS!"

Signed . . . GEORGE PONSER

## KEENEY'S ANTI-AIRCRAFT MACHINE GUN

WE ARE NOW DELIVERING THIS OUTSTANDING SENSATION IN QUANTITY! DON'T FALL BEHIND FOR SPRING AND SUMMER PROFITS! RUSH YOUR ORDER QUICK!



## GOTTLIEB'S SKEE-BALLETTE

IT'S TERRIFIC! BRINGS REAL PROFITS ON ANY LOCATION! HIGH SCORE—WEEKLY HIGH SCORE! NOVELTY OR FREE PLAY CONVERTIBLE! ORDER NOW!

WE ARE EXCLUSIVE DISTRIBUTORS FOR NEW YORK, NEW JERSEY AND CONNECTICUT!



# GEORGE PONSER COMPANY

519 WEST 47TH STREET  
NEW YORK CITY, N. Y.

11-15 E. RUNYON ST.  
NEWARK, N. J.

788 BROADWAY  
ALBANY, N. Y.

1001 E. FAYETTE ST.  
SYRACUSE, N. Y.



If You're Out to Make Money, Why Not Get Into the

# Big Brackets

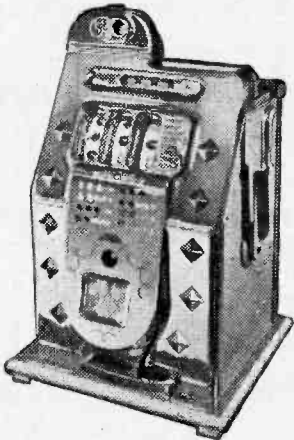


## COUNTER

Mills Vest Pocket Bell

Mills Q.T. Bell

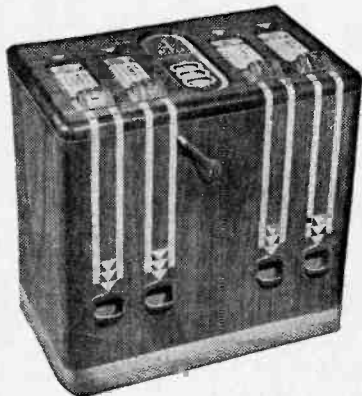
Mills Smoker



## MONEY

Mills Chrome Bell

Beautiful! Beautiful! Beautiful!



## CABINETS

4 Bells

Jumbo Free Play

Club Bell

Jumbo Payout

Square Bell

Golf Ball Vender



## TABLES

Spinning Reels (Multiple Payout)

One-Two-Three (Free Play)

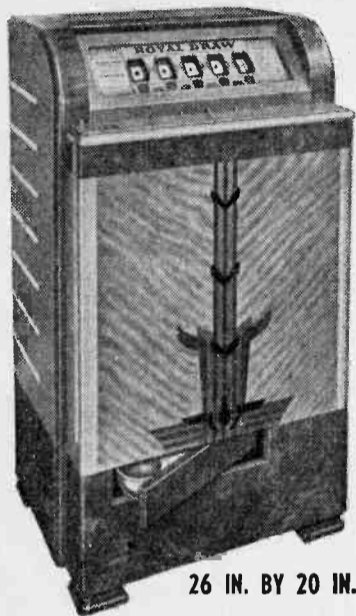
Five-in-One (Free Play)

See the Winners at Our Distributors' Show Room!

Write for Our Free Catalog — Mills Novelty Co., 4100 Fullerton Avenue, Chicago

# WORLD'S MOST COMPLETE LINE . . . by Bally!

## ROYAL DRAW HOLD & DRAW POKER CONSOLE



26 IN. BY 20 IN.

AVAILABLE FOR NICKEL OR QUARTER PLAY

Plays Draw Poker according to Hoyle! 5 spin-reels whirl to shuffle the deck, then click to a stop in rotation left to right. As final reel stops, all-electric mechanism responds to the "show" with mystifying accuracy, automatically releases proper payout on 3-of-a-kind or better. When winning "hand" is not "dealt" on first spin, player may press buttons in front of cards he desires to hold—and spin reels again by depositing another coin. Location tests prove 75 to 80 per cent of players deposit additional coin—thus insuring juiciest collections in console history!

## BALLY BEAUTY



### NEW HIGH-SCORE SENSATION

At last! A really new high-score idea! KEY-LIGHT BUMPERS, flashing on and off, decide section of backboard in which each hit scores! Player shoots to build up score in RED, YELLOW OR GREEN section—or all three! Key-lights flash in suspense-creating rotation—but can be controlled by skill!

### 6 WAYS TO WIN!

No wonder high-score fans flock to BALLY BEAUTY—insuring sensational collections! Get your share. Order BALLY BEAUTY today!

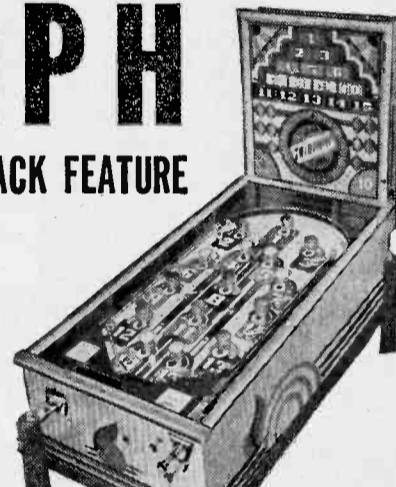
**FREE PLAY OR NOVELTY**  
Quick Change on Location

## TRIUMPH

### FUTURITY SCORE • BUY-BACK FEATURE

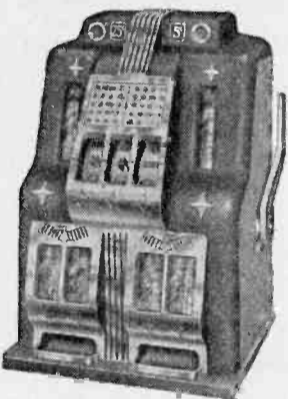
Daily TRIUMPH collections actually equal former weekly novelty-game earnings in same location—thanks to tantalizing FUTURITY SCORE system and revolutionary new BUY-BACK FEATURE! Get your share! Rush your TRIUMPH order to your favorite jobber today!

**FREE PLAY OR NOVELTY**  
Quick Change on Location



## BALLY BELL

Reports prove BALLY BELL doubles earning power of any bell spot! BALLY BELL not only doubles your bell profits but also provides opportunity to build up quarter trade in your nickel spots. Nickel side takes care of regular nickel trade, while quarter side gathers plenty of quarters every collection. Both sides can be played at same time or separately. Also available in double-nickel or double-quarter models.



## WAMPUM

### AUTOMATIC TOKEN PAYOUT WITH BALL GUM VENDER

Fastest money-maker in PENNY-PLAY counter game class!



## SPORT SPECIAL

### FREE PLAY "BUY-THE-BOARD" MULTIPLE

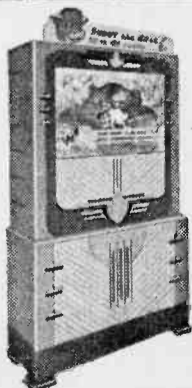
All the features of Bally's famous pay-tables, plus new "BUY-THE-BOARD" feature with earning power at least triple average multiple profits! Operate as one-shot or 5-ball. Console or table.

**PAYOUT** operators! SPORT KING has all the features of Sport Special, including "BUY-THE-BOARD" idea—plus \$45 top reserve and automatic payout. Console only.

## BALLY ALLEY MINIATURE BOWLING GAME

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 and freedom from legal worry, order BALLY ALLEY now!

**NEW**  
1940 MODEL  
NOW READY—  
WRITE FOR DETAILS



## BULL'S EYE RAY-GUN TARGET GAME

Shoot a "bullet" of light at a MOVING TARGET (Funnyface Bull). 10 to 45 shots, depending on skill. Clever combination of color and comedy—plus powerful skill appeal—insures continuous big earnings month after month. Appeals to amateurs and sharpshooters, men and women. STRICTLY LEGAL. Operate BULL'S EYE and hit the bull's eye of bigger profit.



**BALLY MFG. COMPANY** 2640 BELMONT AVENUE  
CHICAGO, ILLINOIS



# REASONS-A-PLENTY

WHY THE TREND IS TO

# ROCK-OLA



## COLORFUL MOVING LIGHTS

Gay—glamorous—appealing—alive with colorful moving beauty. Irresistible to the eye; a powerful motive in stimulating play desire. A Rock-Ola Luxury Lightup Phonograph harmonizes with any interior, large or small. A Rock-Ola is an added attraction to the finest location.

## SENSATIONAL LINE-O-SELECTOR

Easy to see . . . easy to read . . . easy to reach. Large, roomy transparent keys illuminated and numbered. Eye-level Line-O-Selector panel enables patron to make record choice with ease and comfort. Program holder consists of two panels that are quickly removed for servicing.

## AUDITORIUM TONE

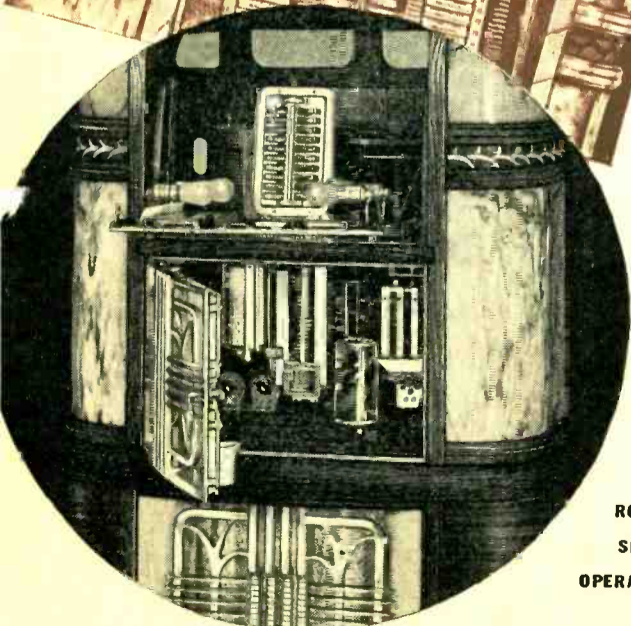
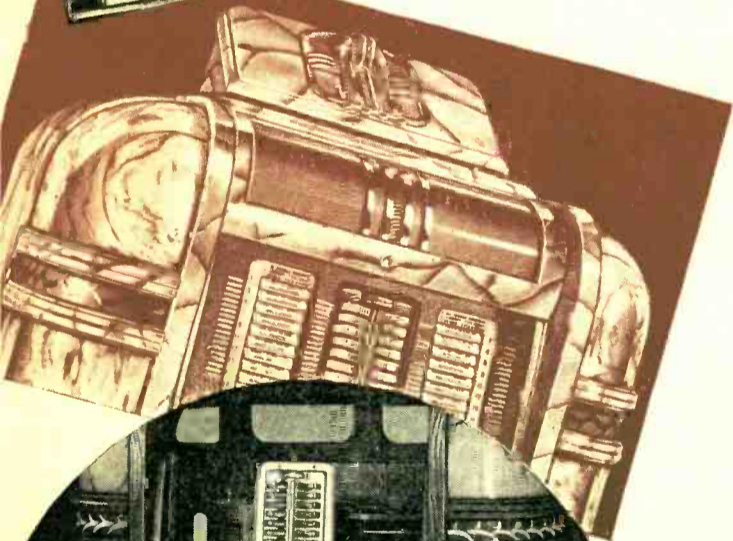
The Auditorium Speaker on Rock-Ola's Super Model has full carrying power in the largest rooms. Makes true tone beauty possible by conserving and distributing all essential high notes. Gives your patrons clear reproduction for listening pleasure. An unusual earnings booster.

## FRONT DOOR ACCESSIBILITY

A turn of the key and the front door is open. Every mechanical unit is in plain sight and easy to reach. A great convenience and time saver in changing records, collecting money, or removing parts. Front door accessibility is an added feature on all Rock-Ola Phonographs.

## AND LOTS OF OTHER REASONS

Dual motors for efficiency . . . service-free changer mechanism . . . Multi-Selective . . . newly designed 1940 metal-encased crystal pickup . . . micro-sensitive switches . . . easily accessible volume control . . . new cash box serviced from outside . . . automatic Play Register . . . perfected amplifier . . . and many additional features for greater value.



ROCK-OLA  
SELLS TO  
OPERATORS ONLY

STRIKE UP THE BAND



IT'S ROCK-OLA FOR '40



# WURLITZER

*A Name Famous in Music for Over Two Hundred Years*

FAMOUS FOR  
ACCORDIONS

FAMOUS FOR THE MIGHTY  
WURLITZER ORGAN

FAMOUS FOR  
AUTOMATIC PHONOGRAPHS

FAMOUS FOR  
PIANOS

## A RECORD UNRIVALED IN THE INDUSTRY

Back of every Wurlitzer Automatic Phonograph is a name famed in the field of fine musical instruments for seven generations.

Wurlitzer is the only company in the automatic music business with this rich heritage of musical knowledge and experience.

Because people have always associated the name "Wurlitzer" with good music, they gladly pay to play Wurlitzer Phonographs. That's why location owners demand Wurlitzers—why Wurlitzer Music Merchants get and hold the best locations—why Wurlitzer Phonographs take in more money.

The Rudolph Wurlitzer Company, North Tonawanda, N. Y. Canadian Factory: RCA-Victor Co. Ltd., Montreal, Quebec, Canada.

*Wurlitzer Automatic  
Phonographs Are Sold  
Only to  
Music Merchants*