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# The Billboard

The World's Foremost Amusement Weekly

APRIL 22, 1939

15 Cents

Vol. 51. No. 16

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# The Billboard

Vol. 51  
No. 16

The World's Foremost Amusement Weekly

April 22,  
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## CHICAGO LEGIT HITS CHUTE

### World's Fair Shows Using Vaude and Music Talent

The following is a list of shows set for the New York World's Fair opening April 30 and using some sort of novelty, vaudeville, girl or music talent. (A complete list of World's Fair concessions and exhibits using talent was run in the World's Fair section of the March 18 issue.)

Shows using strictly circus, carnival, sideshow, animal or other outdoor-type attractions are not included in this list.

**AMAZON WARRIORS** (Adeleide Finch, manager). Physical culture show. Will use girls.

**ARCHERY RANOE** (Joseph L. Geeraert, operator). Will use girls to demonstrate archery.

**AQUACADE** (Billy Rose, operator. John Murray Anderson, staging, and Charles Freeman, booking. Gotham Productions, Inc.). Eleanor Holm, Frances Williams, Johnny Weismuller, Gertrude Ederle, Morton Downey, and Willie West and McDipty booked. Nine-band and about 100 swimmers and divers will also be used.

**BALLANTINE GARDENS** (Ballantine Gardens, Inc. Robert J. Eitel, Al Gonzales and Max Eitel, operators. J. Walter Thompson, agency). Three-Ring Restaurant, already open. Using band singers and probably variety acts.

**CRYSTAL PALACE** (Crystal Palace, Inc. Philip Gelb, operator. Alfred Stern, manager). A review of World's Fair shows since 1853. Roberta Royce, dancer, already booked.

**CRYSTAL PALACE** (Norman Bel Geddes, operator). Scene illustration show, using girls.

**CASINO OF NATIONS** (Casino of Nations, Inc. Erhard M. Oehmichen, operator, and Victor Lally, manager). Large open-air cafe using band and singers.

**CUBAN VILLAGE** (Cuban Village, Inc. Dash Brothers, operators). To use native dancers, singers and bull fighting burlesque with Sydney Franklin.

**DALY'S SIRENS OF THE DEEP** (formerly known as Gardner's Mermals). (Gardner Display Co. William Gardner and associates, operators). Swimmers.

**LIVING MAGAZINE COVERS** (John Sheridan, operator). Tableau of live models.

**PHILIPS LORD'S GANCBUSTERS**, "Crusade Against Crime" (Dufour & Rogers, operators). Skits using legit talent. Juanita Hansen booked to supervise anti-drug exhibit.

**SHAKESPEARE ENGLAND VILLAGE** (Schless Construction Co.). Shakespearean festival using legit casts in theater and restaurant.

**MIRACLE TOWN** (Little Miracle Town, Inc. Morris Gest, operator). Midget show, already booked.

**OLD NEW YORK** (Martin Sweeney, in association with George Jesse, Messmore & Damon, Inc., and others, operating). Cafe, with entertainment depicting old New York. (Almon R. Shaffer, manager).

**NYG'S SHOW** (Nils T. Granlund and Charis Berg, operators). Outdoor-in-door theater presenting Cavalcade of American Theater (depicting names of the past) and Congress of the Beauties of the World (girl parade). NYG now selecting cast. Della Carroll booked.

**ARCTIC TEMPLE OF ICE** (Ray E. Dunlap, operator). Girl illusion show.

**THE SAVOY** (Gale Enterprises, Inc. Moe Gale, operator). Theater using colored band and entertainers.

**RAILROADS ON PARADE** (Eastern Railroad Presidents' Conference, operators. Edgar Hungerford, producer; Charles Allan, director). Pageant using 200 actors. Equity has agreement covering talent.

**SUN VALLEY—A WINTER WONDERLAND** (Winter Wonderland, Inc. R. F. Sipechin, president). Rivington Inn and Terrace Cafe and talent used for ice skating, toboggan slides and skiing (Ralph Hitz, caterer). Ice show in rehearsal.

**TIN PAN ALLEY** (Gerald Griffen and William G. Leunis, operators). Cabaret featuring songwriters, singing waiters, novelty acts, etc.

### Season, Winding Up Early, Has a Total 33 Weeks Under Last Year

Two more shows than in 1937-'38, but they don't stay as long—94 weeks total playing time—comedies fare best—"Angel" topped b. o. with 22G average

By SAM HONIGBERG

CHICAGO, April 15.—Total figures of the season, which is winding up early this year, indicate 33 weeks less playing time compared to last year, altho 23 shows have been in circulation, an increase of two over the preceding season. The four Loop houses and the Auditorium, which played two shows for a run of six weeks, contributed a total of 94 weeks, a staggering decrease from last year's 127-week record. Chief cause has been the abundance of heavy shows held for short runs, most of them weak at the box office. Comedies enjoyed comparative prosperity, topped by Harris attractions—*Susan and God and Kiss the Boys Goodbye*. The musical *I Married an Angel*, which winds up a seven-week stay at the Grand Saturday, is the week leader, scooping up an average of \$22,000 a week.

Unless additional arrivals are announced for this summer, only the Federal Theater will be active during the warm weather months. The Harris bows out May 6 with two weeks with Gertrude Lawrence in *Skyark*, and the Grand will close a week later with *Endeavor* Holiday. *Sefvya* remains inactive, while the *Er-langer*, which is stretching *What a Life* (See CHICAGO LEGIT on page 16)

### Wildwood Casino Burns; Motordrome, Buildings Damaged

WILDWOOD, N. J., April 15.—Fire of unknown origin shortly after 6 o'clock Thursday night destroyed the Casino Theater on the Boardwalk here and damaged near-by buildings, including Joe (See WILDWOOD CASINO on page 65)

### Chevrolet Unit Plays Auto Display Rooms in Nat'l Tour

CHICAGO, April 15.—Chevrolet Motor Co., which for the last two years has been using small flesh units here to plug its products, is sending out a show on a nation-wide tour this summer, to be booked and prepared by David P. O'Malley, local booker. While unit will have only six to eight performers, it is figured that the success of the idea will influence competitive manufacturers to follow with a similar stunt. Special van will carry portable stage and chairs, as well as additional accessories, and performances will be given in display rooms selling the firm's cars. Chevrolet decided on this road show following the successful experiment with small shows offered in many display (See CHEVROLET UNIT on page 8)

### Fleet Movement Blow To Met Amusements

NEW YORK, April 15.—The United States fleet today was ordered to the West Coast, canceling the highly-exploited maneuvers in connection with the New York World's Fair and to which metropolitan amusement purveyors were looking forward as a great revenue producer.

Palladium Park, haven of the sailors for years, is particularly affected by the government order; the Rosenthal brothers, spot having announced an April 29 opening with the naval games in view. Play spot called a conference today to mull over revised plans, but opening date still "Coney Island and other places" are also clearly affected. World's Fair had announced freedom of grounds to tars May 1 and 2 and a quarter admission for the next eight days.

New order, originating in Washington, applies to entire U. S. sea force excepting the Atlantic squadron, which is comparatively small. Decision is seemingly based on war tension in Europe. Phone interviews with navy yard and duty officers found everyone in a dither, no one having any precise info on the subject, as the order was apparently of last-minute complexion and entirely unexpected.

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### FTP "Mikado" Sold to Private Producer After Congress Kicks

WASHINGTON, April 15.—Announcement Tuesday that the Federal Theater Project had consummated sale of *Swing Mikado* to commercial producers Bernard Ulrich and Marvin Eriqson, of Chicago, came a week after the severe painings that Mrs. Florence S. Kerr, assistant WPA administrator, got at the hands of the House Appropriations Committee. Committee attacked FTP for turning down a commercial offer two months ago for failure to discipline the cast which refused employment in private enterprises and for conducting the FTP as "unfair competition" to the legitimate theater. Official release indicated Ulrich agreed to regular Actors' Equity terms. New producer plans to move the show abruptly across the street from Michael Todd's *Hot Mikado*, in the 44th Street Theater. Scenery and costumes of the production remain in possession of the government.

Congressional reprimand accompanied release last week. While congressmen attacked Project for having exceeded its bounds as a relief measure, *Swing Mikado*

came in for special attacks. Instead of shipping the show to New York under federal auspices, *Mikado* should have been sold as per commercial offer made long-agoed Representative Bloom, of New York, and Clifton A. Woodrum, of Virginia. Failure on part of FTP to force the cast to accept commercial offer, they said, was flagrant disobedience to Congressional orders (Section 7, House Joint Resolution 83), which provide that a WPA worker who refuses bona fide employment offered him at reasonable wages shall be stricken from the rolls.

Mrs. Kerr's reply was that she could not act as agent for any manager, and that execs do not feel they should encourage relievers to take jobs whose future is uncertain. Critics argued that no private enterprise is certain in any industry, and that relievers have the assurance at least of return to FTP should their commercial job go wrong in brief space of time.

Col. F. C. Harrington, WPA administrator (See FTP "MIKADO" on page 8)

# H'wood Song Pluggers Hopeful With Name Band Trek to Coast

HOLLYWOOD, April 15.—Song pluggers are taking another notch in their belts awaiting the arrival on the Coast of Artie Shaw, Benny Goodman and Kay Kyser. The boys along Vine street claim that these three bands will enable them to get back into the swing of things and show results to the New York office. Plugging situation has been in a muddle in the flicker capital for some time, with the boys all agreeing that this is the toughest city in the world for plugs.

Lads feel that office heads in New York are often too busy on judging results handed in by Hollywood reps. Stuff sometimes gives the appearance of being negligible on paper, but pluggers claim this represents many heart-breaking hours.

Only source of plugs now open are the transcontinental air shows, and pluggers are convinced they are tough to crash. One thing hampering local song merchants from peddling their wares is the fact that there are very few sustaining

shows hitting the lanes from Hollywood using music. This makes it doubly tough to worm plugs into shows.

With the coming of Goodman, at the Coconut Grove (it is open), Artie Shaw at the Palomar, and Kay Kyser at the Casino on Catalina Island, the song-plugging fraternity are all set to make a killing.

HOLLYWOOD, April 15.—Bobby Brown, long a well-known figure in Coast music biz, stepped out of Crawford's and was replaced by Murray Wizell, former New York manager for Famous.

## Another Plan To Ape London's Gate

NEW YORK, April 15.—A Sunday night theater, backed by Clarabelle Walsh, directed by Irving Strouse and supported by Josephine Victor and Tom Powers, is being planned along the lines of the Gate Theater, London, for a trial opening in a small house on the outskirts of Times Square some time in June. After a summer layoff productions would resume in November, with one play a month, for five consecutive months. Aim is to run each production four Sundays.

Under consideration are Irving K. Davis' "Carpenter" and Josephine Victor's "Spring 1945," which was under option to the Theater Guild last year, and as yet untitled works by Gantillon and Brieux. Project is considering using only plays which came close to production but on which producers finally altered options to expire.

Strouse is this week negotiating for a theater. That consummated, he will open talks with Equity in attempt to obtain the one-eighth rate and set rehearsal maximums. Even if the union stands by its two-eighth rate, director holds, venture will continue. Radio actors will probably be sought for the casts, and to insure their availability for rehearsal.

# Tin Pan Alley Ball In Perfect Harmony

CHICAGO, April 15.—Local chapter of Professional Music Men, Inc., held its first annual Tin Pan Alley Ball here Monday night, netting an estimated \$2,000 for their sick and benefit fund. Dusted nick was \$1 a copy, and turnstiles clicked off a rough 1,400 patrons. Balance was picked up from the games, keeno, etc. Hop was pulled off in the Terrace Garden, of the Morrison Hotel.

Boys had a host of entertainment from night spots and radio, including Willie Shore, Jack Leonard, Johnnie Johnson, Fran Allison, Gray and Bergen, Adelaide Maffett, Dean Murphy, Pepino and Camille among others. Will Hammer, oldest song pub in the biz here, stopped the show with a rendition of "Some of These Days."

Pluggers claimed they were highly pleased with their initial effort and plan to make it an annual affair now.

## BOB NELLER

(This Week's Cover Subject)

WHILE only two years on the professional TV stage, the 27-year-old Bob Neller is already recognized as a standard ventriloquist, worked New York theaters three times in one year and Edgar Bergen, his fraternity brother, referred to him as "one of the greatest natural ventriloquists I ever heard."

Neller started working with figures at the age of 11 in the East Ward School of his home town, Appleton, Wis., and entertained with ventriloquistic sessions on every occasion given him. He acquired his first professional dummy in high school and started using his "Duke Dugan" character when he attended the University of Wisconsin. Presently, he works with a technically perfect figure he calls "Reginald J. Trickett" that has 13 distinct movements. He never uses a stereotyped act, changing according to atmosphere and audience.

When he broke into the business in March, 1936, he immediately landed an engagement at the St. Francis Drake Hotel, San Francisco, and his original one-week contract was extended to six. Then he worked his way across the country, invading New York within a year to play Radio City Music Hall; later, two weeks at the Roxy and finally with Rudy Vallee at Loew's State.

Other engagements include six weeks of theaters and five weeks at the Drake Hotel, Chicago, with Wayne King the Mount Royal Hotel, Montreal, and a four-month tour with Rudy Vallee which brought him into the Ambassador Hotel's Coconut Grove in Los Angeles.

Neller, who is married and a member of the national Delta Upsilon Fraternity, is under the exclusive management of Music Corp. of America.

# 50 Suspicious Chorines; One Bewildered Night Spot Critic

By SOL ZATT

NEW YORK, April 15.—Having made plans to go out and review the show at the Top Hat in Union City, N. J., we called Joe Russell, the club's press agent, to inquire as to the best way to get out there. He said, "There's a special bus that takes the 50 chorines out to the spot and, if you rush like mad, you can grab a ride with them. It may even prove interesting."

The "interesting" angle is the part that got us. So, in the spirit of scientific research, we rushed like mad. A fellow scientist joined us at the bus station and we made it.

The bus pulled out before the girls could protest, so, for the time being, we were safe. (How would you feel if 100 eyes were peering at you with mixed suspicion?). However, we still didn't feel too comfortable, because the girls didn't warm up as quickly as we hoped they might, with the exception of one who offered us her seat and volunteered to sit on our somewhat nervous lap.

Then the questions started to pop. "Are you the new act?" one of them inquired. And, with typical chorus-girl hesitancy, she asked what kind of an act we did, without giving us a chance to answer the first question.

"We do an iron jaw act," I volunteered. "How awful," she popped back and, in the same breath, asked, "What kind of an act is that?" The other half of the male interruption blurted out, "Don't let him kid you, we're jugglers."

"Oh, I hate jugglers," said another of the girls. So I confessed that I was just a reviewer from The Billboard who was going out to watch the girls, among the others, strut their stuff.

Another of the lovelies jumped up and asked, "Are you the fellow who wrote that last review? If you are (sticking two eye-gouging fingers eyeward toward my face) I'll blind you!" This one was tough; and, as she had one of those screwy hats and a wedding band, I felt there was no reason to try to educate her. Just when I was denying that I was the culprit another came out of hibernation with an eye toward the practical side of life. "If you're a newspaper man, you should know some millionaires," she said.

"Sorry, but all the millionaires I know are quite contented at the moment," we answered. "Well," she wailed, "then couldn't I just get a million dollars without its disadvantages?" A smart little girl, but obviously inexperienced. She said, however, that she would settle for a good review. As a matter of fact, that's what most of the screaming was about.

Before we even had a chance to go into other aspects of chorus-girl life—our little safari to Union City had ended. Science was foiled on this visit, but if any press agent has a desert isle suitable for scientific research—then a sucker for an experiment!

# 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

RAYMOND E. JOHNSON—radio actor—and a first-rate one. Came to New York from Chicago just a few months ago and has already established himself among the leaders. A number of recently heard programs definitely indicate that he's due for picture work along character lines. His facility for dialects common to most radio actors and a real flair for character creation.

## For LEGIT MUSICAL

YOLA GALLI—young, blond and lovely coloratura soprano now in her second Billy Rose show at the Gem Masana, New York. Sings operetta-style numbers, pops and even swing and should have no trouble making customers sit up and take notice anywhere. Has fine personality and poise.

## Beach Stock Opens

LA CROSSE, Wis., April 15.—The Guy L. Beach Stock Co. opened at the Wisconsin Theater here April 9 to a full house for a limited engagement with Marlin Plavin's Broken Dishes, showing (See BEACH STOCK on page 9)



### Viewpoints

WHATEVER you might say about Milton Berle—and there is plenty to be said for and against his particular technique—you will have to admit that he is the fastest thinking young man in a comedian's shoes today. He came up like a bottle after a few short years ago and there were many who thought and even wished for their own good, that he would go out like a light. This brilliant young gent is still going up and nobody can predict when he will reach his trajectory. He is a phenomenon that could have happened in varying degrees of potency in any era of show business; but it is his good fortune that the fates cast him in his role at a time such as this when the public mood fits his tempo and style like a cork in a bottle's neck. Less than a week ago we had the opportunity at a benefit-type function to observe at rather close range not only Berle's manner of working as a solo but backstage and out front as well with other performers. As much as we thought we knew about what makes this guy tick, we found that there was plenty more to learn and that if the rather overlong show kept going several hours more—which it could have done as far as Berle was concerned—there would be plenty more to learn. And to marvel at.

A most interesting sidelight of the aforementioned function is that we were convinced that several comedians and emcees who command salaries in the four figures and work rather consistently made it a point to stay away, although they fully intended to participate. It wasn't stage fright nor was it lack of enthusiasm. It was very apparent that it was a rather new Broadway disease called Berlefright—and which only the irrepressible Berle's absence can cure.

So there you have the short, short story of Milton Berle with only this to add: That the flourishing and spreading Berle lacks only a few things that stand in the way between him and perfection. Since we are made to understand that there is nothing perfect, we might as well become reconciled to these faults, making up our minds that they are nothing more or less than the few flaws that Mother Nature puts in this gem to make him fit into her acceptable pattern. But it would be nice if Berle were a little more considerate in his handling of colleagues as he sets his phenomenally terrific pace in his crowning. It would be even nicer if he would maintain just a little more dignity. Yet to expect even these flaws to disappear might be as out of place and as unappreciative of the essential qualities of greatness as to demand the midget that dot the familiar likenesses of Abe Lincoln. Faults or no faults, we are still looking rather hopefully for a man strong enough to make a good showing against Berle in the quip, crack and gag line.

The annual drive for funds of the Will Rogers Memorial Commission—called this year Will Rogers National Theater Week—is on at this writing. For the sake of the patients at the Will Rogers Memorial Hospital at Saranac Lake, whom we know far better than some of the stuff shirts behind the drive, we hope it is a success. The show business needs an institution like the sanatorium at Saranac Lake, even tho' the present institution can stand lots of improvement. It is too bad that the curricula had to turn the institution over to the Will Rogers Memorial Fund. But it's too late to yap about that. It's gone just as conclusively as if it were a shipped-off bull terrier's tail. Perhaps it isn't too late to raise a voice of moral protest over the decision to again (it was done last year) turn over money over the \$100,000 made to various charities outside of the show business. Whether the Saranac san was given to the actor or whether the actor made the institution possible by dint of his hard work is no longer important. Our very personal view is that no matter who holds the title and no matter what the legal papers say the former NVA San belongs to our show business and that every penny raised with the deplorable plight of certain unfortunate actors as the come-on should go to the actor and his colleagues in the amusement industry. Not long ago we were shocked to learn that the Saranac institution was operated (See SUGAR'S DOMINO on page 9)

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**Penny Clubs Fear Law**  
 PHILADELPHIA, April 15.—Official silence on the findings of the legislative committee drawing up a set of reforms for the liquor dispensing industry are giving Pennsylvania night clubs the jitters. It is feared that only 14,000 out of 21,000 clubs in Pennsylvania will survive the new set of laws.

# Broadway Beat

By GEORGE SPELVIN

MUZAK, wired music service used by bars, cafes, etc., doesn't play The Star-Spangled Banner at 3:30 a.m. any more. It used to, but the other day a drunk at a bar refused to stand up when

the anthem was played, so another drunk gave him a black eye—a general fracas resulted, and Muzak is now substituting less emotional numbers like "We Call You Sweetheart." . . . At a night club opening last week Dale Harrison, AP syndicated columnist, blushed when he was introduced as "Miss Dale Harrison." . . . He blushed a bit more when the gal he was escorting said, "Are you or aren't you?" . . . Large billboard ads plugging Jimmy Dorsey's Band at the Flatbush, Brooklyn, last week featured "Dorsey and Band"—giving a lot of people the idea that Tommy Dorsey's Band was doubling from the New York Paramount. . . . *Peaks of Life Dept.: Nature Friends magazine lists in its directory of events—"April 19, Social, Lecture on Wolves."*

**Social - Significance - of - the - Drama Dept.:** Condemned by church authorities, newspapers and even the heads of the Kinsey Circuit itself, Tobacco Road found a champion in the Underprivileged Boys' Club of Charlotte, N. C., when it wanted to play that town recently. And a \$4,000 box office gave the sponsors an ample reward. More curious than that, tho, is the fact that until Associated Activities, which sponsored Road's tour, tried to play the show in Charlotte the underprivileged kids weren't being given any particular care. W. M. McNeave and a few staunch friends organized the club only to provide a sponsor and show the other organizations and the local bigwigs that their money in legit didn't do that there's nothing wrong with Road. Since the showing—which had to be in an auditorium—applications for listings among patrons of the club have poured in. The kids have received balls, beer, grub and plenty of publicity concerning their plight.

Dear, dear Lucius Beebe, both vivacious, gourmet and—in his spare time—columnist, who pins for the days of those crackling winter breakfasts after a bright sleigh ride (where they would need enough food to last a normal family a week), will pour his heart out before a public audience at the International Restaurant Conference June 14 on the subject of—*Supper, the Lost Art.* . . . How mournful! . . . Ventriquist Herbert Dexter, noting that Mr. Whelan's World's Fair threaten to go overboard on strip acts, claims he's going to get into the swim and present a nude dummy. . . . And Dave White wants to know if any men are being booked for the Flushing clambake. . . . Harry Radison, formerly of *Pink and Needles* and a vowed and strongly anti-Negro was called to the Biograph Studios in the Bronx to play a role in a Negro motion picture about Joe Louis, because of the facial and physical similarity he will be playing the part of Max Schmeling. . . . At the opening of the New Tokay Restaurant the press agent asked a reporter what he thought of the show, the answer being "Too long"—so the p. a. jumped up and said: "That's it; we'll trim the act—down to one number each—just like Radio City Music Hall!"

## Detroit Clamps On Agent Licensing

DETROIT, April 15.—Warning was issued this week by M. Weston Dickinson, superintendent of Private Employment Bureau, to two agents who have not yet secured their licenses for the current year.

Aside from one or two cases of partial payment of the annual license cost of \$200, only two agencies have so far continued to operate without paying the charge.

Dickinson's office reports that a number of managers have been canceling a certain number of days of their shows due to poor business. In these cases the booking agent's contract obligates him to pay the acts, and all such obligations have been met, it was stated, but the night spot manager is also unable by the agent for the money paid.

## "Ice Follies" Posts Bond

OAKLAND, Calif., April 15.—Touring Ice Follies was forced to post \$1,000 bond Sunday night before musicians' union and American Federation of Actors permitted show to open. Bond was to insure week's salary to musicians and skaters.

AFA also drew up new contract making management liable for injuries to skaters. Leo Levitt, Oakland fight promoter, is promoting the Ice Follies.

## You can't cheat an honest ottoman!



Mr. Ben Zeno, boss of the All-Over Wonder Show wasn't such a terrible Turk. When business fell off, Ben Zeno faced facts. His troupe was a honey, the weather was o.k. . . . It must be the advance publicity. Now if Ben was honest, he was smart, too. He bought a mobile Lafayette P.A. system, and drove all over town bally-hooing his carnival. Nights, he'd hook up the amplifier in the tent.

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Advertisement for Eastin 16mm. Pictures Co. featuring a late model Victor 16mm. Sound Projector for \$7.50 a week. Includes contact information for Eastin Pictures, Inc. in Davenport, Iowa and Colorado Springs, Colo.

Advertisement for Hotel Flanders, located at 47th to 48th Streets East of Broadway. Telephone: BRyant 6-8570. Describes the hotel as a favored rendezvous of New Yorkers.

Advertisement for Ideal Pictures Corporation, Dept. B.3., 28 East 8th Street, Chicago, Ill. Focuses on the road show business, mentioning hundreds of men making big money operating talking picture shows.

Advertisement for Movie Supply Co., Ltd., 1212 S. Wabash Ave., Chicago, Ill. Specializes in theatre equipment, including cameras, projectors, and lighting.

Advertisement for Fowler Scenic Studio, Inc., 124 West 42nd Street, New York City. Offers scenic photography and related services.

Advertisement for Hotel Raleigh, 646 N. Dearborn St., Chicago. Offers a variety of rooms and services, including breakfast and laundry.

Advertisement for Williams Show, Jacksonville, Fla. Seeking a capable agent and curtainman for a dramatic show.

Advertisement for The Film Weekly Australia, edited by Kevin Brennan. Focuses on the motion picture and entertainment field.

Large advertisement for Weldon, Williams & Lick, Fort Smith, Ark. Promotes stock tickets, both rolled and folded, with various denominations and prices. Includes a table of prices for different roll sizes.

Advertisement for Postal Telegraph, promoting low cost money orders for mailing. Emphasizes speed and low cost, with a note that every telephone is a postal telegraph office.

Advertisement for The Toledo Ticket Company, Toledo, Ohio. Offers special printed tickets in various denominations, from 10,000 to 1,000,000. Includes contact information for the company.

# Morrissey's Revue To Open April 19 at Criterion, L. A.

LOS ANGELES, April 17.—Will Morrissey's new revue, slated to open at the Criterion Theater April 11, has been postponed to the 19th. Reason given was late eight-handed management by State Board of Equalization for liquor permit. When all appearances Criterion is at least set to emerge from ranks of " flop" houses with the Morrissey revue. Party staged April 9 for the press and guests was a rehearsal.

Chorines, in rehearsal clothes, went thru their routines with hardly a hitch. For a show viewed critically in the making the revue showed possibilities.

Show has a roster of new talent that promises to put plenty of sparkle into the offering once it hits the boards opening night. Old-timers billed include Jack Peppers, Rudy and La Tosca, Al Norman, the Berkoff Sisters. A new pair of songsters have been uncovered, Joyce Hunter and Earl Covert. Joan Brodell, long on looks and personality, does some impersonations that are tops.

Show is being staged by Palmers, Braun-deaux, music and lyrics by Irving Berlin and George R. Brown.

Fred Berrens and band were slated to open the spot but have backed out. Backing will be done by Dave Miller.

One of the drawbacks to Criterion stage presentations in past has been lack of stage space. New stage has been built. First 13 rows of seats have been yanked and tables for 200 people inserted. Two bars have been installed. Only beer will be peddled at first, according to management.

Morrissey contracts have been oked by John H. Corcoran, of the American Federation of Actors here.

Providing Morrissey can keep the revue clean, from all appearances he has got a show that'll go far.

APA officials have got Morrissey to agree to pay off the talent after each performance, it was reported. After the first week it is expected that Morrissey (See MORRISSEY'S REVUE on page 8)

## Somn-Ambulance

CEDAR RAPIDS, Ia., April 15.—It wasn't because they were sick or injured that Alfred Lunt and Lynn Fontanne rode from Cedar Rapids to Davenport in an ambulance following their recent performance here in Amphitryon 39. It was just because they were tired and train connections were too poor to allow any sleep. As they climbed into the nice soft ambulance bed, told the driver to take it easy, and away they went.

# Louisville Lent Didn't Dent Biz

LOUISVILLE, April 15.—For many years in the past theaters and night clubs took it for granted that as soon as Lent started it was time to fold up. This year everyone seemed to give up that idea and came across with entertainment. Picture houses and night spots offered better shows and consequently the business in general for the past six weeks has shown a marked improvement.

The second Louisville Summer Entertainment Season will open July 2 in the Iroquois Amphitheater for six weeks. It was announced by Charles B. Bottorf, president of the Park Theatrical Association. Productions selected for the season are Student Prince, Roberto, Blossoms Timey No, No, Nolette; Bitter Sweet and Tap-It Disorce. J. J. Shubert will direct the seasons, and his son John will act as resident director. The association, which has no salaried officers, obtains the necessary guarantees from citizens and business men to finance the season. Any profits at the end of five years will be turned over to the park board for improvement of the amphitheater.

A jitterbug-jitters contest at the Spontaneous State Fairgrounds is now in the second of three scheduled weeks. It is believed to be the first contest of its kind and consists of roller-skate, photo-shoot and service cycle speed races. Entries are restricted to amateurs, and the nightly program includes five events of four heats each. It has attracted more than 40 boys and girls. C. A. Pracey, Jeanette, Pa., amusement park executive, who was connected with Fontaine Ferry Park here, is promoting the event.

Harry Schwartz, of Lexington, Ky., opened the National, running road attractions for week-end only. The house opened March 13 with Tobacco Road. He intends running week-end vaude and pictures. Considering that the venture started during Lent, business has been fairly good.

## Moss Circuit Pays Dividend of 10%

LONDON, April 15.—Ordinary stockholders of Moss Empires, Ltd., big buyer of American vaude talent, received dividend of 10 per cent for 1938. In his annual report Col. J. J. Gillespie, president of Moss, said that net trading profit was within 1,000 pounds (approx. \$5,000) of 1937. Right up to August everything pointed to profits being well ahead of 1937, but as the international crisis became acute so did business drop.

War talk scare may in part account for people not spending as much as in normal times. It has undoubtedly contributed to the failure of the George Black vaude season at the London Adelphi.

## Kelly Re-Elected in Philly; Confabs on Theatrical Laws

PHILADELPHIA, April 15.—Thomas E. Kelly was re-elected local representative of the American Federation of Actors in a meeting held at the Musicians' Hall. He will visit Harrisburg to confer with Lewis O. Hines, of the Department of Labor, on theatrical laws. He promised vigorous policing of cafes to prevent induction of non-union acts.

Also re-elected were William A. Jones, secretary; Paul Moore, treasurer, and Royal Scott, recording secretary, succeeding Joseph Sheffaden. Members named to the advisory board are Franklin Richardson, Frank Dowling, Bennie Thomas, Johnny Bassing, Dick Mayo and Johnny Leary. Alternates chosen are Joe Campo, Bob White, Earle Warner and Sandy McPherson.

AL ARTER, closing at Brodhead Hotel, Beaver Falls, Pa., jumps to Flint, Mich., to open this week at Samos Gardens for an indoor run.

## CLINTON HOTEL

10th Street, Below Spruce, PHILADELPHIA, PA.  
Seven Stories, Elevator Service.  
Newly furnished and decorated. Running water in all rooms. Rooms with bath. Special Theatrical Rates by Day or Week, from \$1.50 per Day; \$6.00 per Week.

# THANKS

TO ALL WHO HAD A PART IN MAKING THE 30TH ANNUAL

# FRIARS FROLIC

AT THE ALVIN THEATER, EASTER SUNDAY, APRIL 9, A PHENOMENAL SUCCESS, FINANCIALLY AND ARTISTICALLY.

## TO THE FOLLOWING ARTISTS

who reported at the Alvin Theater, all of whom it was not possible to present on the stage because of limited time:

(Listed Alphabetically)

- |                 |                  |                |
|-----------------|------------------|----------------|
| MARIE AUSTIN    | BERT FROHMAN     | LORRAINE AND   |
| BEN BERNIE      | JOHNNY GREEN     | ROGMAN         |
| LEE BRODY       | CLOYD HAGER      | SID MARION     |
| MARY BURTON     | DAN HEALY        | EDDIE MILLER   |
| CAS CALLOWAY    | HARRY HIRSHFIELD | OLE OLSEN      |
| GEORGE CHURCH   | CHARLES HOWARD   | BILL ROBINSON  |
| GONDOS BROTHERS | JOSEPHINE HUSTON | PAT ROONEY     |
| EDDIE DAVIS     | GEORGE JESSEL    | SENNY RUBIN    |
| JOAN DAVIS      | JOYITA AND MARA  | TAMARA         |
| W. E. DORNFIELD | VILLA            | THREE WILES    |
| BUDDY DOYLE     | HOWARD LANE      | SOPHIE TUCKER  |
| FRANCIS FAY     | LEW LEM          | HENNY YOUNGMAN |
| FRAZZE SISTERS  | LOPER AND BAR-   | DON ZELAYA     |
|                 | RATT             |                |

## TO MILTON BERLE

for the hard work he put in on arrangements, and the splendid job he turned in as Frolicker.

## TO EX-ABBOT JAY C. FLIPPEN

for his adept handling of the Master-of-Ceremonies-in-Chief role.

## TO WILLIAM BRANDELL

for his expert handling of business details.

## TO DICK HENRY AND ALFRED T. DARLING

for their efficient and diplomatic supervision of the stage.

## TO JAMES J. KENNEY

for his invaluable assistance to Executive Director Brandell.

## TO THE GENERAL FROLIC COMMITTEE

for making Friars history with this year's Frolic.

## TO ALAN CORELLI

for the phenomenal one-man seat-selling campaign he carried off.

**ELIAS E. SUGARMAN**  
Abbot THE FRIARS

## Equity Veterans Set To Bow Out

NEW YORK, April 15.—Upon re-consideration of the economy and efficiency committee of Actors' Equity Association, three of oldest members from point of view of service will retire within the next six months on pensions of half pay. A fourth, Paul Dullzell, executive secretary, will resign as soon as the union has found a successor for him.

James O'Neill and Harry J. Lane, who have been with Equity 19 and 18 years respectively, retire in September. Robert T. Haines, assistant executive, will resign in June.

Dullzell assured council he should not resign on short notice and leave the union without a competent head, but he requested they look around immediately for someone to take over. The several picture companies have made offers to him, Dullzell is undecided about the future.

## Court Case Stirs Local I, IA, Vote

NEW YORK, April 15.—Fate of coming elections of Local 1 of the stagehands' union may rest with the Small Claims Court in the Bronx and the findings of the union's own investigating committee.

On file in the court is a \$95 suit instituted by Morris Haines, non-union stagehand, against the local. Charges maintain that the claimant had been given four nights' employment at the Mercury Theater by Solomon Pernick, vice-president of the local, but had not received wages. Case was called yesterday but postponed.

The suit provided ammunition in union's factional dispute and resulted in the appointment of an investigating committee of five. Within two weeks all committee members had withdrawn, one at a time and for various reasons. At last week's board meeting a second panel was appointed, and to date there have been no resignations. Report on findings is due May 12, two days before elections.

## Coast AFA Members Vote Down Boosting of Scale

SAN FRANCISCO, April 15.—Proposed scale increase from \$10 to \$12.50 for casual engagements was voted down at a membership meeting of the local branch of the American Federation of Actors. It was declared that the boost would hurt more than help the cause of entertainers.

Present scale for night spots will stay in effect. It was said, minimum for Class A clubs being \$45 single, and \$90 double. Class B scale is \$35 single and \$70 double.

Members also proposed hiring an attorney for the branch because of recent cases in which AFA members were arrested on charges of giving indecent performances. Proposal for legal aid was referred to the New York headquarters of the AFA.

## RKO Columbus Changes

COLUMBUS, O., April 15.—Four changes in the local RKO set-up have been announced by O. Harry Schreiber, city manager. Lawrence D. Caplana has been made assistant manager of the Palace, replacing Lyfe C. Gann. Caplana had been assistant at the Grand here, and Gann has joined Fox Midwest in Kansas City, Mo. Palace Treasurer Noel Baker was given a promotion in the Grand assistant job. John R. Fry moved to the Palace treasurer's job from the Majestic and his position has been taken by Walter Shott Jr.

# Luckies Yowls Over 'Name' Buy By Sal Hepatica

NEW YORK, April 15.—Purchase of What's My Name as summer replacement of the Wednesday evening hour filed by Fred Allen for Bristol-Myers has led to roaring deeds by American Tobacco Co. to NBC and Young & Rubicam, agency handling the Bristol-Myers account. Young & Rubicam also has part of American Tobacco's business, Half and Half tobacco, with Ben Bernie on the air, and Pall Mall cigarettes. Latter now sponsored Eddy Duchin, but shifts to Matinee in June.

Understood that American Tobacco is now pressuring both the agency and the network to make some other arrangements so that Name does not go on the air before the tobacco company's quiz show, Kay Kyser's musical question box.

American Tobacco feels that another audience participation show before its own audience participation show will hurt both of them, but especially the one that is second on the schedule, Kyser's.

# MGM Ad Campaign Draws NAB Blast

NEW YORK, April 15.—Metro-Goldwyn-Mayer's recent news release to radio stations announcing a \$2,000,000 newspaper advertising campaign, first reported in The Billboard dated April 8, this week was given a blast by the National Association of Broadcasters in that group's weekly news bulletin to members. NAB paper stressed the fact, as stated in The Billboard, that while radio was to be sought by MGM as a publicity medium, radio was not to get any of the ad appropriation.

A squawk was sent to MGM by J. K. Kennelly, manager of KGCW, Mandan, N. D. Kennelly said that two of the station owners also were interested in seven picture theaters, and that since radio has helped sell films, radio should benefit when so much money is being spent on advertising.

NAB also put the blast on Lucien Lejong, Inc., perfume manufacturer, and the Flower Industries Council, for allegedly trying to limit radio time. Borden Co. also was mentioned in this connection.

# WBBM's News Sheets Free in Eatery

CHICAGO, April 15.—News hot off the griddle is what the winners and diners at the Wrigley restaurant are served now, in what has turned out to be a slick promotion stunt by WBBM. Outlet is housed in the same building as this high-class eatery where hordes of agency and radio men drink and eat their meals. Knowing this crowd's thirst for up-to-the-minute news, J. Oren Weaver, WBBM news editor, hit upon the idea of issuing daily world-wide news bulletins to be distributed to the patrons.

Sheet is a two to three-page mimeographed affair called Radio Headliner, and Weaver has been running off from two to four editions a day, depending on amount of hot news. Around 150 copies are passed out and station's call letters are prominently displayed in the masthead. First edition comes out at noon, containing, besides regular headline material, the New York stocks, etc.

# Heldes to Europe To Study Tele With Munro, BBC Chief

NEW YORK, April 15.—Gilbert Heldes, CBS television head, sails for Europe April 21 to study television with Donald H. Munro, television chief for the British Broadcasting Corp. When he returns in May with Munro, the latter will advise CBS on television for a month.

CBS has named Leonard Hole as television operations manager under Heldes. Frank Barton, formerly with N. W. Ayer radio department, replaces Hole in the Columbia program department.

NEW YORK, April 15.—New York University next September will inaugurate a four-year radio major leading to a bachelor of arts degree. It is believed this is the first liberal arts college to do this.

## War Clauses

NEW YORK, April 15.—Some talk going around that "war clause" protections are being inserted in performer radio contracts on network shows. Many of the contracts in force already have protection in their "Act of God" clauses. However, some advertisers, without such arrangements, are now trying to make them. Pepsodent is one.

There is no such clause in network time contracts, altho one advertiser, said to be Kellogg's, has it in its NBC deal.

# N. E. Stations Quit Inter-City Network

NEW YORK, April 15.—Dropping of two New England stations from the Inter-City Network has that chain working on some method to retain its New England coverage. This week WLAW, Lawrence, Mass., and WPRO, Providence, R. I., went off the web's lines. WMCA, here, key station of the IC, is now trying to arrange matters so that the Emerson Radio Co.'s news program, for which the chain has an order, can be brought to WMEK, Boston, without excessive line charges. Emerson wants its news shots on three IC stations, WMEK, WMCA and WOL, Washington.

Understood that WPRO and WLAW left IC because insufficient programs were being relayed to make it worth while. Details of the line charge absorption system set up by IC are not known, but apparently both the key station and the affiliate share. Additionally, WPRO went off because of its affiliation with CBS.

There is no effect on the WMCA-WIP, Philadelphia set-up, these two stations constituting the hub of IC.

An order discharging the WMCA house orchestra, put in effect a few days ago, was said to have been rescinded after the station sold Five-Star Final to Ex-Lax.

# F. I. Thompson, New FCC Member, Sworn Into Office

WASHINGTON, April 15.—Frederick Ingate Thompson, newly appointed FCC commissioner from Alabama, was sworn into office Thursday (15) in Chairman McNinch's office.

The Mobile publisher met members of the press but issued no statements, restricting the exchange to personal greetings. It is understood he is still studying the scope of his new duties but at the moment feels that telephone and telegraph regulation has been so hindered by broadcasting matters that neglect of the common carriers needs remedial steps.

# Muzak Expanding Again in Home Receiver Field; \$1 Per Month

NEW YORK, April 15.—Muzak, wired music service used in bars, cafes, etc., is now undergoing development along lines that indicate an extensive branching out into new fields. Two chief categories are (1) additional plans for installation of receivers in homes; and (2) use of Muzak in factories and other phases of private industry. According to present outlook, it is considered entirely possible by Muzak execs that in the near future these two phases will loom as Muzak's most important activities, far outstriking the company's present servicing of bars and restaurants.

Some months ago Muzak installed reception units in a couple of apartment houses—these units receiving four major

radio stations in addition to Muzak. Tenants paid \$3 per month, receiving remaining Muzak's property. This scheme has been further amplified, and the company is now mulling a receiver which, like any other radio, will get all stations, plus Muzak. This will be installed in apartments just being built and would be owned by the tenant. The fee to Muzak would be approximately \$1 a month.

Muzak already has contracts with industrial corporations. In Trenton, N. J., for instance, the Corona Corona cigar factory plays Muzak discs to give the 5,000 factory girls a lift. Turntable is in the building, and reception is carried to different parts of the building via telephone wires.

In connection with this type of work, Muzak does research as to what type of tunes is suitable for any particular job. It's been found, for instance, that many plants using girl workers need human music—girl vocalists being strictly n. y. A New York press agent, Harry Lutz, also uses the service to help the girls fold envelopes.

As far as Muzak is concerned, this type of business has many advantages—not the least of which is freedom from quarrels with the musicians' union.

# Tone Refuses Spot Vice Buzz Meredith

NEW YORK, April 15.—Plans for the Pepsodent Co. to audition Prosecuting Attorney, a script show, with Franchot Tone, went awry yesterday when Tone refused to audition the spot because he did not want to cut Burgess Meredith out of the job. Unusual twist is that Tone conditioned another show for the same sponsor before they had asked him to try the Attorney spot. Tone knew that Meredith was competing for the same commercial.

Pepsodent is replacing Bob Hope for the summer. Three shows have been auditioned so far, one with Maurice Evans, one with Tone, and Prosecuting Attorney with Meredith. After it was decided that the Evans show was out, sponsor wanted to hear Tone in the same role auditioned by Meredith. Tone refused Thursday to play the part, situation not having been clarified up to press time. Lord & Thomas agency handles the Pepsodent account.

# WSFA's Reorganization

MONTGOMERY, Ala., April 15.—Ownership reorganization of WSFA was effected recently, with R. F. Hudson, publisher of The Montgomery Advertiser, purchasing a one-third interest in the station. Reorg brings control of the station into hands of Howard Hill, president and general manager; R. F. Hudson, vice-president, and H. S. Burden, secretary-treasurer.

Kelly-Smith are national representatives for both The Advertiser and WSFA.

NEW YORK, April 15.—AMP recording studios, now causing opposing plenty of grief, are cutting discs for Orson Welles, Ipana, Nash, Packard, Junket, Kelvinator and Gulf Spray.

# NBC-AFRA Settling Pact For Sound Effects Men

NEW YORK, April 15.—National Broadcasting Co. and the American Federation of Radio Artists are working out an agreement covering conditions for sound effects men as AFRA members. Network and union each have worked out their own ideas as to contract stipulations, with conferences to be held to settle differences. Not much difficulty is anticipated.

A meeting to have been held yesterday was postponed to enable George Heller, of AFRA, to go to Philadelphia to negotiate with stations in that city.

# Don Lee's Own Mt. For Television Plant

HOLLYWOOD, April 15.—Television outlook for local area has been given a boost with Tom Lee, proxy of Don Lee web, and Lewis Allen Weiss, vice-pres, settling a deal for purchase of 20 acres on Mount Sennett estate in Hollywood hills. Papers have been in escrow and deal is expected to be completed this week.

The Don Lee web officials stated that there will be a modern telecasting station built on the 1,700-foot peak to increase efficiency of airing live shows over WIXAD. Peak has already been christened Lee Mountain.

# WCCO's Oil Dates

MINNEAPOLIS, April 15.—WCCO Artists' Bureau will supply talent for Standard Oil company's dealer contests in this territory. First date was Wilmar, Minn., Thursday (10). Others coming are St. Paul, Minn., and Rice Lake, Wis., both Tuesday (18); Minneapolis, Minn., and Eau Claire, Wis., both Thursday (20); Philadelphia, Wis., April 22, and La Crosse, Wis., April 27.

# Pall Mall's New Spot

NEW YORK, April 15.—Pall Mall program will shortly switch to Columbia Broadcasting System, with Matty Malneck slated to replace Eddy Duchin, probably June 1.

Reported that instead of usual half-hour program, show may be split into two 15-minute units to be aired twice weekly.

# Ex-Lax Active Again; Buys "5-Star Final"

NEW YORK, April 17.—Ex-Lax, which has not gone particularly heavy in its radio expenditures since the network ruled off laxative accounts some time ago, has bought its first big-time spot since then, taking Five-Star Final on WMEK, New York. News show is a daily affair.

Lord & Thomas handles the account.



RAYMOND RUBICAM (right), chairman of the board of Young & Rubicam, is shown accepting the scrolls awarded his agency by The Billboard in its Second Annual Radio Publicity and Exploitation Survey. Elmer E. Sugarman, of The Billboard, is making the presentation. Young & Rubicam won first place in advertising agency radio exploitation; second place in advertising agency radio publicity.

# FCC Tele Group Starts Study; Says Will Be No Gov't Censor

NEW YORK, April 18.—Committee of three Federal Communication Commissioners appointed to study status and development of television swung into action this week. Gen. T. A. M. Craven, Thad Brown and Norman C. Case. Following investigations of leading tele firms, committee will report to FCC and possibly make recommendations regarding acceptance of standards for the industry.

Standards, when drawn up, will probably include (1) synchronization of transmitter and receiver; (2) adoption of a uniform method of scanning so that all receivers can get all stations; and (3) co-ordination of television and sound channels. In connection with standards, it was pointed out that the Radio Manufacturers' Association represents a majority of the tele firms and is collaborating on methods.

Committee hopes to get the report to the FCC within a month. At its first press conference in New York committee pointed out that channels in television were very tight and that there were 20 licensed experimenters now, with more applications pending.

Committee, in its investigations, will look into the landline system of telephone, which, it feels, may be used in the future to connect stations.

Approval of FCC's adoption of standards, it is felt, manufacturers who have jumped the gun may experience financial loss, inasmuch as standards adopted may make current sets useless for general purposes.

Craven, in answer to a question regarding FCC censorship on television, said that the FCC Act prohibited such interference by the commission. This, of course, applies to radio also, but industry has nevertheless squawked long and loud over alleged FCC clamp.

CHICAGO, April 18.—Zenith Radio Corp. sharply criticized "unfair" tactics of television producers, broadcasters and manufacturers in leading the public and radio dealers to believe that television is "ready." Stating that Zenith's receivers are being loaned, not sold, statement by E. F. McDonald Jr., president of the firm, pointed out that not even government standards have been established as yet.

Dealers, it was claimed, have been penalized by having been led to believe that television would cover the country overnight.

## NBC's Latest Smoke Biz Is Chesterfield

NEW YORK, April 18.—A hefty three contract for the daily quarter-hour spot on NBC opposite its erstwhile Amos 'n' Andy spot, now on CBS, is considered to be in the bag, time buyer being Liggett & Myers (Chesterfield cigarette). Program is not set. Deal will run for more than a million dollars annually. Chesterfield is now on CBS with Paul Whitman.

Since Campbell's moved Amos 'n' Andy to CBS there has been considerable sub rosa talk by NBC and CBS staffmen. CBS seems to have the edge, so far, having picked up Campbell's, Sealtest, Pall Mall and Bowey's from NBC, while NBC so far has only landed the Old Gold account away from Columbia. Both networks have been issuing statements and releases about the tremendous business they've been signing up in the past few weeks.

One of the reasons figured for Liggett & Myers going to NBC, aside from the good time spot, is that Columbia is heavier on cigarette business than NBC. Both have Lucky Strike, while CBS also has Old Gold (until next month), Chesterfield and Camel.

NBC is now boasting that while a "W" A. was on that web CBS could not sell against their line, but now that they act has moved NBC sold the time in two months.

NEW YORK, April 18.—Religious News Service is entering the radio field and will supply independent stations with a weekly 15-minute religious news script, Religious News Reporter. Scripts will present the highlights of news of all faiths. Board of editors includes Dr. Robert A. Ashworth, Louis Minsky and Reginald T. Kennedy.

## Ray Winters Out

NEW YORK, April 18.—Ray Winters, WOR announcer and producer, was given notice by the station this week. He had been one of the station's main veterans. No replacement.

## SUGAR'S DOMINO

(Continued from page 4)

ing far below capacity and simply because the fact that bad space was available was not made known to the amusement industry. But that was in the past. It seems that this situation has been remedied by a fault. The latest report we have from a reliable source is that an actor with a definite case of tuberculosis was "temporarily" refused admittance because there is a waiting list ahead of him. If this is the case we should imagine the first thing to do with money received from theater collections is to build a wing to the east or in some other way increase its capacity. Handicapped and crippled children represent one of the sad things in life. Fortunately, President Roosevelt has done much towards dramatizing their plight, and the President's birthday balls bring in plenty of checks. So far the President hasn't done any dramatizing for the actor—and we don't expect him to. The actor dramatizes himself only when he is on both feet and in his prime. It seems that the story of the actor who has seen his best days and is smitten by the white plague hasn't enough drama—at least not enough to make the pennies, dimes and quarters roll in. Well, that's something that the show business can remedy by asserting itself. It might be well for the show business to remember that in a couple of years the circuits will have the pesky thing known as the Will Rogers Memorial Hospital entirely off their hands. What then for the patients up at Saranac lake? We'd like to answer that but we can't. And we doubt whether anybody else can. Something ought to be done before it's too late, and there isn't much time to lose. There are various actors' organizations of the social, benevolent, trade union and fraternal caliber that ought to be interested in this matter. We urge their leaders to put their heads together, because only thru united action will they get anywhere. If they all get together there will be no doubt about their getting action. Incidentally, the Saranac can harbor stagehands, musicians, theater managers, ushers and various other necessities of theatrical folk. How about the organizations concerned with the welfare of these groups joining in the confabbing? It's high time it was made clear to the show business exactly what the Will Rogers Memorial Hospital is supposed to be, what it is supposed to do and what it intends to do about taking care of all worthy cases that are brought to the attention of its over-

## Prof. Producer

DES MOINES, Ia., April 18.—Al MacMurray, a former professor at Iowa State College, Ames, Ia., comes to WHO from WLS where he has been producing home-talent shows patterned after the barn dance, and will do the same for WHO in small Midwest communities.

## Tower Crash Hits WBBM for 30G

CHICAGO, April 18.—WBBM and WGN fell prey to the mechanical bugaboo of being unable to broadcast here Thursday night when WBBM's new 490-foot tower crumbled to the ground cutting the outlet off the other from 9 p.m. Thursday until 6 a.m. Friday, and WGN's transmitting plant failed for an hour at 10 p.m.

The WBBM-CBS steel tower which was hooked up March 31 for the first time collapsed to the ground shortly after a guy-wire snapped. An investigation is under way to determine if faulty construction was the cause. Station placed the damage at \$30,000 and reports it will be another 90 days before a new tower can be erected. Plans were being made to install a temporary connection with NBC's WENR old transmitter near Downers Grove, Ill.

WIND, recently taken into the CBS orbit, took over the net time at 1:30 a.m. Friday, but WBBM did not resume regular programs until 6 a.m. after a temporary tower had been set up. WGN's transmitter trouble was easily remedied and is back to normal power.

## GM Using Radiovoter At N. Y. World's Fair

NEW YORK, April 18.—General Motors has set a deal whereby it will use Neville Hopkins' "radiovoter" device to check public tastes in automobile styles at the N. Y. World's Fair. Radiovoter gadget is attached to radio receivers or the seats in halls and theaters, and allows the set owner or seat occupant to vote "yes" or "no" on whether the program, style, etc., pleases him. Original intent of the inventor was to have radio manufacturers attach the gimmick to their sets, so that program producers could get wide-scale audience reaction.

Installation costs about \$1 a seat for the fair. Radiovoter was used in several tests in Chicago last summer.

## Mayer's "Divorce" Buy

NEW YORK, April 18.—Frederick Mayer has secured sponsorship rights for Eastern and Middlewestern States to the show, I Want a Divorce. Announcement was made by Emil Brisacher and Staff, San Francisco agency, which created the program for S. and W. Fine Foods, Inc.

# Talking Shop

By JERRY FRANKEN

Mr. Showman W-11-g

Of course, it may have been done just as it was said, to get really good acoustical effects; but then, on the other hand, it may have been in the hopes of sharing some newspaper space, such as this, for example. I'm referring to the Mysterious Case of Orson Welles, Les Miserables and the Broadcast From the Men's Room of Lederkrans Hall. Here is the story as authenticated—and don't forget that maybe it was all done to fill a little newspaper space for the name of Welles.

A couple of weeks ago, on the Campbell Playhouse, Mr. Welles and his company did a radio version of Victor Hugo's Les Miserables. Walter Huston was starred, which in itself is no small feat on a program with Mr. Welles. As even I know, there is a section in the story where the action takes place in the sewers of Paris. Now Les Miserables has been done before on radio. In fact, Mr. Welles did it himself on WOR when he first got into radio, but before he became the great Mr. Welles of Broadway and radio fame, with a capital "W". And, I bet that there wasn't use of the laboratory on WOR. Not as in this case, anyhow.

Well, Ray Collins and Everett Sloane were the actors working in the sewer scene. The Campbell show is broadcast from the CBS studios in Lederkrans Hall, particularly fitting in this case. But to get the right effect, that Wellesian touch, Collins and Sloane weren't allowed to work with the usual echo chamber and water sloshing around in the water box. No; they had to broadcast from the men's room, which was, and stood by, using a plunger to get the needed water sound-effect. The others in the cast worked on the stage; lines were run from the stage to the sewers in a wellie, and Collins and Sloane wore headphones to hear their cues. They had some compensation, however, bringing Mr. Welles to their little nest when they refused to go on in rehearsal, when they plucked Mr. Welles with appropriate signs—and, best of all, when they want on a sit-down strike.

## E. Roosevelt Leaves Hearst

NEW YORK, April 18.—Resignation of Elliott Roosevelt as president and director of Hearst Radio, Inc., was announced yesterday. This does not affect Roosevelt's position as president of the Mutual State network, Mutual affiliate group. One of the reasons attributed for the resignation of the President's son is that the Hearst properties are being liquidated of their losing ventures, with a number of Hearst stations having been sold.

## MORRISSEY'S REVUE

(Continued from page 4)

will post bond for salaries. Approximately 45 members of the cast are APA members. Chorines wait on rehearsal money April 12. Under APA rules, \$25 is allowed two weeks' back rehearsal. Price scale is from 40 cents to \$2 top. Tables will draw the heavy money.

## Keith FTP Shakespeare Clicks in Chi Premiere

CHICAGO, April 18.—Jan Keith adds a feather to the local Federal Theater's cap with a fine production of Shakespeare's Othello at the Blackstone. He and John Connor alternate in the roles of Iago and Othello and both are impressive figures, speaking the bard's lines with required fire and holding up interest with inspiring gestures and timing. Margarette Shanna makes a pretty and sympathetic Desdemona, while Peggy Joyce as Emilia draws attention. Others doing credit to comparatively minor parts include Albert Carroll, Otis Gordnier, Tom McDermott, Maurice Cazdan, Lester Podewell, Herbert Hadden and Murillo Schofield. Clive Rickabaugh's songs are prominent, and less authentically. Other Shakespeare dramas under Keith's direction, to follow in three weeks, will include Macbeth and Hamlet. Awake and Sing, in Yiddish, will be staged by the FT group at the Great Northern, opening April 28.

# N. Y. Station Publicity Chart

NEW YORK, April 18.—Tabulation of publicity breaks in metropolitan New York dailies for the period starting February 10 and ending March 18, 1939, shows a number of changes in station standings as compared to the same period for 1938. WJZ, third in 1938, following WABC (first) and WEAP (second), is now second, with its sister NBC outlet, WEAP, down one place. WOR, in fourth place, has increased its total breaks for the period, getting 516 this year against 488 last year. WABC shows the greatest gain, having almost 200 more space breaks this year than in 1938.

WMCA, in holding its fifth place, also shows a good gain over 1938. Another strong pick-up was made by WHN, in sixth, almost doubling last year's total. This year WHN had 263, against 144 last year. WNYO has also bolstered its position, moving from 11th to 7th. WQXR is down, off two points, from 6th to 8th. WNEW is one spot higher, last year 10th. WEVD, down one point, and WINS, down three points, complete the list, with WINS trailing the field this year.

In the chart below the column headed "Y" indicates the number of mentions each station was given in "best bet" or highlight program boxes in the dailies. "O" indicates mentions in radio columns.

Stations	1938			1939		
	F.	C.	GT.	F.	O.	GT.
WABC	1012	227	1239	919	227	1046
WJZ	649	168	817	645	153	798
WEAP	674	120	804	651	123	804
WOR	363	180	516	328	180	488
WMCA	332	50	422	284	55	370
WHN	241	24	283	107	37	144
WNYO	82	30	112	33	13	46
WQXR	83	29	112	134	35	169
WNEW	85	24	109	85	64	49
WEVD	97	7	104	58	17	75
WINS	37	7	44	56	38	94
Totals	3657	905	4662	3204	958	4162



# Radio Talent

By JERRY LESSER

**ELMER LEHR**, for many years with the Cleveland Playhouse, arrived in New York to do radio work. . . .  
**Madeleine Pierce** appeared with George Jessel on the *For Men Only* show last week and again proved her right to the title of best child performer on the air. . . .  
**Al Swenson** intends to move back into town from Staten Island, as he has been losing too much work due to the time it takes to get in from that point. . . .  
**Tommy Riggs** will be back east on the 23d of this month. . . .  
**Jean Banks** took over the lead in *This Day Is Ours*. . . .  
**Ethel Brune** will play the lead in the Arch Oboler show April 22. . . .  
**Barbara Kay** does the "voice" of the 50-watt bulb on the *Hour of Charm*.

**Paul of Nassau**, a bit born on the wrong side of the tracks. . . .  
**"What's My Name?"** the *Sally Byron* show. . . .  
**Joe Cross** shows, will replace the *Allen* show during the summer. . . .  
**Ken MacGregor**, Boston shoulder director, comes back east soon.

**IF YOU** expect to see the *Lamb* Public Gambol on April 23 you'd better visit a friend of yours who belongs to that organization to get you your ticket now. It will be held at the Imperial Theater. . . .  
**Jay Jostyn** will play the leading role in *This Thing Called Love* at the Jackson Heights Clubhouse Saturday night. This actor is potential he-man picture material. Don't say I didn't tell you. . . .  
**Joan Blaine**, star of *Valiant Lady*, is playing a new role as fairy godmother to deserving dramatic students in New York. She has established a *Misses' Fund* to provide tickets for students of the drama who cannot afford to see current Broadway plays.

**Jean Paul King** is on his way east tonight. Has been named on the committee of six for the celebration of the Washington State Jubilee to be held in Tacoma, Wash., July 29 to 31. . . .  
**Beatrice Miller** starts a new role on "Valiant Lady."

# Advertisers and Agencies

By PAUL ACKERMAN

**WALTER DAMBOSCH** will appear in Bing Crosby's picture *The Star Maker*, scheduled for production by Paramount late in May. Deal was struck by NBC Artists' Bureau. Film will be based on life of Gus Edwards, and will have Linda Ware, another NBC artist, doing vocals. . . .  
**Jerry Colonna** signed for a series of theater dates after bowing off the *Bob Hope* program. Opens at the Paramount June 20. . . .  
**Paul Kennedy**, radio editor of *The Cincinnati Post*, in town. . . .  
**Edgar Fairchild**, orchestra leader of the Cantor program, coming to New York in the fall to do a longhair concert. . . .  
**Buchanan agency** and **Sidney Mills** are dickering re a commercial for Tito and his Swinglets.

**Benjamin Pollet**, Compton account exec, touring Southern cities in connection with *Flujo* account.

**RUTHRAUFF & RYAN** Chicago office has the Holland Tulip Festival for a half-hour slot over 76 Columbia stations. . . .  
**Knox Gelatin** has bought time on *Pitcher Wiley's* participating program emanating from KNX, Hollywood. Set by Kenyon & Eckhardt. . . .  
**Hal Halpern** resigned from *Edie Ferris* office to do free-lance work. . . .  
**Harry Holcombe** and **Dick Marvin** trek with the *Benny Goodman* program starting Tuesday (18). Go to Louisville and Asheville. . . .  
**Loretta Young** guests on *Chase & Sanborn* April 30. . . .  
**Stroud Twins** dated for *Vallee* program April 27. . . .  
**Roland Young** on *Kraft* April 27. . . .  
**May Robson** and **Warren William** will play in *Lady for a Day* on *Lux Radio Theater* May 16.

**Thayer Ridgeway**, sales manager of Don Lee network, in New York on a biz trip. . . .  
**Bid Plamam**, of *WMCA*, poppa of his second daughter Thursday. . . .  
**Most interesting** desk in New York radio is that of **Hal** (Don't Call Me Harold) **Jania**, *WMCA* sports director. . . .  
**John S. Young**, radio director of the New York World's Fair, is at the *Harkness Pavilion* suffering from an infected kisser.

**Vicini Brown**, of *WHN's* publicity office, has finally done it. By the time this appears she may be Mrs. Sam Glaser. Glaser in nonpro. . . .  
**Reginald Standborough** new announcer at *NBC*. . . .  
**Phil Ford**, of *NBC*, transferred from guest relations to chief set dresser in television department. . . .  
**Barton Pitts**, manager of *KFBC*, St. Joseph, Mo., in town and shortly breaks to Washington. . . .  
**Kelly-Smith**, station representative, handling *KRIC*, Beaumont, Tex. . . .  
**Your family and friends** celebrated its first anniversary April 21—and goes to *CBS*, stay.

# Chicago Air Briefs

By HAROLD HUMPHREY

**KEN ELLINGTON** is taking over Tommy Bartlett's series of three *WBNS* housewife spots Monday while Tommy beats it out to the Coast for a three-week vacash. . . .  
**Breaking the soil** for the first time in several years in St. Louis, *The Star-Times* there has reinstated its daily radio column, causing a new optimism among the hot press boys who claim it looks like an omen. . . .  
**The Bob Crosby** *Ork* signed this week with the *Tom* *Blaine* org for its publicity. . . .  
**Hal Tate** returned to the air with his *Radio Ruffler* unit over *WCFL*. . . .  
**Ortchfeld & Co.** is having time for the *Humphill Diesel* *Block*, first block being set for a week over *WLS* with *Barn Dabos* acts. . . .  
**Arthur Lynn**, of the *Lanzen & Mitchell* agency, is in town for the start of *WGN's* *Old Gold* baseball season. . . .  
**John Keys**, formerly of the *Gary, Ind.* *Post-Tribune*, has joined the *NBC* press section, succeeding *Lee Graham* who resigned to return to newspaper work.

actor and net outlet in the town and will probably have to look for other fields to conquer. . . .  
**CBS** has switched the remaining three *New York Philharmonic* Sunday airings from *WBBM* to *WIND*.

**AFSA** had its first joint meeting here Friday with *WMAQ*, *WENR*, *WBHM*, *WGN* and *WLS* to set a scale for local commercials. . . .  
**NBC** is beginning to nip in the bud any new ideas for audience participating shows, feeling their total of 16 is a full house. . . .  
**Baseball** splinter **Bob Elson** is back in town from the *California* training camps. . . .  
**Paul Gilbert**, of the *Gilbert and Arnon* dance act, reports an amusing incident which place the other p.m. when they opened an engagement at the *Rose Bowl* nitery, where *Freddy Fisher's* *Schnickefritzers* are holding down the band stand. *Gilbert* handed maestro *Fisher* his music for their routine—"What's this," asked *Fisher* in amazement. When *Gilbert* told him it was music, the band leader cracked back: "Shucks, we haven't used anything like that for five years!"

**Boy Shield**, *NBC* music maestro, fled away to Oregon for some trout fishing, leaving *Joseph* *Gullichio* and *his* *debon*. . . .  
**Sally Lou Gerson**, *Aronold* *Grimm's* daughter, may publish her children's book *she* *has* *for* *her* *nephew*. . . .  
**William Foley**, the *CBS* *pres*, was in for a look-around at the local *WBBM* office. . . .  
**WLS** has sold a three-week slot of *Agony* *Lindstrom*, the ex-Giant third baseman, to the *Chicago Tire and Rubber Co.* to start Monday. . . .  
**A** *remaining* *press* *agent*, who just recently entered the field here, has already inquired the *WLS* of just about every radio

# From All Around

**THOMAS R. PUTNAM** has been appointed commercial manager of *KPRO*, Longview, Tex., effective Saturday (15). *Putnam* was manager of *KIHO*, Okmulgee, Okla., the past two years. . . .  
**Charles Stookey** and **Jerry Hokstra**, firm editor and public affairs director, respectively, at *KMOX*, St. Louis, took the station recording equipment into the apple orchards of *Calhoun* *County* during

# Network Affiliation Pacts Again Reviewed at FCC Meet

WASHINGTON, April 20.—Network affiliation contracts came up for a second review this week before the Federal Communications Commission committee studying chain broadcasting and possible monopoly.

**John Shepard III**, Boston radio executive of *Worcester* *Network*, told the committee that *NBC* and *CBS* discounts were more than a serious problem to *Mutual*. In addition he said that *NBC* practices with their *Boston* *M.* and *O.* *Stations* *WBZ* and *WBZA*, by offering a joint rate party, his *WNAC* competition that bordered on unfair practice. He said in one instance he had signed with *Boston* *advertisers* for one Sunday period in violation of his optioned time contract with *NBC* because the network for more than a year and a half had only used one 15-week period during that hour. He was out on a limb, he admitted, but declared himself willing to fight it out with *NBC*. Another *NBC* contract for his *Bridgeport* *(Conn.)* *station* *WEEI*, only in force because the chain would not cancel the contract despite repeated requests from *Shepard* to terminate the agreement.

and other details involved in high fidelity sound. . . .  
 Perhaps the highlight of the week's hearings were isolated to two points. One: *Rosenbaum's* testimony before the committee and the fact that the *World Broadcasting* sale to *Columbia* *Broadcasting* *System* was still a deep, dark secret as far as *CBS* is concerned. Details of the option were carefully kept from airing in the committee hearing upon request of Judge *John Burns* that the *PCO* wait until April 28 before finding out what it's all about. There still a chance that the deal will fall through, but if it does go thru *CBS* will file copies of the sale contract with the *FCC* as well as other information. In the event that the sale collapses, he indicated that there would be no reason for revealing the data.

Nevertheless, he defended network affiliations for their supply of sustaining programs, which otherwise would be a heavy burden upon the independent operator. *Sam R. Rosenbaum*, president of *WPIL* in Philadelphia and a moving figure in the independent Radio Network Affiliate group, admitted to the *FCC's* special counsel, *S. King Funkhouser*, that his station had been granted an increase in revenue from *NBC* on one-third basis. This change, he declared, was arranged within the past month and was the result of long negotiation over *WPIL's* complaint of *WJZ* signal pattern.

# FTP "MIKADO"

(Continued from page 3)  
 trator, defended the *Mikado*, denying that it is unfair competition because "up to the present time no responsible producer has come forward with an offer to employ that cast." *Sale*, *however*, was made to same producers who made one of original offers before *travels* of show to New York. Other bids were received from *Michael Todd*, producer of the *Hot Mikado*, and *Erskine* *Conrad*, representing a New York sponsoring group.

Turning to electrical transcriptions, committee heard *Percy Deutsch*, of *World Broadcasting*, testifying on operations of his firm and the suggestion coming from this witness that the *FCC* might well drop its ruling on labeling electrical transcriptions over the air before the broadcast. *Deutsch* further stated that it wouldn't be a bad idea to permit transcription companies or compel them to have the producer labeled after each transcribed show. This would encourage transcription man to better their product, he declared. This line of reasoning was taken up the following day by *Cy Langlois*, who declared he was even in favor of the *FCC* setting standards for the transcription process. However, *Langlois* was definite in his opposition to set standards for recorded library business. He said that the country was too big and its tastes too varied for Washington to decide issues of that kind.

# CHEVROLET UNIT

(Continued from page 1)  
 rooms here and in neighboring towns. Program consists of three or four acts sandwiched in between short screen subjects. Few commercial plugs are given during the run of the show, altho the name of the car and the new models are mentioned at the end of the festivity. . . .  
*O'Malley* reveals that type of acts demanded for these units includes dance teams, acrobatic dancers, single singers (male and female), magicians and amuses. Office usually furnishes a portable stage for the local territory and additional chairs when large groups are expected. Programs run between 30 minutes and two hours, and a *Hammond* organ is used on each bill. . . .  
 Units play an average of four nights a week for a period of three months and are booked by the company's sales promotion department into all *Chevrolet* display rooms. Cost averages a couple hundred dollars a night and is shared by the promotion office and the respective distributor. There is no admission charge; tickets are mailed out and are also available in the display rooms. . . .  
 Similar show will be staged in *St. Louis*, next month for two weeks, a period considered long enough to take in all branches capable of housing such a program. . . .  
 According to *O'Malley*, some 250 performances have been given, using seven different units. Many of these shows have been witnessed by 300 and more people. Acts used include *Bill Baird*, *Jack and Jill Warner*, *Maxine Marfield*, *Richard Schreiber*, *Lee Miller* and others.

His testimony covered the *ASCAP* and *AFM* problems of broadcasting and he was in no uncertain terms critical of the musician's methods of levying on broadcasters. The quotas set by the *AFM* he said, did nothing more or less but create more work and more pay for the "top" musicians and reduced the available employment for the average player. Transcription shows can be produced with finer quality than live talent entertainment. He went to great lengths to explain the frequencies of telephone lines.

# BEACH STOCK

(Continued from page 4)  
 twice daily, at 25-cent and 35-cent admissions. The cast includes *James E. Stone*, *Evlyn Injria*, *Cecelia Crawford*, *Helen Stringer*, *Edward Furbush*, *Douglas Way*, *Buddy Graves*, *Marlyn Pink* and *Beach*. *Jean Carle* and *Ruf LaBonne* are musical and scenic art directors of the company, respectively. . . .  
 Among plays contemplated here are *You Can't Take It With You*, *Three Men on a Horse*, *Baby Mine*, *Burlesque*, *The Sun*, *The Goose*, *High and Low* and *Scandal on City*. A *Matinee* matinee on Saturday is a weekly feature, with *Tom Sawyer* and *Little Red Riding Hood* among productions to be played.

**Lloyd G. Vanard**, sales director of *WCKY*, Cincinnati, and *E. C. Braut* and *Lee Dean*, sales promotion and station promotion managers, are preparing a directory of programs for sale. . . .  
**George Barringer**, of sales department of *KWLX*, Longview, Wash., has been loaned to *KHUB*, Watsonville, Calif., for a special sales job. . . .  
**Jerry Bruns**, special events man of *WSAI*, Cincinnati, conducted an interview broadcast during the recent opening of *Barney Rapp's* new *Cincinnati Club*. . . .  
**Lee Bland's weekly quiz, *Night or Wrong*, celebrated its first anniversary on the air Sunday (20) over *WCKY*, Cincinnati.**

# Price Law Up in Pennsy

**HARRISBURG, Pa.**, April 18.—A bill prohibiting any place of amusement in Pennsylvania from charging a larger admission fee on a Saturday, Sunday or holiday than is charged during the week has been introduced in the House of Representatives by Assemblymen *Allen* and *Van Belle*. The proposal, House Bill No. 1020, has been referred to the committee on corporations and industry.

# Program Reviews

EST Unless Otherwise Indicated

## "Rhythm Variations"

Reviewed Monday, 1:30-1:45 p.m. CST. Style—Orchestra novelties. Sustaining over KWK, St. Louis, and KWOS, Jefferson City, Mo.

Al Earl's 12-man combo, Rich Hayes swing organ and Allen C. Anthony's ambling make this 15-minute daily show exactly what its title indicates—a conglomeration of assorted types and kinds of rhythm.

Earl's studio orchestra is capable of some fine work as a single unit, but it breaks up into a half dozen different organizations for studio work of one kind or another. Rich Hayes handles the electric organ in fine style, but should lay off the wailing. The organ needs no improvement. Rich, a thoroughly likable personality, nevertheless should stick to finger music.

Allen C. Anthony announces the show and gets a bouquet for a nice job of handling.

Not sensational—but satisfactory.

Jackson.

## "Name Three"

Reviewed Monday, 8-8:30 p.m. Style—Quiz. Sponsor—Dunhill Cigarettes. Agency—Blow Co. Station—WOR (Mutual network).

Bob Hawk runs this half-hour stanza for Dunhill and does a capable job for the sponsor—particularly in view of the fact that, aside from cost of network's time, the outlay for the program budget is very limited.

Chief angle of the quiz, from point of view of 15 contestants, is a jackpot. Hawk asks the boys and girls to name three—such as three presidents whose first names were John, etc.—and three correct answers are rewarded by \$5. One correct answer merits \$2, with the remaining four going into the jackpot. Jackpot of \$25,000, becomes increasingly large and is taken by contestant who correctly answers a particularly tough question. All contestants get cigarettes.

Hawk's approach is fresh and he's quick with his gab, drawing laughs and interesting information. In a quiz this is very important.

No reason why the program should not show a good rating in proportion to cost.

Paul Ackerman.

## Colette Merrill

Reviewed Tuesday, 1:15-1:30 p.m. Style—Talk. Sustaining on WBN (Buffalo).

Billed as the girl commentator who "talks of many things, from shoes and ships and sealing wax to cabbages and kings," this newcomer to Buffalo's radiodom may have a future. A vivacious young woman, she has been brought to WBN's staff from WBXW, short-wave station in Detroit, hasn't really had a fair trial of all her abilities as yet, since she was taken ill shortly after arriving and starting on this program, and is just getting back to her regular routine.

Script is of the best. Material used is interesting, new and has many good angles. It includes incidents of human interest, laughs in the news, comments on current events in political as well as other fields of appeal to men and women alike. She obviously possesses a keen sense of humor, and has a good

nose for finding unpopulous items that amuse listeners.

Even the Miss Merrill's editorial abilities are excellent, she might improve her delivery a great deal by becoming more fluent in reading her script. She gives the impression that she has come to the end of her page very so often, for she'll stop, sometimes right in the middle of a word, and then take up again. Her obvious love for big words is her Waterloo. Altogether too many times she stumbles awkwardly over them. They're not only untwisted for her but too complex for average audiences.

Warner.

## "Mobiloil News"

Reviewed Tuesday, 6:15-6:25 p.m. Style—News. Sponsor—Mobiloil, Station—WCAE (Pittsburgh).

Newest news show for Pittsburgh area in style and sponsorship is double-barreled stunt different from other current events spiels because it alternates speakers. Staff announcer Norman Twigger and Bob McKee sport happenings, taking every other item. Two voices fill the monotonous often prevalent on local newscasts. Twigger's delivery is the pungent semi-staccato comment, McKee's the more suave.

Frank.

## "Table Talk"

Reviewed Thursday, 1:45-2 p.m. EST. Style—Interview. Sponsor—Meir Ice Cream Co. Station—WTM (Milwaukee).

Table Talk features Nancy Grey, commentator, who visits various homes in and around Milwaukee for discussions on a wide variety of subjects.

Opener concerned itself with the topic, Career Women Versus Home Women. Chatter across the tables includes that of women prominent in the social life of the city. Setting provides an easy and unobtrusive build-up for the commercial handled by Bob Hills. Brunner.

## "Schemes That Skin"

Reviewed Saturday, 6:05-6:15 p.m. Style—Talk and sketch. Sponsor—Hartford Better Business Bureau. Station—WDR (Hartford, Conn.)

Altho this is a rather limited program for time, Phil Cahill, who is responsible for its production and presentation, deserves great credit. This is the fourth of a series of programs put out by the Hartford Better Business Bureau to tie up the good folks around things parts that they should play safe by dealing with reliable merchants instead of the fly-by-night variety.

Marshall A. Mett, general manager of the Bureau, relates a gyp scheme, and it is then dramatized. The scheme exposed at this session was that of emugled goods supposed to be valuable, but which turn out to be practically worthless.

Leskowitz.

## "The Champions"

Reviewed Friday, 9:15-9:30 p.m. Style—Musical talk (transcription). Sponsor—Studebaker Corp. Agency—Roche, Williams & Cunningham. Station—WOR.

Studebaker is spotting this wined series with Dick Humber's Orchestra, vocalist Stuart Allen, Ted Husing and Ben Grauer on a short campaign to plug its newest product, a low-priced car in the "Big Three" cost category. If the commercials adhere to the standard heard on the first WOR program it is pretty likely that a lot of people will be alienated, rather than drawn to the new product. Delivered by Ted Husing, who even seemed slightly ashamed himself, the blurbs are tied in with this announcer's sporty and the fact that the new car is called the Champion. There is room for association and good commercials, based on the car name and Humber's work, but it wasn't evidenced on the plugs caught.

Humber must as forte as usual, with Allen vocalizing okeh. Ben Grauer announces.

Frank.

# Comment

This column is devoted to brief reviews of programs which have been on the air for some time, as well as shows, which, already reviewed, rate further mention. Basis is that if one-time program review is inadequate for a production that, varies each time it is presented.

JIMMY SCRIBNER tied in neatly with the live-goldfish-eating stupidity on a recent broadcast. He achieved good comedy effects, getting quite a number of laughs. Two characters involved were the suitor to Pop's daughter's hand and Pop himself. The suitor, desirous of winning money to finance the wedding, asked Pop if he could eat some of Pop's wife's goldfish as practice for a contest. Pop said yes, thinking it was a gag. When suitor proceeds to eat goldfish, engagement is broken off and, to make matters worse, Mom is in the offing. Scribner's delineation of the Negro character he plays, the dialog and the general tone conveyed seem to be close to life.

TOM SLATER does an effective selling job for the sponsor, Ramsdell, Inc. Sums to a punchy 15 minutes. On WOR-Mutual.

KAY KYSER'S musical quiz for Lucky Strike cigarette continues maintaining a strong betting average as to entertainment quota. A pretty important part in it is played by the leader, an engaging and amusing singer. Best spots come when a candidate is troubled by an inability to get the answer. Kyser's broad hints are pretty good comic stuff.

The commercials, likewise, continue in their vein, forceful and occasionally too long drawn and nagging. Tobacco auctioneer's chant, while losing its newness, is still a compelling routine.

With international chess playing drawing up a steady diet of new daily headlines, spotlight is thrown more strongly on radio news commentators. WMCA's JOHANNES STEEL benefits from the extra glare, and his talks shape up as among the best and most illuminating of those available. On a broadcast recently heard, Steel called shots to happen two days before they did. His principal shortcoming, if such it may be, is an alarmist tendency insofar as seemingly dreading the Axis power's strength and others' weakness.

Steel, who is a German exile, has improved his diction, 100 per cent since he started; accent remaining seems to add an additional note of authenticity.

J. P.

The Campbell Playhouse production of PEARL BUCK'S newest novel, *The Patriot*, was an undertaking of considerable difficulty and, while the presentation had many moments of beauty, due no doubt to the use of prose from the novel, the whole thing came off only moderately well. The listener was left with a baffled feeling, a feeling of incompleteness as to the future of the Chinese soldier and his Japanese wife. This, quite likely, may have been due to the novel itself, which the reviewer has not read. Story is a tragic one, telling of the Chinese-Japanese family torn asunder when the husband realizes he must leave his home in Japan to fight for his nation. There were, as said, many lines of beauty.

Production would be aided immeasurably if ORSON WELLES, doing the

log's work, but it wasn't evidenced on the plugs caught.

Humber must as forte as usual, with Allen vocalizing okeh. Ben Grauer announces.

Frank.

## "Sports Review"

Reviewed Tuesday, 7:30-7:45 p.m. Style—Comment, dramatizations. Sponsor—Victor Brewing Co. Agency—Earl Bothwell, Station—WCAE (Pittsburgh).

Bothwell agency's new push of biggest client into radio features various treatment of sports in three programs, aiming to draw male audience. Review spotlights Sun-Telegraph sports editor Harry Keck in reminiscences of famous athletic events, highlighted by brief dramatic episodes. Writer's talking style is interesting, altho not too compelling. Informal, easy factual narrating should appeal to men, but value to femme listeners is questionable. Ed Kipper bats off commercials.

Frank.

lead and the first person narrative, did not recite these passages in a steadfast monotone. This was especially true in this story, where vocal inflection would have brought much to the recital, and is even more true since WELLES has a radio voice of distinguished timbre and quality. Performances of WELLES, ANNA MAY WONG, EVERETT SLOANE, RAY COLLINS and others were uniformly good. There are several overly theatrical touches, such as WELLES signing off "obediently yours," which are from the cornfield and how.

MRS. BUCK'S comments were deeply interesting as bearing on the future of China. Commercials are persuasively delivered by ERNEST CHAPPELL.

Greg Gordon's *The Too Rhythm*, aired over WJZ from the Hotel Edison Green Room last Wednesday, was a dance-half-hour period. Gordon's style is not extreme, but is slanted toward general patronage rather than flitting trade. Betty Bradley, with the orchestra for some three months now, chants the vocals satisfactorily.

Session was highlighted with band's rendition of *I Met Yvette at the Met*, new song written by Bob McInerney, who authored *Shadrack*. Dale Harrison, columnist, is credited with the title. Tune is screwy enough, and with proper handling might do well for its copy-right owners.

Gordon, following the Wednesday show, went out on a six-week tour. He goes back into the Edison when he returns.

P. A.

BURKS and ALLEN'S Friday night spot last week over CBS was far below that show's comedy standard. At most, every gag line had evidences of strain, and the laughs were far apart. The idea of getting inn club protests to the GABRIEL-LOMBARDI marriage was completely unfunny in inception and, as heard, mutually the show is truly potent, with RAY NOBLE'S excellent orchestra and grand vocalizing by FRANK PARKER.

Campbell's *First Nighter* continues to present synthetic and hokey little dramas, and last week's effort was, apparently, even too much for the leads, BARBARA LUDDY and LES TREMAYNE. It had TREMAYNE as the fictional hard-boiled city editor, MISS LUDDY as the earnest cub who wants to do big things, assigned to a prison break, she, TREMAYNE, the girl's father, a prisoner (who of course is innocent), found themselves mixed up in the murderer's attempt at breaking out. It was all pretty soggy. A brilliant piece of work had the orchestra playing a gay little entr'acte tune just after the hero and heroine found themselves at the point of the bad man's gun.

J. P.

*Shopping With Dorothy*, a typical women's program, is still holding local audiences interested after its third year on the air. Spinning over WOR, Buffalo, Monday through Saturday, this 15-minute spot brings many noteworthy bits of advice and comment to femmes, ranging from household hints to beauty and fashion talks.

The hostess, Dorothy (Mrs. Ciel Snyder off-stage), does a commendable job and keeps listeners well posted by not only lecturing on her own ideas but also quoting well-known housekeeping and fashionable women's magazines in her talks. Her script is written capably, her continuity smooth and aided by a pleasant and homey speaking voice, she knows how to put the spot over.

Sponsors are on a co-operative basis. When heard, show had three commercials that were tied in well with the rest of the talk and didn't annoy, tho they were rather lengthy.

H. J. W.

## SESAC's NBC Deal

NEW YORK, April 18.—Society of European Stage Authors and Composers (SESAC) will soon complete negotiations with National Broadcasting Co. regarding a long-term contract covering the network's use of SESAC's catalog. NBC is now operating under a temporary arrangement which expires May 15. SESAC is agent for both foreign and American copyright owners.

# BILLY SWANSON

and his MUSIC

Rep. CONSOLIDATED RADIO ARTISTS

# HILDEGARDE

Singing Star of

"OO MEN AND A GIRL."

Wednesday, 10 P.M. (EST), Over CBS.

Appearing Nightly

SAVoy PLAZA HOTEL, N. Y.

Rep. Rep.: JACK BERTELL. Per. Mgr.: ANNA BOSENKO.

# CAMPUS RAPS AND RAVES

## Critical Reviews by College Eds on Bands Playing Proms

Comment on orks leaving best impression on playing campus date—single out bands proving the biggest disappointment—lads spare no feelings

NEW YORK, April 15.—In addition to their selection of favorite bands and vocalists at their schools (published in last week's issue of *The Billboard*), the editors of the 100 campus publications participating in *The Billboard's* music poll were asked to single out the orchestra, having played at their college during the current school year, that proved the most popular with the student body. And in the same breath, the orchestra that proved the biggest disappointment after making a prom appearance. Their candid comments and criticisms follow verbatim, with-out editorial aid. In spite of the fact that their raps are, for the most part, sharper and harsher than those of newspaper-reviewers would dare to be.

Opoule comments that follow also give a marked indication of what the collegiate crowd expects from the bands they buy for their proms—factors that spell success or failure for bands seeking to make a mark on the college campus in their bid for national fame.

### Clock-Watcher Clinton

TRUE to tradition concerning the craft of swing bands devoted to la jazz hot get the bid from New England promoters and leave the best impression after a campus dance. Yale University, New Haven, Conn. (*Yale Record*), the editor of which asks anonymously indicates ANDY BERRY as the most popular of the bands having made a campus appearance during the current school year "partially because of the publicity, partially because of Mary Lou Williams (featured pianist) and partially because of the excellence of the whole band." As for disappointments, there weren't any. "I suppose Yale is too wise to be disappointed in anything," he explains.

ARTIE SHAW got the nod from Guss Fenn (*Quarterly*) at Bowdoin College, Brunswick, Me., because "he appealed to both the addicts and those who 'just go to dances.'" Rap goes to LARRY CLINTON because "there was not enough enthusiasm on the part of the band—their playing was too mechanical. And they watched the clock." LARRY CLINTON, however, rates the rave at Brown University, Providence, R. I., from Peter Thorpe (*Six Brown*) because his was "the most danceable music." Brown boys had no disappointments. ARTIE SHAW also gets the nod at Providence College, Providence, R. I., Robert C. Healey (*Conc*) pointing out "good arrangements, variety, a little of everything and some very good vocalizing." For "poor arrangements," KEN REEVER proved the biggest disappointment. Constance Mendel (*Quarterly*) added another laurel for ARTIE SHAW without

any further comment when he played at the Connecticut College for Women, New London, Conn. Nor did the gals admit any disappointments.

Editor of Purple Cow, who also asks anonymously, considers JIMMIE LUNCEFORD the most popular at Williams College, Williamstown, Mass., "because of his wide variety of capabilities. Also, his distinctive arrangements were applauded by all." No grief at Williams since all bands met expectations. At the University of New Hampshire, Durham, N. H., Creoley S. Buchanan (*New Hampshire*) declares that "HARRY JAMES went over big at our dance February 3 and DEAN HUDSON at our Junior Prom met with acclaim and was very well liked." However, DON PARRENS gets the demerit because of "poorly dressed, poor playing, bad arrangements, uncouth appearing members, etc." No disappointments at Colby College, Waterville, Me., but MAL HALLERT was the most popular because of "good solid music plus showmanship," according to Dwight E. Sargent (*White Mule*). Without adding further comment, Raymond J. Cool (*Dugoon*) considered the FEN-TON BROS. ORCHESTRA the most popular, with no bands disappointing. Gals at Wheaton College, Norton, Mass., and Smith College, Northampton, Mass., made no decisions either way.

### Confidentially, —!!!

IN New York State, Charles E. Ferris Jr. (*Santas*) rated LES BROWN the most popular at Colgate University, Hamilton, "principally because he was the only name band here so far." Correspondingly, there were no disappointments. At New York State College, Albany, Jean Stragg and Toya Bill (*State College News*) declared ARTIE SHAW a "WOW!!!" but as for ANTHONY TRINI they chimed, borrowing a line from the playwrights, "Confidentially, —!!!" Rosemary Hallenbeck (*Saronian*) expressed the sentiments of Alfred University, Alfred, for BRISKINE HAWKINS in saying "the crowd went mad over him, his trumpet playing, his arrangements and Ida James' singing of 'What Do You Know About Love.' He put on a marvelous show, as Negro bands usually do, and gave a hittable performance. He got us." In the other column she berates JIMMIE LUNCEFORD because "we hired him and he broke the contract!" BUNNY BERIGAN gets the nod for "his trumpet playing" from Paulwest Demarest (*Pup*) at Rensselaer Polytech, Troy, with no bands disappointing.

In the New York City area, Irving Glaser (*Mercury*) gives the City College of New York boys to AL GREENE—"not because he's too good, but because he's an alumnus of the college," with the bands disappointing. ENOCH LIGHT gets the call from Hunter College "because of his smooth music" from Mildred Roth (*Echo*), with none doing wrong by the gals. And over in Brooklyn, Robert H. Kenny (*Sesquaga*) declares "all orks were considered favorably" with the nod to ARTIE SHAW "because of his smooth rhythm and arrangements and also because of the fact that he is well known."

### Jam Juice Sours

IN Pennsylvania, none proved disappointing at the University of Pennsylvania, Philadelphia, with George A. Noren Jr. (*Punch Ball*) giving the rave

## Prom-Trotters Wary of Week-Day Proms

NEW YORK, April 15.—One of the fondest dreams and hopes of bands and bookers is to get the college dance committee to hold their proms on week-day nights. If the opinion at Temple University, Philadelphia, is indicative of collegiate America, and there is every reason to believe that it is, there is hardly any likelihood of a change in current custom.

George W. Staller, editor of *The Temple Owl*, humor mag, in polling student band preferences for *The Billboard* survey, also asked the students: "Should class dances be held on week-day nights (outside of Friday or Saturday) if such is necessary in order to get a 'name' band?"

Prom-trotters were decisive in their "no." One co-ed remarked, "This business of having the Junior Prom on a Monday night infuriates me. A 'name' band is fine. But suppose the man of your life lives in Pittsburgh—takes him eight hours to get here—more to get back 'cause then he isn't sober! Me for week-end dances!"

Altho a society sister feels that "if you have a date or a sucker to take you, it doesn't matter what night it is given," one of the frat brothers complains, "We out-of-towners don't think much of a big class dance if we can't bring our 'back home girls'!"

Still another reason, "Big name bands are useless because the name comes and doesn't bring his band, but recruits from unemployed jammers—so the money might as well be paid to a bunch of jammers anyway."

to KAY KYSER "because he plays a really danceable type of music that is both distinctive and entertaining." In the same city, George W. Staller (*Owl*) gives the Temple University nod to ARTIE SHAW "because of the spontaneity of his style and the vigorous rhythmic arrangements because of the band's lift, precision and ensemble work." Not so kind is he toward BUNNY BERIGAN, who touched Temple the wrong way "because of the ragged and 30 to 40 chorus jamming and continual ride with very few let-ups. Not refreshing because of its superabundance." At near-by Villanova College, no decision either way was made.

Up-State, A. F. Marshall (*Lure*) offered no favorable comment for Lafayette College, Easton, but put the pan on RED NORVO. "To me," he declared, "this was due to Mildred Bailey." At near-by Lehigh University, Bethlehem, Stanley E. Ollinsky (*Review*) gives the rave to OLENN MILLER "because of the versatility of the band. It produced nifty swing, made itself very danceable, and showed good taste in its selections—playing a set of dance numbers then giving a swing arrangement of some specially arranged tune which found especial favor with the appreciators of good Hot Jazz on the campus." As for disappointments, he added, "We can't single out one, but BUNNY BERIGAN was pretty ragged and RICHARD EDMOND'S rhythmic pyramids nearly drove everyone crazy. Some of the other bands showed a lack of enthusiasm probably common with one-nighters."

At Pennsylvania State College, State College, Fred Naimoyer Jr. (*Proth*) explains, "TOMMY DORSEY made the biggest dance profit in Penn State's history last winter. This year we only had Berigan and Ellington—neither real popular. Ellington drew well but disappointed most attendees." In giving the rap to DUKE ELLINGTON he adds, "Duke played no currently popular ballads but most finely done and intricate rhythmic numbers. Most of these had faster than average tempos and were unpopular for dancing among the majority."

### Pitt Picks No Turkeys

AT the other Pennsylvania schools, John O. Jones (*Gay Gater*) at Allegheny College, Meadville, gives the rave to JOHNNY HAMP "for his parodies of other bands" and to BILL BUTTORF because of his "good style for a college dance," with raves to none. At the University of Pittsburgh, Pittsburgh, Thomas L. Smith (*Pitt Panther*) advises that campus dance committees "don't take any risks so they have no disappointments, buying only those bands already known to the campus, whether by radio or records." The Pitt boost goes to ARTIE SHAW because of the "big build-up given him by his advertising and the fact that he was already known thru his records." Paul Burtner (*Dickinsonian*) gives the Dickinson College, Carlisle, nod to CLAUDE HOPKINS for "his piano ramblings and the novelty of a colored band," and Haverford College, Haverford, picks ISHAM JONES thru J. M. Tinnon (*Haverford News*) without adding critical comment. Neither school indicated disappointments.

Winding up the mid-Atlantic region, Robert C. Fox Jr. (*Tiger*) advises that ARTIE SHAW went big at Princeton University, Princeton, N. J., because of his

"wonderful rhythm—plays all types of music and therefore satisfies everyone," while BUNNY BERIGAN gets the black-berry because of "too much noise and not enough music." At Rutgers University, New Brunswick, N. J., Stewart P. Brown (*Targum*) claims no band failed them, with OZZIE NELSON proving the best attraction because he is a "Rutgers graduate and his music was very danceable." And at the University of Baltimore, Baltimore, Md., Al E. Marshall (*Maroon Bee*) gives the rave to THE TOWNSMEN for "their variety of music and style of presenting it," with the nod to BOB CRAIG because he "concentrated too heavily on swing pieces, and on swinging semi-classics. The resultant indifference made dancing almost impossible."

### Kemp a Dixie Delight

ON the Southern campus, HAL KEMPER came in for a generous share of the kudos. At the University of Richmond, Richmond, Va., George F. Scheer Jr. (*The Messenger*) opines that "in this part of the country we don't care for too much swing style and Kemp's sweet and sweet-swing style fits. The campus likes his personality, his music, his enthusiasm. His syncopated sixteenth notes and whistled vocals are effective. We like styled arrangements and, as mentioned, good straight dance," he offers both—and appears to enjoy doing it." Their biggest disappointment was LITTLE JOE HART, who "proved to be just plain corny. His music was a bit more in poor taste, than humorous—his specialties likewise. DEAN HUDSON would be, perhaps, the second on the list, tho a large number accepted his rather prelate and not-too-good stuff."

At College of William and Mary, Williamsburg, Va., Bill Greene (*Pist Hat*) advises that Kemp "took the campus by storm. He played what we wanted when we wanted it, had an afternoon concert and did it right, and he mixed his own sweet style with a synthetic hot style that went over big. As far as the students were concerned, he was an all right guy." SKEETS MORRIS was the biggest flop we ever had. He had nothing and he played nothing. It was all so much eyewash."

For Georgia Tech, Atlanta, Archie G. Watson (*Yellow Jacket*) found that Kemp had "the combination of smoothness, distinctiveness and swing the majority go for." RED NORVO failed to (See CAMPUS RAPS on page 13)

### Out-Hating the Hatfields

NEW YORK, April 15.—The feuds down in the hills of Kentucky and Tennessee have nothing on the bipartisanship along the banks of the Wabash. In singling out the most popular and biggest disappointment among the bands having played at school, Robert J. Supple, editor of *Cavens*, humor mag at Wabash College, Crawfordsville, Ind., takes the student orks over the hurdles.

Of the Wabash Collegians he opined, "They combined sweet and swing to please every student." But as for the Wabash Ambassadors, "They stunk—plain loud."

### Books and Study

#### Rear Their Ugly Heads

NEW YORK, April 15.—Emmett O'Callaghan, editor in chief of *The Masquerader*, humor mag at Vanderbilt University, Nashville, Tenn., is finding it monotonous in his role as campus guide pig.

"Personally, after having written an article for variety and having my picture in *Life*, this subject of bands is becoming rather obnoxious to me," he complains.

"This is a University, gentlemen: a seat of learning. We work and study most of the time (books, you know) and now and then for pleasure and relaxation we dance."

"And when I dance, I merely wish to enjoy myself, and to hell with whether or not I like the orchestra that's playing; to merry hell with whether or not they're sweet or swing or live or jam; to hell with whether or not the couple next to me is swinging or jitterbugging or merely watching me; nor when dancing do I have to have two or three national publications tag me on the shoulder and ask me what I am doing."

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

A Andrews, Jimmie (Pinecliff Inn) Providence, R. I.
Angeles, Bert (Beverly Hills) Los Angeles, Cal.
Apolloni, Al (Cocoanut Grove) Syracuse, N. Y.

B Bannan, Sharkey (Mick's) NYC, N. Y.
Barrie, Dick (Beverly-Whitire) Los Angeles, Cal.
Barry, Moe (Edison) NYC, N. Y.
Bartley, Keith (Ivanhoe Gardens) Chi.
Bartolucci, Count (Coca-Cola State) Norfolk, Va.
Bartley, Art (Red Gables) Indianapolis, Ind.
Brazell, Vincent (Ambassador) NYC, N. Y.
Brazell, Eddie (Sterens) Chi.
Brazell, Nell (Essex House) NYC, N. Y.
Brazell, Art (Merry Garden) Chi.
Brooks, Billy (Queen's Terrace) Woodside, L. I.
Bryson, Jack (Raffi) New Haven, Conn.
Bryson, Rudy (Henry Grady) Atlanta, Ga.
Bryson, Henry (New Yorker) NYC, N. Y.
Buisson, Herb (Melody Mill) Riverside, Ill.
C California, The (Congress) Chi.
Calloway, Cab (Cotton Club) NYC, N. Y.
Camden, Eddie (Madura's Dancehall) Chi.
Candlish, Harry (Atlanta Baltimore) Atlanta, Ga.
Cannon, Tommy (Bill Green's Casino) Pittsburgh, Pa.
Carter, Benny (Savoy) NYC, N. Y.
Castro, Freddy (Club Palace) Pittsburgh, Pa.
Cassidy, Buddy (Armando's) NYC, N. Y.
Cassidy, Joe (Governor Clinton) NYC, N. Y.
Cassidy, Emil (Waldorf-Astoria) NYC, N. Y.
Cassidy, Christopher (Flintstone) NYC, N. Y.
Cassidy, Fred (Mabel's) NYC, N. Y.
Cassidy, Fred (Arrowhead Inn) Riverdale, N. Y.
Cassidy, Jack (Harcourt) Ft. Wayne, Ind.
Cassidy, Bob (Blackhawk) Chi.
Cassidy, Bernie (Wm. Penn) Pittsburgh, Pa.
Cassidy, Ben (Essex-Cadillac) Detroit, Mich.
D Daffey, Frank (Harcourt) Kansas City, Mo.
Dandrea, Bobbie (Ogden) Chi.
Davis, Eddie (Largo) NYC, N. Y.
DeCarli, George (Oriental Gardens) Chi.
DeFisch, Emory (Schroeder) Milwaukee, Wis.
DeWitt, Don (Berkeley-Carlisle) Asbury Park, N. J.
Doggins, Tommy (Arietta) Kansas City, Mo.
Duggan, Eddy (Palmer House) Chi.
Duggan, Eddy (Palmer House) Birmingham, Ala.
Duggan, Eddy (Palmer House) Detroit, Mich.
Duranda, La Conca (Hollywood) Hollywood, Cal.
Dyck, Eduardo (Earl Carroll's) Hollywood, Cal.
E Edwards, Roy (Ariadis) NYC, N. Y.
Egan, Joe (Queen Mary) NYC, N. Y.
Egan, Sam (Metropolitan Plaza) Cincinnati, O.
Egan, Stanley (Victor Hugo) Los Angeles, Cal.
Egan, Stanley (Highland Park) Birmingham, Ala.

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; ne-night club; p-amusement park; r-road house; re-restaurant; s-showboat; t-theater.
Fielder, Johnny (Plaza) San Antonio, Tex.
Fisher, Sam (Woodwell) New Orleans, La.
Fisher, Max (Club Versailles) Hollywood, Cal.
Fisher, Freddy (Rose Bowl) Chi.
Francis, Lee (Paddock) Chi.
Franklin, Morton (Netherland Plaza) Cincinnati, O.
Frascio, Joe (Wilton) Phila.
Freeman, Jay (Casa Manana) NYC, N. Y.
Fremont, Al (Shore Boat) Pittsburgh, Pa.
G Gambly, Jack (Lincoln Terrace) Pittsburgh, Pa.
Gaspard, Dick (Ambassador) NYC, N. Y.
Gates, Bill (Manon Lescau) Pa.
Goffard, Dave (Theatre) Birmingham, Ala.
Olsen, Frank (Northwood Inn) Detroit, Mich.
O'Flynn, Cecil (Rainbow) Denver, Colo.
Gonzales, Aaron (Club Serape) Hollywood, Cal.
Gonyea, Leonard (Pine Lodge) Eau Claire, Wis.
Gordon, Gray (Southland) Boston, Mass.
Green, Jimmy (Ball-Ball) Chi.
Greene, Louis (Widowtop) Tacoma, Wash.
Gyner, Johnny (Parkway Club) Kansas City, Mo.
H Hamilton, Bob (Majestic) Long Beach, Calif.
Hamilton, Johnny (Trianon Club) Santa Fe, N. M.
Harris, Phil (Wiltshire Bowl) Los Angeles, Cal.
Harris, Howard (Belmore) NYC, N. Y.
Henry, Bill (Rialto-Casino) Englewood, Colo.
Herbeck, Ray (Edgewater Beach) Chi.
Herman, Pete (Casa Manana) Boston, Mass.
Herman, Woody (Meadowbrook) Cedar Grove, N. J.
Hershey, Frank (Royal Palm) Miami, Fla.
Hirth, Mill, Trio (Lincoln) NYC, N. Y.
Hirsch, Earl (Grand Terrace) Chi.
Holt, Ernie (Belmont Plaza) NYC, N. Y.
Holmes, Herb (Olney Echo Park) Washington, D. C.
Hugo, Victor (Little Rathskeller) Phila.
Hyslop, Jack (Casin) Baltimore, Md.
I Ibbotson, Grace (Chanticleer) Millburn, N. J.

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

J Jackson, Jimmy (Casino Moderne) Chi.
Jahns, Al (Biltmore) Providence, R. I.
Jordan, Art (Philadelphia) Phila.
Jurgens, Dick (Aragon) Chi.
K Kassel, Art (Haker) Dallas, Tex.
Kavala, Al (Coco) St. Louis, Mo.
Kaye, Sammy (Commodore) NYC, N. Y.
Kearl, Al (Metropole) Stockton, Calif.
Kemp, Hal (Waldorf-Astoria) NYC, N. Y.
King, Billy (Nite Spot) San Antonio, Tex.
King, Jerry (Adolphus) Dallas, Tex.
King, Wayne (Orpheum) Minneapolis, Minn.
Kramer, Howard (Riverside) San Diego, Cal.
Krisol, Cecil (Cavalier) Montgomery, Ala.
Krupa, Gene (College Inn) Chi.
Kuba, Dick (Astor) NYC, N. Y.
Kyer, Kay (Pennsylvania) NYC, N. Y.
L Lake, Sol (405 Club) Chi.
Lange, Jules (St. Regis) NYC, N. Y.
Lang, Lou, Trio (White) NYC, N. Y.
Lang, Teddy (Club Cavalier) NYC, N. Y.
Laporte, Joe (Old Mountaintop) NYC, N. Y.
Lapp, Horace (Royal York) Toronto, Ont.
Le Baron, Eddie (Rainbow Room) NYC, N. Y.
Leonard, Harland (Rosedale) Kansas City, Mo.
Lavan, Phil (Blanchard) Chi.
Lewis, Ted (Beverly Hills) Newport, Ky.
Licht, Enoch (Park) NYC, N. Y.
Lombardi, Art (DeVaux) Dallas, Tex.
Loeb, Johnny (Sittler) Buffalo, N. Y.
Lopez, Joe (Club Club) NYC, N. Y.
Lorber, Carl (Radisson) Minneapolis, Minn.
Lower, Bert (Phoenix) Boston, Mass.
Lyon, Bob (Briant Inn) Burlington, Ont.
M McCune, Will (Murray's) Tuckahoe, N. Y.
McFarlane, Frank (Chateau Moderne) NYC, N. Y.
McIntire, Dick (Hale Hut) Hollywood, Cal.
McKenna, Red (Green Hill Terrace) Louisville, Ky.
McFarlane, Jimmy (Off-Beat Club) Chi.
McKee, Bob (Mayana Casino) Buffalo, N. Y.
Mann, Don (Old Gallop) Florida, Fla.
Marcelino, Mury (Rainbow Room) Salt Lake City, Utah.
Marzala, Joe (Merry Home) NYC, N. Y.
Martin, Freddy (Trianon) Chi.
Martin, Dave (St. George) Brooklyn, N. Y.
Marvin, Mel (Madrid) Louisville, Ky.
Master, Freddie (Rue Club) NYC, N. Y.
Masters, Frankie (Roosevelt) NYC, N. Y.
Messer, Johnny (McAlpin) NYC, N. Y.
Meyers, Vic (Trianon) Seattle, Wash.
Milder, Lucky (Metropole) NYC, N. Y.
Millington, Russ (Black Cat) NYC, N. Y.
Mills, Floyd (Chamberlain) Old Point Comfort, Va.
Moon, Billy (El Club) Grand Rapids, Mich.
Moore, Carl (Lowry) Ft. Paul, Pa.
Morgan, Russ (Cher Parade) Chi.
Morion, Hugh (Anchorage) Pittsburgh, Pa.
Morro, Hal (Arietta Club) Asbury Park, N. J.
Morphy, Francis (Ten Eyck) Albany, N. Y.
Murray, Charlie (Mac Park) NYC, N. Y.
N Nagel, Harold (Belmont) NYC, N. Y.
Nance, Skipper (Beverly Gardens) Little Rock, Ark.
Nelson, Ozzie (Casa Manana) NYC, N. Y.
New Yorker, The (Harry's New York Cabaret) Chi.
Nichols, Eddie (Casino Moderne) Chi.
Nioca, Bert (Brant Inn) Burlington, Ont.
Noble, Laughon (Belmont) Boston, Mass.
Norro, Red (Ben Franklin) Phila.
Northman, Gary (Bel Tabern) San Francisco, Cal.
Novy, Masha (Casino Ruse) NYC, N. Y.
O Oakes, Billy (Main Central) Asbury Park, N. J.
Olsen, Gail (St. Walter) Raleigh, N. C.
Osborne, Will (Park Central) NYC, N. Y.
Owens, Harry (St. Francis) San Francisco, Cal.
Oswald, Leon (Pepper Tree Inn) Berkeley, Calif.
P Pable, Don (Palm Beach) Detroit, Mich.
Palmer, Louis (White City) Chi.
Parr, Ray (Oh Henry) Chi.
Patterson, Paul (Palace) San Francisco, Cal.
Payton, Jimmy (Plaza) Pittsburgh, Pa.
Pomato, Vic (Warwick) NYC, N. Y.
Powell, Murray (Rockwell) Glens Falls, N. Y.
Prest, Jack Arnold (Merry-Go-Round) Newark, N. J.
Quartell, Frankie (Town Club) Cicero, Ill.
Quinn, Don (Chicago) Miami Beach, Fla.
R Rapp, Barnaby (444 Club) Cincinnati, Ohio.
Ravel, Don (Greenwich Village Casino) NYC, N. Y.
Rehman, Bob (Mark Hopkins) San Francisco, Cal.
Rehman, Joe (Orbit) NYC, N. Y.

Ricardo, Don (Oasis) Detroit, Mich.
Riley, Mike (Nick's) NYC, N. Y.
Rio, Rita (Syracuse) Syracuse, N. Y.
Roberts, Bill (St. Francis Drake) San Francisco, Cal.
Rodriguez, Nando (Mayana-Madrid) NYC, N. Y.
Rogers, Harry (Ball Room) Coney Island, N. Y.
Rogers, Eddy (Belvedere) Baltimore, Md.
Rutherford, West (Joyland Park Pavilion) Phoenix, Ariz.
S Sabin, Paul (Van Clave) Dayton, O.
Saunders, Hal (Metropole) NYC, N. Y.
Savil, Jan (Lincoln) NYC, N. Y.
Scoggin, Chas. (El Tivoli) Dallas, Tex.
Scott, Hazel (State Palace) NYC, N. Y.
Shanks, Chuck (Blumark) Chi.
Sharon, Bill (Swing Club) NYC, N. Y.
Shaw, Artie (Palomar) Los Angeles, Cal.
Shelley, Lee (Osborn) Cincinnati, Ohio.
Siegler, Irving (Post Tavern) Westbury, L. I.
Simmone, Arlie (Southside) Kansas City, Mo.
Singer, Noble (Pughmont) NYC, N. Y.
Skinner, Fred (Capri) Hollywood, Cal.
Smith, Ray (James Grill) Marion, O.
Smith, Joseph G. (La Rue) NYC, N. Y.
Smith, Paul (Highland Park) Birmingham, Ala.
Smith, Stuff (La Salle) Chi.
Snider, Billy (Lookout House) Covington, Ky.
Sorey, Vincent (Childs) NYC, N. Y.
South, Eddie (Garden) Milwaukee, Wis.
Spaith, Eddie (Dick's Tavern) Kansas City, Mo.
Spur, Paul (Kin Wa Low) Toledo, Ohio.
Stable, Dick (Belmont) Cleveland, Ohio.
Steel, Roger (Little Club) NYC, N. Y.
Stearns, George (Coco Rouge) NYC, N. Y.
Stevens, Dale (Arietta Club) Columbia, S. C.
Stuber, Ray (El Dango) Chi.
Stuber, Wally (Club Edgewater) Albany, N. Y.
Strayer, Ted (Monte Carlo) NYC, N. Y.
Straight, Charles (White City) Chi.
Strong, Benny (Brown) Lehigh, Pa.
Stutz, Dick (Wolf's Gardens) Toledo, Ohio.
Stutz, Dick (Brown Derby) Boston, Mass.
Stutz, Joseph (Nicollet) Minneapolis, Minn.
Sullivan, Joe (Cal Club) Hollywood, Cal.
Sunn, Three (De Wit) Cincinnati, Ohio.
Sylvia, Don (Bertolotti's) NYC, N. Y.
Sylvester, Bob (Club Best) Birmingham, Ala.
T Tancella, Steve (Hi-Hat) Bayonne, N. J.
Teagarden, Jack (Horseland) NYC, N. Y.
Thomas, Archie (Clyde Club) Portland, Ore.
Thompson, Grant (Wellington) NYC, N. Y.
Timm, Carl (Trotter) Washington, D. C.
Tomlin, Pinky (Grand) San Diego, Calif.
Torne, Leon (Hi-Ho Club) Wichita, Kan.
Trace, Al (Sherman) Chi.
Tucker, Tommy (Baker) Dallas, Tex.
Tucker, Orin (Chicago) Chi.
Van Gelder, Leon (Melody Club) Union City, N. J.
Vardon, Eddie (445 Club) Chi.
Vassallo, Joe (State) NYC, N. Y.
Vassallo, William (Pittsburgh) Pittsburgh, Pa.
Varden, Vivian (Cafe Venice) Galveston, Tex.
W Wagner, Buddy (Midnight) NYC, N. Y.
Walton, Jack (Schubert) Pittsburgh, Pa.
Walton, Vern (The Tavern) Reno, Nev.
Waring, Fred (Stanley) Pittsburgh, Pa.
Webb, Chuck (Rue) Phila.
Webster, Bill (Merry-Go-Round) Dayton, Ohio.
Weeks, Benny (Club Mayfair) Boston, Mass.
Weems, Ted (Duke) Chi.
Weldon (Armando's) NYC, N. Y.
Wells, Lawrence (St. Paul) St. Paul, Minn.
Whitcomb, Jimmy (Village Barn) Phila.
Whitely, Jimmy (Sagamore) Rochester, N. Y.
Wilder, Gus (Carnegie) Pueblo, Colo.
White, Ben (Metropole) San Diego, Calif.
Williams, Ozzie (Empire Club) Toronto, Ont.
Williams, Ernie (Subway) Kansas City, Mo.
Wilson, Teddy (Famous Door) NYC, N. Y.
Winton, Betty (Rainbow Grill) NYC, N. Y.
Woods, Howard (Village Barn) NYC, N. Y.
Worth, Bobby (Greenwich Village) San Francisco, Cal.
Y Young, Johnny (Rosedale House) Snyder, La.
Z Z...

Songs With Most Radio Plugs
"HEAVEN" Best in Air Derby;
"Late" Makes Rapid Strides

Songs listed are those receiving 10 or more network plugs (WJZ, WFAP, WABC) between 5 p.m.-1 a.m. week days and 11 a.m.-1 p.m. Sundays for the week ending Friday, April 14. Independent plugs are those received on WOR, WNEW, WCMA and WNYC. Film tunes are designated as "F," master production numbers as "M." Based on data supplied by Acers Reporting Service.

Table with columns: Position, Title, Publisher, Plugs, Net, Indie. Lists songs like 'Heaven Can Wait', 'It's Never Too Late', 'Little Skipper'.

Sheet-Music Leaders
(Por Week Ending April 15)
Acknowledgment is made to Maurice Richmond's Music Dealers' Service, Inc., Music Sales Corp., Ashley Music Supply Co., of New York; Lyon & Healy; Carl Fischer, Inc.; Gamble Hinged Music Co. and Western Book and Stationery Co. of Chicago.

CAMPUS RAPS

(Continued from page 11)

Please the engineers, Watson withholding reason. At University of North Carolina, Chapel Hill, it was "local boy makes good, etc." as far as Kemp was concerned for Carl Pugh (Bucconeer), with BLUE BARRON getting the pan with a "merely negative appeal, also too much steal from Kay Kriss, another local boy. However, at Cumberland University, Lebanon, Tenn., Barron's style seemed to go over swell, according to Harmon A. Byron (Collegian), with disappointments all.

OLEN GRAY for Tom E. Stanley, in charge of student activities at Clemson (S.C.) Agricultural College, because "his band is well arranged, has enough swing, enough sweet and enough popular music. His band has good vocals and novelty stunts—an all-round good band." GEORGE HALL failed to deliver. His band and music failed to impress, but his vocalist (Dolly Dawn) turned out to be the most popular. Gray also found favor from John W. Hamilton (Alligator) at University of Florida, Gainesville, because of "good music, good show, good appearance," with RICHARD HEMMER below par because "he lacked color. There were rumors to the effect that Hemmer did not have all his regular bandmen."

William E. Miller (Moonshine), at University of West Virginia, Morgantown, says DICK STABLE "has been the most popular and called back for a repeat engagement," while JOE SANDERS gets the pan because he "didn't arrive on time." Stable also found favor from Sammie Moosina (Rammer-Jammer), at University of Alabama, Tuscaloosa, where "he proved fairly popular," fault was found with REGGIE CHILDS—"Childs and his orchestra ruined the Junior Prom. Why? Just listen to him." Childs also got the pan at Duke University, Durham, N. C., from H. A. Schendorf (Duke 'n' Duchess) because of "poor showmanship," while praise went to PAUL WHITEMAN—"Whiteman always."

Krupps No Killer for S.M.U.

FROM Southern Methodist University, Dallas, Jess Russell Jr. (Campus) rated that JIMMY DORSEY was tops. "The genuinely youthful personality of the band and of the leader himself had a lot to do with his success. His clean, American-looking band and his manner of playing up to his audience, and his courteous and humble attitude toward the audience helped. His sweet swing won him many friends. SAVER CUGAT was another popular leader, audience liked his originality, variety and sheer quality of performance. His dance arrangements of semi-classics met with much approval." As for disappointments, "GENE KRUPPA takes the honor in this department. His appeal was to the college crowd, but those who attended the dance were thoroughly disappointed."

Daniel K. Graf (Yuhouette), Mercer University, Macon, Ga., found favor in DEAN HUDSON for his "smooth, lively music, good brass section, good vocalist and great all-round improvement over previous engagement," with BILLY ROSE roasted because of "lack of finish or touch to music, too ragged." Louis Hubbard (Narrow and Gold), Elon (N. C.) College, declared campus favor leaned to LEO BROWN because of "good swing, variety and novelty number," with JACK WARDEAW on the pan because of a "stinking band."

Sex in Songstress Helps

AT East Texas State Teachers College, Commerce, Loren Cato (Varsity) gives the nod to EDDIE FITZPATRICK "because he had a good-looking girl singer, an excellent drummer and laid off of slow swing music," while "WILSON HUMBER was perhaps the greatest disappointment because of his lack of colorful novelties, poor singers and a lousy drummer." At Fairmount (W. Va.) State Teachers College, Dale Anderson (Bump) gives the build to BOB DOWNS COLLEGIANS—"local, but the best swing band in Northern West Virginia," while pan goes to KUHN'S MUSICAL MUSCRATS, who "didn't know the score." VINCE GEORNESE "gave the students the type of music that is most popular here," according to Walter Wright (College Heights Herald), West Kentucky State Teachers College, Bowling Green, but ADRIAN McDOWELL "not only played bad arrangements and out-of-date numbers, but put on a bum show."

J. Alvin Chapman (The Collegian), Presbyterian College, Clinton, S. C., raved for JIMMIE LIVINGSTON "because of his arrangements, combinations of sweet and jitterbug pieces and because of his vocalist," while the AUBURN CAVALIERS

Glow, Little Glitterbug

Some reach for the PERFUME BOTTLE... Others grab for the FLIT CUM.

But each has his or her own definite impression of a JITTERBUG!! Since the Declaration of Independence guarantees life, liberty and pursuit of happiness to each—and since jitterbugging seems to spell happiness for a lot of young Americans, some think they ought to be able to gauge it!

Others think there is something pathological in the alligator's craze for gymnastics and jazz. Read next week's issue of The Billboard for a serious (?) study of how collegiate America has managed to isolate and culture that mysterious creature—the JITTERBUG!!

SUSY Q-ING AT THE SOBA FOUNTAIN

got the roast because of "lack of versatility."

Miss Rio in Busley Groove

JAN BAVITT, for his "style of music and showmanship," proved the most popular at Mississippi State College, Starkville, opted William E. Brown, president of the Intercountry Council, while RITA RIO offered "no music but a mere street fair burlesque show." At Virginia Polytechnic Institute, Blacksburg, Hunter L. Rogers (The Virginia Tech) gives the nod to WILL OSBORNE because he "combined sweet music with a popular and distinctive style," with the pan for EMER DEUTSCH—"he had apparently just reorganized and his music was below par."

Jack Watts (The Crimson Rambler), at Transylvania College, Lexington, Ky., says of GENE BRYANT that "the guys and gals seemed particularly to like the rhythm, trumpeters and saxophonists," while of GARTH HOUSE in disappointment, "I thought he was fairly good but the majority didn't like him. Largest howl centered around the faltering rhythm section. There was little lift in the music. General heavy touch and phrasing." At Oklahoma City (Okla.) University, A. G. Myers Jr. (Oklahoma) gave the raps to ALLEN CLARK because of "varied instrumentation, varied arrangement of pieces, excellent vocalists, good assortment of musical tempos," with the roast to BOB WEIMAN "because of previous publicity of his outstanding group" which apparently did not hold the band up in good light.

Finding no disappointments, popularity palm was handed to FLETCHER HENDERSON because "he played plenty of swing" by Vee Massey (Appaloosa), Oklahoma A. and M. College, Stillwater, and, without hiding critical comment, to BOLAND LEVQUE by Elizabeth Bodwell (Bulley) at Mary Washington College, Fredericksburg, Va. Reserving the raves and handing out the roasts, Nelson Kabin (Signal), Ouchita College, Arkadelphia, Ark., found fault with JIMMY ROWENE because "the members are not sufficiently up to date. Also, has too much hillbilly whang to it." Emmett O'Callaghan (Masquerader), Vanderbilt University, Nashville, Tenn., puts DON RESTOR on the pan because "the band was flat last year at the prom," and Jack Denman (Overse and White), University of Tennessee, Knoxville, found fault with HAL KEMP—"he was only fairly popular. Consensus of opinion was that he was good but not outstanding. Students enjoyed listening to his music but did not find it danceable."

Either because only campus orks are used and the students have to be satisfied with what they have or because they hear their bands before they buy and know in advance what they are getting, the raps and raves are sotto voce at Randolph Macon Women's College, Lynchburg, Va.; Union College, Barbourville, Ky.; Southwestern University, Georgetown, West Va.; Wake Forest (N. C.) College; Hendrix College, Conway, Ark.; Arkansas State College, Jonesboro; University of Oklahoma, Norman; Baylor University, Waco, Tex.; King College, Bristol, Tenn.; and University of Louisville (Ky.).

Can't Dance to a Rep

MOVING into the interior, Ned Rosenheim (Pulsar) at the University of Chicago (Ill.) planted oachids for JIMMIE LUNCEFORD—"the band is so damn good that even staid scholars and people unused to good Negro music realized that here was something unique and excellent." No bands left misgivings. And while no raves were handed out at Wayne University, Detroit, J. R. S. Miller (Detroit Collegian) gave the nod to VINCENT LOPEZ—"you can't dance to the tune of a reputation. This was a student's statement and summarizes most of the comment." Howard B. Scher (The Shoulder), De Pauw University, Greencastle, Ind., gives the nod to BOB CROSS because (See CAMPUS RAPS on page 15)

Lopez Directorship Under Legal Fire

NEW YORK, April 15.—Justice McCook, of Supreme Court, yesterday reversed decision to set aside the recent election of Manny Heicklen to the board of Directors of Vincent Lopez Enterprises, Inc. Application to have Heicklen's directorship set aside was made by Mrs. Agnes V. Russell, stockholder in the band corp. Mrs. Russell, owner of one-third of the stock, claims that Lopez, owning the remaining two-thirds, had violated an agreement made with her in 1936 over the manner in which a third director was to be elected. Counsel for Lopez argued that the agreement was invalid, with the court thereupon allowing Mrs. Russell's counsel to submit additional testimony.

Suit is outgrowth of Mrs. Russell's dissatisfaction with management of the corporation which she claims affected its profits. Current suit will probably be followed by minority stockholders' legal action to air differences further. Joseph Richter represented Mrs. Russell, while Brower, Brill & Tompkins defended Lopez.

Lou Levy After Frankie Goodman ASCAP Catalog

NEW YORK, April 15.—Lou Levy is angling to add to his Decca Music Co. the catalog of Frankie Goodman, with the sum involved reputed to be \$3,000. Goodman firm is a member of American Society of Composers, Authors and Publishers, principal reason for Levy's interest in it.

Levy's Music was set up about four months ago and since has fostered a couple of hits in Undecided and "Tatari What You Do. New music pubs, however, must operate for 18 months before application to ASCAP, with the subsequent benefits of membership; hence Levy's interest in acquiring the Goodman ASCAP membership catalog.

Hawkins-Lunceford Battle Profitable \$4,000 Figure

PHILADELPHIA, April 15.—The swing battle between Jimmie Lunceford and Frankie Hawkins at Convention Hall Easter Monday netted an estimated take of \$4,000, a figure which gave Eddie Sherman and Reese DuPree, promoters, a comfortable profit. About 6,500 passed thru the turnstiles, prices being 35 cents with comps, 75 cents for advance sales and 85 cents at the door. Spring weather prevailed that evening. The affair was hailed heavily in the press, with little attention given to the potential paleface customers. Paleface jitterbugs accounted for about 800 of the mob.

Barron Makes Good on Good Friday With \$905

LINCOLN, Neb., April 15.—Blue Barron clicked turnstiles here as Tuffalo Casino to \$905 on Good Friday, which H. Pauley, manager of the dance, gave as a superb job. Other dance places and theaters were off on the same night. Tug was 85 cents per person advance, \$1.00 at the door. Strangely enough, door sale was far superior to the advance. Barron was followed in by Frenchy Gaudotier, who got \$500 in two nights, also very nice going.

Gray Draws Socko \$2,800

BRIDGEPORT, Conn., April 15.—A great favorite in this town, Olen Gray and his Casa Loma Orchestra in their first appearance this season at the Ritz Ballroom last Sunday night, drew a packed house of 2,800 persons. Prices were tpped to 99 cents, making a nice gross of about \$2,800.

Stanton New R-GAC Dallas Branch Head

DALLAS, April 15.—Joe L. Stanton, former band maestro and secretary of the Junior Chamber of Commerce, Austin, Tex., is the new manager of Rockwell-General Amusement Corp. branch office here. He succeeds Dick Wheeler, recently resigned. Mary Broom is secretary in charge of the office.

Agency's current commitments bring Frank Trambar to Lake Worth Casino, Ft. Worth, April 28 to 30, and for one-night bookings in North Texas and Arkansas last week of April. Frank Daley is also being spotted on one-nighters in Texas and Oklahoma in May.

Martone Gives Cops 16C

GREENSBORO, Pa., April 15.—Flaying for the Annual Police Ball at the Coliseum Easter Monday, Johnny Martone played to a crowd of better than 3,100 paid admissions at 80 cents per. With a gross of \$2,478, coppers cleared better than \$1,050. Martone came here after a run at Lantz's Merry-Go-Round, Dayton, O. Band continues its barnstorm for Frederick Bros. Music Corp., with Lew Platt personal rep.

Hall Hits a Neat \$1,140

SUPPALO, April 15.—George Hall and Dolly Dawn, at a public dance at Hotel Filmore Ballroom last Tuesday, back here for the second time in three months, proved their drawing power was undiminished. Attendance of 1,150 dancers, with 300 taking advantage of the advance bargain price of 35 cents, made an advance sale of \$425. The other 650 folks, purchasing ducats at the door at \$1.10 per, added \$715 to make a total gross of \$1,140. Profit to Promoter Bertha Kerner was estimated at \$450.

Glen Gray Great With 21C

ROCHESTER, N. Y., April 15.—Glen Gray and the Casa Loma Orchestra drew capacity crowds to the Masonic Temple last Tuesday when the Junior branch of the Masons, the De Molay Collegiate Club, sponsored an open dance. Attendance was 1,300, with guests priced at \$2.50 per couple. Gross was a fine \$2,145, with a fat profit of \$945 realized by the club. Ken McNeil, Rochester, booked the band.

Hudson Hits Almost 2G's

MILWAUKEE, April 15.—Dean Hudson and his Florida Clubbing proved a profitable Easter Sunday attraction for George Davina's Eagles Ballroom here. Intake hit over \$1,900, with a crowd of \$4,000 turning out. Ducats peddled at 60 cents for the entry and a dime less for teens. Steve Speddy, local ork, made it continuous dancing.

A Tip to SMART AGENTS and BOOKERS

Get hot leads for band and act engagements from the list of outstanding fairs and events appearing in The Billboard the last issue of each month.

Read the Fairs and other Outdoor Departments regularly. Outdoor spots are using more bands and acts now than ever before.

# Orchestra Notes

By M. H. ORODENKER

## The Champagne Music of LAWRENCE WELK

ST PAUL HOTEL, ST. PAUL.  
WCCO, KSTP, NBC  
Paramount Picture Shows,  
Exclusive Management.  
FREDERICK BROS. MUSIC CORP.  
New York—Cleveland—Kansas City

## RAY HERBECK

and his  
MUSIC with ROMANCE  
DAYTON BILTMORE HOTEL,  
Dayton, Ohio.  
BRUNSWICK-VOCALION Records.  
Exclusive Management  
FREDERICK BROS. MUSIC CORP.  
New York—Cleveland—Kansas City

## NERBIE HOLMES and his ORCHESTRA

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

## "SONGS FOR ALL" by EDDIE PAUL

AND HIS ORCHESTRA  
Wells Over Indemnity.  
Broadcasting  
WGAR (CBS) Cleveland.  
Exclusive Management  
FREDERICK BROS. MUSIC CORP.  
New York—Cleveland—Kansas City

## DEAN HUDSON

AND THE  
Florida Clubmen  
THIS WEEK  
LYRIC THEATRE  
INDIANAPOLIS, IND.  
(NBC)—Victor-Blue Bird Records—(MBS)  
Mgt. CUS EDWARDS,  
Wrigley Bldg., Chicago.

Direct From 22 Consecutive Weeks  
Carnegie-Uras, Rio de Janeiro, Brazil.

## BARON LEE

and His New Rhythm Band  
(Recently Cotton Club, New York.)  
NOW AVAILABLE  
Theatres—Ballrooms—College Dances.  
Write Wag! Phone!  
EDDY GROVE, Personal Manager  
1560 Broadway, N. Y. Longacre 5-9448.

## HILLBILLIES!

A New Song . . .  
"WHEN A COWBOY YODELS  
A LOVE SONG"  
by Polly Jenkins  
Now Ready!  
Radio Shows and Entertainers, send for  
25c. Copy  
Polly Jenkins and Her PLOWBOYS  
Village Gate, 51 West 5th Street,  
NEW YORK CITY.

### Waxed Whispers

**CONSOLIDATED FILM INDUSTRIES**, apparently, has had misgivings in pulling out its American Record Corp. subsidiary to Columbia Broadcasting System for, as some rumor makes her rounds, she drops a whisper that one of the CFI directors in bank-rolling a new recording company, the up being made with Eli Oberstein, who left Victor a couple months ago to create a warwork of his own . . . so much so that Oberstein has already bought premises and equipped a factory also—specifically, a mold and button factory in Scranton, Pa., which belonged to Herb Totta, CFI proxy, and at one time printed the platters for American Record Corp. . . . plans have progressed so far that Oberstein is expected to ask the American Federation of Musicians for a recording license before the month runs out.

### Doings in Dixie

**RUSS MOROAN** is set for a starter at the Fort Worth Casino Gardens in Texas, testing off July 31 for a two-week stretch . . . **MEL MARSH** draws a holdover at Madrid Night Club, Louisville, remaining thru the Kentucky Derby season . . . **EMIL VELAZCO** opened this week for a fortnight at Bluemeadow Country Club, Lexington, Ky., with Buddy Fisher bowing out . . . **BOB ESTES** closed at Enslay Chateau, Birmingham, hitting the overnight trail for New Orleans . . . **RED NICHOLS** into Greyhound Club, Louisville, remaining thru May 11 . . . **BOB STEPHENSON** moving into Chez Paree, New Orleans.

### Broadway Band Stand

**TEDDY WILSON** debuts Tuesday (18) at Famous Door, remaining for six weeks when **COUNT BASIE** returns for the follow . . . Teddy goes to Boston from here to follow **BOBBY HACKETT** into State Ballroom . . . Hackett, now under the MCA banner with Sid Mills continuing as personal manager, opens May 12 for four weeks at the Boston dance . . . Mills, incidentally, is working out a deal with MCA to place **TITO** and his accordion winglet under that agency's wing . . . **JOE GLASER** has set **JUNE RICHMOND** for the seat stinging with **ANDY TRANK** . . . **BUBBLES BUCKER**, discarding swingeroo for the milder mouse music, crosses the Mason-Dixon line this week to start an indef stay at Acadia Ballroom . . . **JAVIER CUGAT** unshutters the Waldorf-Astoria Hotel roof May 10, remaining until June 2, when **EDDY DUCHIN** takes over for the summer spell . . . **TED FIO-RITO** gets the call for the season's prem of Ben Marden's Riviera May 11.

### Cocktail Combos

**THE ROLLICKERS**, Jack Kurtz's unit, wind up their stroll at Hotel Spencer, Marion, Ind., on May 1 . . . **THE THREE SOPHISTICATES**, fem strollers, are on the follow for a three-week sentence . . . **RUTH BRINK** and **FRANCES BARRY** into **BEARS HO** cocktail lounge, Rochester, N. Y. . . **THREE SUNS** continue indef at De Witt Clinton Hotel, Albany, N. Y.

### On a Western Wing

**FRANK DAILEY** takes in a fortnight at Hotel Muchlebach, Kansas City, Mo., starting Friday (21) and follows May 9 for four weeks at St. Paul Hotel, St. Paul . . . **LAWRENCE WELK** leaves the St. Paul Hotel Sunday (23) for a 20-day barnstorm jaunt thruout his old stomping grounds, the Dakotas, Nebraska, Iowa and Minnesota . . . **WOLF** is set to bring his champagne music to Chicago June 10 to reopen the Beach Walk for the season at Edgewater Beach Hotel . . . **PAUL SABIN** opened this week for a month at Van Cleave Hotel, Dayton, O. . . **BUDDY ROGERS** into Topsy's, Southgate, near Los Angeles, with his new band fashioned along sugary lines . . . **TOASTY PAUL** takes in four weeks at Orianiere Ballrooms, Chicago, opening May 7 . . . **HOWARD BECKER** took off the 1939 season at Puritas Springs Park, Cleveland, remaining till the end of the month.

### New York News

**EDDY GROVE**, remembered as heavy champ, has taken over the management of **BARON LEE**, former Blue Rhythm Band front recently returned from a

South American tour. . . **WOODY HERMAN**, who continues booking thru Rockwell-Original Amusement Corp. contrary to sidewalk prattle, opens Friday (21) at Meadowbrook Country Club across the river at Cedarbrook, N. J., remaining until May 20, when **JIMMY DORBEY** takes over . . . International Casino, which lights up again May 2, signed for **DIOBA COSTELLO** for the rumba relief with the biggies still to be set . . . change in booking commitments forleigh Ho Casino, Brooklyn, has **JIMMIE LUNCFORD** teeing off May 24 to June 1; **CHICK WEBB** in for the next two days, with Lunconford back on the 4th till the 6th; **CHARLIE BARNET** carrying on thru the 15th, with **MAL HALLETT** coming in the next night for a fortnight, and **ERSKINE HAWKINS** on the follow June 30 for two weeks . . . **HAYMA** returns August 12 for another fortnight, with others to be set to stand out the summer season.

### Coast to Coast

**TINY HILL** opens the season at Walled Lake (Mich.) pavilion on the April 21 week-end, with the following week-end bringing in **LITTLE JOE HART**, **JIMMY LIVINGSTON** and **BONO THOMPSON** . . . **TOMMIE BLUE** follows Jimmy Livingston in Kynold Beach Park, Cleveland, for the April 20 week-end, with Tiny Hill on the follow . . . **JUNIE EDWARDS**, of Boston, lined up a string of 10 New England one-nighters for **DEAN HUDSON**, starting May 16 . . . **EMERSON GILL** into New Penn Club, Pittsburgh, Saturday (22) thru May 5 . . . **PAT CLEFF** at Times Square Supper Club, Rochester, N. Y. . . "Karnel" **Al Mercur** has discarded his ideas for installing a band at his Hickey Park Tavern Pub House, Pittsburgh, and will continue with the "screwball" entertainments . . . **HUGHIE MORTON** continues at the Amcorage, Pittsburgh's most beautiful rendezvous . . . **PICCOLO PETE**, his trumpet, and his band opened at Al Ritz's Hotel Club Petite, Pittsburgh . . . **VINCENT LOPEZ**, on closing at the Earle Theater, Washington, on the 25th, jumps to Omaha to play the Golden Spike Day Ball on the 29th . . . quite a jump, but it's a \$1,500 date. . . **Al-Sar-Ben**, Omaha's civic org, bought **RUBIN OFF** and the Fray-Braggiotti piano duo for its May 1 birthday party.

### Notes Off the Cuff

**ANDREW D. WEINBERGER**, attorney and personal rep for **ARTIE SHAW**, leaves for Hollywood and Shuff's opening at the Palomar Wednesday (19), returning to New York on Monday . . . **BENNY MEROFF** has subdued the sense-of-humor and reverts his gang into a style band, signing with **MARSH SACHS** for MCA management . . . **MUOOSY SPANIER**, ex-trumpeter for Ben Pollack, has his own seven-piece barrelhouse band and opens on the 28th at the Town Room in Hotel Sherman, Chicago . . . merges into the College Inn at the same hotelery May 12 to intermission between Gene Krupa's sessions . . . **EARL HINES** has taken up the bandbell at Chicago's Grand Terrace Cafe, while **FLETCHER HENDERSON** straggles out on a chain of one-nighters . . . and so we send our cuffs to the cleaners.

## Booking Bee Hums At Johnson-Foster

**DALLAS**, April 15.—Johnson-Foster Agency will scry the Ship-a-Hoy, Galveston, Tex., newest nine-and-dance club, which opens Wednesday (19). Spot is managed by Steve Post. Office spotted Johnny Randolph's Ork at Dragon Grill, Corpus Christi, Tex.; and Milt Evans at Argon Club, Houston. Agency's other bookings stretch, Bay Williams' stay at Chez Maurice, Dallas, another four weeks, and set Clyde Amstler at the Southern Dinner Club, Houston; the Debonairs at Glass Hat, Shreveport, La.; Wilson Humber for the Grove, Baton Rouge, La., and Clayton Bailey into the Trocadero, Waco, Tex.

### Detroit Band Stand Set-Up

**DETROIT**, April 15.—Opening of the spring season is meaning a lot of new dates for bands in this territory, especially on the longer stands in ballrooms and better class night spots. Among

## Everything New

BUT THE  
Rhapsody in Blue  
TOPS IN THEATRES

**PAUL WHITEMAN**  
AND HIS ALL-AMERICAN BAND  
Playing  
**PARAMOUNT THEATRE**  
SPRINGFIELD, MASS.,  
Five Days, Starting April 20.  
**PARAMOUNT THEATRE**  
NEWARK, N. J.,  
Week of April 28.  
TUNE IN THE  
**CHESTERFIELD SHOW**  
CBS Coast-to-Coast  
Wednesdays, 8:30 E.S.T.  
Booked EXCLUSIVELY by  
**ARTISTS MANAGEMENT, INC.**  
17 East 45th St. New York  
MUrray Hill 3-1883.



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

**JACK MILTON**  
AND HIS NEW MASTERS OF RHYTHM ORCHESTRA  
—Exclusive Management  
ART B. THOMAS, Lennox, 5. D.

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those taking place this week, Eddie Parley moved to Club Saks; Carl Spaeth opened at Acadia Ballroom; Frank Gilman replaced the Baker Twins at Club Frontenac, and Charley Lavin, now using name of Lyle Carlyle, opens at Vanity Ballroom.

**Boys Will Be Boythoven**  
NEW YORK, April 15.—Someone was giving the needle to Bob MacGlinsey, writer of Shadrack, and Dale Harrison, Associated Press columnist, last Wednesday when their new song, I Met Yvette at the Met, was being introduced for the first time over the air by Gray Gordon at Hotel Edison. Immediately following the broadcast Harrison received a wire which stated: "Starting last for \$50,000, Yvette obviously a steal from my Fifth Symphony."  
"(Signed) BEETHOVEN."

# HEAVY BOOKERS' TURNOVER

## Bands on Tour

Claude Hopkins: Bethlehem University, Middletown, Conn., April 22; Williams College, Williamstown, Mass., May 12; Apollo Theater, New York, May 5 week.

Red Nichols: Shrine Temple, Peoria, Ill., April 22; Memorial Hall, Racine, Wis., April 28; Wabash College, Crawfordsville, Ind., May 13.

Southern Gentlemen: Central Ballroom, Arnold's Park, Ind., April 23; University of Nebraska, Lincoln, April 28; Eagles Ballroom, Oakbrook, Wis., May 13; Hotel Gary, (Ind.) May 13.

Dean Hudson: Paramount Theater, Fort Wayne, Ind., April 25-27; Lyric Theater, Indianapolis, April 28 week.

Fletcher Henderson: Marimore Ballroom, Gary, Ind., April 26; Tomlinson Hall, Indianapolis, April 27; Coliseum, Richmond, Ind., May 6; Coliseum, Natchez, Miss., May 12; Service Club, Memphis, Tenn., May 13; Blossom Heath Inn, Oklahoma City, May 15; 400 Club, Pine Bluff, Ark., May 17; White City Park, Herrin, Ill., May 28.

Lou Breeser: Southern Hills, Tulsa, Okla., April 28; St. Louis Country Club, St. Louis, April 29; Blossom Festival, Benton Harbor, Mich., May 3; Brown Hotel, Louisville, May 5-6; Castle Farm, Cincinnati, May 13.

Joe Venuti: IMA Auditorium, Flint, Mich., April 28; Castle Farm, Cincinnati, April 29; Grand Theater, Evansville, Ind., April 30-May 3; Ma-Mor Ballroom, Kansas City, Mo., May 6.

Wayne King: Rivolt Theater, Milwaukee, April 28 week; Lyric Theater, Indianapolis, May 5 week; Paramount Theater, Fort Wayne, Ind., May 12 week; Earle Theater, Washington, May 19 week; Stanley Theater, Pittsburgh, May 26 week.

Red Norvo and Mildred Bailey: Palace Theater, Cleveland, April 28 week; Lyric Theater, Indianapolis, May 19 week.

Jimmy Joy: Fox Theater, Philadelphia, April 28 week; Hippodrome Theater, Baltimore, May 12 week.

Glenn Miller: Holy Cross College, Worcester, Mass., April 28; Cornell University, Ithaca, N. Y., April 29; Georgetown University, Washington, May 5-6; Providence (R. I.) College, May 6.

Jimmie Lunceford: Howard Theater, Washington, April 28 week; Dartmouth (N. H.) College, May 6; Ashcroft (Mass.) College, May 12; Fox Theater, Detroit, May 19 week.

Larry Clinton: Lawrenceville (N. J.) High School, April 29; Danceland Ballroom, Ocean Beach, New London, Conn., April 30; Harvard University, Boston, May 3; Rhode Island State College, Kingston, May 3; Rhodes-on-the-Pawtucket, Cranston, R. I., May 5; Carnegie Tech, Pittsburgh, May 11; Paramount Theater, New York, July 8 week; Capitol Theater, Washington, August 11 week.

Gray Gordon: Crystal Lake Park, Cumberland, Md., May 1; Lyric Theater, Indianapolis, May 19 week.

Rudy Bundy: Shrine Mosque, Atlanta, May 5; Piedmont Country Club, Atlanta, May 5.

Harry Harbin: Beta Chi Sigma Formal, Rochester, N. Y., May 5; Caringa Lake (N. Y.) Ballroom, May 6; Glens Falls (N. Y.) Ballroom, May 7.

Mel Balliett: Haverford (Pa.) College, May 5; Hofstra College, Garden City, L. I., May 5; Wellesley College, Boston, May 12; Briarcliff (N. Y.) Junior College, May 13; Bowdoin College, Brunswick, May 13-15.

Jimmy Dorsey: Rivolt Theater, Toledo, May 12 week; Rutgers College, New Brunswick, N. J., May 19.

George Hall: Fishback Theater, Brooklyn, May 12 week; Hippodrome Theater, Baltimore, May 19 week.

Stiff Smith: Regal Theater, Chicago, May 12 week.

Russ Morgan: Purdue (Ind.) University, May 19; University of Illinois, Champaign, May 20; Collinsville (Ill.) Park Ballroom, May 21.

Charlie Agnew: Dyersville (Ia.) Park Ballroom, May 22.

Barry Wood: 72d Regiment Ball, Vanderbilt Hotel, New York, June 2; Fennbrook College for Women, Providence, June 14.

## Swing Epitaph?

CHICAGO, April 15.—Radio Station WLS got a call this week from the local Varsity Alumnae asking for a loan of the services of one Guy Gaby, square-dance caller for the National Barn Dance program. Gals were pulling a hop of the type that grandmas used to frequent and wanted all the trappings, including a guy to call the turns when it came time to change partners.

## MCA and R-GAC Nip and Tucker On Chi Accounts

CHICAGO, April 15.—Tooth and nail battle took place here last week between MCA Corp. of America and Rockwell-General Amusement Corp. Over some of the choice band-booking spots in the burg, with MCA coming out on top again and retaining Palmer House Hotel and Blackhawk Cafe after a close run with Rockwell on both spots.

Deal was practically set with Rockwell to bring Al Donahue into Palmer House to follow Edy Duchin May 18 at a price of two grand-per week, but MCA nabbed the final signature for the room by offering Glen Gray at the same figure, which, according to reports, is a loss of some \$350 a week to MCA, as the quoted \$2,000 is that much below Gray's contract figure. The Glen-Louise Ork is not an MCA band, but merely booked by them in this case.

Second issue—but for the Rockwell offer at the Blackhawk, but for failure to deliver the work bought and not over price. Spot had already given an okay to bring in Glenn Miller to follow Bob Crosby, but a previous commitment in the East which Miller did not want to break marked up a default by the Chi Rockwell office and left the door open for MCA to bring in Jack Teagarden. To top off their string of tough breaks, Rockwell had to cancel all of Artie Shaw's Midwest dates, including a double between the Aragon and Trianon dancers here, because of his confining illness in New York. Al Donahue has been set by the office to pinch-hit those dates.

Most recent beating administered to its competition by MCA was the booking this week of Freddie Martin for the opening of the swank country spot Bon Air

## Movements of Agency Key Men Biggest Buzz in Band Field

Alexander goes to William Morris—Zucker and Dorso leave Consolidated—mass changes even hits Tin Pan Alley—Hennings leaves ABC for Marks

NEW YORK, April 15.—Not since the musicians' union drove the radio stations out of the band booking biz has there been such activity among promoters switching to new posts as evidenced by mass migrations during the past week. Of major importance was the announcement that Willard Alexander, recently resigned vice-pres of Music Corp. of America, will join the William Morris agency upon his return from Miami Beach next week. Alexander will supervise the band and orchestra department and work in conjunction with Ed Fishman. Both Alexander and Fishman will sit in on all consultations affecting office policy.

With Alexander assuming the helm at the Morris office, additional space has been leased to provide for a full band agency personnel. Martin Wagner, general one-night booker for the agency, will extend his activity to the band department with the additional men to be taken on undoubtedly causing a drain on the other booking offices. It is understood that the office will not take on any promoters with band properties, desiring to keep all attractions under their own control.

In addition to Alexander, William Morris has signed for Dick Dorso, who headed the San Francisco branch of Consolidated Radio Artists, to head their band department in Hollywood. Dorso, who had been associated with Tom Cokely in the operation of Associated Artists of America before losing its identity to CRA, joins the Morris branch May 1. Larry Allen, his CRA assistant, becomes head pro man of the San Fran branch with little likelihood of anybody else coming in.

### Chicago Bombshell

Another surprise move was the resignation of Stan Zucker Thursday (13) as general manager and head of the Chi-

### Country Club May 25

Bands had been submitted by MCA, Rockwell, William Morris and Gus Edwards for this juicy spot. Altho MCA still seems to have its air-tight Chi situation well in hand, this marks the first time in a long while that the firm has felt the breath of any of its competitors for the top spots that the agency holds around here. Fact remains, however, that no one is benefiting from all this activity as yet except the holdery and shtery nabobs.

## Ballroom Ops Meet in Philly To Set Up Own Booking Bureau

PHILADELPHIA, April 15.—A two-day meeting of the National Ballroom and Operators' Association has been set for May 2 and 3 to convene here at Town Hall. Confab has been called by El Brendel Jr., prez of the long-dormant org, to discuss methods of breaking the alleged "monopoly" of the major booking agencies. Brendel says the situation has become serious because MCA, CRA and R-GAC among others have tied up nearly all the name bands and are in a position to demand rates that make ballroom operation a precarious proposition. Arrangements have been made to house the visiting ops at the Adelphi Hotel.

At the meeting Brendel intends to counter this set-up with a proposal that the ops get all their attractions thru a bureau to be formed by the org. Individual state groups will be founded to be guided by a central board. A statistical department will be maintained to which operators will be urged to send in their honest receipts so that the genuine pulling power of an org can be determined in all areas and prices for these units will be determined accordingly.

Brendel realizes the difficulty in pulling this set-up and will propose that a bond be posted by all operators. Members booking on their own will automatically forfeit the bond. He maintains that a strong central org which ill

bargain for its individual members is the most logical method of cutting the present rates to a fair figure, and predicted that the ops will support any logical measure that will break the stranglehold that the agencies now have on the industry. The funds from forfeited bonds and the dues of the members will be used to tide over any winter during a lean season. Brendel expects strong support for these proposals.

Among the abuses in the industry which will be fought is the practice of forcing ops to book a band of doubtful pulling power in order to get a name org. Few are in a position to gamble from \$750 to \$1,500 on a one-night stand and lose more than once or twice, he said. The agencies promise to make it up on another night does not compensate for the loss, Brendel claimed.

icago office of Consolidated Radio Artists. His leaving had been rumored for some time and he had been out speaking of difference of opinion on policies with Charlie Green, CRA proxy. However, the split was amicable and both parted friends. Zucker's future plans are nebulous at the present time, but there is a strong indication that he may join William Morris to head their Chicago office. Bob Wolfson, of the Morris office, arrives in Chicago Monday for a confab with Zucker. William Snyder, handling the bands for the Morris office in Chicago, will remain with the agency to work in conjunction with Zucker or any other choice made to head their band department in the Windy City.

There is also a possibility of Zucker joining Music Corp. that office having propositioned him at an earlier date. It is also significant that Tommy Rockwell, head of Rockwell-General Amusement Corp., took a trip to Chicago at the same time that Zucker's resignation was known here.

Russ Lyons, location booker at the Consolidated home office here, left for Chicago yesterday (14) to fill the post vacated by Zucker. Gap here will be filled. Possibilities of Bob Sanders rejoining CRA in Chicago on the one-night desk flizzed yesterday (14) when Sanders signed with Joe Glaser to handle locations and one-nighters. With Sanders starting in immediately, Glaser will intensify his efforts to line up white bands to augment his impressive list of colored attractions.

### Music Row Rovings

Mass migrations among the band-booking fraternities was matched by changes among the music publishers. Frank Hennings, professional manager of ABC Music, Irving Berlin subord, resigned his post Thursday (13) to move over to E. B. Marks in a similar capacity. Sid Lorraine dropping out. Hennings had been associated with Marks in earlier years when the music man had the Emerson record label.

Elmer White left Post to fill Hennings' gap with Chuck Rinker switching from Irving Berlin to White's former desk at Post and Dave Bernis moving over from ABC to Berlin.

DELAVAN GARDENS, dance hall resort on the north shore of Delavan (Wis.) Lake, was destroyed by fire last Saturday with damage estimated at between \$5,000 and \$6,000. Workmen had been making repairs on the building in preparation for its opening this spring.

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# CHICAGO LEGIT HITS CHUTE

## Season, Winding Up Early, Has a Total 33 Weeks Under Last Year

Two more shows than in 1937-'38, but they don't stay as long—94 weeks total playing time—comedies fare best—"Angel" topped b. o. with 22G average

(Continued from page 3)  
 into a nice eight-week run ending Saturday, has nothing set to follow.  
 The Harris, last year's leader in number of active weeks, is again on top, chalking up 23 out of a 33-week season. It opened with Golden Boy four weeks; followed with its most successful tenant, Susan and God, a box-office peach for three months; carried on well for the next 11 weeks with Kiss the Boys Goodbye, and rights for two weeks next Monday with Skylark.  
 Selwyn came thru with 22 weeks on the following record: Tallulah Bankhead in I Am Different, three; Of Mice and Men, five; Whiteoats, three; Shadow and Substance, three; Our Town, three; Bachelor Boy, two; and Angel is Twenty-Two, three. House took it on the chin in almost every instance, the woman element, in particular, staying away from all but the opening and closing productions.  
 The Grand had been taking poorly until the arrival of I Married an Angel, which brought back old-time crowds almost nightly. Starved for musical fare since George M. Cohan's appearance in I'd Rather Be Right last December, the town was this time fest many sell-out nights and heavy advance trade. In all, the Grand will have a 21-week season which includes Boston Time, three; On Hor-

wood Time, four; Golden Boy (return engagement with a new cast), two; Candida with Cornelia Otis Skinner, two; I Married an Angel, seven, and Knickerbocker Holiday, coming in next Sunday, slated for three weeks.  
 Erlanger has 16 weeks on tap, a figure that may be changed by another holdover of What a Life, which chalks up eight weeks Saturday. Previous tenants include Dame Fortune, two, and The Luntz in Amphitryon 38, four weeks, and The Seal Gull, two. Luntz still remains only favorite in top-heavy fare, crowding them in to see Gull. Response to their presentation of Amphitryon was also big. Auditorium, total outlet for ballets, concerts and such, managed to sandwich them in to see Gull. Response to their presentation of Amphitryon was also big.  
 Auditorium, total outlet for ballets, concerts and such, managed to sandwich them in to see Gull. Response to their presentation of Amphitryon was also big.  
 Uncle Sam, as usual, was busy, keeping

### Death Takes No Holiday

WILKES-BARRE, Pa., April 15.—Death, ironically enough, took no holiday this week at the Little Theater workshop, where Lella Sterling, prominent localite, died while she watched final rehearsals of Death Takes a Holiday, a play in which she was cast.  
 She had just finished rehearsing a scene in which she appeared as the mother of one of the Death's likely victims and had taken a seat in the small auditorium when she collapsed. Death, due to coronary thrombosis, was almost instant, medical examination revealed.  
 The p. a. asked the daily papers not to make the story too sensational.

### Stage Whispers

The prevailing air of gloom that you may have noticed is because Easter week, traditionally a bonanza for spring-washed legit shows, failed to help to any large extent this week. There were plenty of matinees all along the stretch but not many of them managed to do any appreciable business—the angle being that out-of-town visitors remained out of town this year, hoarding their contemplated visits until after the Fair opens. It sounds more logical than most excuses offered for poor b.-o. takes.  
 ... The extent of the calamity, however, cannot be fully measured until it is realized that even Hellenopopia didn't do too well on its special matinee. For the first time since it went into the hit class, way back in the early fall, it failed to sell out, the catastrophe occurred at the matinee on Monday. ... Despite the Easter week disappointment, however, few if any shows are giving up, all of them digging in like mad in an effort to cash in on the Fair. The only casualty regularly scheduled was The Fishing Stream, the Charles Morgan play that opened Monday. The critics agreed that Mr. Morgan was a better critic than a dramatist. ... Legit shows' rather wistful hope that the Fair will help them may come a cropper, however, unless they have enough backing to keep going well after the Fair's opening at the end of this month. ... A lot of people who ought to know predict that the crowds won't really begin coming in until the vacation period, which starts roughly around the middle of June, and there is a doleful rumor that Fairs generally help a town's legit and night club attractions—but only after the first four or so weeks. Before that, they hurt them.  
 In a more cheerful vein, however, is the fact that The Philadelphia Story grossed \$22,710.00 in its first full week, a figure, this got Joe Holdt, Theater Guild press agent, to rhapsodizing. "The Theater Guild is more than glad to announce this morning that despite Holy Week, Passover, the Great Rain of Thursday, the invasion of Albania and the San Francisco Fair, its production of The Philadelphia Story did not play before a single empty seat all week." The advance sale on Story has already gone beyond the \$100,000 mark. Eddie Dowling's tour in Our Town around the Wee and McCoy circuit is now set, opening Wednesday (19) in New Haven and going to Hartford on Saturday, with Boston thereafter. Boston, incidentally, didn't like the play at all when the original cast tried out in the home of culture and codfish cakes. ... John O. McDowell, executive secretary of Local No. 1 of the I. A. broke two ribs in a fall down the cellar stairs of his home last week. He's back at his desk this week, tho, all prettily taped. ... And William Phillips, who has been at the Rockland County Hospital for the past three years, is now back in the stagehand line-up at the Music Box. ... More and more shows are announcing the size and scope of their Fair reservations. Latest is Stars in Your Eyes, which, having 25,000 worth of reservations so far for the period of the Fair. ... Last week one of the dailies ran a photo of Bea Lilla looking at a sculptured bust of herself, and one young lady who saw it remarked, "I don't know whether Lilla's disapproving the bust or the bust's disapproving Lilla."

## From Out Front

By EUGENE BURR

There is a remote chance that The Philadelphia Story, a bright, gay, beautifully written and in every way above-average comedy, may become one of the greatest theatrical tragedies of all time. If so it will become one unwittingly, urged to the grim side of quaint Melpomene by the backhanded prods of the critics. And their fault will lie, not in the horrid desolation of their withering wit, but in their undue gentleness and, in fact, enthusiasm.  
 In my review of the play I tried to indicate the danger to Philip Barry, the author. If the tremendous critical praise accorded The Philadelphia Story combined with the unenthusiastically unfavorable notices given Mr. Barry's magnificent Here Come the Clovers, and to keep him forever tilling the sunny but arid pastures of comedy, it would be tragic indeed. That Mr. Barry should write comedies like The Philadelphia Story no one could possibly deny; he is unexcelled in the field, and the world would lose much joy should he leave it forever. But he should— he must—also exercise his deeper, finer talents, the beauty of his searching, gallant mind, the poignancy of his more serious expression. He must not be swayed in his future plans by critical disregard for a masterpiece, and bright comedies for a brilliant feat of legendmaking.  
 Here Come the Clovers will be gloriously alive long after the critics who panned it are altogether forgotten.  
 But the possible tragedy for Mr. Barry is not the only one inherent in the rave notices garnered by The Philadelphia Story. There is also the possibility of tragedy for Katharine Hepburn, the star, who has received for her work in it probably the greatest commendation of her career. Should not, however, receive it from this corner—nor from the dozen or so theater people (who know acting infinitely better than do the critics) who have taken the trouble to make known their agreement with my appraisal.

This corner, as has been said with probably boring frequency in the past, was one of the first of all Hepburn fans—going altogether berserk with the wonder of her theatrical possibilities when she substituted in a one-side part in a Month in the Country some 10 or so years ago. And later, when it was fashionable to dismiss her film work with a snide comment, this corner remained faithful. Her potentialities—her natural qualities, which a firm knowledge of acting technique would have allowed her to fit to the requisites of almost any character invented by man or dramatist—were boundless and overwhelming. Even lacking the technique, she managed to get enough of them thru to allow her work to stand head and shoulders above that of most of her contemporaries.  
 This corner remained faithful for a long while; but it was badly after seeing the screen version of Mary of Scotland and collapsed completely shortly thereafter.

What had happened was, of course, obvious. Her magnificent natural qualities had been covered over by the stilted, stylized, personality-ridden, utterly cheap and worthless trappings of a Hollywood star. It wasn't her fault; it was the fault of those who pushed her on too quickly.

Now, in a role written to her measure, with what seems to be a determination to become in fact an actress rather than a film personality, it is easy for her to offer a certain glamorous surface facility in The Philadelphia Story, particularly when her breath-catching beauty is added to the equation. It is even easier for her to fool the critics with it. But the fact remains that her performance is essentially self-conscious and stilted, essentially mannered and posing and false, a painfully amateurish job. The critics, of course, are confusing an actress with the role she plays.

Miss Hepburn needs them, if she takes them seriously, it is probable that she will be satisfied with what she is now doing—and that would be tragic indeed. She still has within her the qualities that could, with proper training, have made her the greatest actress on the American stage. If she clears them from the drooping low slouches that she has dug down and finds her essential self once more, if she sets seriously to work learning how to fit the facts of that self into the demands of true characterization, if she does this instead of stalling until she learns the stage well enough to project the result of that characterization into the hearts and minds of an audience, then she will fulfill the splendid promise of the starting of her career.  
 But if the praise she has received in her present sure-fire role sidetracks her, the theater will have lost something of rare and tremendous value.

### 3C Claim Delays AE Okeh on LTCA; More Road Sales

NEW YORK, April 15.—Slight delay in Actors Equity Association's giving an unconditional go sign to the Gallo-Oberfelder Legitimate Theater Corp. of America has been this week from a \$300 claim filed by Diana Ward against the Shubert-Gallo combination for a two-year-old contract relative to the operetta The Jones Beach. The Gallo maintains the responsibility, primarily with the Shuberts, Equity is insisting the claim be settled by arbitration before it will accept the new venture from cash bonds. Shubert and Gallo were among those exempt from posting bonds. Rather than allow a \$300 issue to block a \$300,000 enterprise, Gallo told The Billboard he would post the \$300 bond under protest and agree to arbitration. Meanwhile Junior League's loom as important guarantors for the LTCA show.

According to Gallo, Miss Ward had been contracted for two weeks, starting July 1, two summers ago. Ten days before she was to appear she decided to go to Europe, assuring the Shuberts she didn't want any salary. Gallo left the whole matter up to the Shuberts, not realizing, evidently, that Equity contracts require written permission from the union before a performer can cancel an agreement.

These difficulties in no way affect good sales of the rotary plan. Three more branches of the Junior League have contracted to guarantee productions in Lexington, Nashville and Winston-Salem. Other Junior League money is behind legit in Utica, N. Y.; Poughkeepsie and Asheville, N. C.; Providence, Atlanta, Baylor University, Waco, Tex.; the University of Wyoming, Laramie, Wyo., and the Lincoln Theater, Cheyenne, Wyo., were also lined up this week as sponsors.

PERTH AMBOY, April 17.—City Bureau of Recreation is looking for Gilbert and Sullivan singers and actors for mid-June production of Patience. Show will be directed by Leo Daschbach, music handled by Homer Osbornshirt. Last year 3,000 Pittsburghers attended two performances of Pirates of Penzance staged by the bureau in Schenley Park.

### Vote on New Playwright Pact

NEW YORK, April 15.—Pending deal for new Dramatists' Guild contract for Hollywood producers comes to a head early next week when the Guild's council meets to accept or reject it. Guild's position will be made known prior to sailing of its president, Robert Sherwood, for Europe Friday.

### 3 More Cowburn Bonds

NEW YORK, April 15.—Three more summer theaters posted bonds with Actors Equity Association this week. They are the Ridgeway Theater White Plains, N. Y.; Malcolm Attabury's theater at Lake Pleasant, N. Y., and the Paper Mills Playhouse, Short Hills, N. J.



# New Plays on Broadway

Reviewed by Eugene Burr

## BILTMORE

Beginning Monday Evening, April 10, 1939

### THE FLASHING STREAM

A play by Charles Morgan, starring Godfrey Tearle and Margaret Rawlings. Directed by Peter Creswell. Setting designed and painted by The Harbison and built by John Brunzell, Ltd. Press agent, Willard Keefer. Associate press agent, Ted Goldsmith. Stage manager, Roger Maxwell. Presented by Victor Payne-Jennings.

Commander Henry Gray, R.N. . . . . Leo Conn  
Corporal Denham, Royal Marines . . . . . Roger Maxwell  
Lieut. Commander Peter Brissing, R.N. . . . . Peter Creswell  
Lieut. Commander Anthony Ireland . . . . . Anthony Ireland  
Commander Edward Ferrara, R.N. . . . . Edward Ferrara

Godfrey Tearle  
Lieut. Commander Richard Sandford, R.N. . . . . Richard Sandford  
Lady Helston . . . . . Patricia Godfrey  
Rear Admiral Sir George Ellison, Barb., C.B., R.N. . . . . George Ellison  
The Rt. Hon. Walter Harrowby, P.C., M.P. . . . . Walter Harrowby

Karen Selby . . . . . Margaret Rawlings  
Capt. Wyler, D.S.C., R.N. . . . . George Criss  
The Action is Set in an Old Spanish Fortress, Now Used as a Naval Experimental Station in the British Atlantic Island of St. Barry.

ACT I—Scene 1: An Evening, Early March. Scene 2: After Dinner, The Same Evening. ACT II—Scene 1: The Morning of July 15. Scene 2: August 15, 5 P.M. ACT III—Mid-October.

The latest novel by Charles Morgan, distinguished drama critic of *The London Times*, opened Monday night at the Biltmore Theater under the auspices of Victor Payne-Jennings. It is called *The Flashing Stream*, and, although it is written in what is theoretically play form (Mr. Morgan's first attempt in the medium he so excellently criticizes) it remains essentially a novel from every point of view except that of actual production.

The plot—a synopsis of which can convey no real impression of Mr. Morgan's sparkling, pointed, brilliantly intelligent dialog nor of the abstract problems that form the real basis of his play—concerns a great inventor in the British navy who, with a small staff, has been working on an island in the Atlantic to perfect an aerial torpedo so deadly that it will end the possibility of air raids. When one of his aids dies the inventor is forced by a wise and able officer of the Admiralty to take in his place an unusually attractive young woman who happens to be one of the six greatest mathematicians in the world.

Inevitably, I suppose, they fall in love; they not only fall in love but they also discuss their emotions in all possible ramifications, together with all possible effects that love may have upon their characters and their genius. And meanwhile, on a more humdrum sphere, the predatory wife of an admiral, also in love with the inventor, takes a woman's revenge by forcing her husband to recommend a trial of the torpedo before it has possibly been ready.

Naturally the trial fails—and here enters a situation that seems peculiarly British: the admiral will recommend more time if the inventor admits a mistake in his fundamental calculations; but if he insists (as he does) that the error is only in some superficial matter, the invention will be scrapped as worthless. The inventor happens to have a love for pure mathematics that is closely akin to the true poet's love for beauty (an attitude easily understandable to Mr. Morgan and kindred souls), but one that will probably have a tough time getting down the gullet of the Broadway mob, and he refuses to admit an inaccuracy he knows isn't there. But just as the experimental station is about to be closed down the girl claims that she has found such an error: the experiment continues; and the inventor, after a brief session of madness caused by the fear that even the eternal truths of mathematics have gone back on him, at last condescends to grasp personal happiness.

There is infinitely more in it than can be compressed into a synopsis; brilliant, beautifully worded, sharply epigrammatic and deeply philosophical discussions of any number of things, of the relationship between man and woman, between love and genius, the mental attitude of genius, the esthetic but tremendous lure of pure science, the essential pragmatism of women, the hunger of the body and the hunger of the soul. Chiefly, however, Mr. Morgan examines those problems of sex that seem to obsess him, those problems to which he brings a brilliant but coldly under-

matic scalpel whether his surface story concerns prisoners of war, romantic poets or naval officers. In his dissection in *The Flashing Stream*, however, his scalpel uncovers so many other things that, it seems, he forgets the conditions by originally intended to probe. There is no clear thought-line or plot-line; *The Flashing Stream* would have been a better novel than a play, and a better series of essays than a novel.

For Mr. Morgan's method is essentially undramatic, even when it is between the covers of a book. That is because he works constantly in emotional overtones, never expressing the reaction that an emotion causes but only the secondary emotion aroused by the reaction. This is difficult enough to follow in a book; on the stage it is suicidal.

And, in addition, Mr. Morgan approaches emotion with a mind almost as coldly analytical as that of his own mathematician. As a result, since he must express his findings thru the mouths of his characters, his words experience an emotion and discuss their reactions to it at the same time (instead of the normal routine of emotion and then discussion, even the latter follows the former by only a split second). His characters thus appear monsters to the normal mind, to which it is inconceivable that an emotion can be experienced and discussed so precisely the same second—unless it is a highly self-conscious emotion.

Mr. Payne-Jennings, who imported the original London cast, ably directed by Peter Colwell, did what he could for the play. As any actor he kept in her original role of the lady scientist Margaret Rawlings, who, if she isn't the greatest actress in the world, is at least so close to it that confusion is understandable. Giving a remarkably warm and human performance in the midst of Mr. Morgan's emotional and mathematical abstractions—bringing the entire wealth of her magnificent and careful technique to the aid of audience belief, she turns in a truly outstanding job. Lovely, glamorous and superlatively capable, she is in full what many great stars of the American stage wistfully wish they might be.

Also helpful are Anthony Ireland, a remarkably ingratiating performer; Patricia Conn and Felix Aylmer. Not helping at all is Patricia Godfrey, who plays the admiral's wife with obvious infelicity.

As for Godfrey Tearle as the inventor, he looks so much like Franklin D. Roosevelt that throughout the evening one has the unhappy feeling that the President of the United States is cowering as a performer—and as a not-very-good performer at that. Mr. Tearle is of the grain-bag school of acting—sanctimoniously meat-mouthed in his quieter intervals and in his more impassioned periods, what the musical Mr. Orodender would call corny. He fails to get under the exceedingly complicated skin of the character, and constantly gives the impression of an actor reveling in what ought to be a far paralyzing little or no aid to a play that badly needs it.

## VANDERBILT

Beginning Tuesday Evening, April 11, 1939

### THE HAPPIEST DAYS

A play by Charlotte Armstrong. Staged by Marc Connelly. Setting designed by P. Dodd Ackerman, built by Vall Scenic Construction Co., and painted by Robert Bergman Studios. Press agents, Richard Manry and Henry Scriber. Stage manager, Murray Quisen. Assistant stage manager, Wallace Lawder. Presented by Courtney Burr.

Norman . . . . . Jimmy Lyden  
Alfred Chapin . . . . . William Harrigan  
Joseph Chapin . . . . . Kathryn Grney  
Jeff . . . . . John Craven  
Edith . . . . . Uta Hagen  
Ellen Donovan . . . . . Ethel Wilson  
Brian Donovan . . . . . Russell Collins  
Kathy . . . . . Dorothea Ellor

ACT I—Scene 1: The Chapin Living Room. Scene 2: Jeff's Room. The Same Evening. Scene 3: The Donovans' Kitchen. A Few Weeks Later. Scene 4: The Library Reference Room. A Few Nights Later. ACT II—Scene 1: The Living Room. The Following Week. Scene 2: Jeff's Room. Two-Hours Later. Scene 3: The Living Room. Concurrently With the Ending of the Previous Scene. Scene 4: The Same. The End of May.

Hillbilly ballads have long been in the habit of turning private tragedies into public artworks (are hillbilly ballads art-works?) almost immediately after the event, but the drama has hitherto been somewhat more decorous in its procedure. It has, as a rule, waited a decent interval before going to life for

its materials, particularly if those materials involved personal tragedies that had achieved the pious fame of tabloid newspaper. Not so, however, with *The Happiest Days*, the play by Charlotte Armstrong which was used Tuesday night at the Vanderbilt by Courtney Burr to mark his return to the production field. *The Happiest Days* is based frankly and obviously on the tragedy of the young high school lad who planned a double suicide with his sweetie inamorata and stopped after he had killed her, unable to turn the gun upon himself. He was freed after a trial, the girl's parents nobly joining with his own in taking upon themselves the moral blame for the tragedy.

It is Miss Cushman's obvious intention to emphasize the same things that were emphasized at that pitiful trial—the duties of parents to their children—and also to add her own comments on the reality and scope of the problems of adolescents, so blithely dismissed by most adults as "puppy love." She also indicates that the eyes of youth see more clearly and with a keener sense for beauty than those clogged by the dross of middle age.

All of that, said often before, could bear saying again, I suppose; but Miss Cushman, by basing her play upon a tabloid-devoured sensation, has hurt her own chances disastrously. Obviously, almost from the rise of the curtain the entire plot-line is divulged, and any interest the play contains must arise from treatment rather than actual subject-matter. And Miss Cushman has neither the stature nor the ability to rise above the sordid. She briefly flecks the beauty that is her aim in the scene of the murder, but nowhere else does she get within hailing distance of it. The commonplace, wretched attitudes and events that were aired in a real-life courtroom form the backbone of the play; and, strive as she may, Miss Cushman never manages to lift them. Instead of experiencing the depths of tragedy, the spectator wants to shrink away as quickly and as quietly as possible.

Voluntarily cutting herself off from the impact of drama by the familiarity of her story, Miss Cushman further destroys whatever dramatic effects her material may have had by plotting her chief events to take place offstage. Thus all plans for the murder occur while the audience is enjoying the single intermission, and even the shooting itself is offstage. The original reactions of the girl's parents, the adjustment of the boys' parents, and even the kids' love affair, all take place while the curtain is down—until one gets the suspicion that, if the case itself hadn't been so well publicized, the audience itself might very well have a hard time understanding what is going on. This was probably an effort at dramatic restraint, but if so Miss Cushman in her next one should endeavor to restrain her restraint.

Marc Connelly's direction, which seems at all times unfortunately self-conscious and which carries subtlety to the point of being little to help, crossing a similar self-consciousness in most of the players. Except, of course, in that grand actor, William Harrigan, as the boy's father; a youngster named Jimmy Lyden, who does a swell job as the boy's younger brother; a lass named Dorothea Ellor, who, fresh from dramatic school and playing a bit part, received the only spontaneous applause on second night, and, to a lesser extent, Esthryn Diney, as the boy's mother. Young John Craven and his moment as the boy himself, the he'd have been a lot better off if the direction had allowed him to relax and become more unhamperedly youthful. Uta Hagen, as the girl, plays a high school student as tho' the role combined the worst features of Camille and Salome.

## GUILD

Beginning Thursday Evening, April 13, 1939

### MY HEART'S IN THE HIGHLANDS

(Special Performance)

A play by William Saroyan. Staged by Robert Lewis. Settings and costumes designed by Herbert Andrews. Incidental music by Paul Boyler. Presented by the Guild Theater. Scenery constructed by William Kellam and

Painted by Centre Studios. Lighting by Michael Gordon. Press Agent, Emanuel Gumbert. Associate press agent, Morton Nathanson. Stage manager, Philip Mathias. The Boy With the Double-Decker Ice Cream Cone . . . . . Jackie Ayres  
Ben Alexander . . . . . Philip Loeb  
Johnny . . . . . Sidney Lumet  
Jasper MacGregor . . . . . Art Smith  
Mr. Kosak . . . . . William Hansen  
Johnny's Grandmother . . . . . Hester Sondergaard  
Rufe Apley . . . . . James O'Beir  
Philip Carmichael . . . . . Loren Cass  
Henry . . . . . Phil Brown  
Mr. Orley . . . . . Harry Brant  
The Real Estate Agent . . . . . Nicholas Conte  
The Husband . . . . . John O'Dalley  
And Wife . . . . . Catherine Laughlin  
Esther Kosak . . . . . Mae Criss  
Two Guards . . . . . Peter Leeds, Charles de Shein  
Good Friends and Neighbors—Eda Rist, Ellen Detton, Undine Forrest, Charles Henderson, Mary Liles.  
The Place—Fresno, Calif. In and Around Johnny's House. The Time—August and November, 1914.

at this corner may have suggested once or twice before, the greatest in any art is self-consciousness. The true artist, the honest artist, does his and cannot will himself within his own ego and spend his days contemplating his own hyper-aesthetical navel; he is too busy working at his art. He does not and cannot expect the world to support him merely because of his desire to become an artist or his belief in his own genius. He will work with a pick and shovel if need be, in order to support himself and at the same time he'll sit up all night to create his beauty if he really happens to be an artist. There have been countless geniuses.

Self-consciousness and its attendant ego are bad enough, but the Group Theater pushes them to a hitherto unequalled extreme in presenting five special performances William Saroyan's elongated one-act play called *My Heart's in the Highlands*. It was put on Thursday at the Guild Theater, and it presents a self-conscious artist writing self-consciously about a self-conscious artist. To complete the picture, the Group has given it a ludicrously self-conscious production.

Ben Alexander is, like Mr. Saroyan, an Armenian poet—the greatest poet in the world, he calls himself—and he lives in a hotel, refusing to do any work, but poetry writing. His young son, meanwhile, has to eke groceries from the corner store and steal fruit from farmers. Down the road comes an old gentleman playing on a long glory trumpet, asks for a drink of whisky, announces that he's an actor with his heart in the highlands, and stays with them for a while, the neighbors paying in farm produce to hear him play his horn. Then the authorities from the old folks' home come and take him away. The night of Alexander's heart leads to a couple who will actually pay the rent, the old man returns and dies quoting Shakespeare, the authorities from the home cart him off, and the "poet" and his son hit the road together, the son remarking that something must be wrong. Something must indeed be wrong—but not, as Mr. Saroyan seems to indicate, with the world.

A synopsis cannot begin to do justice to the ridiculous and self-conscious naïveté of the dialog, the completely infelicitous writing of the formless and unbelievably boring construction. As a matter of fact, it is mildly surprising to me that I have made the synopsis sound as sensible as it does. It makes extraordinarily little sense on the stage of the Guild.

The Group, just to add to the general effect, has provided ineffective and annoyingly stylized settings by Herbert Andrews, and Robert Lewis has directed in a way that suggests his own satires on classical dancers. Only this time (see *NEW PLAY* on page 28)

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FOR CATALOG, Address Secretary, Room 145, COLUMBIA HALL, NEW YORK.

# Russ Morgan, Kenny Baker Open Morris' Casa Show in Ft. Worth

PORT WORTH, Tex., April 18.—For six weeks, from July 21 thru Labor Day, top talent will work the fourth Casa Manana Revue which the William Morris Agency, thru its subsidiary, Stella Tours, Inc., has contracted to produce.

The Morris Agency, which housed out the Music Corps of America as producer of this year's show, will spend a total of \$114,000, or \$19,000 per week, in producing the show. The show will be the most elaborate since the first revue in 1936 and, according to William Monig, president of the Casa Manana Association, backer of the show, the outlook this year is more promising than ever before.

Russ Morgan's Orchestra and Kenny Baker are definitely set to head the opening two weeks, according to Monig. Bob Burns will be presented as a "super attraction" in a one-night appearance (two performances) during the first two weeks, show, possibly on August 1 or 2. One "super attraction" will be presented in a one-nighter every two weeks during the run of the show. In addition, four acts will be presented. There will be 70 chorus and show girls this year, 20 more than last year.

Alm Lindtzel and Lou Wolfson, of the Morris Agency, presented this opening line-up to Casa directors April 7 for their ok. The directors were highly pleased. The Casa directors resisted the fight to cancel the contract; the talent line-up was not of the caliber promised. However, the directors decided to do away with this clause since opening line-up was more than satisfactory. Wolfson is due back in Fort Worth next week with more plans for the show.

Costumes this year will be obtained from Metro-Goldwyn-Mayer studios in Hollywood.

The Sweetheart Contest, to place Sweetheart No. 1, a successful publicity stunt during the 1938 and 1937 Casa Manana revues, will be revived this year. Hyman Maurice, local orchestra leader, will have charge of the 20-piece union pit band. Morgan's Orchestra and other name bands brought here will play for

dancing before and after the show. Carlton Winckler, who handled lighting and technical details for the 1938 and 1937 Casa Manana Revues, again will be technical director. Lauretta Jefferson will be ballet mistress for the fourth year. She will arrive here about six weeks before the show opening.

In special hook-up with San Francisco, Everett Marshall, singing star of the first two revues here, will sing *The Night Is Young*, only song from original revue to become nationally known, to officially open the 1939 show July 21.

## Bingo Popular in N. O.

NEW ORLEANS, April 15.—While bingo has not as yet reached any of the local or suburban night spots, clubs in other communities of South Louisiana are going in strong for the rolls. Particularly hit by the craze is Baton Rouge, with no less than a half dozen clubs widely advertising hourly rolls.

At the Tavern two \$5 rolls and a \$10 roll are climaxed at 10:30 nightly with 500 "dizzy" roll. In addition spot offers \$10 entrance fee toward on Tuesdays and Fridays. Cedar Grove Club, near Gonzales, has Sunday evening awards of \$25 to \$50 on rolls, entrance fee of \$15 and an added pot of \$175 weekly. Other clubs in Southeast Louisiana award \$5 to \$10 hourly.

Nightly bingo rolls are conducted at Lake Charles, Lafayette and other coastal communities.

## Drink Nabbed on Gaming

GOVINGTON, Ky., April 15.—Jimmy Brink owner-manager of the New Look-out House here, was indicted on 48 counts Wednesday by the "blind ribbon" jury selected recently to stamp out gambling in the county. Ulio J. Howland, Commonwealth attorney, said he did not contemplate padlocking the spot, his only object being to halt gambling in the county. Waiters and bartenders' unions are circulating a petition against closing the spot, as such a shutdown would mean the loss of 75 jobs. Brink's bond of \$22,000 was signed by local business men.

## Boston Club Reopens

BOSTON, April 18.—The Adams House, established in 1865, will reopen for the spring and summer next week, will present entertainment and bands. The historic old place overlooks Marblehead Harbor.

## Milwaukee Seeks To Ban Cafe Come-On Girls

MILWAUKEE, April 18.—The common council passed an ordinance Monday which prohibits a female employee in a tavern holding a Class B liquor license from standing or sitting in or behind the bar except to receive food or drink orders for patrons not at the bar.

It also forbids female employees to sit in a booth or at a table with any male patron. The measure does not apply to the immediate family of the tavern owner. Violators are subject to a fine of \$25 or 30 days imprisonment.

## Chas. Yates Heads CRA Act Dep't; Drops Own Agency

NEW YORK, April 18.—The expected absorption of the Charles Yates Agency by Consolidated Radio Artists, placing Yates in charge of the theater booking department, matured this week. While no contracts have been signed as yet (they are expected to be inked at the end of next week), Yates will move over to the CRA offices on or before May 1, taking with him his brother, Irving Yates, and Hattie Althoff and Phil Coak.

Under the terms of the deal set by Yates and Green, CRA head, a subsidiary corporation will be set up under the name of CRA, Inc., which will handle the act bookings and band dates for theater work. Yates will bring in from \$0 to \$50 acts. The acts handled by CRA will also fall into CRA, Inc. It has not been determined whether Yates will handle the radio bookings. The current head of CRA radio department, Bill Von Zehle, is now with the organization on a straight commission basis.

Jim Picciani and Murray Gordon will not go over to CRA with Yates, but instead, have already made other connections. Picciani will join Nat Lazar, and Gordon is set to go with Beckman and Fransky.

Irving Yates has already left for Chicago with Russ Lyons, who became Stan Zucker's successor when he resigned as head of the Chicago office of CRA this week to set up an act department. Irving Yates will be back in time to assume his new duties with CRA when the contract is finally signed.

## Barth Band Opens Natchez

NATCHEZ, Miss., April 18.—Harry King Barth and band opened the new Bala Roof season here. Omitting floor shows for the early season.

# Club Talent

## New York

ANDREWS SISTERS booked for a single night engagement at the St. George Hotel, Brooklyn, April 23. . . . KATIE SCHMIDT is supervising rehearsals and costumes for the Joe show opening April 26 at the New Yorker, New York. . . . JANE PICKENS does a one-nighter at the Netherland Plaza Hotel, Cincinnati, April 27. . . . DE LLOYD MCKAY, singer, thru her attorney, Henry Berman, won an injunction last week restraining Benny the Clown, Philadelphia, from interfering with her work pending a decision on her appeal.

MARCIA MOORE is the new name for Marcia Harris, dancer. . . . ESTELLE AND LEROY, dancers, have sailed for South America. . . . RENEE DE MARCO is back and will probably re-team with Tony. . . . DOROTHY JOHNSON, singer, arrived in New York from Chicago. . . . MILT HERTH and his trio set for a Warner short going into production. . . . FRAZEE SISTERS, current at the New Yorker Hotel, set for another Warner short.

## Chicago

JOAN ABBOTT returns to the Hi Hat Thursday, succeeding Lita Gray Chaplin. . . . JOE WALLACE will emcee at the American Mining Congress in Cincinnati (April 28 to 27). A big show will be used. . . .

ED FOX is reviving his name policy at the Grand Terrace this week, bringing in George Deyser Washington and Buck and Bubbles to head the new revue. . . . GIL LAMB, Milton Douglas and Tung Pin Soo go into the new Palmer House show May 18. . . . PAUL GILBERT AND ARMON in from the East to fill an engagement at the Elks Bowl.

MINUET CLUB resumed its floor-show policy, with Dee Downing, Renee Villog, Gail Lawrence and Jackie Allen spotted in the initial bill. . . . COLOSIMO'S signed an APA agreement last week.

## Here and There

THEODORE AND DENESHA opened last week at the President Hotel, Atlantic City. . . . LENA GINSTER now in her eighth week at Yoder's night club, West Alton, Ill., after having recently completed a six-year run at the Bowery Music Hall, St. Louis, Mo. With Miss Ginster are Ben Yoder and Gang, Helen Teakert, Jerry and St. Penny and Abner. . . . MAXINE AND BOBBIE FIELDS, now at the Ship and Bottle Club, Reno, recently closed a 20-week engagement at the Roxy Theater, Salt Lake City. . . . BETTY HURST, dancer, held indefinitely at the Plaza Hotel, Pittsburgh. . . . JANE HENNETT, Carl Thomson, Jim O'Neill and Bill Jerome and band are at the Owl's Club, Alpena, Mich., booked thru Betty Bryden, Detroit. . . . JAMES RICHARD and Joan Carson, who just completed a short for Universal, are playing a return engagement at the Mayfair Club, Boston.

THE VARRONES (Carole and Dolores) are in their seventh week at the Wonder Bar, Detroit, where they were originally booked for a year. . . . YEVO AND DORO are working the Graymire Hotel, Chicago, on an indefinite engagement. . . . JAY MASON and the Paul Slates are current at the Regal Club, Cleveland, where Mason also has replaced Homer Meachum as show producer. . . . THE BELMONT BROTHERS, on their second week at the Hofbrau, Camden, N. J., are slated to follow with a run at Leon and Eddie's, New York. . . . RAUL AND RITA, booked by Jack Middleton, Cincinnati, are on a return engagement at Hotel Alms, that city. . . . THE THREE DEMARCOS are working Clancy night spots. . . . YVONNE MONOFF is headliner of the new bill at the Lookout House, Covington, Ky. Supporting acts are the Four McNamee Sisters, Don and Sally Jennings and Frank and Jean. . . . DAVE ROSE, emcee, finished his 2nd week at Harry's Cafe, Buffalo, and opened at Brogan's De Luxe Cafe there for an indefinite run. . . . RYCK AND KAYE are in their fourth week at the Lobby Cafe, Juarez, Mexico. . . . Tassel dancer SALLY KEITH held over at Rompage's night spot, London.

JACK AND JANE WEST held over for two more weeks at the Green Lantern, Schenectady, N. Y. . . . ROCHELLE AND RITA, after five years of trouping, have opened a second studio at Martinville, Ind. . . . JACK DALTON and his strutting combo playing the Hi-Hat, East Dubuque, Ill., and also broadcasting from the Circle-Bar over Station WKBB.

## Pittsburgh Clubs In Jam on Minors

PITTSBURGH, April 17.—Bill Green's Casino, one of city's largest night clubs, will be cited for liquor license revocation as result of raid by 14 State agents, who claim spot was serving minors.

Casino can operate until May 1, license renewal date. If State Liquor Board's crusade against places selling liquor to minors knocks Casino off eligible list most of Allegheny County's dance spots will prefer either to lose a healthy bank of younger patronage or close.

Irony of situation is that Green's spot is probably one of cleanest in Western Pennsylvania, befriended by scifbes and musicians because of drink-and-dance-only policy, while others have been side-stepping laws in variety of ways and, in couple of cases, forcing waitresses or entertainers to mingle with trade. Spot caters to collegiate and old crowd thru moderate price policy and bands with sappy-teasing reputations.

## Mormons Bring \$\$ To Salt Lake Clubs

SALT LAKE CITY, April 18.—The semi-annual Mormon conference held here in April and October always swells theater and dance hall business. Roxy Theater, only stage show, featured a line of girls presented by the Hammond Sisters last week.

The dance halls also did unusually big business. Manager Covey, at Coconut Grove reported increased crowds, with Adolph Brox's Orchestra and Jerry Jones at Rainbow Rendezvous said this year business was above average. Melody Lane, cabaret run by Harry K. Miles, and Coon Chicken Inn, both suburban dance-dine palaces, did good business. Brass Hall and Heidelberg cabarets, with special Saturday night cabarets, reported increased business.

The Hotel Utah Empire Dining Room, where Ray Bradford Orchestra holds forth, and Rendezvous Room, where the Tavern Boys are featured, broke all records.

# Maisie and Hazy Finally Break In; "It's Easier To Be Dignified"

By PAUL DENIS

Dear Paul—  
WELL, we're finally playing our first date as a dance team. We're thrilled, even though we're not getting real money here.

We are playing Pete's Peppercot, which is the favorite rendezvous of taxi drivers on their day off. Of course, it's not a class spot. In fact, Pete has a lot of trouble with his customers. Most of them dance with their caps on, and their favorite dance is called Cab Driver's Day Off. The cabbies and their girls bump other couples on the dance floor and the band doesn't dare stop playing until every couple has been knocked out but one. The winning couple gets a free bottle of beer.

Our emcee is Joey Jaye, who is billed here as appearing thru "the courtesy of Jim's Pool and Billiard Parlor." Jaye has a terrific following as a pool player and this billing is bringing us a lot of business. Of course, the pool players don't spend much money—they sit at their tables for hours drawing diagrams of pool shots on the tablecloths.

WE HAVE a Cuban band, too. The leader is Senor Garcia (real name, Garowitz) and he has two Hawaiians, one Spaniard, two Filipinos and a fellow from Boston in the band. They play everything straight and when somebody asks for a rumba they just aim the lights over the band stand so that the musicians look dark skinned and then Garowitz shakes the maracas.

The regular band plays waltzes and fox-trots and it includes four South Americans, two Frenchmen and three Cubans. The band is called Pete's American and it plays *The Star-Spangled Banner* before and after every floor show. The leader is Pierre, and he says what the rhythm needs is a good hot arrangement without any high G, and new licks stressing the love angle.

PETE is a good boss. He likes our tango very much. He says, "That's what I like, good old American dances." He doesn't believe us when we tell him the tango is Spanish. He says he's sure the Spaniards stole it from us.

Anyway, the act is shaping up nicely. Hal's Jumbago is not so bad, and yesterday he tried a couple of lifts. I could hear his bones break. The strain was so bad that he couldn't walk the next day. No more lifts, as a result. And we try to make it by being so dignified that the audience knows right away that we don't go in for acrobatics. It's easier to be dignified. Look at Velos and Yolanda. They work the same way as we do.

MAISIE

Seri Room, Waldorf-Astoria Hotel, New York

After the usual Lenten closing the hotel's luxurious, magnificent Seri Room reopened April 8, with Emil Coleman's Band, Georges and Jalna, Agna Enters and Cobina Wright...

The Misses Enters and Wright Jr. are a great disappointment and nothing really happens in the floor show until Georges and Jalna come on. They save the night with their superb ballroom exhibitions...

Miss Wright Jr. with a special register tag plus a photogenic face and figure, is sweet to look at but dull to listen to. She sings what appear to be tearful ballads...

Agna Enters, who is well known in the concert field and is making one of her rare, if not first, night club appearances, also failed to impress. She offered two satires, one of a French flirt and another of a girl in a school parade...

Emil Coleman's Orchestra accompanies the entertainers meticulously and plays for the dancing. Coleman knows the society crowd well and provides just the kind of tempos they like. His vocalist is a handsome blonde lending a contrast to voice to choruses of pop numbers...

Current show is set for four weeks and then the room will close and the hotel's formal entertainment policy will switch to the Roof.

The hotel's Empire Room is doing fine business, incidentally, with Hal Kemp's Band.

Showboat, Pittsburgh

John Maganotti's waterfront mooning is a prime example of what a "natural" could do if given proper exploitation.

Its assets: An ample lobby, large main floor for show and dining, an upper private room accommodating 100, two bars, an inviting decorative scheme and a congenial proprietor who greets customers by name. Liabilities? Pebbled floor approach and the hangover of a reputation from years back when the spot was town's biggest gambling site.

Maganotti's formula, passed to attract spenders (a policy he decided on several years ago when he operated Plaza Cafe), includes traveling show and home-town band, abetted by roving instrumentalists to liven time between dances. To repel noisy youngsters who sit and sip, a tip, Boot takes 80 cents cover, common to only two other places in district. Six hostesses are usually handy for transient tycoons who form bulk of trade outside of special parties booked by Maganotti and a part-time agent.

Current bill, brought in by Joe Casper, opens with Sarita and Elvira, Spanish dancing pair, follows with pop singer Lonnie Praxier from Al Fremont's house band, whose blond good looks need a more dynamic delivery to boost her voice.

Night Club Reviews

Lane and Carroll, fast rhythm dancers, draw laughs with their semi-bokum, after which emcee Billy Keaton offers cracks and crooning. Windings is dressy adagio trio of DeWald, Brent and Madeline. Six-girl line, usually a part of show, not an after five-banter of present week, but will return.

Two coin machine phonographs supply music when Bob Ryan Trio isn't banging away on xylophone and stuff. Callier: On the average entertaining enough, but not box-office wallop.

Chief prop for treasury are ritzsters who come to see show and drink, leaving hefty checks. Spot could keep them and draw mature couples if live-publicity man moved in and built up attraction of water gits as isolated play spot in middle of downtown.

Rose Bowl, Chicago

This is now the hottest spot on the near North Side, thanks to Freddie Fisher with his comedy Schnickeltrix band and a suitable supporting show. This marks a radical change from the previous policy, which played up the dinner hour, a doubtful feature under this set-up. The fun starts late when the customers are ready for noisy musical fare and plenty of it is dished out until milkman time.

Willie Shore, the unofficial mayor of Rush street, is the emcee and he fits this room like a glove. While handi-capped (as are the rest of the acts) by the inexperience of Fisher's outfit as a show band, he manages to get on top with good, informal material and a funny personality that can compete with the chatter of an inebriated throng.

The Schnickeltrixers (three rhythm and three brass) delight when they delve into their huge library of novelties and bang them out with both legit instruments and a flock of nondescript gadgets. It is good corn from start to finish because it is entertaining, and the boys are hard workers and good musicians. As a dance organization they just get by, but few will come in here strictly for dancing.

Three acts in addition to Shore and the ark round out the floorbill. Gladia Hope, rhythm singer and dancer, opens with a couple of numbers, one a special, titled Teacher Is a Feature Now, and exits with a swing strut. Makes a sexy appearance.

The Babys, here before, swing and sway to hot rhythms. They wear dark make-up and ably responded to Harlem tunes. Man finishes with a overish trumpet solo, while his female partner wiggles thru a routine with Shore.

Oloria Kaye, singer, will probably do as a band feature but is weak alone on the floor. Looks okeh, but voice isn't strong enough to get proper attention in an informal club of this type. Did Hold Tight and Alexander's Ragtime Band.

Oladya Palmer, colored pianist and vocalist, remains to entertain at intermissions. Minimum is \$2 nightly.

Top Hat, Union City, N. J.

Current talent line-up in this New Jersey nitery (10 minutes from New York City, from where it seems to draw a goodly portion of the crowd) is a lavishly costumed girl show with 56 chorines in the house at all times.

Show is an hour long, with a goodly allocation of the time devoted to the production numbers and effects. This show, by far, has the largest amount of chorines in any floor show in the vicinity and in any of the Broadway night spots.

Sam Healy emceed the affair in a monotonous voice. His routine on "only two things to worry about" has kernels of corn dripping from it and is old enough to be discarded. Healy lacked life on the night couch.

First scene is a glittering production number with four sets of costumes, engulfing every color of the rainbow. Dance numbers haven't achieved a state of perfection because, as explained to us, a good many of the girls are new and are still going thru rehearsal periods. In all, however, their presence is a little dazzling.

Only other single dancing act on the bill is Gertrude Briffer, who makes three appearances with some pleasing tap turns and difficult acro dancing. Thelma Nevins, an attractive looking singer, has a fair voice and is well poised, well timed and sells a song very nicely.

But the only show-stopper on the bill

was a skating act, the Continental Thrillers, who did a fast, exciting, flashy routine and wound up with a corking finale that livened up the house and got the customers up off their seats.

Julie Winta's Band, which has been here for quite some time, gave excellent musical accompaniment to the show, in addition to having a fine rhythmic and danceable quality. On the relief job, Paul Fain's five-piece band, a swing crew of good musicians, gets out more music and rhythm than one would expect from a band that size. Kay Blair is the torch singer at the bar, accompanied by Jerry Smith at the piano.

Helen Kane appeared after the regular bill to break in a few numbers which she intends to use in a come-back. The numbers were just so-so, but La Kane is still as youthful and hoopy as ever.

Harry Steck is still managing the spot and Joe Russell p. m. Set 20th

Nick's New York

Nick Ronzetti's hot spot in Greenwich Village has always taken pride in presenting the best in swing and the current double attraction has Mike Riley's new big band and Sharkey Bonanas' Original Dixieland Jazz Band.

For swing fans, this is the stuff that sends. Nick provides the cozy informal atmosphere and good food (\$1 minimum) and the two bands do the rest. Riley has rebuilt his band, taking a half dozen of his men and adding another seven for this engagement. That means the new band is only four weeks old, but already it pounds out swell big rhythm and swing in and out of comedy and novelty numbers with gusto. Riley is preparing the band for its date at Lowe's State May 11 and has developed a lot of comedy and novelty stuff. Riley sets the pace for the clowning, having a natural face for mugging, and is trying to make his new yarn sound another novelty hit like his spectacular Busie Goes Round of a couple of years ago. Artie Dann is the band's personal rep.

Riley spotlights Sam Debonis, guitar, and Greg Jackson, string bass. Zutzi Singulion, colored drummer, is doing specialties here and joins the Riley band for occasional flash numbers. He's hot and can also put over a blues number vocally. Marion Fuller, cute brunet, is the band vocalist and does okeh. Riley's band has four sax, four rhythm and five brass.

Sharkey Bonanas is back from New Orleans with five men (drums, piano, string bass, clarinet and trombone) with Sharkey himself blowing a brilliant trumpet. Terrific swing stuff and the kind that will either make you beat out the rhythm instinctively or drive you nuts.

The club is dickering for a new name. Paul Denis

Vogue Room, Hotel Hollenden, Cleveland

Gus Van is proving here that stage experience and talent mean everything in any branch of show business. Van's performance is the most finished entertainment that has been presented in

Cleveland night clubs this year.

The dinner show, usually held in attendance, required extra tables to accommodate the crowd, despite the night being the coldest April 13 on record and a heavy snow having fallen all day.

Show opened with Crawford and Coney, acrobatic dance team, that offered weak entertainment, saving their act with an imitation of Fred Astaire's style, with Caskey in an Astaire mask. The imitation was excellent, but the team's opening dance needs much work.

Van followed them and was kept at work by an enthusiastic audience for 33 minutes. He sang numbers ranging in tempo from My Piano Man to Swing Sermon and in type from Pop Di-Nag to Did Your Mother Come From Ireland? He is probably the only night club singer to sing more than the chorus of this night club favorite.

Sammy Watkins and orchestra supplied an expert background for Van, and the ability of this band to play dance music that can be danced to by national groups is as high as ever. The Romany Three, a strolling group of stringers, fills in the music passages more than adequately.

Andy Landis, a. for the Hollenden, deserves a word for letting people know that Van is in town. Tolbot Harding.

Leon and Eddie's, New York

Eddie Davis, exponent of the lusty lyric, continues to be chief groom cheer in the club's new spring show. Davis is often billed as "fly," but his technique is robust rather than cautious, resulting in belly laughs, not chuckles. Repertoire, owing to public demand, includes the old favorites, such as the Virgin Sturgeon, Over the Mountain, etc. Davis, of course, pursues these themes with gusto, dissipating all bashfulness and prudery with the aid of a cordon of well-trained gents and waiters who shout the punch lines with enthusiasm. The act is on a long time and is the spot's prime attraction, overshadowing all other performers.

Lucky Sisters, two Negro steppers, open with standard tap turn varied with some routines. They work first as a duo, then break into the usual competitive sections. Fair stuff.

Suzanne and Christine, two femmes with an air of springlike innocence, are interpretative dancers and glide about in filmy costumes, winding up with some flashy whirle. Turn is all right, but general balance of program might be improved with one midroom team in place of two femme dancing turns.

Anne Bronie, vocalist, is a very good straight tonal artist. Her delivery is melodic; voice has quality and her interpretations vary with the moods of different tunes. Strictly socko in style the Begonia.

Jeri Withee, specialty dancer, puts plenty of rhythm into her tap turn. She is pretty and builds the routine somewhat by a bit of clever cane and top-hat juggling.

Tung Pin Soo, magician, does a regulation turn, working with cigars, cards, cloth, fire and a chicken. Fair sleight-of-hand act.

Royal Whirlwinds, two men and a girl, a very strong skating act. Trio works on a very small mat under difficult conditions, but clefs thruout its routine. They do all the usual skating stunts, follow with more daring turns, ending with a neck-to-neck swivel.

Wally Wanger Girls, six femmes, dance

Advertisement for Dorothy Lewis, Outstanding Dancer on Ice, starring 26th week at the Iridium Room, St. Regis Hotel, N. Y. Includes text about dance halls and a logo for Western Badge & Novelty Co.

Advertisement for Amedeo, The Magician, after four weeks absence, and Pepper Pot Inn, New York City.

and exhibits some pulchritude. Lou Martin Band still here.

Show in general is strong but could stand some cutting. It is quite suitably by Jim Keegan.

Management, incidentally, is completing alterations so that certain sections of the floor may be raised, allowing patrons seated in the rear to see the show comfortably. Paul Ackerman.

Gold Coast Room, Drake Hotel, Chicago

This has been one of the most profitable spots for bands. The new tenant, following the expiration of Wayne King's three-and-a-half-month lease, is Ted Weems, one of the more popular musicians around here. He remains six weeks, scheduled to fill a return engagement at Santa Catalina Island in June. A standard outfit for some 16 years, he continues a favorite with orthodox dance tunes and versatile, entertaining offerings from a number of his men. Weems still retains a pleasing, commercial personality that can be fitted into any dance emporium.

Featured band personalities include Perry Como, youthful tenor who sings with a legitimate voice and with a note of sincerity. Elmo Tanner, the violinist; Red Ingle, comedian, and Sam Downs, drummer. A new member and only female contingent is Marvel Maxwell, rhythm songstress, who delivers with good harmony.

Only two outside acts are used to augment the floor bills which spot several old members. Burton Pierce, interpretive tapper, is of the Paul Draper school, only he works with greater effort and in a few cases achieves some striking effects. His best when sought was an interpretation of a colored boy finding money on the street and his reactions before and after a police whistle is heard. An excellent sight routine.

Roberts and White, comedy team, are highly amusing. The man in particular has a good flair for the humorous and with the aid of his capable partner pumps funny caricatures out of standard numbers. Ed a waits to Blue Danube, a gag, a delightful take-off of a concert party emceed by An Ode to a Wild Rose and returned for their impression of an Englishman and American girl swinging out to Dixie. Went big.

Gold Coast Room still attracts the better class hotel trade. Minimum is \$2 and Saturdays \$3.50. Afternoon tea sessions are held Sundays. William Wallace is the manager. Sam Houston.

Barney Rapp's, Cincinnati

This 500-seater, originally opened some four years ago by Izy Schneiderman as the 4444 Club but dark the last several annals, enjoyed a revival Wednesday of last week (12) when Barney Rapp, well-known old leader, made his bow as a local nitery nabob.

The spot in its brief history has never been a paying proposition, but Rapp hopes to put over the new venture with a policy of good music and popular prices, catering to the younger spenders rather than trying to compete with the higher priced downtown and over-the-river spots. House will need volume business to click, but Rapp's great popularity here should go far toward making it a winner. Clubs in housed in a comparatively new building located on Cincinnati's most heavily traveled highway and is ideally situated to draw 'em from all parts of town.

A 25-cent admission will prevail nightly, except Saturdays, when the ante will be jacked to 40 cents a head. Sandwiches are marked from 15 cents to 35 cents, with a half fried chicken and the accessories going for six bits. Beer sells for 15 cents a beaker, with liquor prices starting at 20 cents a dip. Club's exterior is nicely landscaped and makes a handsome appearance. Interior is plain and sans elaborate decorations. Summer activity will be transferred to an attractive garden adjoining the main building.

Some 200 prospective customers were turned away on the opening night when nearly 600 crammed the place, including nearly all of the town's music, newspaper and radio moguls. Mayor Jim Stewart, the city's own emcee, made the address of welcome. Last Saturday night saw another huge crowd turned away.

Furnishing the music is Barney Rapp's new combo, comprised of members of the Cincy local. Combo made a solid impression on its initial showings. Vocals are handled by Lee Johnson and Doris Day. Band airs daily at 1 a.m. over WLW's 500,000-watt.

Irving Herlanda, Rapp's brother-in-law, is the club manager, with Betty Kemp handling publicity. Sid Sachs.

New Tokay, New York

Featuring Continental entertainment and pop-priced dinners, this spot is under new management of Alie Heller and Lillian Babard, and opened last Wednesday to a good night crowd. It will do lusty business if the \$1 dinner catches on quickly.

Show is lively and full of dancing, using eight acts that run an hour and a half, which is much too long for this type of spot.

Entertainment includes Tonita, who did a lively Spanish dance; Kavin Karina, gypsy dancer, who sits well here; Val Romanoff, Russian character dancer with a fast routine, and Balakay Saters, who dance in a boy and girl get-up, interpreting the royal court dances of yesterday, but turn out to be Hungarian jitterbugs at heart.

The break in dancing was attended to by Louis Horvath, handsome baritone with a strong voice that has a pleasing quality. High spot of the show was Sander Stank, who looks like a blond Pancho Boyce and is exceedingly funny in her own way. Closer was Maria Karolyi, a burlesque singer with a lusty voice to match. Vilma Pataky is emcee and also holds a featured spot with singing shows.

Featuring is Joseph Sziget's Royal Hungarians, a string orchestra which plays the show, with Sziget spotted with violin solos. Max Yodin's four-piece crew provides the dance music. As every act took at least one encore or two, the show dragged on endlessly. The talent itself is suitable in this kind of nitery.

Seating capacity of the house is 500. Service is not too hot. Frank Law and Bill Lundell press agent. Sol Zoff.

Hotel Edison, Green Room, New York

After a three-month theater and ballroom tour on this trip as a maestro in the upper brackets, Blue Barron returned to the scene of his original triumphs. It's essentially the same style of synops, blending yesterday's titles with present-day tunes. Barron and his boys were always strong on the showmanship side, which now takes on a finer polish. Band has rounded out to an even finer degree. The dance incentives being smarter and smoother throughout and blending beautifully with the appointments of this hotel room.

Barron returned Friday (16), with the formal opening set for Tuesday (18), and stays only four weeks because of previous road commitments. Gray Gordon, who made way for Barron, turns up again May 26. No flag advertisement here, strictly dining and dancing, and the Maria Kramer management doesn't plan any change of policy for the World's Fair season. Rather, extra budget is going for room decors and refurbishings under way now.

Ed Dockoff is still the publicity and promotion expert. M. H. Ordway.

Kelly's Stable, New York

This quondam livery stable is noisy, unattractive and permeated with a lingering odor of its former residents. Add to that an aggravating drink minimum and you've got the ideal night spot—to stay away from.

While drinks at the bar are pretty reasonable, table-diners are charged a dollar minimum, which applies only to beverages. You can drink it up, but you can't get it up, and while the gimmick isn't new, it's still annoying.

The place offers practically nothing in the way of entertaining night clubbing. Decor is crummy and the "best" tables are directly in front of the bar, with weaving drunks putting those

Swank Roadhouse May Become a Hay Barn Soon

PORT WORTH, Tex., April 15.—The Ringo Club on Jackboro highway, which was this city's swankiest spot until it closed in November, may become a hay barn unless someone offers to lease it from owner W. J. Bailey after expiration of present lease in April.

Tom Daly and George Wilkinson have the five-year lease, expiring in April. Bailey has obtained an injunction restraining Wilkinson and Daly from removing fixtures from the club. As part of the lease agreement, Wilkinson was to make substantial improvements, and the improvements were to become Bailey's property at the end of five years.

Bailey, an extensive landowner here, says he will use the club to store his feed crops if no suitable offers are made for the spot.

setled them in a constant sweat working when a Scotch-and-soda will find its way down a back.

When caught Bud Freeman and a six-piece jam band were holding down the stellar spotlight. The quality of Freeman's sax work is unquestioned, but several hours of jam choruses can begin to pall on anybody but swing musicians and dyed-in-the-wool jitterbugs.

Coming in this week to replace Freeman is Red Stanley and his crew, Dr. Sausage and his Pork Chops continue to fill in with a frenzy that seems to imply that the golden attribute of silence, even for a few minutes, is illegal here.

Spot has been open since the fall and no doubt hopes to come in for its share of World's Fair business as a night-life novelty. Danny Richman.

Review of Unit Malloy's Circus Revue

(Reviewed at Columbia Theater, Alliance, O., Friday Evening, April 7)

A condensed edition of the Malloy Circus, pruned to less than an hour. Fast and excellently routine, including a dozen standard circus turns, a distinct novelty for film houses and one of the type playing theaters this season.

Checked big here, especially with the kiddies. Packed full of big top talent and somewhat of a relief from the stereotyped girly units which have been playing the house.

With a real circus calliope lending atmosphere, J. R. Malloy, as ringmaster, introduces each turn briefly and acceptably. Curtain parts on a novelty, a half-and-half girl illusion which later is exposed. Carmen and Orsley, comedy acrobats, do amusing routine. Marton Wallack, assisted by Jean Sullivan, offers a sensational whip-cracking novelty. A real thriller. Bows out after doing some tricky rope maneuvering.

Ruth and Jack perform on the Roman rings, a fast routine. Malloy finishes strong with a series of flips, releasing the rings in mid-air, blindfolded. Clowns cavort in a funny legitation stunt. Art Hill, formerly of the Hill Cherry and Hill trio in vaude two decades ago, does an amazing comeback with a breakaway wheel. Injects plenty of comedy with a fell, Nancy Darnell, who helps a lot.

Miss Darnell presents a trapeze novelty that keeps the folks in the seats guessing, closing with nearly a hundred muscle grinds to loud applause. A swell performer. Wallack back for the old-time knife-throwing act, which never fails to please. Boy is plenty clever and very accurate.

Heaviest applause went to 68-year-old Barney Arensen, whose performance on the tight wire is most amazing for a man of his age. His balancing at the wind-up really wakes up the audience. A finished performer who'll probably die in the spangles. Clowns return with the always amusing giraffe novelty.

Program closes strong with Tinker Toy, trained Shetland pony, and a group of equally trained dogs, who do a fast routine of tricks, with Wienie, "wonder dog," balancing herself on a rope. Malloy presents the act most capably.

Entire company in for bows and a lively finale. Staging just ordinary, but Emil Kahn's the calliope must be given credit for the show's smooth running. He's an artist at the keys.

Average screen fare in Saint Strikes Back (RKO). Pat McConnell.

3 More N. Y. Clubs Planned

NEW YORK, April 15.—Obviously looking forward to the World's Fair trade, three new clubs plan to open and others are augmenting their floor shows.

At the same time because of the generally bad press notices Billy Rose's new show received when the Casa Manana reopened last week the show was rerouted and Willie and Eugene Howard added to the cast. Don Babbitt, emcee, and Jack Johnson, former heavyweight champ, were dropped from the cast. Show hopes to run for the duration of the Fair.

Scheduled for debuting early in May is the Tree on 52d street, which was built last year but never unshuttered because of management and financial trouble. Mike Ruddy, who was engaged as the band leader at that time and secured \$1,200 interest in the spot because he couldn't accept other work while waiting for it to open, pulled out as one of the partners. When the nitery opens Louis Prima's Band is set to go in.

Also opening on 82d street early in May will be the Pro-Catalan Club. Club is negotiating for Frank Fay. Understood that Fay has been offered 25 per cent of the gross.

Cuban Casino on 45th and Eighth avenue, which has been closed for several months because of fire, will also have an early May reopening under the ownership of Sam Rubin and Joe Garcia. Spot will be smaller than it was formerly, with the additional space to be devoted to banquets and private parties. George McMurray will press agent the place.

Manny Wolf's restaurant on the East Side will also add a floor show next month.

Ben Marden's Riviera, scheduled to open May 4, has postponed the opening until May 11. Ted Mee-Rito's Band will open the spot. Rest of the cast includes Faith Bacon, Joe E. Brada, Rayo and Naldi, Frances Sifers, Frank Patti, Mari-onettes and a line of Chester Hale girls. Hotel Ambassador will close the Trianon Room May 2 and move nocturnal activities to the roof May 3.

Olen Island Casino will also reopen for the summer May 17 with Glenn Miller's Band.

Kentucky Derby a Break for Talent

CHICAGO, April 15.—Night life in Louisville is preparing for its annual stormy season preceding the Kentucky Derby May 7, reports Eddie-Bligh, who books talent into the Brown Hotel and Greyhound Club, leading Louisville spots. Talents budgets are increased to \$500 in the city the cream of the trade that comes in from the entire country.

Red Nichols band set for the Brown Hotel and will lead a show, headed by Texas Tommy. Greyhound will carry on with Benny Strong's orchestra and an enlarged bill. Talent for most of other spots in Louisville is bought in that area.

Cincinnati and Indianapolis are other Derby profiteers, catering to the fans who want to avoid the high hotel rates in Louisville the first week in May.

Seattle Nitery Debuts

SEATTLE, April 15.—The Saratoga has recently been opened in the basement of the Georgian Hotel here. Walt Foley and Jim Bell are managing.

The Garden of Allah, floor-show night spot, has engaged Buss McClelland, organist, for the big Wurlitzer. Eddie Clifford, swing stylist, has also been engaged for swing from the large instrument.

"No Udder Place . . ."

SHENOYUAN, Wis., April 15.—The Esquire, local nitery, during the Wisconsin Dairymen's Association convention here, urged delegates to bring your favorite milkmaid and you'll be in clover at our third station. No udder place in town where you cud churn up so much fun. That's no bull!

Another bit of copy read: "Cream of fine drinks at nearly milk prices." The King's Yeomen are doing the musical honors at the Esquire.

Advertisement for Gordon Novelty Co. featuring 'DANCE ORGANS' and 'MUSIC BOXES'. Includes an illustration of a gramophone and text describing various models and prices.

Advertisement for Evelyn Dean, featuring her name in large letters and the text 'Formerly with the Lew Pollack Act. If you will contact Bill Sachs, Editorial Dept. The Billboard, Cincinnati, O. you will learn something of interest to you.'

Vaude Grosses

Swell Week for B'way Houses But Fay Vaude Slips Again; Para, Roxy, M. H. Do Well

NEW YORK—Easter week brought smash box-office grosses to the Broadway presentation houses and even those with holdover stage shows and pictures pulled better attendance than they did the week previous.

Tommy Dorsey, in his first week at the Paramount, along with a Grade A b.-o. picture, Midnight, rolled up a neat \$32,000. Paramount show will run for a second week.

Strand, showing the highly exploited Dodge City, and Guy Lombardo's Band on the stage, accounted for an excellent take of \$50,000.

Second week at the Roxy, with Arthur Jarrett heading the stage bill and Alexander Graham Bell on the screen, was good for \$49,000. In these two weeks Roxy had an attendance of \$18,000.

At Loew's State with Joan Davis and Dave Apollo sharing headline stage billing, with Cafe Society on the screen, the total gross was a week \$49,000.

Bill at Radio City Music Hall, featuring The Story of Irene and Vernon on the screen and its annual Easter spectacle on the stage, did \$108,000—topping the bill of the first week which grossed \$98,000.

Vincent Lopez So-So

HARTFORD.—State, with Vincent Lopez Band in for four days, did \$10,980. This compares with Artie Shaw's record \$18,580 here two weeks ago and Kay Kyser's second best \$15,000.

Eyman Strong in Newark

NEWARK, N. J.—Week ending April 15 proved to be a good one for the Paramount. Eyman Strong and wife were responsible for the large share of the \$14,500, which is good by Screen, Para's standard.

Ann O'Grady, in for the third and final appearance, is doing a standout business at the Empire (burlesque). She should turn in a neat \$5,800, which is the best business by far in recent weeks.

Paramount, presenting Jimmy Lunceford and his five crew, would do no better than a meager \$12,300 for week ending April 8. Screen fare, Never Say Die (Paramount), was no help.

Empire's show last week (June St. Club starter) drew \$3,500.

Palace, Cleveland, Jumps

CLEVELAND.—RKO Palace gross jumped to \$10,500, as compared with average of \$10,000. With Tony Martin heading vaude bill for week ending April 7, Pic, You Can't Cheat an Honest Man. Previous week's take was \$18,500 with Larry Clinton and pic, Blackwell's Island.

Membership Idea Gains As Nitery Stimulant

Operators of summer resorts and other recreational centers are increasingly making use of the "membership" idea to build up patronage. An example of this in the South is the King and Prince Beach and Yacht Club, Saint George Island, Ga., which, in addition to the membership idea, provides guests and friends with "courtesy cards."

King and Prince has both indoor and outdoor dance floors, with a floor show given Saturday night. After May 1 spot was floor shows continuously. Joe Candulla and band are current.

Kyser Booms Earle Take

WASHINGTON.—Warner's Earle, with Kay Kyser, soared to \$26,000, \$200's better than house average for week ending April 6. Pic, Blackwell's Island. Loew's Capitol did slightly better than average during same period with a take of \$17,100. Eddie Fawcett headed stage show, with pic, Sergeant Madden. Previous week, Earle did \$17,000 with Shirley Ross, and Capitol, with Buddy Clark, tipped the bills at \$15,000.

Orpheum Strong 2d Week

MINNEAPOLIS.—Orpheum, with Lou Breese Ork, Stepin Fetchit and Armida in the second week, knocked off \$8,900 for week ending April 6. Pic, Adventures of Huckleberry Finn. First week's gross was sensational 14 grand, but second week also very good considering house average of \$3,200.

Golden Gate's Mild Dive

SAN FRANCISCO.—Golden Gate, for week ending April 6, fell to \$13,750, slightly more than one grand below average. With Hugh Herbert and pic, The Family Next Door.

Tony Martin Does Well

PITTSBURGH.—Variety bill headlined by Tony Martin drew \$11,300 despite Good Friday and three more days of rain and snow. Show included knock-about Ames and Ames, tapper Betty Keene, puppeteer Katherine Westfield and Jimmy Jupp. Pic, On the Screen Blackwell's Island (WB).

Philly Grosses Up

PHILADELPHIA.—A general upswing in business aided by breaks in the weather nets the Fox \$22,500 for Carnegie Barnet, Shirley Hoes and the Canvase. This is their first bright figure since the silent of Lent. On screen Bing Crosby's, Best Side of Heaven, a definite help to the b. o.

Della Carroll, heading a revue at Fox, edged with a nice \$6,300. Above house par. Film is Women Dealer.

Four vaude acts headed by Marjorie Bellett and the English Brothers and the Five Maxellos garnered an estimated \$4,800 at the Carman. Pic, Wife, Husband and Friend.

Hoosier Capital's 3 Spots

INDIANAPOLIS.—Lyric, week ending April 6, did a nice \$10,300, a good \$1,500 upstate. Show headlined Hoagy Carmichael, native-son composer, with Charles Kemper and George Haggerty. Oil Lamb, the Titan Trio and the Dorothy Byron Girls. Pic was The Oklahoma Kid, which was responsible for a fair share of the take.

Circle, the same week, did a rather poor \$7,600, with John Boles, Joe Eames and orchestra, Ross Wynn, Jr., June Mann, Deane Jans and Rollo and Vernon Pickett. Take was \$1,500 off normal. Pic was Winner Take All.

Lyric, week ending April 13, rolled up a good \$11,000 gross, two grand over par. Show featured Orrin Tucker and orchestra. Pic was The Hound of the Baskervilles.

Easter Kind to Chi

CHICAGO.—Easter was especially kind to the Chicago, where Dodge City, with Misha Auer and Paul Haskon, finished a truly big \$40,000 week and was held for a second season, with Orrin Tucker's band moving in. Should gross another \$32,000. Palace had a good week with initial stanza of The Gables (Roxyettes on stage), but \$23,000 gross is not as strong as was originally expected. Staying over a second and probably a third week.

Oriental had a better than average week with Lou Breese, Stepin Fetchit and Armida, scooping up \$16,000. Somewhat less, but still rated big, was counted at the State-Side, with Leon

Fay Vaude Slips; Down to \$9,200 Gross Last Week

NEW YORK, April 15.—Frank Fay's straight vaude at the 44th Street Theater is holding on despite falling grosses, but most of the acts have taken salary cuts, altho the AFA says none of the cuts have brought the acts under the contracted minimum for the house (\$80 for principals).

Fay asked the AFA for cash to cut the chorus (38 Chester Hale girls), but the AFA turned him down.

Fay's show is geared to gross a capacity \$20,000, but grosses have been \$12,622 the first week; then \$18,600, \$11,205, \$11,300, \$10,000, and for the week ending April 12 the gross was \$9,200, the lowest yet. The house grossed \$2,200 from Thursday until this afternoon.

Fay is now planning to reorganize the show, but it is understood to need new money.

F. Gray Sues Tex McLeod for Assault

LONDON, April 15.—Frederick Gray, stage director at Prince of Wales Theater, has issued writ claiming damages for alleged assault from Tex McLeod, appearing in Ceprice Parisien, revue at the theater.

Maine Dowling's Four Tip-Top Girls (Adole La Bow, Lucille Ford, Mimi Kays, Rosemary Peterson) are playing provincial craze after London season.

After 100 weeks' holiday in Paris Sally Keith sails today on the Queen Mary for New York, where, thru efforts of Dick Henry, of the Morris office, and Manager Jack Parr, she is contracted to play for the Shuberts.

Full Week at West Allis

WEST ALLIS, Wis., April 15.—Al Moran's Windup here is offering entertainment behind the bar and on the stage seven nights a week with dancing to Cookie Harding's ork. Spot also features Helen Everett, staging pianist.

Belmar Club Remodels

ASBURY PARK, N. J., April 15.—Francis Dubsch, owner of the Dearyville Inn at Belmar, has completed a modernization plan. The spot, open all year, plans a new series of dances starting with Randy Ross and orchestra. After Decoration Day entertainment will be offered nightly in the grill.

Miller's Folies des Femmes and Paramount's Shearwater shared honors. Currently, Oriental is back to twin bills and five acts, promising a \$18,000 week, while the State-Lake with second run of St. Louis Blues and eight-act show will also meet that figure.

Spokane Cross "Average"

SPOKANE, Novell, assisted by Masha and Paul, miniature circus; Jack Gregory and Co. Major Germond, and Lawrence and Betty Cook, did average mid-week biz in three-day stand at Orpheum last week, said Assistant Manager Jim Deefe. Week was one of worst of year for theaters here.

Sailors on Binge Scare Away Night Club Patrons

ST. JOHN, N. B., April 15.—Local and suburban night clubs and dance halls are having more trouble than ever before with crews of trans-Atlantic steamers.

Billy Steen, proprietor of the Campus Club, has been making a special play for the patronage of the crews this winter. A series of minor disturbances culminated in a major uprising in this club when a group of English sailors went berserk on the dance floor, breaking up the program for the night and mauling Will Armour, club act leader.

At other clubs and dance halls the sailors have been giving considerable trouble, and the aid of the local police has been frequently called. Result is that local people are staying away from the night spots.

'Dogs, Children, Relatives'

CHICAGO, April 15.—William Berberich, owner of the Meadowbrook Country Club, St. Louis, reveals last season's headache with his entertainment policy in a letter to Edwin Elbert, of St. Louis.

Quoting Berberich, in part, "I realize you recognize talent more readily than I and, for this reason, I have more or less left the selection up to you. But bear in mind that dogs, children and relatives are absolutely out, unless they stay in town."

Meadowbrook reopens for the season, May 24 with same bands and two-act floor bills.

14 Week-End Dates in Chi; No 1st Halves

CHICAGO, April 15.—If playing time in theaters around here could be uncerthly to bridge the Monday to Friday lull the safeguard of acts after week-end dates here can still be made to believe in Santa Claus. Of the 14 houses open for one, two and three-day vaude dates, not one is in the market for flesh the beginning of the week.

With the bookers aren't to blame, either. There have been cases where they have high-pressured operators into testing vaude any day between Monday and Thursday, and the result was either discouraging at the box office or the film exchanges would crowd the theater schedules with percentage pictures.

Of the 24 week-end days available around here, only nine are regular dates, with the rest spot bookings. Those include Sid Wormser's Thursday, Friday and Saturday at the Eastwood on the South Side; Charlie Hogan's Saturday and Sunday at the Stratford and Sunday at the Belmont in Hammond, Ind.; John Benson's Sunday at the St. Charles, St. Charles, and Warble Jones' Saturday and Sunday at the Kedzie.

Other houses open to acts periodically include Lincoln Square, Decatur (Saturday); Palace, Bookford (Sunday); Orpheum, Springfield (Saturday-Sunday); Elito, Joliet (Sunday); Palace, Peoria (Saturday-Sunday); Orpheum, Dawson City, (Friday-Sunday); Orpheum, Stout City, (Saturday-Sunday); Orpheum, Des Moines (Saturday-Sunday), and Orpheum, Champaign (Sunday).

Additional spot bookings remain in the States of Illinois, Indiana, Wisconsin and Michigan, but they are open exclusively for small vaude or band acts. Some of them are booked by local offices and occasionally will be slapped together here for a brief run in several chain houses.

Benefit or Just A Sucker Show? AFA, TA in Tiff

NEW YORK, April 15.—Charles Authority and American Federation of Actors had another run-in this week.

AFA's executive secretary Ralph Whitehead received a wire Thursday from Guy Magley, AFA's Chicago representative, that acts and agents were protesting against the Theater Authority's alleged oking of the dinner and show being given to Gabby Hartnett, manager of the Chicago Cubs ball team, at the Stevens Hotel Monday. According to Magley, the dinner and show was open to the public at 10.30 and Hartnett was to be presented with an automobile. Also that the musicians and everybody else but the acts were being paid. Max Baer is the TA's Chicago man and, according to Magley, oked the show.

Whitehead wired Magley yesterday that if the show is not a real benefit, then the acts must be paid.

Correll could not be reached at his office today for comment on the situation.

LONDON, April 15.—On April 10 Matha Merryfield sails from Hamburg by the Europa, this being her first return to the United States in four years.



Loew's State, New York

(Reviewed Thursday Evening, April 13)

Judy Garland, who did great business here a year ago, is back and, as usual, providing well entertainment with her vibrant personality and singing ability. She headlines a bill featuring Joe Venuti's band. ... The film, which means the bill is a perfect set-up for the kid trade this week.

The Garland kid, now 16, is spotted third and gets right into the act with a special about Take Me Back to Manhattan. Then she does a song-talk about the problem of growing up into Sweet Sixteen, followed by a novel arrangement built around F. D. S. Jones. For an encore she did some of These Days, taking four bows and a thank-you speech. She's a well little singer with a gift for swingy rhythms and lively delivery.

The vaude bill opens with Stafford and Louise, ballroom team, headed by blond Florence Spencer. It's a nice baby flash that opens with the man baritone and the two girls doing acrobatic dancing behind a scrim. The team then does a strong waltz full of stunts and returns for a languorous but sock tango. Miss Spencer, a shapely gal, handles her solo spot smartly, winning applause with her high kicks, acrobatics and fancy Can Can version.

The Gaudsmith Brothers and their three black French poodles go thru clowning that is often slow but more often laugh-provoking. The dogs obey orders and the brothers take falls and mauling—much to the delight of the kids that crowded the audience tonight.

Venuti's band closed. It provides well music but lacks enough stage tricks to make it especially outstanding. Venuti's hot fiddle is a true delight, and his standard, backed by guitar and string bass, is swell. Don Daley baritone, Max Rice, swinging the second chorus. Brunet Doris Duont does a lot of fancy tapping with and without music. Barrett Deems steps out of the band to do a drumming specialty reminiscent of Jack Powell, and Venuti solos with a hot Sweet Sue. Venuti also paces the March of Time comedy number, which drew quite a few laughs. Chick Robertson is also billed but not identified.

Blenor Powell headlines next week, followed by Ben ... band and May 11 by Mike Riley's band. Paul Denis.

State-Lake, Chicago

(Reviewed Friday Afternoon, April 14)

These eight-act shows here are beginning to look like benefits (from the standpoint of quantity) and at the 25 and 40-cent prices are a bargain for anybody's money. Bills in their entirety last a good three hours, including feature picture and shorts (second run of St. Louis Blues and Crime Doesn't Pay two-reeler this week). And it's quite obvious that the powers to be spend good money for flesh, bringing in the genuine stuff.

Old Lamb, in a quick repeat, is the headliner and, despite the late, next-to-closing spot, had them eating out of his hand. The man is funny and entertain-

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WIGS BEARDS MAKE-UP FREE CATALOG E. W. WACK 200 N. State St. CHICAGO, ILL.

Vaudeville Reviews

Fox, Philadelphia

(Reviewed Friday Afternoon, April 14)

ing and the act is of sock caliber from his entrance to his final facial gesture. Still uses Tommy Sanfofo in a talk-session and harmonica interlude, with his own take-off that is original and packed with laughs.

Freddie Stritt proved another strong comedy turn. On early, he had to work hard to warm the audience up but he finally caged in the frigid atmosphere and pleased with a nice personality and some fast gag work. Valla Kay, a Lillian Roth-like brunet, is a decorative assistant and a pretty good acrobat.

Jaymie and Adams, ballroom team, opened the bill with a waltz, followed with a moody design to begin to Reguine and finished with a fast, tricky routine. Sandwiched in is Tony Young, a brisk and respectable tap dancer, who performs two strong, spin-ending numbers.

Bogash and Bardine, acrobatic imbricates, have a glow turn that is lightened with some amusing bits and strengthened by strong tricks in the wind-up. The Beat Waves, three boys in a jazz session of instrumental work, singing and dancing, went well. The clarinet player has the best personality and he should be used to better advantage, particularly in the early number. The guitarist has a rhythmic tap number that taxes the alertness of his feet.

The Rutons, man and woman, work with four dogs, each of which is well trained to perform some commercial tricks. Man sells the act, routing the canines thru fancy muscle-control feats. Al Zimney, who emceed the show, is spotted in a medley of Berlin tunes and an original, His Majesty, the Baby. Employs the Scholastic school schlemanship method.

The Galabanoffs, accordion flash, close with their familiar musical and dance work. There has been a change or two among the girls since the last Chicago showing, but turn remains as colorful and pleasing as before.

Walter Davidson conducts the house band, Business good downstairs and of first show opening day. Sam Holsberg.

Rivera, Brooklyn

(Reviewed Friday Evening, April 14)

With this show the Rivera, folds, the lease having been absorbed by the Randolph Circuit, which operates the Savoy, Utica, Congress, Empress and Carroll theaters in Brooklyn. Randolph had the house once before, and alleged reason for grabbing it again is that Randolph houses had been feeling the Rivera vaude competition very keenly. Current plans are to shutter the spot Monday (17). Previous holders of the lease were Sam Cocals, Al Rogers and Bill Miller.

According to management, house business had been building continuously with vaudeville policy.

Top billing to Nicholas Brothers, Negro hoofing team. Boys are well known, coming to Cotton Club show, and scored terrifically. Style is fast, snappy, with eccentric and acro interspersed through the tap routines. Sang a song or two also. Easily the best act on the bill.

Pat Rooney, 60 years in show business, is still a great crowd pleaser. Act was very reminiscent and included such old-time hoofing turns as Daughter of Rosie O'Grady, old-fashioned strut, etc. One ace bit was an imitation of Joe Yocco.

MacK, Wilkey and Dany, comedy-knockabout trio, are two boys and one girl. They do nut and straight acro, some stepping and a slow-motion routine with strong astute effect. Act is varied, good right now, and will probably build.

France and La Pell, mixed team, do a high-pole act. Man is the understaffer and uses three types of poles for different routines. Gal perches on top, peeing and going thru various balancing and stunts. Good nabe turn.

Teddy Kings Band is on stage, with King emceeding the bill. Ork of 11, plus leader, is fair enough, but King would be more effective if he fronted in a more restrained manner. Vocally with the band is Midge Fidge Fellows, who seems hot stuff for the nabe trade, but that is all. Technique includes throttling the mike and eccentric interpolations. Really needs a spallive.

Pic, Peg of Old Drury, House business just fair this show, but probably cleared the nut just the same. Paul Ackerman.

of Peg-Leg Bates, who amazes the few holders with his agile and intricate foot-work. His bow-out trick of gliding across the stage on his wooden limb settled a terrific hand, which sent him into an espella encore for which he received a round of applause which would register the same amount of applause.

Another team on the bill is Chuck and Chuckles, eccentric dancers and comedians. Their lazy style of patter and highly effective hoofing keep up the high quality of the show. ... Society Lawyer is on screen. Joe Cohen.

Chicago, Chicago

(Reviewed Friday Afternoon, April 14)

Coming in on the holdover run of ... glorified Western Dodge City. Orrin Tucker's band and Bonnie Baker should stimulate further interest at the box office. There's plenty of entertainment on foot, but it is not laid out properly and, as a result, suffers a lull midway. The Comedy cantine turn of Carlton Emmy could well stand an earlier spot to break up the small pace of several slow-tempo numbers, and Miss Baker, the strongest act, would climax the show more properly next-to-closing.

Organization makes a prominent appearance, band stand crowded with 11 musicians, four singers (the Bodyguards), the three Lorraine Sisters and Bonnie Baker. Tucker fronts it with his customarily pleasing personality and in the initial medley even helps out with a smooth sax solo. Featured next are the rhythmic Lorraine, tall blond trio, and Old Emmy, tenor, in Hold Tight and with the Bodyguards in It Had To Be You. Good vocal work.

Renny Rice (formerly Sunny Rice), talented brunet tapper, swings thru a couple of confections, both topped with flashy and hand-getting spins. Band's



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novelty in which various lighted signs are used to represent instruments is still a good sight number and received a warm hand.

Boys in blue club formation do 'I Gried for You and This Can't Be Love' and both arrangements are dull. Roger Burton's filling of 'The Fly in the Omelette' with a toe number to that tune by Maxine Cortez is a neat specialty.

Boonle Baker, small in stature and voice, is the highlight of the show. She has an original style of delivering sugary songs, such as 'Pushover' for an average audience. Did six numbers and Tucker had a tough time quitting the mob.

Carlton Emmy's pets are next. Still using a platform and turning table for amusing sight tricks. One winds up show with lively pop tune.

Business better than average second show opening day. Sam Honigberg.

Name Bands Experiment

NEW HAVEN, April 15.—Nathan Kogoroff, manager of the Arena, is going ahead with his one-day vaudeville experiments. Glen Gray and band go in tomorrow with price range of 55 cents, 65 cents and \$1.35. Previous name bands were Paul Whiteman and Paul Tremaine.

AFA Signs Philly Agents

PHILADELPHIA, April 15.—Three local bookers have applied for a license with the American Federation of Actors and will handle union acts only. Thomas E. Kelly, local AFA representative, signed Eddie Sura, Jolly Joyce and Anthony Phillips.

New office agreeing to use AFA talent only and the Anchorage, operated by Arthur Padula, and Irvin Wolf's Rendezvous. The total number of clubs signed by Kelly is now 18.

Shreveport Clubs Open

SHREVEPORT, La., April 16.—Old Madison Heath Club has been reopened under management of Harry Stewart and renamed The 41 Club. This is second opening of spot in past year. Completely remodeled, spot has installed 40-cent cover. Floor show headed by Helen Savage and club hostess.

Opening recently was Lake Cliff night club on Williams street (main stem). Bob Hogan and Ock with three floor acts booked for indefinite stay. Club contains 3,500 square feet of dancing space.

RKO, Columbus, Clicks

COLUMBUS, O., April 15.—For the first time in nearly 15 years the Majestic Theater here is using fresh. First stage attraction was 'The Mechanic' Man.

Altho these spot-booked presentations are on an experimental basis, it was indicated by local RKO officials that they will continue indefinitely to present cowboy acts.

Ice Skaters Save Life

HALIFAX, N. S., April 15.—Two of the guests of the ill-fated Queen Hotel, lucky to escape with their lives, were Jean Strickland, Rye, N. Y., and Douglas Duffy, Boston, co-starring in an ice revue touring the maritime provinces since the first of the year. It was organized at Annapolis, N. S., by Duffy.

Riverdale, Milwaukee, Changes

MILWAUKEE, April 15.—With only average business during the week in which it played a twin bill in addition to its regular vaude, the Riverdale has reverted to its original policy of one flicker and vaude.

Winston-Salem Change

WINSTON-SALEM, N. C., April 15.—Frank Irvin, assistant manager of the State Theater here, has been promoted to management of the Lyric Theater in Gastonia. State Theater uses traveling vaude units at intervals during the summer.

Elmore Vincent Tells 'Em

Elmore Vincent, in Hollywood, airing his views on the vaudeville situation, advocates junking the term "vaudeville" but insists there must be a tremendous improvement in the quality of flesh attractions.

He adds: "When one speaks of vaudeville nowadays the average theatergoer immediately associates the word with silent movies, short and long skirts, celluloid collars, button shoes and haystack hats. . . . Call it 'Stage Attractions,' 'Streamlined Variety Stage Show,' 'The Fresh Stage Entertainment' or whatever you want, but don't call it vaudeville."

In addition to improvement of attractions, Vincent stresses the importance of unit-building organizations and claims the time is ripe for good units.

AFA Suspends Fine On Team's WPA Gag

HOLLYWOOD, April 17.—The \$25 fine levied by the local branch of American Federation of Actors against Boice and Ladd comedy team, appearing at the Strand Theater, Long Beach, for leading gag directed at WPA, was suspended, as this was the first offense reported.

Offenders were let off with stern warning that ruling is not to be taken lightly.

Kramer Acts for Australia

BERKELEY, Calif., April 15.—Sam Kramer has booked George West, Frank Conville and Mickey King and the Blit-Morettes for 12 weeks, with an option of 12 more, on the Tivoli Circuit in Australia.

All will appear in a musical with Will Mahoney.

Ft. Worth Club To Reopen

FORT WORTH, Tex., April 15.—Show Boat, open-air night spot on the Jackson-Highway, opens its second season May 21. Louis Pantoc's Band, which opened the boat last July, will open again. Music Corp. of America handles bookings. Bob Carnahan is skipper.

Marcus Show in India

WILKES-BARRE, Pa., April 15.—Word has been received here that the world-girdling Bernays, brother and sister dance team, are now in Rangoon, India. From there the Bernays, who are appearing with the A. B. Marcus Show, will go to Singapore and Java. The tour included Australia, New Zealand, South Africa and Egypt.

Delavan, Buffalo, Switches

BUFFALO, April 15.—Club Delavan has changed policy. Shows will place more emphasis on girl lines and specialty entertainers, with band leader Ange Lombardi doing most of the emceeing. Ward E. Smith is owner and Frank Letts general manager. Wally Gluck, Buffalo, is booker and p. a.

B&K Declares Dividend

CHICAGO, April 15.—A 50-cent-a-share dividend on common voting trust certificates, the first since 1937, was declared by Balaban & Katz Corp. here.

Spring Is Here

NEW YORK, April 15.—With spring coming up this way and the tap running freely, agent Low Weiss can be excused for giving birth to his latest eccentricity.

Weiss, who was a dialect comedian in his more confused days, wants to stage a revue with a cast of agents who were formerly performers. The piece would be called 'Spilling' and Cancellations.

Ex-performers, who finally saw the light and switched to the more lucrative side of the commission business, include Harry Beiry, Charlie Allen, Jack Curtis, Paul Small, Al Rocks, Joe Sully and Dick Keene.

Show may not be so hot itself, but well all the boys start cutting commissions on their own performances.

American Acts Click in "Black & Blue" Revue at Hipp, London

LONDON, April 15.—George Black's latest opus at the Hippodrome, here, 'Black and Blue,' is aptly termed an intimate rag, most of the humor being very "near." Judged by average English standards, it is the cheekiest show staged in London for many a long while. That London likes its little bit of naughtiness is proved by the excellent grosses.

The Hipp stage is not of the largest but, as an aid to slickness, producer Robert Nesbitt relies thruout on a gray box-set, with appropriate backs and sides, and use of cuts. Philip Martell, popular broadcaster, directs pit band.

Opening features a miniature stage with four girls draping proscenium top and five more as footlights coming up thru trap. Enid Lowe composes 'Five Minute Revue' which introduces the principals.

English comic Max Wall follows with eccentric stepping, sight of the Lustral Lovelies, girl line, providing background. Comedy sketch 'Gone with the Wind' has Wall as American film magnate seeking femme lead for a new picture, and Frances Day giving first Elisabeth Bergner and then Anna Neagle. Good as are these characterizations, honors are

shared by Eleanore Knight, American, who by clever tapping mimics Eleanore Powell.

As a tabe item, Bob Bromley introduces his 'Personality Puppets' to register tops, in applause, his novel offering being followed by an scenic twist 'Vic Oliver and Enid Lowe. Three very intimate bedroom scenes follow, featuring Frances Day and Franklin Bennett and Max Wall and Enid Lowe.

'That for You' brings together Oliver and Wall for some back-chat, with (See AMERICAN ACTS on page 29)

Tallahassee Clubs Open

TALLAHASSEE, Fla., April 15.—Two new night clubs have opened near here. Capital Gardens, in wet Wakulla County, opened successfully under management of Carlton Glass. Jack Wardlaw and orchestra were engaged for the first two nights. After the Gardens got off to a good start Wardlaw was replaced by Bill Farmer's Band from Dothan, Ala.

The Gardens recently was rebuilt by J. F. Taylor after almost complete destruction by fire last fall.

Also in Wakulla County, The Pines opened Thursday night with one of the biggest dance floors in this section of Florida. Richard Melvin is the owner-manager. John Wade and orchestra provide the music. Mummy Thomas, tenor, also featured.

Stanley, Pittsburgh, Out

PITTSBURGH, April 17.—Stanley will drop vaude for month beginning next Friday due to "piles" of exceptional pictures whose long running time would make it impossible to fit stage shows into a regular program.

First film on pix only basis following Fred Waring's Pennsylvanians, will be 'The Life of Irene and Vernon Castle.'

Stage shows will probably be resumed next week in May, altho Harry Kalmine has booked nothing yet.

Stagehands Hound N.Y. Clubs

NEW YORK, April 15.—Local No. 1 of the stagehand union has revived its campaign to install at least one man in spots using production shows. Recent drive in Greenwich Village district didn't net any contracts. Locale aimed at now is 52d street and North. Vincent Jacob, business agent, is in charge of round-up.

RKO, Boston, Changes

DAVENPORT, O., April 15.—William A. Clark has been named manager of RKO Theaters here, succeeding Millard M. Blattner, resigned. Goodwin Sable was made manager of the Colonial, while William Weagley was promoted to manager of the State.

Acts for Detroit Conventions

DETROIT, April 15.—Vaude acts appear to be meeting with high favor in this section, with the following bookings by Abe Schiller, Detroit booker: 12 acts for the Ford convention at the Hotel Statler tonight and acts for Cuban Night at the Detroit Yacht Club today and the convention of Hudson motor car April 17 at Book-Cadillac Hotel.

Agency Head in Politics

MILWAUKEE, April 15.—Vent Callahan, manager and owner of Callahan's Entertainment and Advertising agency, has announced his candidacy for the State Assembly on the Republican ticket.

London Adelphia Shuts

LONDON, April 15.—George Black has closed the vaude season at the Adelphia owing to bad business. Last bill included the Peiers Sisters, Nelson's Novelties and the Tip Top Girls.

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# Says It Was No Benefit at All

NEW YORK, April 15.—Trial Board of the American Federation of Actors yesterday took up claim filed by Jack Waldron against Abner Greshler, agent, for salary which he maintains is due him for job with Young People's Philanthropic League, booked by Greshler.

Waldron charged he had appeared at the show under the impression it was a benefit, upon request of Greshler. Upon finding out later that Greshler obtained \$100 for the job, of which \$85 was to pay for the acts, Waldron put in a salary claim.

Greshler holds that he had not hired Waldron and that Waldron appeared in the show of his own volition.

Board ruled that inasmuch as Waldron failed to contact either the AFA or the Theater Authority to see if the benefit was okay, he must suffer the consequences.

# Talent Agencies

NORMAN N. RIEMAN, veteran California agent, after four years of inactivity due to illness, will open a new booking office in San Francisco May 1.

HAL BERDUN, who has been playing private club dates in the Midwest, thru ORA, has joined the Del-Ray Booking Office, Detroit.

J. C. STEIN, AFA prez, and Charlie Miller, former exec, took in the Chicago office (See TALENT AGENCIES on page 27)

# Akron's Only Class Spot

AKRON, O., April 15.—Shuttering of Tony Maximo's Merry-Go-Round, for years the ace downtown nitery, leaves only the Hawaiian Room at the Mayflower Hotel offering consistent floor-show entertainment.

The hotel night spot, catering mostly to the elite trade, has been under the management of Jack Walsh since its inception.

Current ace Ray Parker and Forthole, Pierre and Belgie Charise, Michael Higgins, Bob-Claud Longland and orchestra, featuring Jeannie Stuart. Two best shows nightly.

# Quizzes N. G. as B. O.

REGINA, Sask., April 15.—Quiz contests on stages of local theaters are being used, as box-office hypocs but are not helping much.

Half-hour quiz put on by Station CJRM and Met Theater from Met stage takes the air every Monday at 8 p.m., followed at 9 by CKCK-Capitol quiz from stage of Capitol. Members of Regina service clubs are the contestants. Cash awards and theater tickets are given as prizes.

# Opérate Fond du Lac Club

FOND DU LAC, Wis., April 15.—Homer Knoblenberg and Grant (Red) Wilhelme have taken over operation of the Rathskeller here. Spot offers dancing to the music of Jimmy Paris' Ork.

# Nuts to You

MIAMI, Fla., April 15.—"Kernal" Lew Mercur's Nut Club is sending out a cute exploitation gimmick—a card with a cluster of peanuts attached—advising the recipient to visit the spot.

# Suggests Vaude Air Show To Support Oldtimers

CHICAGO, April 15.—Charles McCormick suggests a Vaudeville Show of the Air proposition whereby many old-time performers could be enabled to support themselves "with dignity."

Plan calls for establishment of an air theater to broadcast shows produced in any one of a number of houses in different cities. Musicians and actors would put on a "pot-boiling" program, titled a "Social Security" show, and listeners would be invited to support it by contributing a dime each for an hour's entertainment.

Also suggests that the program be under the auspices of some reputable association in order to discourage high-pressure agents.

# BBC Tele's First Accident

LONDON, April 15.—The Four Skating Monks made a successful return to British vaude, fully recovered from their accident when televising for the BBC in January. In this, the first accident known to television here, owing to last-minute lighting changes, they shot off table. Ray Copeland fracturing shoulder blade and L. Creaky injuring face and hip.

The Monks have bookings for four more Stockholm halls and in September go to Stockholm, followed in October by the Trichter, Hamburg.

# Vaudeville Notes

PAUL WHITEMAN set for the Paramount, Newark, week of April 28, following Glenn Miller Band. . . HUGH HERBERT set for Newark Paramount May 12, and Three Stooges and Reader Powell scheduled for May 26 and June 2, respectively. . . GUY ROBERTSON and Anna May Wong at the State, Hartford, for five days, beginning April 19. . . JEANNE KIRK and THE CLAYTONS, dance trio, set by Music Corp. of America. (See VAUDEVILLE NOTES on page 67)

# Buffalo Dansants Bow

BUFFALO, April 15.—Harry Altman's Glen Park in suburban Williamsville is bustling with activity already, tho the season is just about to begin. The Glen Park Casino opened a couple of weeks ago with Harold Austin's Band, and business has been picking up steadily. The Casino will bring name bands this year, the first being Jimmy Dorsey April 18.

The Glen Park Old Barn had its official opening Saturday. Entertainment will be continuous and music will be supplied by a small unit.

The Glen Park itself will open the early part of May.

# Roxy Vaude Change

SALT LAKE CITY, April 15.—Managers Andy Fior and George Allen of the Roxy Theater have again changed policy. Vaude was tried recently with four acts and stage band. The line of six girls was laid off for two weeks but held in reserve. Vaude now will be limited to four days a week (Saturday to Tuesday).

# Newport Para Reopening

NEWPORT, R. I., April 15.—Paramount Theater, which suddenly went dark two weeks ago, reopened Easter Sunday. William Deltch, operator of several theaters in the Pawtucket Valley section, is reported dickering with M. A. Shea Circuit to take over lease of house.

# Name Bands for Tacoma

TACOMA, Wash., April 15.—The Century, 2 1/2 miles east of here, has uahered in a policy of name bands. Ken Wilde and his 13-piece orchestra played here March 4 and 5, followed by Buddy Rogers' 16-piece orchestra, April 8 to 3. Rogers staged a \$100 cash prize waltz contest.

# Broken Bow Vaude Clicks

BROKEN BOW, Okla., April 15.—Arrow Theater in the past three months has grossed 100 per cent above average with a policy of first-run picked vaudeville. Acts recently booked there included the Sunshine Boys; from KWEH, Shreveport; Jesse James and Lulu and Abner, characters, from KIRA, Little Rock, Ark.

# F.&M. Ice Show Booked

HOLLYWOOD, April 17.—Ice Show, booked by Fingdon & Marco, reports good this while on tour. Unit recently closed at Long Beach and is now slated for Westwood Ice plant for three weeks. Then goes north to Frisco fair, where 20 weeks' booking is lined up. Unit is 100 per cent American Federation of Actors.

HOUSE PARTY NIGHT, when everything goes and patrons are given the run of the house as far as entertainment is concerned, has been packing them in for the Greenwich Village Pepper Pot, New York.

Customers initiate old-fashioned parlor games, leg shows and minor contests, with the house supplying as prizes bottles of champagne.

# Burlesque Notes

(Communications to New York Office)

## New York:

BILLY (BOOB) REED, comic, after a record five consecutive years for Arthur (Damage) at the Algonue, Detroit, is making his first tour of a burly circuit for Izzy Hirst with the Valerie Parks show. Slated for a second trip around the wheel. . . MAX RUDNICK, of the Ettinge, featured a newspaper to Police houses. The top billing reads "Kay Toth, who danced with the Sultan of Oman." . . Mona Lee, now under Phil Rosenberg's booking, played week of April 14 at the Republic before leaving for the Gayety, Washington. . . GINGER WALLISON sent by Dave Cohn, following her Ettinge stay, to the Palace, Buffalo, for April 21 opening. Thence to Toronto, starting May 6, and to Detroit and Cleveland. With her went her pet bulldog, Cookie, recovered from a recent pneumonia attack. . . RUTH DONALD opened at the Columbia, Boston, April 17. . . MARIE ABERTON, a former dentist's assistant in her home town, Kingston, N. Y., broke in as a showgirl for her first time on stage among Jack Montgomery's paraders at the Republic, April 14.

NOE COSTELLO, general manager in charge of production at the Continental, now scheduled to open April 26, has set Herbert Faye, Bert Marks, Harry Rose, Bert Grant, Jack Bedini, Murray White, Leon Murray, Marie Cord, June Taylor, Steffie, Myrna Dean, Gladys Clark, Lilian Heids, Ralph Brown and 30 girls, with Eddie Lynch producing. . . JUNE MARSH returned to the Gayety April 7. Original date was for April 14, but change became necessary to allow Julia Bryan to make a hurried trip to her Albany home because of the death of a member of the family. . . BOBBY PAYE replaced Artie Lloyd April 14 at the Gayety when Carrie Pinnell left to spend a fortnight on the farm in Osgood, Ind. . . DIANE JOHNSON, Julia Bryan and Harry Cleix replaced Ginger Wallison, June Taylor and Frank X. Silk at the Ettinge, April 14.

LEE TIRZAH VAL'S mother is in the Polyclinic Hospital for an appendicitis operation. . . VIRGINIA JONES booked by Nat Morcan into the Nomad Club, Atlantic City. . . PEGGY REYNOLDS and Tiram show additions to the Star, Brooklyn, April 17. . . BERT GRANT, engaged for the Continental's reopening, has recovered from a recent auto accident in which he suffered a broken nose and other injuries. . . VERA DAL PIAZ, chorine, rejoined the Max Furman show on the Hirst circuit, following a week's layoff due to injuries

sustained from a fall backstage at the Howard, Boston, April 6. . . DONIS WESTON opens at the Ettinge, April 26. . . TOMMY LEVENE, in Dave Cohn's office, booked Valda to replace Mel-Lon at the People's and Ginger D'Day for a return to the Clover, Baltimore. . . LOU APFLEBY, operator of the Casino, Toronto, was a visitor over Easter weekend to boost the Toronto team in the hockey matches here. His stock show now has Phil Silvers, Harry Hines, Bob Akler, Mary Miller, Marie Vos, Bessie Cornell, Marvin Harmon, Pat Pares and Beldine and Carroll. The Four Bell Rios were extra attraction April 7 week when the house changed from Mid-west circuit to the new policy. Chuck Gregory is producing.

MARY LANE, new strip-teaser, closed at the Capitol, Toledo, to move to Toronto. . . EDDIE YUBEL opened at the Roxy, Cleveland, recently. . . BETTIE JO TODD, younger sister of (See BURLESQUE NOTES on page 67)

# Phil Rosenberg's Placements

NEW YORK, April 15.—For extra-attraction dates, June St. Clair, Union City, April 18 and Baltimore 23. Same week for Margie Hart in Newark and Trilgro here; Mary Joyce; Baltimore and Philadelphia, and Ann Corio in Washington and Union City.

April 16 week finds Flinda Wasson in Boston and Valerie Parks on the one-nighters.

Palace, Buffalo, stock: George Murray, Happy Hyatt, Jack LaMont and Erotic. Jerry Dean closed yesterday to open at the Republic today, swapping places with Romanna.

Republic: Mills, Mori opened today. Triboro: Virginia Jones, Sunya Shano, Quechie King, June Marshall and Ned Welsh, opening April 16.

Pittsburgh, Casino: Billy (Book) Reed, Bob Carney, Wilbur Hasey, Grace Gordon, Joyce Hewell, Jeanne, Jean Lee and Roberts, all Jean, opening April 18. Washington, Gayety: Manny King, Gene Hilary, Richard Dana, Tiram, Pearl Mylie, Irving Karo, Marjorie Ross, Norma Thurston and Wade and Wade, April 18 opening. Mona Lee and Rudy Horn, April 23.

For the Hirst Circuit's new show, Undressed Parade, opening in Pittsburgh April 23, Charmaine is featured. Also Billy Foster, Danny Jacobs, Joe Young, Lester Mack, Juna, Hilda Allison, Teresa Maciola and Diane Burton.

Philadelphia, Trocadero: Rhythm Brown and Gay Knight, opening April 18.

# Capitol, Toledo, Changes

TOLEDO, O., April 15.—Cast at the Capitol last week included L. B. Hamp, Megs Leasing, Bert Schneider, Merrill Sevier, Herb Leipzig, Eta Aida, Patricia Morgan, Gerie Beck and Dorothy De Haven. An ice-skating troupe is the extra attraction. Producer is Paul Morokoff. Sammy Weston closed, March 30. Dolly Dawson opened yesterday. Fred Ford closed April 6.

# Liberty, San Fran, Closes

SAN FRANCISCO, April 15.—Liberty, burly spot, closed Sunday, leaving held to Capitol Police. Manager Harry Purce said he had no immediate plans for reopening, but that if World's Fair business looks good he may try another go at it.

Police doing fair with a Harlem revue in conjunction with White burlesque and run of sex pictures.

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# New Showboat Rep Ripples

## Debuts in K.C.

**Dixie Queen will offer weekly change of bill with 12-people cast**

KANSAS CITY, Mo., April 15.—Dixie Queen Showboat opened here April 11 under management of Al Cooper, its owner. Main auditorium and balcony has a combined seating capacity of 800 persons. Boat is 140 feet long and 38 feet wide and is towed by a 90-horsepower boat. Stage has an opening of 22 feet and a depth of 40 feet. Cast of 12 will offer modern comedy dramas weekly. Manager Cooper says. Working crew consists of an engineer, fireman, pilot, two deckhands, a cook and several waiters.

Mr. and Mrs. Al Cooper were formerly in vaudeville with an act entitled Songs in Color and are well known in rep and boat-show circles, having spent many years with the New Era Showboat on the Mississippi.

Interior of the auditorium has a color scheme of blue and ivory and boat is lighted by its own electric power plant. Dressing rooms and staterooms are roomy and well furnished. Scenery, which is all flat stuff, is built along modernistic lines and was designed by Norman Cooper, son of Mr. and Mrs. Cooper, and the troupe's principal comedian.

The initial offering was *Once a Farmer*, by Charles Harrison, and directed by Al Clark. Besides Al Cooper, manager, and Mrs. Cooper, treasurer, roster includes Norman Cooper, Herbert Clark, Blanch Bradley, Lovetta Cook, Ned Woodley, Wayne Huff, Moreson Anstett, Ruth Herbert, Turner Depledbrink, Walt Arthur, Jess Crandall, Lester Day, Mamma Flogd, Fred Johnson and Al Clark.

Visiting troupes at the initial performance included Hillard Wight, Frances Valley, Midge Russell, Mr. and Mrs. Joe Hoffman and daughter, Nona Nutt, Mr. and Mrs. Sam Bright, Jess Myers, Laura Chase, Alice Ellis and S. G. Davidson.

## Heffner-Vinson Invades Ky. Soon

GALETON, Ga., April 15.—Heffner-Vinson Show, which recently launched the new canvas season in South Georgia, played here Monday and Tuesday of this week, drawing capacity business but playing to only a half a house Tuesday, due to rain and cold weather. The troupe is presently confining itself to two-day stands.

Show this season travels on six Chevrolet trucks and is sporting several new living trailers for the performers. Company features a number of new faces and carries, as usual, a six-piece orchestra and a line of five girls headed by Betty Lee.

Manager Jimmy Heffner is again handling the chief comedy, and Harry Rollins is emceeing the concert features. The Len Sisters and Cowboy and Dorothy Owin are also with it again this season.

The Heffner-Vinson organization made a 140-mile jump out of here to Rockwood, Tenn., and will soon invade Kentucky. Manager Heffner expressed himself as satisfied with business here despite the inclement weather and the fact that the show followed in a carnival company sponsored by the local American Legion.

**WANTED**  
FOR ONE-NIGHT CANVAS TOUR. Experienced showman, good actor, good singer, good dancer, good comedian, good emcee, good manager, good business man, good leader, good organizer, good promoter, good advertiser, good publicist, good relations man, good booker, good agent, good lawyer, good doctor, good nurse, good cook, good chef, good waiter, good waitress, good janitor, good cleaner, good porter, good messenger, good messenger boy, good messenger girl, good messenger boy, good messenger girl, good messenger boy, good messenger girl.

**WANTED QUICK**  
For three day and week stand tent rep. People all kinds. Character types. Men to women. Very cheap. General Business Man. Business to business. Write fully. High wages salary will be paid in cash or check. Address: R. C. SOUTH'S FAVORITE SHOW, Jack O. Brady.

**THE NAZARENE**, biblical drama from the pen of Herschell Weiss, played to two capacity houses Holy Week in the Music Hall of the new Municipal Auditorium, Kansas City, Mo. There were 45 persons in the cast. DOROTHEA HOLT and Origen Mary have signed for the summer with the Frank Smith Players.

RICE-PERCY PLAYERS are making arrangements for their annual tent tour of Illinois. MAXINE AND GENE KENYON recently joined the B. M. Players showing under canvas in the South. MOROAN-HELVEY PLAYERS opened the tent season last week in Jacksonville, Tex. MR. AND MRS. HARRISON AULOER spent several days in Kansas City, Mo., last week on route north after vacationing in Arizona.

CHARLES BRUNK, seriously injured several weeks ago in an auto accident in Texas, is reported to be doing nicely and will be released from the Waco, Tex., hospital next month. GEORGE BEES AND JACK HENDERSON have signed with the Princess Stock Co., which opened last week under canvas in El Paso, Tex. IT WAS ERRONEOUSLY stated in this column last week that Charles Whit-church Players had closed. They are still citing in Northern Missouri.

MAXINE AND LEO LACKY will be seen this summer with the Jimmy Ogle Players in Tennessee. EDWARD (WHITEY) HOLTMAN is confined to Lincoln Tuberculosis Sanitarium, 1081 35th street, Detroit, and is anxious to hear from all his old tab and rep friends. GALE'S VARIETY SHOW has finished its school dates, and Mr. and Mrs. R. W. Gale are laying off at Baton Rouge, La. IRENE GALVIN, former repertorian, is playing with a stock troupe in Miami, Fla. BILLY (TOBY) YOUNG will feature several new bills in his repertoire this season.

JULIAN W. GARDY will manage the Ella Bremer Players, who open a stock engagement at a Sunbury, Pa., park late in May. BILL WESLEY, formerly with the Derr-Gray and Leslie (Shuster) Kell shows for years, staged the Morgan-Helvey Show recently at Tyler, Tex. Wesley is now off the road and located in Tyler. HARRY PAGE will again have the trail for the Frank Smith Players the coming season. VERNE SLOUT will close his lyceum attraction soon to make ready for his under-canvas tour of Michigan. LEW AYERS, who spent the winter in commercial lines in Kansas City, Mo., is signed with the M. & M. Players and will leave K.C. at an early date to join the troupe at South Sioux City, Neb.

DOLLY AND BUNNY BRUVELL are severing their contracts with J. W. Menke's Golden Rod Showboat in St. Louis and will sign with the Ben Wilkes Players for the summer. JIM WARREN'S Comedians, after many weeks in Louisiana, have invaded Arkansas. HENRY L. BRUNK'S Comedians opened the season April 8 at Lamesa, Tex., with the following folks: Amer Wight Wight, Mickey Thornton, Mercedes Ray, Dell Phillips, Flo Phillips, L. M. Gilligan, King Lemon, Ralph Blackwell, Herman Muntin, Buddy Brown, Charlie Moore, and John Coup. MR. AND MRS. JIMMIE MASTERS are closing with the Hefta circle in North Dakota to join the M. & M. tent show for the summer. HARLEY AND MARIE GREEN will be seen with the Frank Smith Players this season. MARY DE MILLE left Kansas City, Mo., recently to visit friends and relatives in Kansas.

C. J. WHITE has been discharged from Veterans' Hospital, Houghton, Va., and has again taken up his duties at his filing station and tourist camp at South Boston, Va. BILLY WHEELER'S Star-o-Rama of 1939, highlighting Gene Austin, plays Uniontown, Pa., May 11. FRED LYTELL, hospital from Randolph, Tex., that his show cracked its season in that State April 8. BROWN-WEEKS Hillbilly Players will tour Arkansas, Oklahoma and Missouri with their summer outfit. Rehearsals are slated to get under way next week. MARLAND HAINES, juvenile and crayon artist, is at home in Bloomfield, Ind., building a new act for the tent season. SYDNEY RAY, now in Los Angeles, is preparing to go into rehearsals on a string of new plays for the summer. RITA TROUT, ingenue and chorine with various tent rep organizations in the past, is visiting her mother in Terre Haute, Ind. IVA KINDRED, rep and stock leading woman, has completed a new three-act comedy titled *The Phantom Voice*. Play will be given a tryout with a local cast at Worthington, Ind., this week.

Grady Switching To One-Nighters  
ROCKY MOUNT, N.C., April 15.—South's Favorite Show, Jack C. Grady, owner-manager, for the last six years a week-stand attraction, will take to the road May 15 as a one-nighter. Carpenters are busy at the show's quarters, streamlining the six trucks and two semi-tractor trailers. Advance department already has begun its work.

NEW PLAY  
(Continued from page 17)  
forced into the distressing suspicion that he's not really trying to be funny. An unfortunate cast struggles on in the sanctimonious pose set by Mr. Lewis, assuming the proper staid attitudes with what seems like despairing acquiescence. Philip Loeb, as the "poet," manages to break thru now and again to give readings that sound both human and effective—but he's quickly snowed under by the rightful combination of diction and script. Art Smith, as the old actor, is buried beneath what looks like an inverted white-fright-wig, but at least he tries hard to burst forth from his hirsute jungle. As the son who steals for papa and art young Sidney Lamet displays definite talent, but at the same time conveys his interpretation with a thoroughly annoying freshness. The rest have little to do.

There is, however, some incidental music by Paul Bowles that seems excellently effective at times. It is the only bright note to the production. Undoubtedly all those who failed to understand what *Here Come the Clovers* was all about will see in this one the apotheosis of new art or something. Perhaps this really is new art—but it is also fantastically silly tripe. I'm still wondering how anyone managed to take it seriously.

## Born in the Sticks!

By E. F. HANNAN

A DAILY newspaper printing a story recently on the filming of *Jesse James* said: "After a rest of several decades Jesse James again appears as news." The story goes on to say that many attempts have been made in the past to adapt the story of the famous bandit's career to the stage, but with little success. The writer hadn't studied his theater and evidently had never perused the pages of *The Billboard* or he would have known that the James boys have played the role of life-saver to more than one traveling outfit, either in hall or under canvas, ever since the day Jesse so forgot himself as to turn his back and thus invite a gunman's fatal reward. Even schools have had their Jesse James, one small school troupe still using a scene from the old bill as its program feature. There has been no time when the old thriller has been without representation on the boards of the so-called sticks.

One of the important movies of late years was filmed from the story *Stella Dallas*. Stella suffered from mother love, a sort of mother love that could not be satisfied; the same kind of mother love that a character known as Aggie suffered in a movie of former days, called *A Mother's Edge*. In fact, small dramatic shows have been putting this mother-love plot thru its paces year after year. It's old stuff to tent rep managers but still remains sure-fire dramatic fare. When Gus Hill conceived the idea of modeling the cartoon *Bringing Up Father* into a rough comedy sketch show he struck upon a small gold mine and laid open a vein of ore that hasn't closed since. To tab the adaptations, imitations and variations of this comedy but successful farce that have been produced would fill an edition of any newspaper, and even with all the brains and wealth thrown into the movie one of the big producers recently remarked: "What we need is another *Bringing Up Father*." If you were to ask the handsome leading man with almost any tent dramatic show to pick his choice of feature bills he'd hardly think of *Homage*, but if he'd ever had a crack at playing the romantic lead in the old stand-by *St. Elmo* it's dollars to doughnuts he'd select this part. Old as it is, it is ever young, and the theme of *St. Elmo* has furnished plots for later-day scenario writers more than anything else from Shakespeare down. Small dramatic shows have gone right along using it, but it's all new to a city audience that never contacts a road dramatic outfit. Cappy Ricks was a real oldtimer before Captain Andy was born, and it still gives good entertainment, and Crawford's *Clara* was supplying all the thrill to be found in a new and adventurous Westerner long before the first movie camera was set up in America, and oddly enough only last season it proved the best drawing bill one of the smaller repertoire troupes could find. All this goes to prove the old saying, "There's nothing new in show business." The top-hat theatergoer of Park avenue gets the same mixture of lamp and supine that brings joy to the hillside hamlet. In city or town the villain still pursues the heroine—and all entertainment is born in the sticks. It's also buried there.

will this season carry an orchestra and a line of girls. Bobbie Bishop will serve as featured comedian and producer. Recent victories on the Grady Show included Joe Beas and daughter, Mary, Mr. and Mrs. Bob Hotelier, of Chicago; Mr. and Mrs. George Ritchie, of the show bearing their name, and Sam Dock and Bob Russell, of the Silver Bros. Circus.

## "Hit Parade" All Set For Under-Canvas Bow

BROWNSVILLE, Tenn., April 15.—The Hit Parade, newest and one of the largest tent musical revues, is practically set for its opening April 20. Rehearsals began Thursday under the direction of Toby Eastman. Frances Parks is staging the chorus numbers. Fred Yale, manager, states that there will be 80 people with the show.

Howard King, commercial advertising manager, has departed for duties ahead. Dick Jones, electrician, who has been wintering in Ft. Smith, Ark., has arrived here, as has James Taubee, superintendent of concessions. Charles Donoghue, treasurer, who wintered in Chicago, is back after spending several weeks in Hot Springs, Ark. Recent visitors were Albert Hattendorf Jr., of Memphis; A. P. Roberts, of Dyersburg, Tenn.; Fred Jason and wife, Earl Frank, and Betty Johnson, of Repertoire.

## NEW PLAY

(Continued from page 17)  
forced into the distressing suspicion that he's not really trying to be funny. An unfortunate cast struggles on in the sanctimonious pose set by Mr. Lewis, assuming the proper staid attitudes with what seems like despairing acquiescence. Philip Loeb, as the "poet," manages to break thru now and again to give readings that sound both human and effective—but he's quickly snowed under by the rightful combination of diction and script. Art Smith, as the old actor, is buried beneath what looks like an inverted white-fright-wig, but at least he tries hard to burst forth from his hirsute jungle. As the son who steals for papa and art young Sidney Lamet displays definite talent, but at the same time conveys his interpretation with a thoroughly annoying freshness. The rest have little to do. There is, however, some incidental music by Paul Bowles that seems excellently effective at times. It is the only bright note to the production. Undoubtedly all those who failed to understand what *Here Come the Clovers* was all about will see in this one the apotheosis of new art or something. Perhaps this really is new art—but it is also fantastically silly tripe. I'm still wondering how anyone managed to take it seriously.

## Philly To Die Again?

PHILADELPHIA, April 15.—Representative Gates has suddenly gone on the warpath against Sunday amusements, having introduced a bill in the State Legislature to forbid Sabbath Day amusements of every description. The proposed measure would repeal the Motion Picture Law of 1935 which legalized Sunday showings for the first time since 1794. Bill would also forbid any activities in parks, pools or resorts. Warner, independent exhibitor and operators of parks and drinks are already lobbying against the bill and hope to defeat it in committee.

## IA's P. A. Contract

NEW YORK, April 15.—Contracts which concede to the local stagehands union jurisdiction over handling of public-address systems in Manhattan theaters were consummated April 8 with the Public Address Contractors' Association and Gold-Williams Associates. Deal closed heated dispute which had extended to the district attorney's office when the association charged Local 8 with intimidation and coercion. Agreement calls for Local 8 stencils of approval on all sets taken into theaters. Terms therefore give employment to union technicians when equipping theaters, building and rebuilding sets.

# Magic

By BILL SACHS  
(Communications to Cincinnati Office)

**JOHNNY PLATT**, Windy City necromancer, began his fifth week at Phil Amigone's Ches Club, Buffalo, Monday (17). . . . **SENECA**, making a comeback as a pro magician, is currently dabbling out his tomfohery at the Studio Club, Detroit, where Johnny Matthews, who formerly had out his own magic show, is serving as manager and emcee.

**MELVILLE WILSON**, comedy magician, after winding up his season in Mobile, Ala., April 8, journeyed into Nashville for a visit with friends and relatives. His next hop will be to New York, where he is slated to present his golf ball turn for John Hill in the "Strange as It Seems" Auditorium in the shadow of the Tylon and Perisphere. Mack says the season just ended was just so-so.

**MAL B. LIPPINCOTT**, after four months in Texas, Arkansas and Tennessee, jumped into Bartlett, Ky., to see their daughter, Frankie, who has been attending school there all winter. She was permitted to take her final exams last week in order to be able to accompany her parents east. The Lippincotts have bookings thru Kentucky and Eastern Virginia en route to Pennsylvania, where they open their outdoor season June 1. . . . **LOUIS E. COLLINS (Roba)** has just concluded the indoor season with his mystery show, "A Night in Wonderland," and reports that business in Missouri schools was not up to standard this winter. After a short vacation Mr. and Mrs. Collins will join up with an outdoor show.

**C. THOMAS MAORUM**, the kid magician out of Rock Island, Ill., is presently showing his wiles thru the Dakotas and Montana, concentrating chiefly on school dates. . . . **VAN KEE**, mentalist-magician, also is touring the Dakotas these days.

**RAY D. NEWTON**, who formerly toured New England and the East with his own magic turn for 12 years, is now owner of the National Pedgram Service, Des Moines. Newton was at one time owner of the old United Chautauque and had an interest in the Swarthmore Circuit several years back. . . . **HEANEY & CO.** will close their house tour May 15, to begin preparations for their annual underground trek.

**JACK OWYNNE**, after a week in the Century Room of the Nell House, Columbus, O., has been tendered a two-week holdover. Jack's new sword-box effect, performed while surrounded by spectators, is causing much favorable talk. Buddy Owynne took an exam for a flyer's license last week and passed with a high flying. The kid is nuts about the air and plans to become a transport flyer.

**WILLIAM C. TURTLE**, the "snappy magician," after a gender at the San Francisco fair will again join up with a med opy for a tour of California. . . . **G. A. GEORGE NEWMANN** reports from Minneapolis that the Twin Cities have been mighty dull magically the last several months. However, he qualifies his statement with the word that the Great George recently played the Palace, Minneapolis, and scored handsly.

**ASH ASHTON**, "comedyscriptionist," scribbles from Scottsbluff, Neb.: "Just in from Los Angeles. Came thru Reno, where I saw across Leon, still there after seven months in two clubs. He works magic, vent, has mental act, fire, illusions, and, in general, is the entire show."

at The Inferno. I am still doing old corn comedy magic, currently at the Kajo Club here, doing enice and magic, using a bit of fire and juggling. Go to Playmore Club, Cheyenne, Wyo., from here then on down into Kansas for a few school dates before heading east. Would like to ask if anyone can give me any dope on the International Order of Fire-Eaters, or is it a gag organization? I was featuring a double ventriloquist act, but gave it up in Frisco after some punk burned down a night club with his torches."

**EVAN LLOYD** and **Syl Reilly**, of the Columbus, O., magic fraternity, and **Jack Gwynn** journeyed over to Newark, O., last Thursday (13) to catch the Blackstone show. They were met in Newark by **Ernie Moore** and the quartet had dinner with the Blackstone company. . . . **MAGIC-HOBBY CLUB**, Columbus, O., **Bob Nelson**, president, is staging a Jack Gwynne testimonial dinner, a new membership round-up and its monthly business meeting at the Variety Club, Columbus, at 6:30 p.m., Friday, April 21. After the session the boys and their gals will take in the Gwynne show at the Nell House in a body.

## TALENT AGENCIES

(Continued from page 25)  
fice last week, coming in from Los Angeles and New York respectively. Offices added the Bon Air Country Club, Wheeling, Ill., to its books last week, Eddie Elbert selling both star (Tony Martin) and band (Freddy Martin). . . . **LEW WASSERMAN**, another MCA exec, is in San Francisco temporarily preparing the opening of a low ice show with **Shugart** and **Johnson**.

**WILL WEBER**, New York, has set the new show going into the Brown Derby, Boston, including **John Steel**, **Charles King**, **Julia Gerrity** and **That Quartet**.

**ACE AMUSEMENTS**, New Haven, Conn., booked the Benevolent Lodge of Elks' Frolic recently with an advance ticket sale of 16,000. . . . **BOBBY SELBERG**, Portland, Me., is booking theaters, including the State, Bridgton; Auburn, Auburn; Waldo, Waldoboro; Comique, Camden; Colonial, Belfast, and Millinocket, Millinocket. All are in

## Another 'Save Vaude' Plan

**ONEIDA, N. Y., April 18.**—George (Old) Bourne comes forth with another suggested means of saving vaude. Claims much could be done if musicians and actors' unions cooperated to the extent where bands would always carry a couple of acts along with them.

# Endurance Shows

(Communications to BILL SACHS, Cincinnati Office)

**CHARLES SCHAEFFER**, former contestant and recently a hustler with Hal J. Ross, was a visitor to the endurance show last week.

**SAMMY** reports that he has been working in New York for the past nine months and that he has taken on a femme partner.

**BILLIE PARKER**, writing from Jamaica, L. I., says she would like to read a line here on Elsie and Bill McQuade, Johnnie Maker, Jim Coffey, Evelyn Thompson and Edna Davis.

**BILL McQUADE**, out of the endurance field for the past six months and working in New York, would like to read a line on Jim Coffey, Mike and Jerry Alich, George Schmitt, George Walker, Clyde Wood, Jerry and Eda Green, Al Smith, John Groves, Tim Hammack, Lou Brown, Bill Cain, Bill and Joan Rose, Zeke Youngblood, Try Bacharach, Patay Ryan, Mildred Moore, Eleanor Johnson and May Bacon.

**FERRIST (BOUR PUSS) BAILEY** drops a line to tell us he is still hacking in Pasadena, Calif., altho he may be back in the game before long, as his feet have started itching. He yearns to walk around the old floor again and take the boot. Ferrist says he was grieved to hear of the sudden death of Charley Hayden, as it was in one of Charley's shows that he broke into the game back in 1929.

**HAL J. ROSS**, in compliance with a phone call from Mrs. Charles Hayden in

## Would Ban Kids on Same Bill With Strippers

**SALT LAKE CITY, April 15.**—The State Industrial Commission took action last week to draft more stringent regulations governing the employment of minors in dance acts.

Chairman William M. Knerr said a report from the women's commission showed that altho no minors are being sent out by dancing schools in strip-tease acts, several have "found themselves on the same bill with strip-tease acts thereby having their acts classed in the minds of the public as strip-tease."

**MUTUAL ENTERTAINMENT EXCHANGE**, Rochester, N. Y., has 22 clubs on the books currently—considered quite a record, as many clubs in the vicinity have been closing owing to bankruptcy clashes with the liquor board.

**JULIUS BERK**, New York, is managing tenor **Donald Delmonte**, who has been working a lot of Charlie Rapp dates.

## Pitt Spots Ask Pay Cut

**PITTSBURGH, April 15.**—Night clubs are already sounding out musicians for lower rate pay or short-hour contracts as result of planned enforcement of Saturday midnight closing law for dancing, says Secretary **Charles Graffelder** of musicians' local.

More bands are working now than at same time last year, he reveals, but union officials are worrying whether musicians' total income may be cut to same or less than 1938 due to shorter working hours on week's busiest night.

## Wheeling Club Resumes

**WHEELING, W. Va., April 15.**—Club Paddock has resumed floor shows and dancing nightly. **Freddie Kratz's** new combo is current. **Ferris's Honolulu Swing Girls** heading the entertainers.

Latest innovation at the Embassy Lounge here is a new dancing floor. Dancing nightly.

## Hit Ft. Worth Clubs

**FORT WORTH, Tex., April 15.**—State Liquor Control Board agents again have stopped local night clubs from selling liquor by the drink. Charges have been filed against the Nite Spot, only nitery here with floor shows.

# Minstrelsy

By BOB EMMET  
(Cincinnati Office)

**CHARLES COLEMAN'S** Blue Grass Show opened at the Auditorium, Savannah, Ga., April 10, featuring **Vera Wong** and **Al Gaines**. Besides the regular principals a number of new people have been engaged.

**LEON DAUGHTERS** has been in Kingsville, Tex., the last 10 years and says he hasn't met any of the minstrel boys there as yet, but he does get to see the Ringling-Barnum circus when it plays Houston each season. He is playing with the Missouri Pacific Lines band. Leon writes: "I would like to hear from all the minstrel boys, with I'm not going to tell about the boys on the Thatcher, Emerson & West Minstrels as Al Time does, because I've never seen the show, but I have been on some later minstrels. You might tell Al that I'd like to know how old he is. I know he is older than I. I used to troupe with him."

**ROSTER OF THE Primrose & West Minstrel in 1936** included **George Brink**, **William West**, **Milt Barlow**, **George Wilson**, **Raymond Moore**, **Charles Weber**, **Vic Jerome**, **William Alexis**, **John Florio**, **Harry Ernst**, **Ed Carles**, **Ned Hanson**, **Sam and John Mowatt**, **Professor Parker**, **Waterbury Bros.**, **Era Kendall**, **Carroll Johnson**, **Fred Warren**, **Schrode Bros.**, **Trovello**, **Charles Palko**, **Charles Semon**, **Billy and Larry Froese**, **Stanley Wylie**, **George Lewis**, **Joseph Garland**, **Larry Diamond**, **John Daly**, **Ed Murphy**, **John Whalen**, **James Devlin**, **Alex Cameron**, **E. Young**, **Theodore Metz**, **William Feeger**, **Ed D. Royce**, **Otto Yeager**, **Carl Carlton**, **L. P. Parshley**, **George Dukelan**, **Eugene Dupuis**, **John H. Smith**, **Edgar Wilson**, **Al Cohen**, **A. M. Gwynold**, **Al Primrose**, **Charles Kent**, **Louis Pritzkow**, **Bob Carmichael**, **James Spuits**, **E. E. McKinley**, **Louis Miles**, **George Dyer**, **George Phillips**, **Louis Diamond**, **Frank Ellsworth**, **Harry Hardy**, **Charles McKay**, **Henry Baupins**, **John Fitzgerald**, **Fred Hertling**, **John Hanley**, **Harry Sloan** and **J. J. Decker**. How many of them are playing?

**WALTER BROWN LEONARD** has written a story of the **Hi Henry Show** at The Cheyenne (Mich.) Daily Tribune's 50th anniversary number.

**DOC WADSWORTH**, who in his day piloted minstrel shows, inquires: "Do you remember the Duprez & Benedict Minstrels out of New Orleans? That's going back soon," says Wadsworth. "More than 70 years ago, I can see them now. What a band! What comedians! **Ge. Lew Benedict** had 'em all in laughter. **Frank Kent** was tops as a female impersonator. His costumes, gorgeous. Was impossible to decipher him as a male in make-up. What a song and dancing team was **Fox and Ward**. If I remember correctly, **Charles H. Duprez** was once a tailor."

**NATHAN (MESS AROUND) BROWN** is in Veterans' Hospital, Columbia, S. C., and is anxious to hear from his old minstrel friends.

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BOX D-101, Care The Billboard, Cincinnati, O.

# The Final Curtain

**ALLEN**—Mickey, 37, of Dublin & Cherry Exposition's concession department, April 14 in a Mobile, Ala., hospital of pneumonia. A native of Winnipeg, Minn., he lived in the United States for about 20 years and was formerly associated with Beckmann & Gerety Shows. He also was a member of the Heart of America Showmen's Club, Kansas City, Mo. Survived by his widow, Lillian L. Weatherbee Allen, and a sister, Mrs. B. Sealy, of Winnipeg. Burial in a Mobile cemetery April 16.

**BACKUS**—Byron A., 68, former stage manager and projectionist at the Colonial Theater, Janesville, Wis., and also former operator of a billposting service in that city, April 12 in Chicago, where he had resided since 1910. Survived by his widow and a daughter.

**BALDING**—Dora Price, 78, mother of Leo Blondin, zoo keeper in Oklahoma City, April 12 in Rosedale, Kan., of a heart ailment. Survived by two other sons, Thomas Clair and Lincoln Ray Balding, and a daughter, Helen K. Sublette.

**BEINER**—Edgar P., 62, music publisher, April 12 at his home in New York of a heart attack. Prior to establishing the Music Periodicals Corp., which publishes *The Musical Courier* and *The Metronome*, in 1928 he was general manager of *Rock* Publ. Inc. He leaves a daughter and two sons.

**BOYD**—Jimmie, 48, prominent Blytheville, Ark., theater man, in his home in Carmi, Ill., April 8 after several months' illness. Well known in show business, Boyd operated Blytheville's two motion picture houses for about 10 years, during which time he also operated shows at Dyersburg, Tenn., and Louisville and Osceola, Ark. After disposing of his interests in Blytheville 18 months ago and later entered the road show business, with which he was associated at the time of his death. Survivors include his widow, Mrs. Fern Boyd; a son, Jimmie Jr.; his mother, Mrs. James S. Boyd, and a brother, Lyke, all of Carmi, and four sisters, Mrs. Fred White and Mrs. R. T. Tucker, Carmi; Mrs. Martha Ude, Cleveland, and Mrs. M. E. Coyan, Chicago.

**BREKERS**—L. Walter, 63, treasurer of Montgomery County Fair, Crawfordville, Md., April 11 at his home in that city. He had been a member of the Indiana State Agriculture Board and treasurer of Indiana State Fair Association. Survived by his widow, two sons, a daughter, a brother and a sister. Services April 13, with burial in Oak Hill Cemetery, Crawfordville.

**BREWER**—Charlotte P., 67, Battle Creek (Mich.) violinist, in that city April 8 after several years' illness with arthritis. She was first violinist of the Women's Orchestra and a member of the Symphony Orchestra of Battle Creek. Her brother survives.

**BRUNT**—Mrs. Ed, wife of Ed Broer, special agent with the Dodson World's Fair Shows, in Charleston, W. Va., April 14 after a two-day illness. Her husband and a daughter, Mrs. Buster Montgomery, survive. Burial in Deer Woods, Tex.

**CONLEY**—Peter, 48, one of the Pacific Coast's foremost impresarios, in San Francisco April 12. He was manager of the San Francisco Opera Association and the San Francisco Symphony. He also managed the concert activities of the Art Commission and represented the National Broadcasting Co. and the Columbia Broadcasting System's Artists' Bureau in that city. Survived by his widow, Anna Schaefer Conley; a brother, John, and a sister, Mrs. Alma Jordan.

**CONRAD**—Jacob W., 58, composer, at the Wyckoff Heights Hospital, Brooklyn, April 7 after a long illness. His most popular song was the war-time hit *Smile, Smile, Smile*. He also wrote *Ashes of Love*, *I Have a Sweetheart*, *The Nation's Honor Roll* and *I'll Change Your Sedway to Godness*. Survived by his widow, Mrs. Elizabeth Weber Conrad; a daughter, Bernadette; and a son, Leo P.

**COURTNEIDGE**—Robert, 79, English theatrical manager-producer and actor, of pneumonia in Brighton, England, April 6. Courtneidge began his stage career in 1878 in a pantomime part in the play *The Barber in the Wood* at Prince's Theater, Manchester, England, and for some years played in various productions at the same theater. He appeared in London in 1887 in *The Hills of Barometer* and later played with Barry Sullivan in Shakespeare's plays. After he gave up acting he managed the Palace

Theater for seven years. One of his most successful productions was *Paddy, the Next Best Thing*, with which he toured the United States. He also produced many musical comedies, one of which, *The Aristocrat*, ran for two years in England. Survived by a daughter, Cicely, actress, who is starring with her husband, Jack Hulbert, in *Under Your Hat*, at the Palace Theater, London.

**CRUMLEY**—William, 68, better known as Billie Sheldon, vaudeville actor and entertainer, at his home in Philadelphia, April 8. Specializing in Irish songs and comedy, he was a member of Dumont's and Welsh's minstrel troupes for more than a decade. He left the stage about 18 years ago. Crumley also toured the country on several vaudeville circuits. Survived by his widow, Margaret. Services in Philadelphia April 8, with burial in Fernwood Cemetery there.

**CRUTE**—Charles A., 62, well-known Huntsville, Ala., theater owner, at his home in that city April 12. Crute had been connected with amusement interests in Huntsville for the past 30 years. About 12 years ago he became connected with Tony Sudekum, president of the Crescent Amusement Co., which operates a chain of theaters in Tennessee and Alabama.

**DEVORE**—Joseph, 65, veteran trouper, of pneumonia at his home in Johnstown, Pa., March 16. Formerly with the cookhouse and Ten-in-One show on the Corey Greater Shows, he also was with George H. Ammon, canvasser, for a number of years. Survived by his widow, Margaret; two brothers and a sister. Interment in Richmond Cemetery, Johnstown.

**DUE**—John, 62, noted fireworks manufacturer and son of the late Adolph L. Due, founder of the A. L. Due Fireworks Co., Reading, O., in Good Samaritan Hospital, Cincinnati, April 12 after a lengthy illness. After his father sold his interest in the company in 1916 Due worked with other firms as manufacturer, chemist, designer and artist. He had been with the Klein Fireworks Co., Independence, Kan.; the Pan-American Fireworks Co., Ft. Worth, Tex.; and the Martin Fireworks Co., Ft. Dodge, Ia. Due had been honored by numerous exhibitions with awards for his pyrotechnic displays. Survived by his sister, Anna Due, his only near relative.

**EARY**—Roy, Martin E., 55, former chaplain and treasurer of the Catholic Actors' Guild, at Our Lady of Mt. Carmel Rectory, Tuxedo Park, N. Y., April 7. He had been with the Guild 11 years.

**FARRAR**—E. R., 60, father of Ralph Farrar, well-known Midwest repertoire pianist, in Braxton, Mo., April 1. In his younger days Farrar had been a buffalo hunter and made two of the cattle drives from Texas to Dodge City, Kan. Burial in Leon, Kan., April 4, with Masonic services.

**FENNER**—Mrs. Nano Deary, 71, vaudevillean of the team Diphino and Delmore, April 2 in New York. Burial in Kenosca Cemetery, N. Y.

**FULDA**—Ludwig, 77, German-Jewish playwright and poet, in Berlin April 6. Fulda wrote his first play, *Christian Weiss*, while a student at the Heidelberg University. Among his works are *The Bohemian Friends*, *The Fish Sisters*, *Edison's Island*, *The Pirate, Master and Servant*, *The Castle of Indolence* and *The Secret King*. One of his best known works was *The Tailor*, which won the Schiller Award in 1893. His plays were translated into several languages and some of them were produced in the United States. Fulda also made two lecture tours in this country in 1908 and 1913.

**HARNE**—Rodney R., 54, at his sister's home in Watertown, N. Y., March 28 of complications of disease. Harne spent the greater part of his life in show business, beginning as an usher in an opera house in Kingston, Ont. He also spent years with various circuses.

**HEMSTEGGER**—William J., 70, pioneer motion picture operator, in Dayton, O., April 10. He was one of the oldest members of the International Alliance of Motion Picture Machine Operators. Hemstegger appeared in the Panama Pacific International Exposition in 1915, presenting one of the fair's marvels, a mechanical working model of the Dayton 1913 flight. He was associated with Keith and the Victory theaters in Dayton as operator until his retirement two years ago.

**JOHNSON**—Richard, 46, concessioner, in U. S. Marine Hospital, Cleveland, April 2 of pneumonia. Johnson had operated concessions with the Casino Amusement Co., the Colonial Shows, Superior United Shows, Schults Circus, the old National Park, Pittsburgh, and on many carnivals playing in the vicinity of Cleveland. Survived by his widow, Kathryn; a sister and two brothers. Burial in North Bradock, Pa.

**KAMMERER**—Ray, 28, sax player in the Nichol's Orchestra, in his apartment in Cincinnati April 10 of a heart attack. Kammerer had been with the band a little more than a year. Survivors include his widow, Ardith, and parents.

**KELLY**—Mrs. Karyan, mother of Doc J. J. Kelly, park showman of Detroit, in that city April 9.

**KRAPP**—Robert, 74, Cincinnati musician, at his home in that city April 12 of a heart attack. He studied clarinet under the late August Spangler and played in various park concerts for more than 50 years. Krapp had been a member of Weber's, Ebinger's and the Shrike bands and played in one of the first concerts of the Cincinnati Symphony Orchestra. Survived by his widow, two daughters, three brothers and three sisters. Services in Norwood, O., April 15, with burial in Spring Grove Cemetery, Cincinnati.

**LEWIS**—Herman, W., 52, for the last nine years connected with the Heffner-Vinson Players, tent show, in Jackson Memorial Hospital, Miami, Fla., March 23 after a three weeks' illness. Prior to Lewis' connection with the Heffner-Vinson company, he was feature comedian

and producer of Sally Ward's *Roseland Girls* on the Columbia Wheel and later had his own company, *Laughland Revue*. He was taken ill while in Miami on a business trip for the Heffner show. Surviving are his widow, the former Dolly White; one daughter, a grandson and a sister in Norfolk, Va. Pallbearers at the funeral services March 25, which were marked by a profusion of floral offerings from his many show friends, were H. Tappan, Billy Wehle Sr., Harold Crider, James Noonan, Billy Arnold and Don Palmer. Honorary casket bearers were Don Fitch, Billy Wehle Jr., Chester Alexander, Carl Denton and Lester Halborn.

**LONG**—Dr. George S., 66, formerly general agent of the old J. Frank Horton Smith Greater and Parker Bros. Shows, April 20 at his home in Dayton, O., after a five-year illness. At one time he operated med shows and organized the Bronch Products Co. Survived by his widow; a son, George Robert Jr.; a sister, Lucy, of San Francisco, and three brothers, Harry K., Walter and Robert. Burial in Calvary Cemetery, Dayton, April 13.

**MCFARLAND**—Charles (Mackie), 76, the old-time vaudeville team Mackie and Walker in the Boston Hotel, Boston, April 7. McFarland was well known on the old Columbia Wheel burlesque circuit.

**MANTILL**—Mrs. Robert B., 58, known on the stage as Marie Sheldon, actress and first wife of the late Shakespearean actor, Robert B. Mantell, in Lincoln Hospital, Bronx, New York, April 11 after a brief illness. She had been on the British stage before coming to U. S. in 1883 and appeared with her husband in the first American production of Sardou's *Fedora* in the role of Mme. de Tournay. She also played with Mantell in *The Velled Picture* at New York's old Lyceum Theater. She had two sons, Robert Shand and Jack Partridge.

**MARSHALL**—Frank (Rebel), 76, in Hillsdale Home, Bridgeport, Conn., April 7 after a long illness of heart disease. For 25 years he worked under Frank Dial, ring stock department superintendent of the Ringling show, and for the past seven years has resided in Bridgeport. He was a native of Wheeling, W. Va.

**MELLOR**—Lewis, 75, father of W. L. (Larry) Mellor, president of the Baker-Lockwood Mfg. Co., Kansas City, Mo., in that city April 11 of bronchial pneumonia. Besides W. L. Mellor he leaves his wife and another son, Lewis L. Mellor, of Hollywood, who is engaged in the motion picture business. Services in Kansas City April 14, attended by members of the Heart of America Showmen's Club, of which W. L. Mellor is president.

**MERRITT**—Samuel, father of William Merritt, proprietor of the Green Shutters Inn, Bridgeport, Conn., in Newcomb, Conn., April 8 after an extended illness. Years ago he was an athlete and a prominent walker.

**MIDDLETON**—Walter, 44, author and playwright who wrote the play *Pottphar's Wife* in London April 10. Middleton had also at one time been London correspondent for *The New York Sun*.

**PIPER**—Dahbert O., 72, roller-rink operator in the vicinity of Omaha for years, April 5 in that city after a week's illness. His most recent operations were in Syracuse, Neb.

**ROSBETT**—James Eugene, 75, musician, April 2 in a Kenosha (Wis.) hospital. Rosbett played in the United States Navy band for six years and was bass player in Admiral Dewey's band on the flagship *Olympic*. He also played with the Ringling Bros. circus band for many years. Survived by his widow, two sons and three daughters.

**SMITH**—Charles, formerly of the Aerial Smiths, circus and vaudeville performers, at his home in Cloverville, N. Y., April 12. For years he and his wife, Ada, toured the country with the Ringling Bros.-Barnum & Bailey Circus, doing a double trapeze act, and was said to have been the first double trapeze act to be featured with that show. They also made several trips to Europe. Smith retired from show business several years ago when his wife died. He leaves his second wife, Ethel. Burial in Cloverville.

**STERLING**—Lella, 56, actress, in Wilkes-Barre, Pa., April 10 of coronary thrombosis. She was stricken while watching the final rehearsal of *Spook Takes a Holiday*, in which she was cast. Survived by two brothers and a sister. (See FINAL COURSE on page 26)

## ELWOOD SALSBUARY

Elwood Salsbury, 62, promoter and builder of amusement parks, former teacher, reporter and editor, died of a heart attack in Washington April 12. Salsbury had for some time maintained his home in the Bolton Square Hotel, Cleveland, where he lived with his wife, Henrietta M., and daughter, Virginia Mae.

Born in Morenci, Mich., Salsbury taught in Michigan schools before he entered newspaper work, in which field he was managing editor of *The Toledo News*, telegraph editor of *The Toledo Blade*, a staff writer for *The New York Sunday World* and a member of the editorial staff of *Leslie's Magazine*. In 1900 Salsbury joined *The Cleveland Press*. He later left this paper and joined Robert H. McLaughlin, theater manager, builder and playwright in editing and publishing *The Cleveland Clipper*, a magazine devoted to Cleveland journalism and dramatics.

Salsbury was a member of the syndicate which built Luna Park, Cleveland. He managed the park for a season, leaving it to become president of the Ingersoll Engineering Co., Philadelphia side builder. With this company about 10 years, he built amusement parks in Pittsburgh and Havana. His company built George Lake (O.) Park, Okonada, Detroit, and Pleasure Beach, Bridgeport, Conn. As president of the John A. Miller Co., Salsbury built roller coasters in nearly every part of the United States. He also supervised the building of parks in Europe and South America.

Salsbury was one of the prime movers in formation of the park men's organization, today known as the National Association of Amusement Parks, Pools and Beaches. Of late years he devoted his time to special work on national government projects of an amusement nature.

Besides his wife and daughter, he leaves a son, Franklin Cary, secretary of the Interstate Commerce Commission; two sisters, Lella Salsbury and Mrs. C. E. Cottrell, and a brother, Cary.

Services and burial in Cleveland April 14.

Jeepers Creepers, What Peepers!

BROOKLYN, April 15.—When Jimmy Dorsey played Flatfish Theater last week, Bob Eberly, vocalist with the band, contracted a heavy cold that settled in his eyes and turned them both as black as if he had come out second best in a Pier 6 embroglio. But the show must go on, and despite the synthetic shiners, Bob sang his regular routine of tunes. It wouldn't have been so bad, except that the routine consisted of "The Masquerade Is Over, the first line of which runs, "Your eyes don't shine as they used to shine," "Deep Purple" and "Finally Smoke Gets to Your Eyes. At least Jimmy didn't make him do the Russian classic, "Bury My Grief."

CAMPUS RAPS

(Continued from page 13) "The campus liked his Dixieland swing," while the WABASH COLLEGIANS get the pan because "they didn't swing it enough." Bayard H. Waterbury (Wet Hen) has FRANKIE TRUMBauer finding favor at University of South Dakota, Vermillion. "The students liked his orchestra because he features variety in his arrangements," he said, "a mixture of the cynical and sentimental which can complement the majority of the students' moods at any given time. The displeasure for JACK EDWARDS was doubtless caused by constant repetition of the same arrangements, since Jack is the campus leader."

Elinor Glyn Influence AT South Dakota State College, Brookings, George Carlson (Industrial Collegian) gives the nod to BOBBY GRIGGS "because he has it," while putting JOHNNY HAMP on the pan—"high priced but not well known here. Students were expecting a good outfit by Will Osborne brought last year at the same price." Albert Thorwaldson (Spectrum), at North Dakota State College, Fargo, finds the favor was for EARL HINES "because his band is fast and swingy," while BILL WALSH met with disfavor "because his band played waltzes and generally slow music."

Max K. Wildman (Daphnia) found HAL LIEBER the most popular of those appearing at Butler University, Indianapolis, because "he played a type of music featuring swing in a sweet style. A balanced band and reasonable terms. While larger bands played here, Lieber played more jobs and proved very popular. On the other side of the hurdle is TOM KIBLER, "a bunch of young musicians who tried but could stand considerable improvement in the fundamentals of music."

Prince a Pretender FRANKIE MASTERS, "with a swell personality, he ran a swell party" created the best impression at University of Iowa, Iowa City, according to Edward McCoy (Frisol), but DICK JURGENS, "the Crown Prince of Rhythm, turned out to be a pretender." At University of Cincinnati (O.), Harold Wilson (Red Hatter) gives the nod to HERMAN KISCHNER because "he has always been a fast, good music, reasonable prices," while TOMMY TUCKER "offered a brand of music not desired by the students." For Purdue University, La Fayette, Ind., according to H. L. Stanback (Exponent), "ORRIN TUCKER was just the best band," with none having any misgivings behind. TINY HILL rates the rave

BC, Flatfoot, Swing Precinct

ATLANTIC CITY, April 15.—When Bepko Goodman played Pier 6 last Sunday the swing situation reached such a boisterous point that Director of Public Safety William S. Guthbert decided something had to be done. "That something was to appoint BO Captain of Detectives in Charge of Swing, with specific instructions to 'unjitter' the more enthusiastic jitterbugs and to keep the music down to where it could be heard only 10 miles out at sea."

at Knox College, Galesburg, Ill., from R. La Sundberg (Billboard) because it was "good music from a well-organized band. Vibrant music attractive. One of the few good bands that ever get here." Hill also found favor at Beloit (Wis.) College, altho Andrew Castle (Round Table) "couldn't say why." Sundberg couldn't figure out "which was the worst" at Knox, while Beloit apparently had no disappointments with its bands. Dan H. Winchell (Ink Sense) indicates DICK JURGENS the most popular at Indiana State College, Terre Haute, "playing not for the college but at the Tau Nu Tau Military Ball at Rose Poly, was extremely popular with State students attending. They liked his platform personality as well as his music." The roast was handed to JOE BANDERS, "whose band was ok but he left the platform early in the evening and didn't show up again." Jurgen was also considered "the best to date by Charles A. Peters (Octopus) at University of Wisconsin, Madison, with "none in particular" appointing.

Not Good—Not Bad

HENRY BUSSE was liked at Michigan State College, East Lansing, "for his trumpet and smooth music. Wasn't too good or too bad and everyone was satisfied," says Eric Westberg Jr. (Spartan), at the same time taking HERBIE KAY to task because "he didn't seem to have any snap." At Northwestern University, Evanston, Ill., Bob Nicolin (The Purple Percol) gives the nod to JIMMIE LUNCFORD for "very entertaining, good music," while JOE SAUNDERS takes the rap—"played at the Navy Ball and was a distinctly mediocre band."

BARNEY RAPP, "because he varied his dance program and provided the dance music of the hour," found favor from George Leiken (The Carlstonian) at Carleton College, Northfield, Minn., while JOE YOUNG was considered "too corny." And at University of Missouri, Columbia, John James Jachym (Showtime) gave the rave to FRANKIE MASTERS because "he played easy-to-dance-to music and had nice vocalizing, which is an asset here at U. of M.," while the roast goes to JIMMIE GRIER, who "was regarded as good because he played on the radio in some pretty fair programs. However, here he played rumbas, tangos and other such dance music that didn't appeal to the dancers. I don't believe he had the same personnel used in his radio program."

Peter Gilligan (Rambler), St. Benedict's College, Atchison, Kan., gives the nod to CARL DRAGON MOORE "due to the fact that he played music that appealed to the dancers and the fact that he mixed novelty numbers in with his dance music." At Kansas State Teachers College, Emporia, Elva Bell (Bulletin) indicates LEE JOHNSON the rave because of "music consistently excellent, sweet and hot with his own arrangements, often topping those of better known bands." RED NICHOLS gets the palm at Kenyon College, Gambier, O., from Kenneth B. Ray (Hike) "because of his genuine danceability and suave swing." And BERT BLOCK gets the rave only because he was "the only name playing the campus to date" from Maurice R. Reichard (Exponent) at University of Dayton (O.). None of the schools listed disappointments. Comment either way was lacking from Wabash College, Crawfordsville, Ind.; Kalamazoo (Mich.) College; University of Kansas City (Mo.); Lake Forest (Ill.) College; Western Reserve University, Cleveland; and Central College, Fayette, Mo.

Intermissions Too Long

AT Colorado Women's College, Denver, Virginia Lee Lackey (Western Graphic) finds BILL PETER to favor because "his music is just better. He has no master of ceremonies, his intermissions are short and his prices are reasonable," while RED GRAY is roasted because "his intermissions are too long and his master of ceremonies talks too loud and too long." At University of Utah, Salt Lake City, Betty Waugh (Humbus) gives the nod to JERRY JONES "they are a good swing band, and since 'no bigger come in, they're plenty satisfied with what they got."

Darrel Syran (The Lamplighter) can recall no floos at Oregon State College, Corvallis, with MAURIE BINFORD the most popular because "he plays a better class of swing music. He has a vibraphonist who carries the whole show; altogether, he has the best orchestra within the range of Oregon State's pocketbook." At University of California, Berkeley, Dixon Gayer (Pelican) singles out CARL RAVAZZA—"Til this why," with RED NICHOLS failing to find favor because of the "lack of jitterbugs at school." And at College of the Pacific, Stockton, Calif., Gabe Stub Harvor (Pacific Weekly) gives

Giving Them the Bird

NEW YORK, April 15.—Out of the mass of screwy suggestions that came in when the Hotel Piccadilly offered a \$25 prize to the person who could suggest the best novelty to fill the Charing Cross Corner of the Piccadilly Circus Bar, the one that copped the prize was the idea to install an aviary (to those whose only acquaintance with birds is a pigeon flying overhead—an aviary is a birdhouse). Some of the suggestions offered included a midget-dancer, a tobacco auctioneer, one-act plays written and acted by guests (the influence of 45th street, no doubt), but nature won out. After the town's press agents got together and contribute birds, to cash in on the follow-up publicity, they may expect to find students of bird lore protesting over the fact that feathers are being served in cocktails.

the rave to LEE HITE, without adding critical comments, and to HERMAN SAPIRO, "who has done much to give C. O. P.ers the right in swing—'swing swing' while he has BEN POLLOCK, "that they didn't like his brand" of music; it wasn't collectible enough." (Continued next page)

Novachord Replaces Ork

WATERBURY, Conn., April 15.—With Del Fino's Band hopping out of the Hotel Elton here today, the Novachord, electric instrument that stimulates orchestral tones, will be installed. Waldo T. Newberry set to knock out tunes on it, starting Sunday (16) in the hotel's Copper Room.

Henderson Treks for AFM; AFM Convention Looks Big

NEW YORK, April 15.—Earl Henderson, American Federation of Musicians' executive, started a 7 to 10-day trek Tuesday to attend three State AFM conferences. These are the Michigan conference at Kalamazoo, Tri-State confab at Marion, O., and the Illinois State conference, East St. Louis, Ill. Issues likely to come up at the AFM national convention in Kansas City in June will be discussed. Kansas City conclave expected to be biggest yet, with 600 delegates likely to attend.

AMERICAN ACTS

(Continued from page 24) Carole Lyness as a French maid. First half closes with a contrast in opera. Hedi Anderson sings an aria from Traviata, giving way to a burlesque of Faust, Franz and Furious. Bellylaughs are the rule, with Frances Day causing a near show-stopper singing "A Ticket for the throws her unwanted child into the river." Second half gives Eleanor Knight a second opportunity to shine with some fast lanky stepping. Laugh mixture returns with a bang on newswatch, Vic Oliver doing commentary. Cass, Owen and Topsy keep the fun going with their mixture of acrobatics and hokum, their slow-motion effort registering tops. Frances Day with pianist Harry Jacobson sings and leads the audience in a selection of old-time favorites, winding up by distributing out front a variety of domestic appliances. Following is Oliver whose material, altho the revealing little change from his now very familiar offerings, gets laughs with ease. Featured in finale is the Park Parade, new English ballroom get-together or dance inspired by success of Lambeth Walk and Chestnut Tree. Edited by Gayer.

Stepin Fetchit in Unit

CHICAGO, April 15.—Stepin Fetchit ended a three-week tour with Lou Breese's band unit which closed at the Oriental Thursday and opens today in Hollywood Jamboree in Sioux Falls, S. D. Show is featured by the local Consolidated Radio Artists' office and will play the Dakotas and Minnesota. In the lineup are George King's Ork, Fulton and Wells and Dorothy King.

New Club in Akron

AKRON, April 15.—Newest dance and music spot, Johnny Hilgert's Tavern, is operating nightly, including Sundays.

45th Year The Billboard

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Vol. 51, APRIL 22, 1939, No. 16

With a no cover or no minimum policy of social plan dancing. Best Warner's combo is current.

Atlantic City Ups Scale; Philly Musicians Squawk

ATLANTIC CITY, April 15.—Local musicians' union has upped scale for Class A night clubs and hotels from \$50 to \$40 per man per week, based on a six-hour day. Philadelphia musicians' local has protested the measure, claiming that the increased scale, which comes to \$75 a week, 10 per cent traveling tax is added, prevents Philadelphia and other traveling musicians from getting jobs in Atlantic City.

Nominees for AFA Posts

NEW YORK, April 15.—Nominating committee of the American Federation of Actors last week proposed eight candidates to be voted upon for replacement posts on the AFA council. Candidates for the four-year terms are Rudy Vallee, Philly, Rand, Jed Dooley, Walter J. Diggs, Ed Smith, Lou Taylor, Ayla Andrews and Adey Alyn.

Reopens Hammond, La., Club

HAMMOND, La., April 15.—Richard Kent has bought Hubert's Inn, midway between Hammond and Farmington, and plans remodeling and enlargement of the spot to open for business around mid-April.

Exterminating J-Bugs

RECORD, Sask., April 15.—Jitterbugs are being clamped down upon here. Trianon Ballroom showed a loss at the box office when the ragcuties were allowed to mingle with the "down to earth" dancers, but since their antics have been banned receipts have picked up. Commenting on the situation, I. W. Sneath, Trianon manager, said he didn't believe the population of Jitterbug in Regina big enough to warrant the setting aside of special nights for Jitterbugs only.

# NEW YORK WORLD'S FAIR

Flushing, L. I.

April 30 to October 31

# GOLDEN GATE INTERNATIONAL EXPOSITION

SAN FRANCISCO

February 18 to December 2



## New Promotion For Opening; No Talent Parade

NEW YORK, April 15.—High officials of the World's Fair sat down for an informal dinner meeting last night in the well-appointed board room of the administration building in what was the final confab between the WF and concessioners in the amusement strips before the opening gong on April 30. Board room's the spot where President Grover Whalen and company have sold important groups on the expo. Whalen muffled the huddle, being represented by Commander Howard A. Finnigan, vice-pres and general manager, regarded as one of the really vital key men of the entire WF structure and also Whalen's choice as liaison between the Flushing fests and showmen.

Commander Finnigan opened the conference, but Jay Downer, engineer in charge of fun zone, took it over for the balance of the evening. Atmosphere was free and easy, with no attempt on the part of expo men to peddle pearly words to the show fraternity, as this attitude was dropped some time ago when it became apparent that the zone needed action rather than verbosity.

Keynote was Capt. Jack Riley, special events director, who painted a graphic picture of opening day activities, a department which he has plugged brilliantly. He brought the program description up to 9 p.m. of two weeks from tomorrow, and from there the thread was picked up by John Krinsky, entertainment chief. (See NEW PROMOTION opposite page)

## APA Is To Launch Move For Concession Contracts

NEW YORK, April 15.—Claiming jurisdiction over majority of employee classifications in the amusement zone, American Federation of Actors will launch an intensive move next week to effect contracts with all concessioners apparently set to operate when the fair opens April 30. Ralph Whitehead, union executive secretary, has been negotiating with several concessioners and expects some contracts to be signed with the union within a few days. Union is negotiating direct with (See APA IS TO ON opposite page)

## Watch Your Step!

NEW YORK, April 15.—New amusement control committee, headed by Jay Downer, Paul Massman and O. Vincent Poch, has made it clear that there will be censorship of attractions in the fun zone. They won't be prudish, they say, but will base extent of nudity, script, etc., on standards maintained by Manhattan theaters and night clubs. City, too, represented by License Commissioner Paul Moss, will watch shows carefully and will prosecute operators of productions considered to be offending good taste. Announcement is looked upon as a warning to concessioners. Concessioners aren't worried much and expect "standards" maintained by local theaters and night clubs to be lowered, anyway, during the fair run.

## Lull in Attraction Acquisition Has Hit Amusement Division

NEW YORK, April 15.—Lull in attraction acquisition has hit the amusement division recently, despite shortness of time before the fair opens its gates to the public on April 30. With signing of NIO's large show a week ago, negotiations for major projects apparently came to an end, tho a host of small enterprises continue to appear in the picture.

About 30 per cent of available ground space in the amusement area remains unoccupied and some of the previously allocated space is still in the uncertain stage with attractions not yet properly financed, etc. Fair has aided financing of several projects, kicking them up to 50 per cent. Of the recently signed attractions the following have been announced by the Fair Corp.

**TIN PAN ALICE**, cabaret-type project featuring songwriters, singing waiters, etc., in plot AO 9. Has a 40-foot front and is about 100 feet deep. Gerald Griffen, local publisher and member of the songwriting fraternity, and William G. Loupis are back of the enterprise.

**ARTISTS' COLONY**, small village-type proposition, occupying space in plot AG 8 with 50-foot front and 65 feet deep. Group of artists backing the show, Joseph Baumgarten handling management. Will not have gate admission but will continue. (See Lull in Attraction on opposite page)

## Concessh Group For Showdown In Next Huddle

SAN FRANCISCO, April 15.—Next conference of the board of concessioners with the exposition's board of management is expected to determine policy of both groups leading to betterment of the fair generally. One prominent concession owner said the meeting would be anything but one devoted to a discussion of routine and that it would call for radical adjustment of the expo's alleged present attitude of stalling over announcement of policy matters.

He was confident, he said, that favorable action would do two things—make the fair the real show that it should be and result in bigger gates. It is no secret that concessioners are meeting stiff opposition in efforts to learn something tangible in the way of better conditions for concession owners, altho the expo board has offered to go more than halfway in meeting any reasonable demands of the operators.

Huddle is expected to produce some sort of a showdown, with concessioners wanting to know the answers to several proposals which have been up before the management for some time, principally "Nickel Days" for kids; better lighting on the Gayway, and reopening of the ferry terminal on the eastern end of the island, leading directly onto the Gayway.

## Loud-Speakers Appear

Sally Rand apparently has another winner in her Miss America show, getting two hits and good crowds. Spotting are Monty Montgomery and Red Kearns; Joe Trosey, tickets; Pete Fiore, grinder, and Arthur Daley, lecturer.

Walter K. Sibley has a 100-foot sky streamer advertising his Headless Girl show. That it pays to advertise is attested by good crowds always on hand. Show does best bet among the 10-centers on the Gayway.

Loud-speakers made their debut on the gay stem this week at Ripley's Odditorium, Glass Blowers of the World and Cliff Wilson's Monster Show. Leo Singer is making another try with his midgets. Spot is being readied for opening on Monday.

Guy Bolts has taken over management. (See CONCESSH GROUP on page 64)

## Shubert Signs To Present "Ziegfeld Follies of 1939"

SAN FRANCISCO, April 15.—J. J. (Jack) Shubert has put his signature to a contract with exposition officials on Treasure Island for Ziegfeld Follies of 1939. His show, with 150 in the cast, will succeed the current expo show, Follies Rehearsal, when the latter closes in two weeks. Fair chiefs hope it will be as successful as the Paris revue.

## Narcotic Exhibit Protest

SAN FRANCISCO, April 15.—Japanese government has raised a howl over the State Division of Narcotics Enforcement's exhibit at the fair. Protest is over a wall map showing Japan as center of narcotic traffic between this country and the Orient. Consul General Toshito Baba's request for information brought a blunt reply from Paul Madden, chief of the narcotic division. "We have facts to substantiate our position and, unless directed by someone superior in authority, the exhibit will remain as is," he said.

## Paid Attendance

Previously reported .....	1,090,694
Thursday, April 6 .....	53,316
Friday, April 7 .....	25,789
Saturday, April 8 .....	42,447
Sunday, April 9 .....	60,237
Monday, April 10 .....	20,849
Tuesday, April 11 .....	18,947
Wednesday, April 12 .....	19,414
Total .....	1,282,703

## More Fund Pledges Are Sought To Help Expo, Says Director

SAN FRANCISCO, April 15.—While admitting that the expo management is badly in need of money, Philip Patchin, an official of the Standard Oil Co. and a director of the exposition, declared he expected the fair to pull itself out by midsummer. He expressed his views after confirmation of a report that the fair was seeking more cash with which to operate. He said the fair was opened with considerably less money than was pledged by subscribers, getting only \$6,400,000 of \$7,500,000 promised.

The money, he said, was pledged by San Francisco business firms, individual donors and from advance ticket sale. Operating expenses, he declared, have been about \$100,000 monthly thru firing of expo workers.

The expo is not seeking a loan but is attempting to acquire additional funds thru more pledges and donations. He said, denying that concessioners' money is being used to pay expo bills and declaring that operators are receiving their out promptly and in full.

## Cleanings

By WALTER K. SIBLEY

SAN FRANCISCO, April 15.—Sally Rand stole the spotlight, after buying Kleig lights and searchlights, by a spectacular opening of her new show, Miss America of 1939, on the night of April 8. Attraction is housed in the building erected for Johnny Branson's Globe-o-Drome, which was not permitted to open by fair officials, who thought it would be so noisy as to interfere with other attractions. She transformed it into a perfect miniature theater with gorgeously beautiful stage settings. Front is the last word in dignified beauty and peculiarly fitting this type of show. Five front-line chorus-type talkers are garbed in white flannel sport suits, with shoes and hats to match, not forgetting long "woolies" that Sally bought for each to keep his teeth from chattering on these trade winds nights. La Rand engaged a big electric truck unit used for movie premieres and with this outfit in operation three hours on opening night she sure stole the Gayway. Sally hood's a great bent-plate glass case built into the front, crowned with a gleam gold-plated tiara. Case is lighted from top and bottom, so that the bewitching young miss is continually bathed in soft shadowy light. It's a stopping gate at railroad crossing. If the opening night was any criterion, Sally has another winner.

Things are happening with an An Cinchan, Scottish Village. William Russell, president and general manager of the operating company, has tendered his resignation as manager and management taken over by a member of the Scottish company which controls this big show. He came to America recently with full authority to act, so Russell took advantage of the opportunity to get out from under. Russell says he has been nagged by the performers and concessioners he brought from the old country, they having absorbed American ideas so quickly that it was impossible to keep up with them. This condition, along with very poor business of the Village

## On the Flushing Front

By ROGER LITTLEFORD JR. and LEONARD TRAUBE

NEW YORK, April 15.—Old New York, rushing construction, has tentatively set opening date for May 15. Other villages, Sun Valley and Cuba, will be open with the remainder of the fair on April 30, while it's problematical whether Merrie England can be ready by that time. Billy Bauer's Aqueduct, the moving rapidly under general direction of Lincoln Dickey, will probably not make the opening, a break for the gate who wouldn't cherish several swims a day so early in the season anyway.

La grippe has hit various departments of the fair with devastating results. A few weeks ago it was the concession department that fell. The brains of old man Hu, and just recently the newly appointed amusement control committee personnel experienced similar interference. Besides secretarial help, etc., Paul Massman, W. S. McHenry and Frank D. (Doc) Shean were out of the picture temporarily. Roland Bardell, concessh department, is also indisposed. John Young, head of Tedde department, out with infected jaw.

Norman Bartlett sent his first car over the bridge last week. Strange As It Seems is the first show to be entirely illuminated and actually ready to operate. Percy Turnstile Co. has

installed its equipment at the main gates of the exhibit area, is another attraction that won't be operating on opening day. Building is being painted and should be completed early in May.

Concessh department moves its offices from the Administration Building to the amusement area this week-end. Will occupy north end of this-built structure heretofore tabbed "Boathouse" on Fountain Lake side of the zone. Department heads will maintain two headquarters, the commuting between the quarters and Administration building.

Mossie Kendall's Washington Hall, one of those exhibit enterprises that found their way into the concessh zone, started construction this week. John Ringling North; his brother, Henry (See FLUSHING FRONT opposite page)

## Add'l World's Fair News in This Issue

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and constant criticism of the concessioners, got Bill's goat. Mrs. Russell and his sister will leave with him, making a stop in New York for a vacation before embarking for "Burnaland."

Week ending April 7 was one of the best from standpoint of average attendance and business done by concessioners. Consequently the "walling wall" has been deserted all week.

Paul Blantz, stunt flier, thrills patrons daily with hair-raising feats in the sky. Everything on the island is at a standstill during his performances.

Ripley Bellows If or Not show has reduced price of tickets to 10 cents. This looks like a good move and should cause all other shows to which kids can go to cut children's prices to something within reason.

Paula Kennedy, employed by Tom Wolfe as a glass blower in his Glass Blowers of the World, who was found dead in bed in her hotel on April 5 had left the show the night before apparently in good health.

With better weather, Al Vollman's Cavalcade has had substantial increase in receipts. The show giving genuine satisfaction. With the influx of visitors expected soon and a possible front-gate ticket tie-up, it should come out okay.

Castle-Side Greenwich Village is to have installed one of the largest 10-cent signs ever erected in front of a show, one that can be read as one runs.

15 cents with corresponding uplift in business. Tom Hart, who has been capably holding down the front of Dancers of the World, resigned to take over a show with the Conklin Shows.

AFA IS TO

(Continued from opposite page) Individual attractions operators, not working thru the fair administration.

Following is a line-up of minimum wages and working conditions set forth by the AFA:

Table with columns: Classification, Minimum Wage Per Week. Rows include THEATER AND CAFE SHOWS (Principals, Assistants, Chorus), SIDE SHOWS (Principals, Assistants, Bally people, Talkers), RIDING DEVICES (Foremen, Second men), and REHEARSALS (First week, Second, third and fourth weeks, Fifth and sixth weeks, Thereafter).

NEW PROMOTION

(Continued from opposite page) Krimsky's suggestion and already released public announcement of a planned parade of all attraction personnel on the evening of the debut was the final reason for the meeting.

Incomplete Zone Tipped Off

Tip-off that the zone would be nowhere near complete was given indirectly by Mr. Downer when he thumbed colored sketches showing low fence-like structures which would be spotted in front of unsheds, unsheds, unsheds and other-wise vacant gaps.

Al Gonstor, recently appointed, co-ordinator in charge of expediting construction, urged showmen to apply for permits for both occupation and operation, expressing his surprise that this important detail has been overlooked by the majority, especially in view of their consistent complaints to the board on other matters.

Compliments were paid members of the Amusement Control Committee, charged with partial financing of work-sheds with partial financing of work-sheds amusement sheds. Present from this group were Paul Massman, Frank D. (Doc) Shean, W. S. McHenry. It is said that more than a handful of shows are un-

backed by the committee. Belief is, too, that more sheds than anticipated earlier will be poured out by the fair for the midway where needed in the next few weeks, the last-minute period which is bound to prove the most terrifying in preparation for the largest World's Fair from every conceivable angle in the history of the world.

Committee Appointed

Jay Downer appointed the following committee to work with John Krimsky on a promotional set-up for April 30: Harry G. Traver, Harry Dash, Frank W. Darling and Joe Rogers.

Bows were taken by other fair heads, including Maxwell Harrey, chief of operations, and there was a punchy address by Almon B. Shaffer, called into the breach on Old New York Village, which he is managing.

LULL IN ATTRACTION

(Continued from opposite page) Main sub-concession booths, etc., on the inside. Will feature artistic displays, with authentic demonstrations, and will be constructed in Paris Latin-quarter motif.

LLAMA TEMPLE—F. C. Riley, of this city, heads Chinese Government exhibition that will be based on idea much like temple that appeared at Chicago's A Century of Progress. Still life show, displaying Chinese religious objects.

BOOMERANG ride—Harry Witt, boomerang inventor and builder, and Charles Decker have signed to operate a 12-car de-luxe-type ride. Will be delivered in time for April 30 opening.

Several other attractions are nearing start-up stage among them a new Water Whip ride by Herbert Ridgway, Beverly Beach, Mass., and a museum-type attraction by Phil Platt featuring stuffed dungona, described by Webster as "aquatic herbivorous mammals found in the Red Sea." Plant is already associated with Buck in Jungland.

FLUSHING FRONT

(Continued from opposite page) William Dunn and Pat Valdo, all of the Ringling-Barnum Circus, were frequent visitors this week in connection with the Plot T. Conscience of Centaurs show. Officials hold little hope of having the attraction in readiness for a month or so.

See page 3 for a complete chart of attractions using figurative-type talent.

Bert Nevins, Palisades Park, is set to rattle the drums for two such opposite items as Hamid's Circus and Doughnut Corp. of America.

Wonder if the Ringling show had to buy the WF flag used to see The World Comes to the World's Fair. Which reminds us that a company tried to sell one of them to The Billboard.

Carnival and fraternal circus side-show impresarios are finding creditable freaks and oddities plenty scarce due to WF usage.

Garage: All over town hyping rates despite agreement with city to contrary. Visitors will find their cars scarce of the frozen variety.

More stunt and comic dives signed for Billy Rose's Aquacade. Corky Kollum, fat water buffon. Eddie Chamberlain and Ray Twardy, clown who appeared in Rose's Cleveland opera. Sam Howard, acrobatic plunger. Hank Akers, stuntstar.

Tribe of Seminole Indians due to arrive on Tuesday to join Debur & Rogers' Seminole Village. Fightin' alligators on same train. Seminoles will put up their own thatched huts. According to Will Yolen, D-F tub-thumper, this will mark the first visit of the tribe to NY. Still at war with the United States, they don't recognize any authority or law other than their own, he says. They will therefore establish their own jail (if needed, we might add) on the grounds. Chief Ocecia, their most famous fighting chieftain, never defeated in a battle with government forces, will lead the pack into town. Dig latest projects, their seventh to

ATTENTION World's Fair Exhibitors

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date, was muddled after the week-end. It's "The Last Supper."

Ford Motor Co. has ordered 25,000 so-called books of tickets (\$99,750). Unless Stores applied for 1,400 books (\$3,250), to be awarded via contest route. Fair claims total sale has passed two-million mark.

Tornado Smith and Marjorie Dare (his wife) made The Mirror's Canfield column. They represent J. W. Shillig's Meteor Ride.

Gover Whalen, WPA president, announced that the Cosellolotak Pavilion would be completed and opened as scheduled despite efforts of the Polish government to force its abandonment. Mr. Whalen said he was following the lead of this government, which refuses to recognize the conquest.

Norman DeL Geddes' show, temporary working title of which is Crystal Gazing Palace, is an ambitious scenic-illusion project occupying 11,000 square feet of Plot A-10, with a diamond-shaped interior and numerous colored lights. There will be a single fawn performer whose likeness will be carried out to infinity by means of mirrors. Capacity set at 600 with admission 15 cents. Running time will be three minutes.

Douglas Workman, famous cartoonist noted for his McPherson's Moeter panel, will enact the role of George Washington in the publicly pilgrimage from Mount Vernon to New York. It's all part of the Mesamora Kendall Washington Hall build-up.

Sun Valley has added a sub-concession of midgets in Sahara Sands setting. A Chi firm behind it.

An Egyptian mummy's full-length skeleton will be projected by X-ray on a fluorescent screen in CEV exhibit brought from Chi's Field Museum.

Harvey Allen is managing Court of Flame Restaurant in Oas Exhibits building, says Ralph Hitz. Spot will have an 80-foot circular bar and will feature a fawn warbling alongside a piano to be located on a revolving platform in the center of the bar.

Schaefer's 1,200-seat eatery will have a 125-foot bar and a 320-foot mural giving the history of beer.

Radio Station WINS is installing a studio beneath the waterfall of Victoria Falls. Crown of the Andes, set with world's largest general collection (433) and insured for \$4,800,000 had preview and went on exhibition in an art gallery at a buck admish. Proceeds to the fund for WPA's Temple of Religion. Collection sent here by a Chi banking and jewelry syndicate.

The Windy City seems much in the World's Fair news these days, by the way. Lighting tested this week in arena was probably the most elaborate illumination rehearsal on record. Pop Dunlap's scalmen will be uniformed in WF colors—orange and blue. Tony Sarg cracked four columns in The Post with his Enchanted Forest plus his own handsome pen.

Illions To Meet New Ride

NEW YORK, April 14.—Harry A. Illions and his crew from Belmont Park, Mont-real, are to erect Hyla P. Maynes' New Water Bug ride at the fair. Maynes is to sign the contract next week. Illions is also dealing with the fair to book the No. 16 El Wheels.

LOS ANGELES, April 15.—John and Ernest Hix, of Strange as It Seems newspaper featuring and radio note, will leave here on April 21 to officiate at opening of the Strange as It Seems building at the New York World's Fair.

# Cole Bros. Opens May 1

### Rochester, Ind., first stand—show to follow its regular route

ROCHESTER, Ind., April 14.—Winter-quarter activities of Cole Bros. Circus are now at their peak preparatory to the opening here under canvas May 1. A night shift of carpenters, woodworkers and mechanics has been added to the personnel, now numbering over 200.

Advertising car No. 21 in charge of William Beckel and his crew, has billed Rochester in lavish style. Following Rochester the show will move to Marion, Ind.; Ft. Wayne and upon its regular route made during the past five years with but few changes. Clyde Willard, manager of the brigade, also began his duties.

Three baggage cars of elephants, horses, performing animals, paraphernalia and equipment, along with some 80 performers and workmen, left via special train over the Nickel Plate road Tuesday for St. Louis. They will appear at the Police Circus at the Arena. H. J. McFarian, equestrian director, was in charge. The booking was handled thru the Panchon & Marco agency.

Jack Adkins, general manager, has returned from a trip to Eastern points. Stanley Dawson, superintendent of tickets; E. L. (Yellow) Burnett, Charles Land, Arthur Hoadley, Johnny Ksharski and George Valentino were recent visitors. Joe Mayworth and wife have a cottage at Lake Manitow. William Kellogg was seen in quarters last week. E. P. (Doc) Partello and wife, who have been spending the winter at their home in St. Petersburg, Fla., are due next week.

Devils P. (Curley) Stewart, 24-hour man with the show, wintering at Louisville, was a recent visitor. Al Hoffman, also 24-hour man, who spent the winter on his farm at Burlington, N. C., is due shortly.

# Canton Colony Preparing for Spring Exodus

CANTON, O., April 15.—Canton's circus colony is preparing for its annual spring exodus within the next two weeks.

J. R. Malloy and wife, Nancy Darnell, after current week at the Junior Chamber of Commerce circus in Youngstown, will ready their tent equipment for a season with one of the major carnivals. Nancy will be presented as a free act on the midway, while Malloy will work his dog and pony acts and do Roman ring turns in his midway circus.

Barney and Jimmy Aronson, comedy acrobats, will leave shortly for Jackson, Mich., to join Lewis Bros. Circus.

Art Hill, comedy cyclist, is enlarging his act for a season at fairs and celebrations.

Duke Drukenberg, show manager of Cole Bros. Circus, who has been spending the winter here with his parents, will leave late this month for Rochester, Ind.

Howard Peters, animal circus manager, plans to ready his show for an early opening.

Joe Sigurd and wife, who have been here for some time, are preparing to join a carnival and present their flying act as a free attraction.

Bill Hahn, calliope player and band leader, has an eight-piece band about ready for the job, he reports.

"Slim" Maughman, owner of a circus farm near here, reports he has several freak animals which he plans to lease for New York World's Fair attractions. Later he will make fairs and celebrations with his pet show.

# Mix for Danish Show

LONDON, April 15.—Tom Mix has contracted to appear in Denmark this summer with the well-known Danish Circus Bell. Engagement matured as result of visit by the owner, Mrs. Metz Bell, to Cardiff when Mix was playing there.



AL C. BECK, after a season's absence from the white tops (he had a small carnival unit on the road last year), will be with Lewis Bros. Circus as assistant manager and in charge of advertising banners.

# Mills Begins 10th Tour Under Canvas At Tonbridge, Eng.

LONDON, April 15.—The Bortram Mills Circus opened its 10th canvas tour April 8 at Tonbridge, with program including Kopting, female Fakir, Great Frederico, Iron-jaw, Nicolai, with mixed group of lions and tiger; Cilla's football dog; Aussie and Czech, Argentine pastimes; Gena Lipowska and dancing Arab horses; Mills' Liberty horses and baby elephants, and clown line-up including Emmett Kelly.

Blackpool Tower began customary two-week Easter circus season April 3 with Truzzi's Cavallerie de Grace, Two Marfano, Australian Alt. Aces, Five Phantoms, Three Anjoys, Lou Lenny's comedy mules, Three Jovialis, Four Aquamarino Girls, Four Lazanders and clown line-up of Deepard and Charly, and Van Norman company. Stanley Wathon booked all acts, some of which are to appear in Tower summer season.

# Ringling-Barnum Garden Biz First Nine Days Below Par; Advance Sale Is Promising

NEW YORK, April 15.—First nine days of Ringling-Barnum fun at Madison Square Garden has been marked by business decidedly below par. Opening four days before Easter, first half week was expected to play to light patronage, with pick-up coming this week due to Easter holidays and school vacations. Matinees have been good, the no sell-outs were registered thru Thursday. Evening houses have sagged from three-quarters capacity down. Show has been playing so money-tight, very little paper scheduled to come thru the door until next week. Advance sale is promising, officials say, the little hope is held for an engagement equal to last year or the year before.

Drop in biz didn't come as a surprise to local followers of the Garden, majority of attractions of the annual character having run behind 1938 grosses all winter. Show closes here Saturday, April 20, day before the World's Fair debuts, moves to Boston Garden for another indoor site and then launches the canvas season May 6 in Long Island City. It will be first time in many years that Ringling-Barnum has not started its outdoor tent in Brooklyn, lack of a suitable lot making it virtually impossible to play that bore this spring.

Lot is located adjacent to Madison Square Garden Bowl and is extremely accessible from transportation standpoint. Dale is not expected to be very successful, however, due to competition from the World's Fair, which will be operating when the show opens. Prochimal troupe, dealer specialists, left

# Capacity at J. C. For WPA; Winter Tour Ahead '38

NEW YORK, April 15.—The WPA Federal Theater Project's circus was sold last week. Show opened in Jersey City Monday afternoon to capacity houses. More than 3,000 orphans and underprivileged children of Hudson County were the guests of Mayor Frank Hague at the matinee. Hal Corbett, general agent of Eddy Bros. Circus, was a visitor. Show will close its winter tour this afternoon. It was officially announced by the executive staff that the show is way ahead of last winter's figures.

Managing Director Burns O'Sullivan is working on the book for a new tournament which will be streamlined and has been tentatively titled Parade of the States.

Law A. Ward, who has been producing clown since the show's inception, closed Monday afternoon. Ling-Tay, Chinese gymnast, joined show Monday. He will be featured during the canvas season, reports Wendell J. Goodwin.

# Favors Revival of Parades in Cincy

CINCINNATI, April 15.—The Public Beautification Commission on Tuesday favored the revival of circus parades in this city for the education and entertainment of children and adults. President Max Hirsch of the commission stated that it would be recommended to City Manager C. O. Sherrill with the understanding that the parade should be held at times and sections of the city where it would least interfere with street traffic and with downtown business houses.

Action of the commission in regard to the request for parade permits was taken after the commission approved a two-day license to Cole Bros. Circus for use of the C. & O. Playground, Fourth and Smith streets, May 14-15. The Cole show has used this lot on several occasions.

Hirsch explained that circus officials had not suggested that the commission seek permission to hold parades.



NEW YORKERS, used to big things, pause to marvel at the huge banner lift of the Ringling Bros. and Barnum & Bailey Circus pitched above. It is on the Longacre Building, opposite the Times Building on Broadway between 47d and 49d streets. Riggers were tasked by George (Red) Goehard and M. Dakers (Sooty) Goss, under the direction of Frank Mahery, of Arthur Hopper's billing crew.

# H-W Affairs Still in Tangle

LOS ANGELES, April 15.—While some of the Hagenbeck-Wallace Circus property here has been disposed of, the affairs of the show are still in a tangle, with not much hope of being straightened out for some time to come. It is claimed that the show owes about \$28,000 admission taxes in addition to Social Security tax for the season, and employees have roughly \$70,000 coming in salaries. In addition there are scores of unsettled claims from along the show's last season's route.

Ralph J. Clawson is still at quarters in charge of the Ringling equipment. This includes 23 elephants, 4 camels, a number of ponies and dogs, about 40 wagons and 30 cars. Some of the rubber-tired wagons have been turned back to the Springfield (Mo.) Wagon Co. The show's light plants and about a dozen horses are still unpaid.

Howard Y. Bary has been here this week working with the attorney for the H. O. Corp. in an effort to obtain possession of property he claims belongs to the corporation but which the Ringling interests also claim.

whirling torch trick after missing it at opening.

Billy Rose's Casa Manana layout included the big show "oppositing" the other big show with Great Yacops, Theodor Seals and others. Heard around is that Flying Concoction were offered \$500 a week by Rose and was turned down, also engagement was to be long.

Dot Carlson, fat woman, working without bid for first time in years. Dot says Pio is handling business end, but working separately.

Tom Elmstedt, veteran Liberty horse trainer, winning pounds with his work in Ring 1, as is Gordon Orton in Ring 2. William Hayer's click, stemming from multiple-gaited Yo Yo, getting solo spot in center, a picture of unrivaled rhythm and beauty for the hoo-fancying fraternity.

# Norths at World's Fair

John and Buddy North spending days this at the World's Fair conferring with officials regarding the "Cavalcade of Centaurs" equestrian show to be presented by John for the fair. Personal Director Pat Valdo with them. . . . The new ring-block harness and trappings arrived from Belgium this week and will be introduced in the program as soon as properly assembled and fitted. North purchased the equipment in Belgium on his winter European tour in search of acts, etc.

Air-conditioning equipment is being assembled in Buffalo by Buffalo Forge engineering firm and will be installed on show within several weeks following (See RINGLING-BARNUM on page 40)

the show to play the St. Louis Police Circus with no replacement as yet. Hinker resentment plenty high as American Federation of Actors got first call on arena and current dues from first week's pay. Many kicks also because show lopped off half day's salary, claiming justification account of opening at night, not matinee, last Wednesday (8). Union's traps tangled with performers backstage on several issues.

# Salaries Lowered

Salaries have been chopped 25 to 30 per cent over last year, clowns appearing to suffer majority of such cuts despite slimness of harlequin alley.

Robert Montgomery, the film star, was missing as he visited Clyde Ingalls' wife. Show in basement, the reason being he went unrecognized. Cycled a mild commotion especially among Hawaiian artists, who returned his intended, snub doubled in spaces. His name is strictly mud in the annex now.

A prominent visitor was John Robinson IV.

Dr. Allen R. Dufoe, the quins emcee, initiated by Orlin Seins and Sanders Wednesday and next day ankled over to the backyard by P. Darius Benham. One publicist, charter member, for a stunt with Terrell M. Jacobs, who received the famous Doc's book autographed to Dolly's and Terrell's twins. Jacobs also brought the twins into the cage with him for a posed stunt, which was nationally televised. Dolly still out of her turn.

Aladdin jugglers, picked up on their





# With the Circus Fans

By THE RINGMASTER

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ROCHELLE, Ill., April 15.—Thursday night, March 30, was selected as Circus Fans' night at the 10th annual Shrine Circus of Hartford, Conn., and a large group occupied a block of seats, with the members of the local Tent as hosts. Among those attending were Tex Sherman, Bill Brinley, Madeline M. Bollen, Charles E. Davis, Mr. and Mrs. Benjamin F. Perkins, Dr. and Mrs. Harold L. Staples, Mrs. Sam Stratton, Mrs. Gil Conlind, Miss Harry Durnst, Jim Hoye, Carlos S. Holcomb, Mr. and Mrs. Charles A. Davitt, Joe Beach, Wally Beach and Bill Montague.

George Duffy, of Fort Plain, N. Y., attended the opening performance of the Big Show in New York. The following day he left for White Sulphur Springs, W. Va., for a short rest.

Capt. Dan E. Fox, of Sidney, N. Y., witnessed the opening performance of Ringling-Barnum as special guest of Herb Duvall, legal adjuster.

Port L. Wilson, Chicago, will leave April 17 on his long trip to the Southwest, returning to Chicago the latter part of July. He witnessed the opening performance of the indoor circus at the Stadium.

Walter H. Höpenadel attended the Chicago Stadium Circus April 15.

## Mrs. Felix Morales Injured

PORTLAND, Ore., April 15.—Mrs. Felix Morales, with Polack Bros. Circus, which appeared here under auspices of Al Kader Shrine, injured her back during the opening-night show April 8 when she missed the net in an eight-foot jump. She was taken to Good Samaritan Hospital for treatment but had recovered sufficiently by April 12 for discharge.

WHITEY WILBUR is boss property man with the Greater European Olympic Circus, now playing the Chicago Stadium.

**Wild Animals**  
LARGE SNAKES  
RARE BIRDS  
SMALL MAMMALS  
**DUE BEGINNING OF MAY**  
**PARAMOUNT AQUARIUM, INC.**  
61 Whitehall St.  
New York City

SAVE MONEY **MOTORIZED** SAVE MONEY  
SPECIAL Finance Plan SPECIAL  
WRITE Chas. T. Goss  
WITH Standard Chevrolet Co.  
EAST ST. LOUIS, ILL.

**ACCLIMATED RHESUS and RINGTAIL MONKEYS for Sale**  
McKEE JUNGLE GARDENS  
Van Nuys, Cal.

**TIGHTS**  
OPERA HOSE  
KOHAN MFG. CO., 290 Tenth Pl., Brooklyn, N. Y.

# Favorite Outdoor Performer Contest

See Coupon This Page

## Ballots Vs. Coupons

Now that all of the direct-mail ballots under which the Performer Contest voting system started have been accounted for, it is interesting to note how returns from these compare with the coupon form of balloting. Coupon voting is based upon the first returns, which are slight, of course, compared to the original system of voting, a system which prevailed for more than three months, whereas the coupon was first introduced two weeks ago (Spring Special Number).

To make the comparison clear at a glance, we are listing the voting done by ballots mailed to voters and underneath it how performers measure up in the coupon voting. Actual number of votes gained by artists via coupon does not appear because, first, it is not fair to print separate votes and, secondly, the points gained are too few, as previously explained. Nevertheless, the comparative figures are interesting.

Here are the first 25 leaders in the mailed ballots:

1. Mabel Stark	672
2. Flying Bebes	612
3. Blondin-Rollins	465
4. Hubert Castle	447
(Mal Silver)	
5. Flying Cossellos	401
6. Marjorie Bailey	350
7. Clyde Beatty	341
8. Wandas	313
9. Monkey King	298
10. Rudy Rudy	290
11. Con Colicane	215
12. Cristians	207
13. Dorothy Herbert	199
14. Capt. Terrell M. Jacobs	176
15. Flying Bebes	172
16. Harold Barnes	170

17. Flying Bebes	168
18. Blights	162
19. Capt. Fuscoss	159
20. Capt. Spocky Phoenix	156
21. Nattes	154
22. Antaleks	148
23. Schell's Four Queens	147
24. Four Aerial Apollos	143
25. Yacops	124

It will be noted that the race is unusually close from third position down, and more so from the sixth spot down to the 25th.

Now for the leaders in the coupon returns, points from which will be added on beginning next week, when there will be only one listing of combined votes.

1. Mabel Stark
2. Jenny Rooney
3. Clyde Beatty
4. Cossellos
5. Reiffenachs
6. Otto Cribbling
7. Louie Roth
8. Cristians
9. Capt. Roman Prosko
10. Marjorie Bailey
11. Capt. Frank Custing
12. Wm. and Tamara Meyer
13. Pallenberg's Bears
14. A. McGill
15. Rudy Rudy
16. M. Christensen
17. Dorothy Herbert
18. Wandas
19. Cheerful Gardner
20. Terrell M. Jacobs
21. Genie Wilco
22. Florence
23. Hubert Castle
24. Harold Barnes
25. Flying Bebes

\*Not among first 25 in total scoring.

## Kough, Hawa and Others Planning a New Circus

CINCINNATI, April 15.—Word reaches The Billboard that Garnet Kough and associates of Austin, Minn., and D. C. Hawa, the showman, are forming the Austin Amusement Co. for the purpose of operating a circus. Title of show has not yet been announced. Glenn J. James is no longer identified with the group.

# OFFICIAL BALLOT

## FAVORITE OUTDOOR PERFORMER CONTEST

Sponsor: The Billboard

**HONORS:** Circus Saints & Sinners Club of America (Former Fellows Tent); Circus Fans of America, National Showmen's Association and Hollywood Trophy Co.

Open to any person in, or catering to, show business, including show trade organizations and accredited fans holding paid-up membership cards.

**RULES AMENDED TO INCLUDE VOTING BY PERFORMERS, WHO MAY NOT VOTE FOR THEMSELVES, HOWEVER.**

I hereby cast my votes for the following:

NAME OF UNIT, ARTIST OR TRAINER	TYPE OR CLASS
1. (10 Points)	
2. (9 " )	
3. (8 " )	
4. (7 " )	
5. (6 " )	
6. (5 " )	
7. (4 " )	
8. (3 " )	
9. (2 " )	
10. (1 Point)	

The Billboard is the final judge of all ballots, and objections made by it are incontestable and cannot be appealed. Contest closes with coupon in issue of November 25, 1939.

Your Name \_\_\_\_\_  
Please Print

Permanent Address \_\_\_\_\_

Affiliation in Show Business or by Whom Employed \_\_\_\_\_

Signature \_\_\_\_\_  
Ballots without signatures are void.

**CUT OUT PERFORMER CONTEST EDITOR AND MAIL TO The Billboard, 1564 Broadway, New York, N. Y.**

**Photo Post Cards**  
Straight, Hard, Softenings of any Photograph or Mailing. The Best Quality, made just the way you like them.

100, \$2.50; 200, \$4.50; 500, \$7.00; 1,000, \$14.25.

Send 50¢ Cash with Order. N.Y. C. O. D. Originals returned unclaimed. SATISFACTION GUARANTEED.

2x10 Lobby Photos, Special; Size 10 for \$2.50. 2x4, 4x6, 4x8, 4x10, 4x12, 4x14, 4x16, 4x18, 4x20, 4x24, 4x28, 4x32, 4x36, 4x40, 4x44, 4x48, 4x52, 4x56, 4x60, 4x64, 4x68, 4x72, 4x76, 4x80, 4x84, 4x88, 4x92, 4x96, 4x100, 4x104, 4x108, 4x112, 4x116, 4x120, 4x124, 4x128, 4x132, 4x136, 4x140, 4x144, 4x148, 4x152, 4x156, 4x160, 4x164, 4x168, 4x172, 4x176, 4x180, 4x184, 4x188, 4x192, 4x196, 4x200.

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# TENTS

NEW and USED  
Prices to Spring Everybody

Spring Tent, 10-ft. Dia., \$39.50; Canvas Tent, Used Wall Tent, New, 10x10, \$49.50; Living Tent, \$17.00; New and Used 20-ft. Dia. Wall Tent, New and Used 20x20-ft. Motorhome, \$45.00; 40-ft. Motorhome, \$100.00; New Wall Tent, 10x10, \$55.00; Used Show Tent, 10x10, \$20.00; 10x10-ft. Tent, \$20.00; 10x10-ft. Tent, \$100.00; 20x20-ft. Tent, \$50.00; 20x20-ft. Tent, \$100.00; 40x80-ft. Tent, \$195.00; 60x110-ft. Tent, \$150.00; 100x200-ft. Tent, \$1,000; one 12-KW. Gas Driven Generator, \$150.00; one 30-KW. Gas Driven Generator, \$225.00.

We Have The Most Stock to Let. Mail Your Inquiries.

**MARTIN NEW YORK TENT & DUCK CO., Inc.**  
504 Canal St., New York City, N. Y.

# Quality Tents

for the CIRCUS, CARNIVAL & CONCESSIONS

**ERNEST CHANDLER** 196 WOODBINE ST. NEW YORK CITY

**WPA FEDERAL THEATRE**  
Presents Its  
**3 RING CIRCUS**  
Featuring **CAPT. ENGERER'S**  
FIGHTING LIONS

# TENTS-BANNERS

50 Concession Tents, Good Condition, 10x10—10x14—10x18.

**CHARLES DRIVER—BERNIE MUNDISON**  
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OPERA HOSE  
LEOPARDS-LEG PADS

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**TENTS**  
FOR SALE OR RENT  
WRITE FOR FREE CATALOG  
**VANDERHERCHEN, INC.**  
2840 Emerald St., Philadelphia, Pa.

**80x200 TENT \$200**  
Complete ————— \$200.00  
1 Section Blue, 8x10 ft. ————— 1.00  
100 ft. of Blue Linen, Each ————— 1.00  
Down Property Cards, Assorted, 1 lb. — 5.00  
Jenson Show Cards, Assorted, 1 lb. — 5.00  
STAKE PULLER ————— 5.00  
2 Section Animal Trailer Cap. ——— 5.00

**AMERICAN CIRCUS**  
2188 Tanager Rd., Detroit, Mich.

# ALBERTIS CO.

440 W. 42nd St., N. Y.

**TIGHTS SPANGLES RHINESTONES**

# Under the Marquee

By CIRCUS SOLLY

L. H. JONES says that he will be general agent of the Davenport Circus.

FRED STAUNTON will be with Cole Brock on the side show.

BE A REGULAR ~~part~~ ~~of~~ ~~a~~ ~~show~~

FRED D. (BROADWAY) WALKER is with Ringling-Barnum's Circus.

CHARLES ~~is~~ former juggling clown with Ringling-Barnum. Will be with the Zeiger Circus.

WALTER LEON, who spent the winter in Miami, is visiting the Richard show.

JEAN SULLIVAN will again be with the Ringling-Barnum Circus, riding midget and going aerial ladder and web.

THE HELP should be loyal to the manager and do the best possible.

BOB VANDERBEEK, of Somerville, N. J., drove to Kingsport, Tenn., for the opening of Richard Bros. Circus.

WALTER BROS. Circus is contracted for West Chester, Pa., April 27 and will be the first since Walter L. Smith showed there September 2, 1937, reports Herbert A. Douglas.

OPTIMISM cannot be bought with money, yet it is as free as the air we breathe. Be optimistic.

FRANK B. HUBBARD, agent of Atlantic City, was at the opening of Ringling-Barnum in New York. Says that it is a great show and that he met a number of folks with whom he trouped on the circus some years ago.

L. H. GREENHAW, general agent of the Barker & Watts Circus, states that he got the advertising car started at Ft. Smith, Ark., and that work at quarters is practically completed. Just before he left the elephant arrived from Florida.

DR. H. E. THOUTMAN, who saw Barnett Bros. Circus at Covington, Va., states that show has a very pleasing program, and Ira Hayes a dandy nine-piece band, all members of the union.

The equipment, freshly painted, looks great. Tom Burns is in his 10th year as registrar director.

SIDE SHOWS should have something worth while in them if they expect to do business. The public must be satisfied.

THE BUILDINGS of the old Sells-Floto Circus at West 27th avenue and (See UNDER THE MARQUEE page 40)

## Dressing Room Gossip

DOWNIE BROS. — At Chattanooga, Tenn. Ernie and Ida White, also their daughter, were on hand renewing acquaintances. Local papers gave Anna Brock, aerialist, and Mickey O'Brien, clown, a good human-interest story with photos. Evidently the press boys are on the job.

The performance is running smoothly under the direction of Bert Wallace and is receiving much favorable comment. Martha Principi joined Wayne Butters' wire act. I see a number of people practicing—Dorothy Crossley, on the unsupported ladder; Shorty Sylvester, breaking a new dog act; Everett Gerrell practicing on corner. Little Donna Mae Harder is the center of attraction, especially among the women of the dressing room.

Edie Allen left for Chicago to direct the circus performance at the Stadium, after which he will return. In addition to his regular Sunday Evening Ranger radio broadcast, Buddy Owens, Western film star, appears daily on local radio stations, assisted by Howard Bryant, Chief Three Trees, Chief No-Knife and Princess Silver Pawn, who, incidentally, does an excellent song number during the band concert.

Edie Hendricks is a new addition to the wire act. The show has several new speakerstands. Weather so far has been good, but no ice is needed in the drinking-water barrel. Sugarfoot Williams took the prize for the best story telling last week. When Alex Brock was asked why he finished early in the show's performance his reply was: "Don't you know I'm a star? Get with it; read The Billboard."

CHESTER (BOBO) BARNETT.

## Johnson With P-W; Adv. Car on Road

CHICAGO, April 18.—Edward A. Johnson, who for five years was contracting press agent for the Ringling-Barnum circus and who resigned his position last year to go with Tim McCoy's Wild West, left here to join the Barker & Watts Circus at Poplar Bluff, Mo., as contracting press agent. Thomas (Skinny) Dawson is story man, one week ahead.

FT. SMITH, Ark., April 18.—Barker & Watts advertising car No. 1, in charge of Claude Morris with a crew of 14 men, left here Monday for Rogers, Ark., the first stand out of Fort Smith. The cars are freshly painted, and with gold lettering, and make a very attractive appearance.

The show this year is strengthening its billing and has a very attractive line of banners, as well as new special paper.

# 15 Years Ago

(From The Billboard Dated April 19, 1924)

Chester J. Monahan was assembling a show at Wabash, Ind., to be known as Gollmar Bros. Trained Wild Animal Circus. Staff included Henry W. Link, general agent; Harry D. Carney, contracting agent; S. B. Warren, advertising car manager; Fred Bickell, advance representative; Jasper Fulton, press agent and assistant treasurer; Ray Dick, side show; Frank B. McElroy, band leader of big show; Joe Bonhomme, producing clown. Signed with the Atterbury Animal Circus were the Whitneys, concert people; Ralph Christie, tight-wire act; Fred Brunner, elephant trainer; Whittie Rodenberg and family; Earl Dayle; Pete Nard, assistant to Fred Nard on stock, and Orville Spear, chandelier man. . . . Circus lovers and fans of Peru, Logansport, Ft. Wayne, Indianapolis and other Northern Indiana towns, as well as performers and executives of the John Robinson Circus, engaged a special train to attend the Sells-Floto Circus at the Coliseum, Chicago.

Atkinson's Animal Circus was carrying a circus, side show, pit show, 2 rides and 10 concessions, moving three times a week by truck in the Hawaiian Islands and doing splendid business. . . . John H. Barry, who had Campbell Bros. Trained Wild Animal Show on tour the past two seasons, signed with Polle Bros. Circus. . . . Tetu Robinson, Japanese wire performer, who had been with John Robinson Circus for 12 years, was signed as a feature at Luna Park, Coney Island, N. Y. J. O. and Peter Cassavant joined the Walker L. Main Circus.

The Aerials Grants signed with Rice Bros. Circus. The Hickey Family was set for Walter L. Main Circus. . . . Fred Biggs, impersonator, was again with Sells-Floto. . . . Val Vins, for 15 years descriptive lecturer with the Big Show, accepted management of the side show at Spangy Island, N. Y. . . . During a wind-storm one of the brick walls of a fire-resistant paint shop of the Ringling-Barnum circus at Bridgeport, Conn., collapsed and smashed a wagon. . . . The Silvers Johnson Trio joined John Robinson Circus at Cleveland. . . . Thomas P. Ambrose died at his home in Hollywood, Calif., April 13.

## Performers' Club

By CHRIS CORNALLA

CHICAGO, April 18.—At the Performers' Club preparation for the circus season, the routing of shows for fairs, carnivals, etc., make the clubrooms a busy place. The Antalek troupe, perch act; the Sensational Wonders, flying act; Sato troupe, Japanese foot jugglers; Six Jordania, teeterboard acrobats and horizontal bar performers; Hoppe Smilletta, Pat Padden, Pete Adair, Jack Skimmer, Harold Norris, Nick Machadon and Paul Bonnel are rehearsing daily at the club.

Mike Taffin, Nicholas Bolis and Anton Scibilla units are also rehearsing here. Bert Wright and his dogs open with Jay Gould's Million Dollar Spectacle.

Harry Bykes, club treasurer, has opened a bicycle shop on the northwest side. Joe Sells, formerly of Wells and Sells, is now physical instructor in the Homewood Schools.

Janaley, High act, is booked with the Contin Show. Winnie and Dolly open in Peoria, week of April 26. Fackie and Jean Teeters are booked with the Johnny J. Jones Expo.

Joe Melvin, juggler, has sailed for Sydney, Australia. Bill Cornallo, formerly of the Cornallo Troupe of clowns, will be with a big top.

G. O. Gray, Northwest circus impresario, visited Rink Wright's Shrine Circus in Omaha.

B. C. Trux, Tip Top Jamboree furnished the stage attractions for the Industrial Exposition at Enid, Okla. Among the acts were Three Haas Brothers, horizontal bars; Lang and Lee, jugglers; Phillips and Delora, dancers; Billy Irwin and his table; Dorothy and Reila, iron jaw; Comedy Cloud, bicycle act; eight line girls, 10-piece band, and Chris Cornalla, clown.

Among the new arrivals at the club this week were Joe Madden, Fairway and Cook, Gilbert Brothers, Ray Goody, Mann Brothers and Hubert Dyer.

# The Corral

By ROWDY WADDY

TOM KING is with Rex Cole's Wild West Show on Zim's Offshoot Shows.

TEX WALKER, riding cowboy, now a regular CBS feature on Station WJ3V, Washington, reports he will not make the rodeo this summer.

A WILD HORSE roundup is on to provide buckers for the Lakeside, Ore., Sky High Stampede this summer. Riders plan to gather at least 60 broncos, which will be corralled near Lakeside.

WINKLER COUNTY'S annual rodeo and live-stock exhibit, sponsored by the American Legion Post and local fire department, will be held in Kernit, Tex., this summer for three days and nights. One of the features will be an oilman's roping and riding contest.

RODEO ASSOCIATION of Condon, Ore., recently elected Ray Duke, president, and Orvine Tierney, secretary. At the meeting it was decided not to make definite plans for the third annual spring rodeo until business firms and civic organizations have been contacted to see if they favor the show.

ROBBERS' BOOST ROUND-UP, annual three-day Eastern Utah Rodeo Association show, will be held at Price, Utah, this summer. Stock has been contracted. Officers elected at the association's recent annual meeting are Fred W. Keller, president; J. T. Kelley, first vice-president; Val H. Cowles, second vice-president; Bob Hacking, secretary, and Angus E. Johnson, treasurer.

EXPANSION of rodeo entertainment at the Brazoria County (Tex.) Fair Stock and Fair Show this summer at Angleton, Tex., has been announced by show officials. Events will be co-sponsored by the Junior Chamber of Commerce. Rodeo pens, chutes and new stands are to be erected. Grounds are being re-levelled and graded with all building and work in charge of Gerald Abbot, Alyon, Tex.

SECOND ANNUAL Cleveland Arena Rodeo, sanctioned as a contest by the Rodeo Association of America, and under American Legion Post auspices, got under way April 16, with advance sale more than 40 per cent above that of 1937. There will be five performances daily for the eight-day event. Rodeo staff under Herb Maddy, general representative, arrived early in the week with 300 head of stock and converted the arena, a hockey plant, into a rodeo amphitheater just in time to be greeted by a blizzard. George Ward, Harry Williams and Shorty McCrory will be judges. Col. Jim Ekew is arena director. Special features will include the JE Ranch Rodeo Coe and Col. Cy Compton, rope artists. Fog Horn Glancy is press agent for the JE organization.

## A Humble Apology

By FRANK (DOC) STUART

OKLAHOMA CITY, April 15.—Anything may happen when an ex-circus p. a. falls by the wayside and permits himself to enter political life as the municipal judge of a swanky place adjoining the city limits of a mere village of some 255,000 population. This happened four years ago and during this period said judge became sick of the so-called honor. Then came another election a few weeks ago and the judge found himself and wife vigorously campaigning. (See HUMBLE APOLOGY on page 40)

## Russell on Fair Grounds

At Rolla, Mo., for Opening

ROLLA, Mo., April 15.—On Monday (17) Russell Bros. Circus makes its annual 1 1/2-mile move from winter quarters to the fairgrounds, where it will set up in preparation for the season's opening next Thursday (20). Manager C. W. Webb reports all preparatory work well in hand. As the opening draws near new arrivals are increasing the ranks at quarters each day. Among those recently arrived are Walter Jenner and wife, with Buddy the Seal; Irene Ledgett, Bandmaster G. S. Brooks and wife and Joe C. Bebb, Francis Kitzman and wife also spent a few days here before the advance advertising crew started out.

# HAAG BROS. CIRCUS WANTS

WANTORS FOR BIG SHOW BAND. Open. Dancers, etc. For Sale Show, Colored Musicians and Performers. Would consider (preferred) Musical or Film Tally or Heavy Labeled stars. Man capable of doing French and English also desired. Don't take wire. Best appearance. (Optional) Dancers and Soloists. City Manager, Side Show Manager, Team driving (Horse or mule) and other. Routes: April 15, Lebanon; 16, Searcy; 17, De Soto; 18, Fulton; 19, Paducah; 20, Paducah; 21, Paducah; 22, Paducah; 23, Paducah; 24, Paducah; 25, Paducah; 26, Paducah; 27, Paducah; 28, Paducah; 29, Paducah; 30, Paducah; 31, Paducah. Manager Schaefer wanted.

CALL CALL  
**LEWIS BROS. CIRCUS**  
All shows opened month later than April 25. We can still raise a big show. Musicians, Dancers, Soloists, Dancers for big show. All shows open and running. Also big top show open April 24.  
LEWIS BROS. CIRCUS  
Clinton, Miss.

## CIRCUS ACTS

Shows doing two or more Acts, with three or more people preferred. WANT Comedy and Novelty Acts, also Clowns that can double as High Wire Acts.  
4 WEEKS IN MEXICO CITY, WITH OPTION OF 4 MORE.  
State all in first letter, giving lowest salary and stating just what you do. Send photos. Permanent Circuit, Mexico City, D. F., Mexico. Next mail leaves last of April. I pay transportation from U. S. border to Mexico City and return. Address:

**W. A. KING**  
**BROWNSVILLE, TEXAS**

## WALTER L. MAIN CIRCUS OPENING IN AKRON, OHIO, MAY 20th

Flying With Stands Under Strong Auroras.  
**WANTS**  
Feature Acts for Big Show, those doing two or more given preference. Acts to feed and show themselves. Will book organized Side Show with own outfit. Department Heads and those they wanted. Give me all data in first letter. All concessions open. Attractive proposition for big 18-down Cook House. All who wrote me before write again, please. All address:  
FRANK RUTTMAN, 206 Metropolitan Bldg., Akron, O.

# KARL WALLEENDA

Presents

THE GREATEST AERIAL SENSATIONS OF TWO CONTINENTS

## THE GREAT WALLENDAS

(ACT No. 1)

Opened the 1939 Season  
GOLDEN GATE INTERNATIONAL  
EXPOSITION

San Francisco -- Feb. 18-March 4

Now Playing  
BARNES-CARRUTHERS CIRCUS  
Stadium, Chicago -- April 17-30

Leaving for Europe May 17 To Open  
a 21-Weeks' Engagement at the  
BLACKPOOL TOWER CIRCUS  
Blackpool, England

*Thanks to Stanley W. Watton, London*

**BOOKED SOLID UNTIL  
MARCH 31, 1940**

**FAREWELL TO OUR  
MANY FRIENDS  
UNTIL WE RETURN**

## THE GREAT GROTEFENT WALLENDAS

(ACT No. 2)

After Rebuilding This Act We Are Now  
Featuring "THE DANCING GENTLEMAN  
ON THE WIRE" -- Absolutely the Greatest  
Artist of His Kind.

Now Playing  
ST. LOUIS POLICE CIRCUS  
Arena, St. Louis -- April 14-23

THANKS TO GEO. A. HAMID

Then Playing  
PALISADES AMUSEMENT PARK  
Palisade, N. J. -- April 29-May 14

*Booked for 12 Weeks  
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Booking Association at  
Leading Fairs in the  
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1560 Broadway, New York City  
or  
% Billboard - Cincinnati, Ohio

# B'HAM GOING LOCAL

## New Hands Hold Ala. State Reins

Strieder retires as general manager—plant is to be given improvements

BIRMINGHAM, April 15.—Reorganization of Alabama State Fair here with local interests in charge, was announced Thursday night at a meeting of some 800 civic-minded citizens in the Tux-wiler Hotel. G. T. Wofford, local old man, president, J. Warren Leach, realtor, is executive vice-president and J. Kirkman Jackson secretary of the new organization.

Retirement of P. T. Strieder, general manager of Florida Fair, Tampa, and manager of the Birmingham fair for the past several years, was announced. Doug Baldwin, of the Minnesota State Fair, St. Paul, attended the meeting. It is understood that he will manage the 1939 fair here, although no announcement to this effect has as yet been officially made.

### Percentage To Clinic

Executive Vice-President Leach announced extensive improvements to the fair plant, including remodeling of the swimming pool and addition of a 800-foot poultry exhibit hall. He declared grand-stand attractions would include (See B'HAM GOING on opposite page)

## Sturbridge Annual To Pass

STURBRIDGE, Mass., April 15.—Announcement is made that there will be no 85th annual Sturbridge Fair this year. For the last few seasons the fair has not been a paying proposition and this fact, plus damage by the September hurricane, has moved directors to sell the grounds to a realty company to be cut into lots. Sam T. Shoard, general manager, said the old Wells family, Southbridge, had helped to keep the fair going. Sturbridge Fair grounds was one of the sites of trotting races in Massachusetts, and the half-mile dirt track was considered one of the best in the State. There was conducted at the fair annually a cattle show by Herbert Carpenter and a horse racing program in charge of Albert L'Ecuyer.

COLUMBUS, Miss.—East Mississippi Rabbit and Live-Stock Association, organized here recently, elected George Booth, Tupelo, president; C. H. Thompson, Laurel; Ray Walters, Columbus, vice-president; Kenneth G. Slickler, Columbus, secretary and treasurer. A spring horse show circuit will include Columbus, Laurel and Hattiesburg.



ELMER E. REAMER, 57, director, new Michigan State commissioner of agriculture, has been a director and executive officer of Lenawee County Fair, Adrian, since 1916. He owns and manages two farms comprising 330 acres, is a leading stockman and member of numerous stock and co-operative associations. He has had numerous prize winners and grand champions in fat cattle at Michigan State Fair, Detroit, and at Detroit and Buffalo Fat Stock Shows. Long active for agricultural education, he is a strong supporter of 4-H Clubs. Now chairman of Lenawee County Republican committee and Republican State central committee member. His only political public office has been as justice of the peace four years.

## Sacramento Figure For Entertainment May Reach \$50,000

SACRAMENTO, Calif., April 15.—After returning from Hollywood and Los Angeles, Secretary-Manager Robert H. Muckler, California State Fair here, said last year's expenditure of \$35,000 for fair entertainment may be increased to \$50,000. Louis Castellucci, conductor at the 1938 fair of the Hollywood symphonic band and who wrote his own arrangements for the show, again has been employed to direct the fair's official band. (See Sacramento Figure opposite page)

## Three in N. D. Go to B.-C.

CHICAGO, April 15.—Three major fairs in North Dakota have contracted grand-stand attractions for 1939. Fred H. Kressmann, general sales representative of Barnes-Carruthers Fair Booking Association, having signed night grand-stand shows for North Dakota State Fair, Minot; Red River Valley Fair, Fargo, and North Dakota State Fair for Grand Forks.

## Lease and Bond Plan in Dallas Adopted To Start Off '39 Annual

DALLAS, April 15.—A plan for wiping out \$148,000 indebtedness of the State Fair of Texas here and having the organization with a working capital of about \$30,000 with which to start its 1939 budget was adopted at the annual spring meeting of directors in the Baker Hotel. The plan, presented by Arthur Kramer, calls for a \$175,000 bond issue for which Fair Park stadium would be put up as security. The fair association has reduced the debt on the stadium from more than \$200,000 to about \$90,000. It also calls for a new lease of 20 years on Fair Park under which the association would have full possession for that time. Interest rate on the bonds will be 5% later and be paid off over the 20-year period. Stadium receipts are expected to largely pay off the liens. A group of 178 business leaders of the State pledged their support to the bond issue.

## IAFE Schedule Set for Toronto; Ball on Nov. 29

TORONTO, April 15.—Showmen's League of America's Annual Banquet and Ball in conjunction with the 49th annual meeting of the International Association of Fairs and Expositions in the King Edward Hotel here is slated for November 29, the night before Thanksgiving Day, according to the latest bulletin of dates issued by IAFE Secretary Frank H. Kingman, Brockton (Mass.) Fair secretary.

Schedule of the convention on November 28-29 is given as follows: Sunday, November 26, Showmen's League Memorial Service; Monday, November 27, Royal Winter Fair visitation; Tuesday, November 28, business sessions of IAFE; Wednesday, November 29, business sessions; Wednesday, November 29, Showmen's League of America Banquet and Ball. In accordance with IAFE custom of meeting every five years in Canada, the association at its 1938 meeting in the Hotel Sherman, Chicago, on November 29 and 30 elected as president for 1939 (See IAFE SCHEDULE on opposite page)

## Maritime Association Will Study Management Problems

AMHERST, N. S., April 15.—Annual meeting of Maritime Exhibitions Association here discussed amusements, concessions, finance, exhibits and other management problems in a move to improve conditions. C. E. Sypher, secretary of Fredericton (N. B.) Exhibition, and F. L. Wood, poultry superintendent of New Brunswick, were speakers.

Sypher, talking on the problem of passes and ticket sales, said control of the pass situation was necessary lest it get out of bounds. There was an open forum on questions introduced by Mr. Sypher and decision was made to seek all information available on these, data to be filed for use by any fair executive in New Brunswick, Nova Scotia and Prince Edward Island affiliated with the association.

Mr. Wood stressed need of poultry shows at fairs, following the example of the Maritime Winter Fair, Amherst, last November in introducing a new type of poultry exhibition. Association continued a ban on tuberculosis and Bang's disease in animals. Regret was expressed that more county fairs did not join the organization.

OAKDALE, La.—H. O. Cain was elected president of Allen Parish Fair Association; Amos Richard, Leon Miller, Luther Doyles, vice-presidents; G. C. Meaux, secretary-manager; Ray Wyatt, treasurer.

LEBANON, Ky.—American Legion Fair Association elected W. A. Wade, president; B. G. Spaulding, secretary; Robert L. Spalding, treasurer.

## State Again To Check Wis. Fair Midways

MADISON, Wis., April 15.—Complying with the request in a resolution unanimously adopted at the January annual meeting of Wisconsin Association of Fairs, the State department of agriculture and markets again will provide full-time inspection for all county and district fairs. Department will defray traveling expenses and one day of salary; the fair will pay local expenses and salary for all days over one.

Fairs shall pay a minimum of \$6 per day for inspectors and inspectors shall have full co-operation of all fair officials and report any infraction of any of the State department regulations to fair officials, who shall take immediate action and close or eliminate any concessions violating any of the State laws or regulations.

State-aid will not be allowed to any fair association which permits gambling, immoral shows, sale of hard liquors or continues to operate any concessions (See STATE AGAIN on opposite page)

## Grand Stand for Charlotte Plant Is Bought by Dorton

CHARLOTTE, N. C., April 15.—A large steel fabricated grand stand used at Churchill Downs, Louisville, Ky., was purchased while he was on a trip there by Dr. J. S. Dorton, president and general manager of Southern States Exposition here.

Stand, 270 by 120 feet, will be erected at the plant here, where engineers have laid out the race track, an oval around a lagoon which will be gayly lighted for aquatic acts and sports.

Dr. Dorton, also manager of the State fair, Raleigh, and Cleveland County Fair, Shelby, N. C., announced contracts will be let for grading on the 100-acre Concord road grounds here. It is planned to have stands, exhibit halls and esplanade ready for considerable summer activity.

## Ohio Fires Being Probed

COLUMBUS, O., April 15.—Cause of a \$1,500 fire on the State Fair grounds, which raged a race horse barn here in February, was announced by Fire Chief Ed P. Welch, Columbus fire department, after a joint investigation by the department, Franklin County sheriff's office and State fire marshal. An employee of a firm which had rented the barn admitted to officials that he had used a gasolene stove to heat a portion of the barn, against orders, and that the fire started when the stove exploded. He was held. Joint investigation of two additional fires on and near the grounds, all believed to be of incendiary origin, is being continued.

## Eagles Backers in Savannah

SAVANNAH, Ga., April 15.—Georgia-Carolina Coastal Fair, known in the past as Georgia-Carolina State Fair, will be sponsored this year by Savannah Aerie, Fraternal Order of Eagles. Grand shows have been booked for the midway on the fairgrounds southeast of the city. A permit for the fair has been granted by city council and committees to further fair plans have been appointed.

DAYTON, O.—Fourth annual convention and banquet of American Auto Racing Fraternity will be held in Biltmore Hotel here on April 21 and 22. On the committee are Dr. J. K. Bailey, chairman; Paul Ackerman, Irwin Snyder, W. A. Fitzpatrick, El Burick, Sid TenEyck and Norman White.

## New Series of Legal Opinions

In the next issue, in the Park Department, will appear the 10th of a new series of legal opinions. It will be titled Law of Swimming-Pool Injuries. One of these articles appears in the last issue of each month. The author, Lee T. Parker, is a well-known writer and lawyer.



DOUG BALDWIN, of Minnesota State Fair, St. Paul, is understood to be slated as manager of Alabama State Fair, Birmingham, under the new reorganization announced at a state dinner on the night of April 17. Retirement of P. T. Strieder, general manager of Florida Fair, Tampa, and manager of the Birmingham annual since its revival several years ago, was announced.

# Fair Grounds

**LEBANON, Ky.**—P. H. Bee Shows have been booked for the 1939 American Legion Fair here and extensive improvements on grounds are planned, reports Secretary B. O. Spaulding. There will be a larger premium list, and special attention will be given children's programs and 4-H and junior club work. Harness and running races, a horse show and nightly fireworks are planned.

**RICE LAKE, Wis.**—Barron County Fair referendum was approved by a majority of 126 votes and the board of supervisors will now assume its management.

**VIROQUA, Wis.**—Vernon County Fair Association appropriated \$1,500 for horse races, \$1,200 for free attractions and \$500 for a ball game for the 1939 fair, said President P. M. Minshall.

**MADISON, Wis.**—A bill was introduced in the State Assembly on April 10 authorizing purchase of a 60-acre addition to State Fair Park, West Allis, and setting up sufficient funds to finance the purchase. A. W. Kalbus, associate fair manager, said the land is needed principally for additional parking facilities, but it is possible a trailer camp may be set up on part of it.

**MONROE, Wis.**—Stockholders of Green County Fair on April 10 voted approval of plans for refinancing the fair's \$13,400 mortgage and assessment of \$10 per share to obtain working capital for 1939. Chamber of Commerce and American Legion Post have offered to advance \$1,500 and \$1,000 respectively. In addition \$10,000 has been raised by subscription and an agreement reached with creditors of the 1938 fair to wait until profits are made.

**SALEM, Ore.**—A \$25,000 improvement program for Oregon State Fair grounds, to include 600 additional stadium seats, regrading of parking lots and improvements on entrances, is under way. WPA is granting \$13,000 in labor, remainder to be supplied from the fair's reserve. Leo Spitzbart is manager.

**DELAWARE, O.**—Delaware County Agricultural Society let a contract for construction of a swimming pool on the new grounds here, to cost about \$30,000. Work on race track, grand stand and exhibit buildings is under way.

**JACKSON, Miss.**—Jackson has been secured \$20,000 in WPA funds for improvements on the State fairgrounds, including rebuilding of 67,500-seat grand stand destroyed by fire last summer.

**CINCINNATI**—The 1939 Carthage Fair, 48th annual of Hamilton County Agricultural Society here, reports Secretary D. E. Van Atta, will be in charge of former Gov. Myers Y. Cooper, president; Lawrence W. Lako, vice-president; Secretary Van Atta; Miriam Blum, assistant secretary; George K. Foster, treasurer, and directors Fred B. Rousebush, Dr.

O. H. Campbell, Edward Hagon, Edgo N. Mark, W. Mack Johnson, Clarence A. Peters and Mrs. D. B. Phillips.

**YOUNGSTOWN, O.**—County commissioners sold a 15-acre tract at back end of Milboring County Fair grounds, Canfield, to Edwin R. Zieger, fair secretary, the only bidder. It was appraised at \$99 an acre. Commissioners said they sold the land because there was no use for it, originally buying it in anticipation of expanding the fair plans.

**HOUSTON**—Three-Quarter Century Mark Association, sponsor of a State-wide exposition for 1940 in Houston to celebrate the 75th year of Negro freedom, voted to make the exposition permanent. Annual fairs would be held in various Texas cities, said J. L. Blount, manager.

**COUSHATTA, La.**—East River Parish Fair Association plans improvements to include erection of stock, exhibit and poultry buildings, new grand stand seating 1,500 and new grounds entrance. Now in its third year, the association has increased its premium list from \$300 to \$1,000.

**BLACK DIAMOND, Ala.**—Black Diamond Stampede Association plans immediate race track and grounds improvement in preparation for the 1939 two-day fair-stampede. Red River Shows will be on the midway. \$25,000 money for rodeo events will total \$1,500. S. G. Coulter was named honorary president.

## Grand-Stand Shows

**BARNES-CARRUTHERS Fair Booking Association** has been contracted for a four-day afternoon and night rodeo for Stark County Fair, Canton, O., reported S. Wilson, secretary.

**FRANK WILLIAMS** and his Thrill Automobile Drives opened the season on April 7 in Springfield, Mo., playing to capacity grand stand on the fairgrounds under auspices of Ozark Empire District Free Fair. Edwin M. Watts, executive secretary, said that for the time of year it was the largest crowd ever on the improved grounds. Visitors included Pat Purcell, Frank Winkley, Clyde Miller and Aut Swenson.

**LIEUTENANT HART**, formerly with Hell Divers Air and Ground Circus, reports he was recently contracted by Pat Purcell, general representative of Jimmie Lynch's Death Dodgers, to do plane crashes at some of that organization's 1939 fairs.

## New Ore. Pari-Mutual Tax

**SALEM, Ore., April 19**—Bill providing an increase in State tax from 2 1/2 to 3 per cent on pari-mutual tickets was passed recently by the Legislature. The extra 1/2 per cent will go into the State general fund, while the balance will be prorated to the State Fair, Pacific International Live-Stock Exposition, Pendleton Round-Up, Eastern Oregon Live-Stock Show, Oregon Turkey Show and county fairs, as has been the custom since racing was legalized. Governor Sprague had suggested that the entire tax be put in the State general fund, to be appropriated for fairs and shows on the basis of financial needs, but the Oregon Fairs' Association opposed the program.

## Ohio Is Aiming at Profit

**COLUMBUS, O., April 15**—Manager Win H. Kinman believes that strict attention to expenditures may make possible a profit this year for Ohio State Fair which, he reported, cost the State more than \$16,000 in 1938, exclusive of allowance for property maintenance and depreciation. "We do not intend to lower premiums," he said. "Our savings must be effected in items in general expense without detracting from the fair itself. To further offset a deficit we have under consideration a number of new attractions which may increase revenue from admissions."

## SACRAMENTO FIGURE

(Continued from opposite page)  
Lavish night Hollywood revue last year broke all grand-stand attendance records and Secretary Muecke hopes to surpass this show in 1939. He and the board expect attendance to top last year's 30-day total of 387,882.

A climax to Sacramento-Golden Empire Centennial Celebration, the fair is being expanded to become a major event of the Western World Year and is co-

operating with Golden Gate International Exposition. Second building program within two years, at a cost of about \$700,000, prizes and premiums aggregating \$140,000, and new-type exhibits are among major preparations.

Sixty acres of property purchased last year have been provided with sewer service and will be location of a trailer park work on which has started. Plans for this park provide for general beautification and modern conveniences. Shipping facilities will be increased this year by addition of about 7,000 feet of a railway, spur costing \$12,000.

## IAFE SCHEDULE

(Continued from opposite page)

Ed W. Johns, manager of Saskatoon (Sask.) Exhibition, and he will preside at the Toronto gathering. Last IAFE meeting here was in the Royal York Hotel in November, 1934, when Elwood A. Hughes, general manager of the Canadian National Exhibition here, was elected president. This was a joint gathering with the National Association of Amusement Parks, Pools and Beaches; American Carnival Association and SIA Banquet and Ball.

## B'HAM GOING

(Continued from opposite page)

"The most spectacular musical show ever brought to Alabama."

As a closing feature the fair management will donate a substantial percentage of receipts, not less than \$1,000, to the crippled children's clinic, it was said. Last year's fair attendance was announced at 230,000.

## Heads Are Selected

Department heads selected include P. O. Davis, Alabama Polytechnic Institute, agriculture; Dr. B. S. Scruggs, beef cattle; J. O. Hodges, poultry; Karl Langbebe, industrial exhibits; E. L. Murphy, admissions and gates; T. A. Sims, 4-H Club boys; Roy Marshall, flower show; Dr. C. B. Glenn, John E. Bryan, education; Mrs. W. S. Hughes, concessions; Thomas Atchison, spary; Luther Fuller, hog show; A. W. Vogtle, public relations.

## STATE AGAIN

(Continued from opposite page)

that a State Inspector has reported as a violation of the State regulations.

## Approved Games Listed

Games approved are: High striker, weighing scales, cane rackets, when rings are large enough to encircle any object displayed on cane rackets, group baseball, known as corn game, when the operator uses the housey box, with each player having the opportunity to pitch a regulation-size baseball. No other type housey box will be permitted. No card shall sell for more than 10 cents. A definite merchandise prize must be given for each game. No employee or anyone connected with a group baseball game or carnival company will be allowed to play.

Milk-bottle game. Said game shall be of a set of five bottles with only one bottle in the set-up, which is allowed to be loaded or weighted, not to exceed 5 pounds. Operator shall post a conspicuous sign to the effect that players must only spill or tip the bottles over and not off the pedestal. Aluminum, iron, wood or mixed sets of bottles may be used.

Doll and cat races where dolls or cats are on hinges or loose but not when set between parallel strips or in grooves. If loose operator must have sign to the effect that dolls or cats need only be tipped over and not off the race; cork shooting galleries; dart games, except when darts are thrown at numbers; hoops or pitch-riff-you-win, when hoops or rings are at least 1/8-inch larger than the blocks of objects they are supposed to ring. Said blocks must be square, not over two inches high and lay flat on base.

Clothespin pitched-till-you-win, only where prizes or numbers are clearly visible.

EVERY MINUTE -- EVERY SECOND is THRILL!



**Sellin THE STRATOSPHERE MAN**

Fair Secretaries throughout the world for a few more fairs. Send your date and ask for my little 917-21-21 folder.

World's Highest Aerial Act!

Seasonal and breath-taking, night or day, from beginning to end. No other act so thrilling! 500 Ft. - 1000 Ft. - 1500 Ft. - A great thrill to your grand stand program.

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50th ANNIVERSARY



**FAIRS! COMPLETE REVUES SCENERY LIGHTS RODEOS RODEOS ACTS CIRCUS'S**

**GUS SUN RODEO AGENCY**

Sen's Regent Theatre Bldg. SPRINGFIELD, O.

SUN BOOKS Everything UNDER THE SUN BUY NOW! SAVE

**JAY DEE THE GREAT THE WILD APE MAN.**



Amazing Tossing Novelty, 100 Ft. High. New and Thrilling. Presenting a thrilling spectacle in his new costume. Available for Parks, Fairs and Exhibitions.

**JERRY D. MARTIN**, Care The Billboard, Cincinnati, O.

ble to player; basketball free-throwing game; Eric Diggers (or Automatic Merchandisers with merchandise only; African Bill; Pop-in-Poker; Pop-in-Color; Pop-in-Number, no add ups; Coney rabbit or monkey racer; Batem baseball game; penny pitch, for merchandise only; Walking Charley or like game; skee ball games; electric ray shooting galleries; lead shooting gallery, when properly safeguarded by steel sidewalls and backgrounds.

Bucket games, when used in groups of three or more with solid bottoms and no control device; Whole-Damn-Family ball game, must give merchandise prize with each play when two or more blocks are tipped over; guess-your-age, guess-your-name, guess-your-height; Ball Toss Out game.

## Responsibility on Fairs

Games not listed will not be permitted unless approved by the concession committee. No game offering or paying cash awards or cash in lieu of awards or using any buy-back merchandise prices will be allowed. No games will be permissible where the game has any control devices and operators must work back of the counter. Copper, booster and out-front workers are strictly forbidden.

Department inspectors will not approve or disapprove games, but will report games that are not permitted, games that are not operating according to State laws and regulations to the local fair manager. The inspectors shall not be termed as police, nor shall any fair be relieved of the responsibility incumbent as a State licensee is on the grounds. Secretaries are to give full co-operation and shall eliminate such concessions, immoral shows, or other conditions as are reported to them.

# FAIR SECRETARIES

News and chatter about the bands and acts that will draw more people to your fair appears in The Billboard this week and every week in the

## MUSIC

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NIGHT CLUB-VAUDEVILLE DEPARTMENTS

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Rides—Shows—Circusque

**BARRON HILL FIREMEN'S FAIR**

1 Mile From Philadelphia—June 16 to 24

Contact W. EDWIN LIGHTKEP, Secy., Lafayette Hill P. O., Mount Co., Pa.

# Savin Rock Rebuilding in Wake Of Gale; Crews Are Working on Thunderbolt; New Rides Put In

NEW HAVEN, Conn., April 15.—Delayed rebuilding of Savin Rock Park has been started with many men at work at the Thunderbolt and others constructing several new rides in addition to other repairs. The hurricane of last September 21 did considerable damage, and there was much debris to remove. State highway department co-operated in getting the main road in good condition and park men did what they could in cleaning up fallen trees and in other work in the grove and along Beach street. However, most of the work was left until this spring.

Thunderbolt is one of the main rides and was considerably damaged. Decision to repair it at a considerable expense was a good move for park concessioners. Wilcox Pier Restaurant is also slated for repairs with new piles being driven where the sea raised havoc. Stands are also being repaired. Those buildings which are too badly damaged are being torn down. Thompson's restaurant was reconstructed last fall. Next year where the Pavilion Royale was practically ruined, debris has been removed. In this place several new rides are being installed. Draper's bathing pavilion is also being rebuilt.

Further down Beach street Ezzell's dine-and-dance spot, where most of the main dining hall was swept out into Long Island Sound, a smaller dining hall has been rebuilt. Morris Frankel and Joe Frankel, part owners of the damaged Pavilion Royale, have reconstructed the Colonnade at Oyster River and have an ultra-smart rendezvous called The Baybrook. The dine-and-dance place is doing bang-up biz, catering to higher-bracket clientele. Worthy Hills and his

## Neptune Beach Management Taken Over by Bondholders

SAN FRANCISCO, April 15.—Neptune Beach, east bay spot, has been sold at public auction for \$135,000. Transaction took title of the 10 parcels of property, which include beach front and concession area, from the Central Bank of Oakland and placed it under the Alameda County East Bay Title Assurance Co.

Transaction, it is said, was a paper transaction, since the bid was sent in by the title company for the bondholders' committee. The Central Bank has served as trustee for the company. Sale was made necessary, it is said, by failure of Alameda Park Co., operator, to pay \$45,000 in debts due on November 1, 1938, under a bankruptcy reorganization plan approved in 1938. Total debts on the property when the reorganization plan was approved were given as \$180,000.

Arthur Strehlow, park manager, said the resort would open as scheduled on May 1 under management of the bondholders.

## Saltair, Sunset, Black Rock Open Decoration Day

SALT LAKE CITY, April 15.—Improvements in parking facilities and drive-ways have been made at Saltair here, scheduled to open on May 30 under management of Thomas M. Wheeler, with Jimmy Walsh's Orchestra, MCA band, as feature attraction.

Sunset Beach, Ira Dern and Hal Thompson, managers, Letch's Black Rock and Beck's Hot Springs resorts are to open on May 30.

HERSHEY, Pa.—Midget auto racing will be staged in Hershey Park this season, said Manager J. H. Sollenberger, who reports the park will open on May 23. Rides will be on a new macadam track, one night weekly in the new 15,000-capacity Hershey Stadium, now virtually completed. Name bands will be brought to Hershey Ballroom twice weekly.

CORTLAND, O.—R. A. Osterline, formerly manager of Summit Beach Park, Akron, and operator of concessions several years in West View Park, Pittsburgh, has for the past several winters been stocking Clear Lake, a private spot near Dover, with fish. He plans to continue operation of concessions in the Pittsburgh-district park.

orchestra is supplying music. Barney Hupp, also formerly interested in the Pavilion Royale, opened a new night club in Cincinnati on April 12, so his interests will be out of the local night club picture this year.

Joe Gullano, who has several of the Grove rides, is retooling his Flying Horses and will follow up on other rides later. This year, instead of dancing in Wilcox Pavilion, roller skating will be in vogue with A. E. Corey, who operates many skating rinks in the State, managing the venture.

## Much Work Going On for Season Bow At Savannah Beach

SAVANNAH, Ga., April 15.—For the 1939 season at Savannah Beach the old Brass Rail on Breakers' Pavilion, at an estimated cost of \$12,000, is being converted into one of the swankiest centers at any Southern resort. Plans call for a huge dine-and-dance hall, bowling alley, amusement machines, bingo tables and other features.

Manager Willie Haar plans to have the new pier open for pre-season visitors. A piano band will play for weekly-night dances at the new spot instead of in Tybira Pavilion as in the past. The larger Tybira dance floor will be used when popular bands are brought to the island for one-night stands, it is said. Saturday night dances will also be held there.

Twelve concessions and half a dozen or more rides at the beach are undergoing repairs. Additional rides and concessions are expected for the opening late in May. Formal opening will be marked with a program of varied amusements. Chamber of Commerce is usually in charge of opening arrangements. A sea wall, one mile in length, is being constructed along the beach to stop erosion.

## Esler Given G. B. Lease

GREEN BAY, Wis., April 15.—Sylvester Esler, operator of Morningside and Rainbow Gardens ballrooms, Appleton and Kaukauna, was awarded Bay Beach Park pavilion and bathhouse concessions here for 1939 by park commissioners on April 10. His offer of \$2,300 for the lease was third highest of bids received. He had the Beach dance pavilion last year under sub-contract.

EAD CLAIR, Wis.—Normandie Park had an informal opening here on April 8 with Brad Bennett's Musical Stylists, coming from the Chittenden Hotel, Columbus, O.

DETROIT.—Michigan pool operators will meet here on May 5 in the Hotel Webster Hall for the seventh annual State conference on bathing places, health, swimming and management problems.

# A. C. '39 Beauty Pageant Is Set For Steel Pier; in Aud Next Year

ATLANTIC CITY, April 15.—This year's Beauty Pageant will be held on Steel Pier as usual, but in 1940 it will be transferred to the Municipal Auditorium. It was decided on Wednesday by the board of governors in Mayor C. D. White's office. After a two-hour meeting Mayor White issued a statement declaring that the pageant is rapidly outgrowing present facilities and that when it is held in the Auditorium in 1940 new events will be added to make it "the greatest week of spectacles in the history of Atlantic City."

When the pageant was started in 1921 it was conducted by the Chamber of Commerce and ran in the red. It was allowed to lapse, but later was revived by the Variety Club and held on Steel Pier. Revival met with such success that it paid off debts of former pageants.

George A. Hamid, operator of Hamid's



ELWOOD SALSURY, who dropped dead of heart failure in Washington on April 12, figured prominently in the amusement park industry some 25 years ago. He had been residing at the Bolton Square Hotel, Cleveland. Before entering the amusement industry he had been in the editorial department of Cleveland newspapers. He was one of the founders of the organization now known as the National Association of Amusement Parks, Pools and Beaches. Details in The Final Curtain in this issue.

## Amusement Center May Be Laid Out on Pier at Port Arthur

PORT ARTHUR, Tex., April 15.—A first-class amusement center for Pleasure Pier here is foreseen for the summer season following recommendation by the lake-front planning board to the city commission that a proposition of Thomas J. Arculeo, New Orleans, to establish a fun area be acted upon favorably. Board recommends leasing the pier for three years to Arculeo, who has been operator of pleasure resorts in several Louisiana cities in recent years.

He plans to pay the city \$100 monthly for rental of the pier for the first year and \$200 the second and third years and to spend at least \$5,000 before September 1 in rehabilitating the pavilion and erecting two other recreational structures which would include rides, concessions and dance floor. Merry-Go-Round, Whip, Ferris Wheel and several other rides are planned.

## New Spot for Geneva, N. Y.

GENEVA, N. Y., April 15.—City officials have rented Lake Side Park, long a recreation center here, with bathhouse, pavilion, baseball field, trailer camp and concessions to Harold Kopf, who has agreed to transform it into an amusement park, said Frederick A. Russell, president of the city park board. Kopf has agreed to provide a new 50 by 100-foot office hall, four rides and six concessions, scheduled to open on May 30.

Million-Dollar Pier, who recently urged that the pageant be held in the Auditorium, said plans already were under way to stage his own beauty pageant on the Hamid pier, but promised to waive them if the 1939 pageant were held in the Auditorium. He was reported in the South at time of Mayor White's statement and could not be reached for comment.

Among members of the board at the meeting were Chairman John Hollinger, Paul J. O'Neill, Arthur W. Chisnowitz, J. Haines Lippincott, Thomas Wilson, Edward Curtis, Bennett E. Tomley, Frank P. Gravat, City Commissioner William F. Casey, Howard Busby and Mayor White, representing resorts, hotels, newspapers, piers and Chamber of Commerce, and Earle Swigert, head of Paramount Pictures Corp. in Philadelphia, and Jack Berstein, chief marketer of Philadelphia Variety Club.

# National Risk Set-Up Aimed

## Chairman Alexander hopes NAAPPB coverage will extend to entire industry

PHILADELPHIA, April 15.—N. S. Alexander, chairman of the public liability insurance committee of the National Association of Amusement Parks, Pools and Beaches, in a recent interview spoke of the success thus far achieved by the association in the solution of amusement men's public liability insurance problems and prophesied even greater results in the future. During a recent meeting of the public liability insurance committee in New York, he said:

"Procrastination seems to be one of the failings of outdoor showmen, be they owners, managers or concessioners. We have been conducting a strenuous campaign thru the office of Secretary A. R. Hodge ever since the last convention of (See NATIONAL RISK on page 55)

## Whiteman, Goodman Big Pullers on Piers

ATLANTIC CITY, April 15.—Paul Whiteman and Benny Goodman were given great receptions by Easter-dressed Jitterbugs, Paul being featured on Master Sunday at Hamid's Million-Dollar Pier, while Benny held forth at Frank P. Gravat's Steel Pier.

M. D. Eyer got a good play from an estimated 250,000 who did the "Walk" in the traditional Easter parade. Goodman filled Steel Pier Ballroom all day and night to make it one of the biggest Easter crowds in the pier's history. Joe E. Bomb and Helen Morgan headlined the stage bill that played to SBO from noon until midnight. Bank deposits last Monday reached close to \$1,000,000, bravest Easter Monday in five years. Observers believe the influx gives promise of a banner season in general.

## Lagoon in Salt Lake City Prepping for 1939 Opening

SALT LAKE CITY, April 15.—Jerry Jones and his orchestra will be featured at Lagoon Park here this year. Manager Julian Hamberger announced recently upon his return from the West Indies, where he inspected a number of parks. Rewiring, painting and redecorating are being done, and free dancing will again be a feature.

B. G. Hesley will again be superintendent and Ray Nordham will have charge of publicity and special events. Mr. and Mrs. Henry Berkart will operate the cafe and other concessions.

## Ops Incorporate in Detroit

DETROIT, April 15.—Plans for the first season of Westwood Gardens, leading west-end summer night spot, under management of Henry Wagner, Eastwood Park, got under way this week with organization of Westwood Symphony Gardens Co. as a Michigan corporation, capitalized at \$25,000. Henry Wagner, Cyril Wagner and Max Kernor acting as incorporators.

SANDUSKY, O.—Owners of the excursion steamer Chippewa, used 16 years on passenger runs between Sandusky and Put-in-Bay, Middle Bass, North Bass and Kelleys Island, will sell the boat at auction. The Chippewa, built in 1886, first was used as a U. S. Revenue cutter. From the dock here she took on and unloaded tourists and their autos, stopping first at near-by Cedar Point.

New Series of  
**Legal Opinions**  
In the next issue, in the Park Department, will appear the 15th of a new series of legal opinions. It will be titled Law of Swimming Pool Injuries. One of these articles appears in the last issue of each month. The author, Leo T. Parker, is a well-known writer and lawyer.

# The Pool Whirl

By NAT A. TOR

(All Communications to Nat A. Tor, Care New York Office, The Billboard)

## Marathon Revival Predicted

Agent a pleasant Easter week-end in Atlantic City in company of Elwood A. Hughes, managing director of the Canadian National Exhibition, Toronto. Have known Elwood a number of years, ever since I attended the first long-distance swim in Toronto six years ago. What he doesn't know about swimming, especially the long-distance variety, isn't worth knowing. Sitting in the picturesque Parade of States Ballroom at George Hamid's Million-Dollar pier, we got to talking about marathon swims. It was he who first staged long-distance aquatics on a big scale, presenting Wrigley swims for \$150,000 purse at the CNE many years. For last few years, however, and again this season, the dynamic Canadian impresario has conducted amateur five-mile swims, but I think it won't be long before he resumes some pro events.

His first love is really marathon swimming. He has a million and one different things to do in connection with annual Toronto fair, he confessed that he got a great kick out of the 25-mile grinds he used to stage. Only reason he switched to amateur races is that interest in sport from spectators' standpoint seemed to wane. Discouraging plans submitted for a marathon swim at the World's Fair this summer (all of which are still in the rumor stage), Hughes said he felt long-distance swimming for big purses is due for a revival. He advised all would-be sponsors of such events to give first consideration to prize money. In his opinion, one can't put on a marathon and hope to incite interest unless prizes are big enough.

This should be encouraging, tho, for all marathon swimmers, who no doubt have started giving up hope of ever having opportunity again to swim for big money. For if Elwood claims there's to be a revival of the sport, it should be only a matter of time before it's so. Here's hoping that time is not far off.

## Novel Aquatic Ideas

On many occasions this department has bemoaned the fact that there is a decided lack of originality among water sport performers. Too many so-called comedy divers try to ape antics of Johnny Weissmuller and Stubby Kruger with result that if you see one clown act you've seen them all. There's one new comedy turn, however, which shows there is life in the old yet. Act is staged by Bob Squire, Pittsburgh, and was last seen at the Pittsburgh Regatta Ballet. Instead of dressing in customary buffoon dress or exaggerated swim attire, Squire uses street-cleaner garb. He does his stuff in boxer fashion, giving spectators the impression that he is really trying to clean the diving board. Result is hilarious. Another aquactor displaying originality is Frank Estoli, Seattle. Some he pours 20 gallons of gasoline on the surface of pool water, ignites it and then swims thru the flames. Pay-off is that he does not swim under water but on the surface in full view of spectators. Sounds like a terrific thriller and, if nothing else, is something different. Act was originated at Grand View Park, Singac, N. J., and was also presented at Miami Biltmore pools under Alex under Oct.

## Men and Mentions

Boulevard pool, Philly, getting ready for its outdoor season, reports a terrific winter play on roller skating. Situated right off Roosevelt boulevard, main artery, the spot does big transient trade. Latest club to patronize Park Central indoor tank, New York City, is Will Osborne, creator of so-called slide rhythm. . . Raventhall pool and Washington Baths, Coney Island, N. Y., hope to cash in this summer, on co-op publicity campaign being waged by the Isle. Charles Richman, who formerly worked for the press office that handled Washington Baths, is now working for the publicity organization that handles the Coney promotion drive.

## Long Island

By ALFRED FRIEDMAN

Widespread advertising that Long Island beach resorts are getting in World's Fair directories and leaflets with railroads and bus lines, have unlimited exploitation and publicity value. Results

in this respect are entirely thru efforts of the beaches. Shore-place business people prevailed upon officials to exploit the seaside, explaining the all-around advantages of doing this. At the same time island resorts have not neglected to lay aside chunky appropriations for other types of advertising during the fair.

It is now definite that concessions for the newly developed State Park on the Rockaway beach front, will be leased to a single organization, which in turn will either sublet them or run them as a unit. It is held the same group that has the concession rights in New York City suburbs virtually has the Rockaway proposition clinched. Concessions there are mostly in the nature of refreshment spots. Games are out by a special ruling of Park Commissioner.

Don Stealy, beach chair prince, foresees the greatest year in history for his type of biz and bases his prediction on the expected influx of World's Fair visitors. Toll on the new Rockaway Bridge will be a dime. Personnel at Jones Beach will be handsomely garbed in maritoned attire of a more modern type than in the past, with the most imposing regalia going to those of highest status.

## Asbury Park, N. J.

By SAM ABBOTT

Fourth annual Orchid Promenade attracted more than 125,000 to the boardwalk on Easter Sunday. Feature was awarding of orchids to 100 smartly dressed women from 16 to 60. Day was topped off at a dance in Walter Reader's Casino.

Concessioners all reported excellent business. Sunday weather, which followed some snow, aided receipts greatly. Altho Easter was two weeks ahead of that day in 1938, receipts were reported higher. Ray Bromley, general manager of Wesley Amusement Co., who had 18 boats on the lake, reported he was satisfied with the day. Lester Rooney and Eyle (Bonnie) Bonifield, of Casino Amusement Co., handling pin game and Merry-Go-Round for the Art Seger interests, said they had excellent business. Charles Pantaleo, operator of a theater, said his outstanding prizes were large rabbits and that the stock was well cleaned up.

Business for concessioners in the Atlantic Highlands section is looking up, the borough council now discussing selection of an engineer to direct the \$918,000 Sandy Hook Bay breakwater and harbor project.

Sponsors of a move to revive the once noted baby parade in Asbury Park had their answer from George Zucker-man, publicity director for the city, who revealed that \$1,500 had been set aside in the 1939 budget for that purpose.

City of Long Branch commissioners are considering extending leases for boardwalk concessions to five years. Point Pleasant Beach passed on a proposed ordinance to first reading, curbing use of gas cylinders.

New Jersey representatives in Congress were notified that President Roosevelt had approved WPA projects in Asbury Park, Keyport and Union Beach, the programs to be executed at discretion of the State WPA administrator at an expenditure of \$216,780.

## Penny Spot To Operate After Lapse of Six Years

MAUCH CHUNK, Pa., April 18.—Flag-staff Mountain Park near here, formerly operated by Mauch Chunk Transit Co. and which closed in 1932 when the trolley line was abandoned, will reopen on May 27, reports A. K. Evans, manager. A new road built over the mountain and thru the park during the past year has made reopening possible.

Park is equipped with dance hall to accommodate about 1,000, restaurant and refreshment stand, playground and picnic facilities and an arcade which formerly housed rides and concessions and which is again to be used for these purposes. Dancing will be a feature.

NEW LONDON, Conn.—Ocean Beach pier, board appointments, numbering seven, has exciting considerable interest since Gov. Raymond E. Baldwin signed the \$2,500,000 bond authorization bill. Under the bond issue Ocean Beach will be rebuilt.

MADISON, Wis.—East of three tiger cubs born to Tricky and Rajah in Vilas Park Zoo here died on April 17, said Fred Winkelmarin, zoo director. An scolded has also been born in the zoo.

# American Recreational Equipment Association

By R. S. UZZEL

Maurice Lamarre, assistant manager of Belmont Park, Montreal, sent us a clipping from La Presse, French paper of Montreal, showing that up to April 2 just 148 inches of snow had fallen in the quaint, old city of Quebec since last November. This establishes an all-time record for that city. Only four inches more and they would have 15 feet of snow. This amount has doubtless fallen since April 2 to date.

Visualize the amount of labor required to keep roofs cleared of snow! They have three enormously large buildings and numerous other buildings on the fairgrounds which require much attention during winter months to prevent a hazardous snow load. Our contracts require that they keep our roofs clear of snow else we would be anxious about it after each heavy snowfall. At Montreal, Billings tells us they had eight snow shovellers on the pay roll in March. He keeps our buildings clear of snow along with the rest of the park.

Here is a problem unknown to our southern friends in the States. Eastern Canada has moisture in abundance and to spare, while Nebraska could use more moisture to advantage at this time. We must all have some headaches not of our own making.

April weather up to the 12th of the month has been unkind to the builders of amusements on the New York World's Fair grounds. They have plenty of mud over there without this abundance of rain to make it softer. The rush and pandemonium to complete some of the attractions for the April 30 opening is pathetic. Nevertheless there will be a number ready.

The San Francisco Expo is not so hot either. After the first rush of opening it has to settle down to a very slow grind until the vacation crowd arrives. This is only a repetition of their 1915 show.

## Talk Starlight Revival

One man came in on April 10 to persuade us to build him a complete attraction and have it erected and ready for April 30. I wish we could work magic, but what is the use to try? Yet one man is willing to make the promise, which will bring only trouble to all concerned.

Starlight Park in the Bronx, New York City, talks yet of dusting off the counter and sprucing up for 1939 because of the fair. Many have forgotten that this place was built at the Bronx Exposition by McGarrle, Captain Baber and Emmet McConnell. It had a go for a time. Blasting solid granite for conduits, awners and swimming pool fan into huge sums. Colonel Green, the son of Hotty, put \$80,000 in the place, which was all used up on blasting stone for all of the above purposes. The dense population of the Bronx could give this place a profitable patronage. It all depends on the survivor.

## Museum Project Up

Fred W. Pearce is in New York today not only to attend the meeting of the NAAPFB insurance committee but also as president of the American Museum of Public Recreation to confer with the building committee on a building which is offered for our use and which is fire-proof and adequate for all of our present needs. Fred has gone to bat for the museum since our annual meeting in Chicago and with encouraging results.

Johnny Campbell was here, too. Insurance is his major occupation, but he supports our museum, and because of his wide range of travel he always has an interesting message and is always up to date. The robes are here but they need knit kimono's. They are going to stay but do not seem to understand the antics of the weather man.

## Pleasure Beach Bow May 27

BRIDGEPORT, Conn., April 15.—Pleasure Beach Park here, now municipally operated, will open on May 27, said Perry W. Toddman, city comptroller, and in direct charge. He announced concession stands in Seaside Park would open on May 15 with concessions at bathhouses opening later.

## Bookings Heavy for Bob-Lo

DETROIT, April 15.—Bob-Lo Island Park, 20 miles south of here, is expected to have a revival this year under management of the Georgian Bay Line, which has taken over the property. Picnics and excursions to the island, reached entirely by boat, will be promoted heavily and contracts have been signed to bring more than 90,000 to the spot, biggest total in nine years. Steamers Columbia and Ste. Claire, which will run from Detroit to the park, are being equipped with oil burners.


SANDUSKY, O.—Carl J. Heckler was recently elected director of the Port Clinton division of Ohio's Lake Erie Vacationland Association, a group of park, resort and business men organized to promote Northern Ohio as a recreational center. Leon Grove, Milan, O., was re-elected treasurer, and O. H. Richardson, Sandusky, O., executive secretary.



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# Rinks and Skaters

By CLAUDE R. ELLIS (Cincinnati Office)

**DURING** the national convention of the Roller Skating Rink Operators' Association of the United States in Mineola (L. I.) Skating Rink on April 27-29 there will be a welcoming dinner, reports Earl Van Horn, co-operator of the rink with E. C. Dickmeyer. The dinner will be staged by three of Mineola Rink's affiliated skating clubs, Sundial Rollers, Lightning Rollers and Silver Strikers. These clubs will have charge of the official program, which will contain much reference material pertaining to the NSROA, names of delegates to the convention, order of events, entrants and titles and championships to be awarded. The clubs will award loving cups to the three winning dance-skating teams in the national amateur contests.

**T. L. KELLER** recently disposed of his Melbay Moon Roller Rink, Salem, Ore., to O. C. Hansen and B. Scofield, newcomers in the field, reports Mrs. T. L. Keller. New owners are business men. It is their intention to renovate the rink and adopt policies similar to those in effect during Mr. Keller's ownership, she states.

**DON ROSE**, of Canton, O., took third heat of Tri-State speed roller-skate meet in Windland Auditorium, East Liverpool, O., on April 9, defeating Rusty Brunner, of Canton, and Pete Pollock, of East Liverpool. Joe Pollock, of Youngstown, O., was scheduled to bring his troupe of skaters to Windland on April 16.

**WINNERS** in finals of New England amateur roller dance championship contests in Winter Garden Roller Rink, Boston, on March 31 were Irene M. Dagg and William E. Knight. Runners-up were Roberts Stone and Arthur Hartley. Both teams will be awarded trips to Earl Van Horn's Mineola (L. I.) Rink, where they will compete in national amateur dance competition on April 27-29. They will also be awarded freetrips to the World's Fair during their stay on Long Island. Committee has been appointed to plan details for a farewell party for winners on April 25.

**NEW** (Ariz.) Roller Rink has been doing far better business than expected since opening on February 1, when more than 250 attended, reports John J. Berning and Joseph P. Feidkamp, managers and former Cincinnatians. Rink is decorated in gray, yellow and blue, has a 5,000-foot hardwood floor and is air-conditioned and acousticalized. Saturday and Sunday matinees are featured and sessions also held nightly except Mondays, reserved for private parties.

**RAYMOND A. LONG**, proprietor of Twin City Roller Rink, Unionville, O., reports business good, writes Armando J. Schaub Sr., of Joplin (Mo.) Roller Palace. Rink has a 40 by 136-foot floor and uses records and amplifying system. On the roster are Harold E. Stempity, Eugene Hunt, Ralph M. Douglas, Jack Rosenberry, Bill Coz, Richard Dolling, Lenora Brown and Eugene Taylor.

**W. P. BACON** reports that he and Harry McSwain, veteran roller rink man and uncle of his late father, Frank Bacon,

have taken over the 130 by 200-foot Sylvan Gardens, former dance hall at Sand Lake, Mich., and will open it as a general rink on April 28. Building is being remodeled and redecorated and indirect lighting equipment will be installed. Rink will operate each afternoon and night. Bert Bacon will be in charge of skating room and Mike Demko will be floor man.

**VENTNOR** Athletic Center Rink, Ventnor City, N. J., will stage a benefit party on May 25, reports Norman H. Special. Special attraction will be the South Jersey waltz championship for a trophy.

**BRIGGS** (BRIGHT STAR) reports 78-year-old Pawnee Indian figure skater, reports from his home in Red Lion, Pa., that he expects to begin an Eastern tour soon and plans to attend the national amateur dance competition in Earl Van Horn's Mineola (L. I.) Rink on April 27-29. He declares that he would like to meet in competition John B. Eley, England's 70-year-old figure skater, referred to in a recent article in The Billboard by Cyril Beesley, Derby, Eng., if financial details for such a contest could be arranged.

**ROLLING CLOUDS** report they visited Ringing Rocks Roller Rink, Pottstown, Pa., on April 9 when Fred (Bright Star) Murree, 78-year-old Pawnee Indian figure skater, was featured attraction.

## HUMBLE APOLOGY

(Continued from page 36)  
against re-election on the grounds of incompatibility, temperament, Scotch and soda and a notorious lack of legal knowledge on any subject; which platform led to being drafted and elected for another term with opposition. All this proves that P. T. Barnum was absolutely right in saying, "The American people (which includes the Irish) like to be fooled." As a general rule the citizen of Oklahoma is quite a sensible person when not engaged in fanning a 45 gun in the vicinity of one's pants, but occasionally he goes plumb loco and forgets to take his politics seriously. Every week he was more than loco. He was plumb nuts! So was the judge whom they elected.

Just to prove that assertion the judge wrote The Billboard that he was about thru gallivanting around the country to see a circus—that nearly all of his old bosses and friends were either dead or out of the business—that airships were falling down while gasolines and lemons were going up. But he reasoned without due deliberation which is supposed to be characteristic of judges. He forgot spring was here and that Johnny and Buddy North with their sterling henchmen, George Washington Smith and Count Frederic DeWolf, known better as "No-Touches-Until-Salary-Day" DeWolf, were railroading themselves and "four monster railroad trains transporting the world's greatest thrills in circuses" toward Little Old Nuyawk and the entire United States and points East, West, South and North. The Billboard ran a squib on the judge's delusion. The story was written in that true, fearless news vein of veteran news-

men, because between the lines it took no mentalist, with reader or Sherlock Holmes to deduce that the judge was not only kidding himself but that he was a damnphool as well. Read The Billboard: "Wait until the first billiard game." That statement was true news-men's logic over which the judge pondered. Uncanny folks these news-men.

But an advertising car did not have to speed. The judge's temperature literally flew from zero to boiling when a letter came from the distant city of Gainesville, Tex., that the famous Gainesville Community Circus would inaugurate its season Friday, April 25—and that is Court Day! Said Morton Smith, general press agent and main ringer of this greatest of all amateur circuses: "Read The Billboard which stated that you were about washed up on circuses. Come to Gainesville. The Circusist Circus City in Either Hemisphere," as our guest and we will permit you to dangle your shins under our cookhouse. . . . drink our lemonade with real lemons in it and gawk and awe at our kid performers. You are nuts! You are not thru. You trouped too many years as a circus press agent to forget your great love. One whiff of our musky canvas and it will be years gained to your longevity. Leave your bicarbonate soda at home because we feed food which is edible."

Need more be said? The Temple of Justice of Nichols Hills will dole out no fines, jail sentences, aims or stinging lectures to lawbreakers on Tuesday, April 25. Not by a damn site! To hell with the court! I'm going' to the circus.

## UNDER THE MARQUEE

(Continued from page 34)  
Hazel court, Denver, Colo., will be razed by the city.

**C. S. PRIMROSE**, general agent of Lovell Bros.' Circus, is contracting thru Central Ohio.

**DOROTHY SCOTT** cards that Major O'Saydya will be in "Strange as It Seems" at the New York World's Fair.

**CHARLIE CAMPBELL**, outfit Emmett Bros.' Circus in Hickory, N. C., reporting nice performance for a motorized show.

**WHITEY HARRIS**, clown, is leaving Chicago this week to go with the Jimmie Lynch thrill show at the New York World's Fair.

**MR. AND MRS. BOB MATTHEWS** and "Tuffy," their rope-walking lion, recently concluded circus engagements in Germany and are now playing in Copenhagen, Denmark.

**MRS. FRED K. LEONARD** recently had a nice write-up in Hobbies magazine about her fine collection of circus photographs. She has many rare pictures, among them some which Tom Beckman gave her.

**JACK JACOBSON**, novelty man, left Cincinnati last Monday for Asheville, N. C., to visit M. Malman, following which he will go to New York to work at the World's Fair. He called at The Billboard.

**C. W. MCKAY**, formerly assistant manager of several motorized circuses, is now managing Willard the Wizard show. Mac reports his good in Arkansas and that show is transported on 15 trucks and 7 trailers.

**JACK NEDROW**, former showman, recently handled the booking of the J. E. Malloy Circus unit for a two-day engagement at Columbia Theater, Alliance, O. Nedrow is operator of a poster plant in the Massillon district.

**W. B. DYCHE**, of Chattanooga, Tenn., advises that he enjoyed the performance of the Downie show. Says that the crowds were not there, as many of the plants are on short time and the day too far away.

**GEORGE CHRISTY** has reconditioned and painted all of the wagons of the old Cole show—the show operated by King Bros.—which he bought some time ago. They have not been scrooled, sold, leased or titled and are now in storage in the barns at Christy quarters.

**LEO W. SNYDER** (Tiger Bill) advises that he will be with the Patterson Bros.' Circus and carry four head of stock and a band of Sioux Indians for the Wild West. Spec of show will be titled True Americas. Color scheme of outfit

will be silver and gold. When show closes Snyder will play fair with his circus unit. He is now appearing at indoor dates. His last date will be at Grand Rapids, Mich., for American Legion.

**MARK P. LYNCH**, who was with Cole Bros.' Circus in 1937, specializing in radio publicity, is practicing law in Newcastle, Ind. During the last political campaign he was made head of the young Republican organization in the county.

**FLYING BEHEES**, having played the Omaha, Neb., Spring Circus, are now in Peru, Ind., for a few days before appearing at the Junior Chamber of Commerce Indoor Circus at Youngstown, O. Ross and Clayton Behee were members of the Codona act at the time of Lalo Codona's accident in Paris. Lalo's accident forced his retirement and the Behees, with assistance of Cyril B. Mills, of Bertram Billy Circus, started their own act. They have signed with the Cole show.



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### Bill Hirsch Gets His 901st Elephant

SHREVEPORT, La., April 15.—During the year, the collection of odd miniature elephants has been the hobby of W. H. (Bill) Hirsch, secretary-manager of Louisiana State Fair here, he has acquired elephants of silver, oakwood, cork, iron and brass, gold and silver, plaster, jade and ivory, and even a real stuffed baby pachyderm.

Just before departing for the road, Harry W. and Orville W. Henzies, owners of the carnival bearing their name which wintered on the fairgrounds, presented Manager Hirsch with his 901st elephant. It will be placed with the collection in a special room created for the purpose in the executive office section of the grand stand.

When members of the carnival organization offered to search for still more unique elephants he maintained that he "had enough." The Henzies then said they would give him one of the side-show freaks who has elephantiasis. "I'll hang him on the wall," Bill replied.

The collection is said to be unequalled for size in America. Among the pieces are several of considerable value, but the most precious to him is one made out of silk and cotton batting which has been autographed by hundreds of showfolk. Reported by Walter Hale.

### Inclement Weather Hurts L. J. Heth in Springfield, Tenn.

SPRINGFIELD, Tenn., April 15.—Inclement weather played havoc with business at the L. J. Heth Show, opening here which came to a close last Saturday. Show failed to get in his good night, reports Don (Red) Collins, staff includes L. J. Heth, owner-manager; Joe J. Fontana, assistant manager and general agent; Joe C. Sparks, business manager; Treas. McDaniel, special agent; Tom Reid, secretary; Don Collins, press agent; J. J. Stewart, lot superintendent; Leon Elliott, chief electrician and mechanic; J. P. Kyeer, assistant. (See INCLEMENT WEATHER page 43)

### Byers Inaugurate Season With Fair Date in Kennett

KENNETT, Mo., April 15.—Playing to a free gate, but cool and unsettled weather, Byers Bros. Show concluded their opening which stand here last Saturday to fair business, reports Dorothy Byers. Show presented an attractive appearance and all equipment has been painted. One night was lost because of rain and a windstorm, but slight damage was done to the shows.

Line-up here included Bill Nothe's B-Bar-B Ranch Show. Eugene is the feature attraction of the Ten-in-One, while Doc Eddy is in charge. Jack Nelson (See BYERS INAUGURATE on page 43)

### Rafferty Signs With Marks

RICHMOND, Va., April 15.—John H. Marks, president of the Marks Shows, this week announced the appointment of James M. Rafferty as assistant manager of the shows for 1939. He will also have charge of the office wagon. Rafferty held the position of secretary-treasurer and other executive staff offices for several years with the shows, but more recently had been assistant manager of the World's Exposition Shows. He assumed his new duties at the opening here.

### New Series of Legal Opinions

In the next issue, in the Park Department, will appear the 15th of a new series of legal opinions. It will be titled Law of Surcharging Pool Injuries. One of these articles appears in the last issue of each month. The author, Leo T. Parker, is a well-known writer and lawyer.

# League Stages Brilliant Show

## Richmond Preview Sends Marks Off To Healthy Start

RICHMOND, Va., April 15.—With ideal weather, the John H. Marks Shows opened auspiciously at its preview showing here on April 10 at the C. C. A. Baseball Park in the Church Hill sector. Monday night's gate attendance was the largest in the past six years here. Midway at the preview was limited, several of the larger shows being unable to open because of the small lot.

Attractions which opened and to good business were the Chez Parce, girl revue; Congress of Oddities; Motorcrouse, Monkey Speedway; Club Chocolats' Minstrel Revue; 35-Ann, double-bodied girl, and (See RICHMOND PREVIEW on page 43)

## Neosho, Mo., Debut Gives R. & W. Best Opening in 3 Years

NEOSHO, Mo., April 15.—Raynolds & Wells' United Shows initial 1939 stand here, beginning on April 8 was best for the organization since its inception three years ago, management reports. All city officials were on hand for opening, complimenting the owners on the general appearance of the midway. Four huge light towers and fire truck with six searchlights, made for good illumination. Thirty-one trucks transport the shows. New cookhouse and office wagon were the subjects of many compliments from (See NEOSHO, MO., on page 43)

## Aliquippa Is Good Initial Stand for Winters Exposition

ALQUIPPA, Pa., April 15.—With this city enjoying its first good weather in several weeks, Winters Exposition Shows' opening engagement got under way here on April 10, with all reporting enjoyable business. T-2-Whirl topped the rides.

All showfolk holding contracts were on hand at opening. Midway was attractive. All rides have been repainted and modernistic fronts and lighting effects are featured on all shows. Assistant General Manager Clint Roberts and wife arrived from Florida, while Eddie Mack and wife came in from West Virginia. Staff includes Harry H. Winters, general manager; Clint Roberts, assistant general manager; Alice Winters, treasurer; Carl O. Bartels, secretary; R. Mack Stark. (See ALQUIPPA 15 on page 43)

## Overstreet Is Miller G. A.

VICKSBURG, Miss., April 15.—E. L. Overstreet announced here this week that he had severed connections with Ways Production Co., and has signed with Morris Miller, of Miller Bros. Shows, as general agent.



FLEDGLING of the Loros family on the Royal American Shows and sister of Ragnell, producer of girl revues on the same organization. Ginger Ray is one of the features of the new French Casino on the Rubin & Cherry Exposition's midway this year. Photo furnished by Roland W. Richards.

## T. J. Tidwell Off On Right Side at Sweetwater, Tex.

SWEETWATER, Tex., April 15.—T. J. Tidwell Show concluded the opening eight-day stand of their 16th annual tour here on April 1, under fair attendance auspices, to good business, although one night was lost because of rain and cold. Many local merchants and business men visited. Line-up here included eight shows, consisting of H. Katool's Monkey Circus, Lady Mae, Daddy (Jungle Man) Frolic. (See T. J. TIDWELL on page 43)

## Rain, Cold Deter Bee's Glasgow Bow

GLASGOW, Ky., April 15.—Cold and rain accompanied the F. H. Bee Show's opening here on April 8, with some customers braving the elements. Saturday business was fair, despite the cold wave. Alfredo Museum arrived in time for opening, as did John Thompson and Wanda with their Hawaiian Village. (See RAIN, COLD on page 50)

## Fine Switches to Gruberg

ROCKY MOUNT, N. C., April 15.—Al H. Fine said here this week that he had resigned his position with Zimdars Greater Shows to become manager of Max Gruberg's World's Exposition Shows. He will assist Gruberg back on the shows.

## Great Galaxy Of Artists Seen

Pleasing performance presented at spring benefit for American Hospital

CHICAGO, April 15.—Showmen's League of America has another successful spring benefit show to its credit. While attendance at the sixth annual Spring Frollics held Monday night in the College Inn was not as large as at last year's show, due to general conditions (See LEAGUE STAGES on page 50)

## Weather Hits Gruberg's Expo In Rocky Mount

ROCKY MOUNT, N. C., April 15.—Cool weather and high winds resulted in poor business at Max Gruberg's World's Exposition Shows' opening here on April 8. Organization used a new show lot at Tarboro street and Redgate avenue, just outside city limits, and was sponsored by the Spanish War Veterans' Post. Only method of transportation to the lot was by private car or taxi. High winds prevented the Four Ladies, free act, from performing on Tuesday. (See WEATHER HITS on page 43)

## New England Begins Trek in New Jersey

GLIPTON, N. J., April 15.—New England Motorized Shows inaugurated their 1939 tour at the Olympic grounds here on April 13 under Veterans of Foreign Wars auspices to good weather and business, with all rides and concessions reporting good results. Line-up included Buster Gordon's Cannon Act, Al Venturi's Miss America, Athletic and Girl shows, Clarence Curwell and group of women (See NEW ENGLAND on page 43)

## Liberty National Bow Satisfactory

MARION, Ky., April 15.—Despite cold weather conditions, Liberty National Shows got under way here on April 8 to a good business, reports Louie Destalle. Date marked a carnival's first appearance inside the city limits in 10 years. Manager (See LIBERTY NATIONAL on page 47)

# Ballyhoo Bros.' Circulating Expo. A Century of Profit Show

By STARR DeBELLE  
Dear Mixer:  
More bad luck hit the show here. Again a sudden windstorm struck the midway, playing havoc with the show's 16 restrooms, and leaving staff toilets Nos. 1, 2, 3, 4 and 5 a mass of wreckage. Undaunted, the bosses called all shop departments to special duty, and having opening time Monday night the damage had been repaired at nominal expense. Immediately after this trying ordeal General Manager Pete Ballyhoo announced: "Nature has forced us to revamp and rebuild part of our midway. My brothers and myself have decided to carry on by creating and building newer attractions that will be innovations to the carnival world."  
Immediately after this announcement General Agent Len Trucklow departed for the Polar regions by plane to contract a tribe of several tribes of Eskimos for the only Arctic Village of its kind on tour. The set-up will carry little or no equipment, as most of settings will be furnished by local merchants. Orders have been given to the show's special agent to contract all ice from ice companies in return for advertising banners. (See BALLYHOO on page 50)



L. M. (PETE) BROPHY, co-owner and operator of the recently formed Mount City Exposition Shows, which made their bow in St. Louis on April 15. His partner in the venture is John (Red) Meyer, who has owned and operated rides in that section for the past five years. Brophy for many years was manager of the D. D. Murphy Shows.

# Showmen's League of America



165 W. Madison St., Chicago, Ill.

CHICAGO, April 15.—President J. O. McCaffery presided at the well-attended April 13 meeting. Seated with him were Secretary Joe Strohlich and Past President C. R. Fisher. Routine matters were dispensed with quickly and several special actions deferred until the next meeting. Membership committee presented applications of Edwin Shute and Frank Calugi, both of which were elected. House committee was busy preparing a small lunch, donated by Brother E. C. Pryal, of Escanaba. Brother Bill Carsky furnished the dessert. Brother Albert Schlossburg attended his first meeting and reported a pleasing evening. Al Cohn and wife returned from Florida and will leave at once for Canada. Vice-President Frank R. and Mrs. Conklin stopped over on route from the West Coast to attend the annual Spring Frolic. Chairman George W. Johnson advised that a report of the Frolic will be made at the next meeting. George had to leave for the East on business on April 11.

Relief committee reports Brother Colonel Owens is still confined in his home. Ray Oakes off for Canada to prepare for the season. Maxie Herman says he will not stop here on his way north, as he's hurrying to be on the job. Charles Levine has returned and is ready to go. Nate Nye reports his wife is visiting her folks on the Blue Ribbon Show. Miss Wright attends almost every meeting. Another 10 days will find an almost deserted clubroom. Ned Torti, of the membership, and Harry Hennes, of the annual drive committee,

are making plans for extensive campaigns during the summer. Brother Arthur H. Davis has been appointed transportation chairman for the big meeting in Toronto in November. Club was advised of the death of Brother Lou Leonard's mother and sincere sympathies were extended. Brother Lou Kallie is still resting at Hot Springs, Ark. Just a few more meetings before club disbands until October. A wire advises of the death of Mickey Allen, well-known concessioner. Reports tell that Brother Pinkey Bilitz's condition is as well as can be expected. Keep your dues paid up and remain in good standing.

### Ladies' Auxiliary

Auxiliary held its regular bi-weekly meeting on April 13 in the Sherman Hotel, with the following officers presiding: President Leah M. Brumbers, First Vice-President Ida Chase, Second Vice-President Edna Strohlich, Third Vice-President Maude Geller, Treasurer Phoebe Carney and Secretary Elsie Milber. Propositions made rendered by Chaplain Ed Tomlin. Letter of appreciation for flowers received during recent illness of Mrs. Charles Driver, who is now recuperating at home, was read.

Club will hold a rummage sale at 1020 Noble street here on May 5 and members are asked to please send their donations to the secretary for this sale. Sisters Jeanette Wall and Rose Page will be in charge. Members were pleased to hear Sister Mrs. Henry Holden with them again. She returned from Florida. Club is anticipating touring Reid, Mynodock's on June 13. Tickets can be obtained from any member or secretary. Sister Kathleen Rieba, of St. Louis, has been added to the membership. Sister Jeanette Wall will be hostess at the April 30 social in the Sherman Hotel. Bring your friends.

## Buckeye State Line-Up For '39 Is Announced

WEST POINT, Miss., April 15.—This year's roster of the Buckeye State Show, as reported here this week by Ted Johnson, publicity director, includes Joe Geller, general manager; J. A. Gentsch, general agent; Harry W. Linton, assistant manager; Harry Starbuck, auditor; Josephine O'Neil, safety director; Dale Curtis, secretary; Bill Brown, lot superintendent; W. L. Tomlin, assistant superintendent; Russell Cooper, electrician, and Lester C. Jones, chief mechanic. Freddie Leach, high dive, is the free attraction. Shows: Life, Douglas Stevenson, Herbert Allen. Side Show, Ely Curtis, lecturer; Maude Lafue (Nessie), astrologist; Jack Harris, Sailor Jack; Tom C. Rogers, Honest Tom; Princess Yucornia, anatomical marvel; Cecil Canada, Kiko, fire-eater; Bob Martin, Uncle Si; Sarah Martin, Aunt Sarah; Prince Hale, pony boy; Albert J. DeMara, Banjoor Singh; Sailor Roy Slinker; Maurice Pledge, ossified man; Raymond Horton; Jackie Burns, illusionist; Jitterbug Pollock; William H. Green, Charlotte Green, Vivian Green, Vera Green, William Green Jr., Eggert Green, William Floyd, James Thomas, Rawleigh Dickens, Teorah Walker, Rosalie-Smith and Miko the Mystic. Riddy, P. B. Anderson, Bert Woods, Ferris Wheel, Ruth O'Hara, E. C. Baggett, Tilt-a-Whirl, Charles Harvey, R. F. Freedman and Joe M. Warren, Merry-Go-Round, Sally Warren, John Smith, Fletcher Barnes, Rolliplane, Philip Stopack, William Windham, Frank Smith and Eina Tomlin.

Concessioners: Harry A. Miller, Jesse Leach, George M. Webster, Charles C. and Sadie Gordon, J. C. Corbett, Maurice Sax, C. A. Pines, L. J. Blessing, M. L. Pruble, R. L. and Lorraine P. Shillock, Peggy Lemon, Ray R. and Helen Nord, Phyllis Abbott, Edith (Peaches) Butler, Key Check Harry Elaco, Fred R. Ditty and Emogene Rafferty, Robert Stevens, Floyd B. (Monk) Rawls, Charles Savage, Jesse Harrison Jr., Harry O. Starbuck, William and Irene Brown, Peter Gerlack, Lorraine Cooper, Francis Baggett, Charles and Frances Brown, John Shore, Alfreda Adams, Louisa Wood, Slim Harvath, Blackie Adams, Jack and May Brown, Lucille (Queenie) Starbuck, George Abbott, Earl and Lynn Conder, Sammie O'Hara, Harold Lowry, Peter and Margaret Hoffman, Frank J. and Louise Dube, D. M. and Lena Frazier, Jess Brown, Ray Smith, Rae Slinker, Augusta (Pop Woe) Lee, Roy, Ada and Maxine Frazier, Dorothy Goree, Leo (Swigg) Onodahl and Joe Burns.

## Ohio Concessioners Plan To Augment Membership

COLUMBUS, O., April 15.—Ohio Concessioners' Association held its regular meeting here this week in the Elmer Home with 30 members present. Following transaction of regular business, a round-table discussion was held, with the group deciding that the charter should be left open until July 1 in order that concessioners wishing to join could take advantage of the low membership rate. No initiation fee is charged.

Addressing the meeting, E. R. Hume, secretary, stated that concessioners are going to find it difficult this season, because secretaries and promoters have increased all privileges from 10 to 25 per cent. Unless they organize to protect themselves they will soon have to work for almost nothing or go out of business.

"Novelty Houses," Hume continued, "selling merchandise to the concessioners of this State also should take an interest in the matter, because eventually it will affect them by reducing their sales as well as losing their customers. Organization must have a membership large enough to make itself felt. Merchants can help by asking those with whom they do business to join our organization so that by January we would be strong enough to demand and receive the consideration which is justly due us."

## Elements Knife Outdoor Business in Motor City

DETROIT, April 15.—First works of the carnival season have been poor for shows or local lots because of inclement weather, particularly over the week-end. Easter week business was hampered by cold and wind. World of Pleasure Show last week moved 10 1/2 mile road and Stephenson highway in Hazel Park, their second lot of the season. Show is managed by Frank Miller, with Harry Leasing as general agent. John J. Quinn, of Amusement Sales Co., has square concessions on the lot.

## Around New York

NEW YORK, April 15.—Most outfits in metropolitan district are either operating or set to fire the opening gun. Billy Stroud's show got off this week at Clifton, N. J., in a wild snowstorm which spread thruout the greater portion of the met.

Charlie Gerard swung into action at Gun Hill road in uptown New York.

Ben Williams took a stand on Northern boulevard, Long Island, close to the lot of Ringling-Barnum, which will play there after the Boston run. Big Show had to pass up Brooklyn this year. No lot available.

Phil Isser's activities are in the Dyckman street section.

Steady Tanager is due to open next week-end at Island Manor, near Mineola.

Mike Luck will set up next week at Garfield, N. J.

Mike Costantini's opening is set for April 22 in Newark.

George Travis' Fair at Home org will ring the gong near his residence in Chatham, N. J.

## Endy Winter Tour Ends Successfully in Miami

MIAMI Fla., April 15.—Endy Bros' Show wound up their Florida winter tour, including seven weeks in Panland Park and eight weeks at Florida fairs, with a 30-day stand at the Dade County Colored Fair to perfect weather and excellent business, reports Glenn Ireton.

Organization was considerably larger for the final stand and Royal American Shows' Minstrel Show was shipped in here for the date, under management of Leon Chase, and obtained top-money honors. Next in line in the following order were Speedy Merrill's Motordrome, Proprietor's Big Show, Merrill's monkeys and Flynn's Apelles. New Hollo Funhouse got its share of money.

Boomerang topped the rides. Woland, high dive, was the free attraction. All equipment is being removed to Funland Park to be painted for opening in Chester, Pa., late this month. Tour was the most successful for the show in the past four years. Show purchased a new office trailer and a new semi unit here.

## J. R. Edwards To Add Rides

WOOSTER, O., April 15.—J. R. Edwards Show will add an Allan Herschell Co. kiddie ride and a Tilt-a-Whirl to their line-up, reports J. R. Edwards, manager. Harry Sühren and wife visited quarters here recently and said their new Penny Arcade is ready for opening. Quarters work is in full swing and all rides and shows will be ready for opening at Mansfield, O., on May 20.



Palace Theater Building, New York.

NEW YORK, April 15.—Assistant Treasurer Sam Rothstein presided at the gavel at the regular April 13 meeting. Seated with him were Counsel Max Hoffmann, Accountants Herbert H. Leves, Dr. Jacob Cohen, Treasurer J. L. Greenbaum, Executive Secretary John M. Liddy, and Joe Hughes, of the Board of Governors, who addressed the body regarding two important campaigns to raise funds for the Wetmore and N. S. A. Cemetery and Monument Funds. Committee consisting of Jack Lichter, chairman; Joseph McKee, Phil Isser, J. L. Greenbaum, Matthew J. Riley and Joe Hughes was appointed to work out details for a prize drawing on the night of the annual banquet on November 12. Members present were unanimously in favor of this method of swelling the benefit fund. This, of course, would be in addition to the various benefit shows staged by carnivals thruout the season. Hughes stated that each member should get at least one new member. He suggested the slogan for the drive should be "Join the fastest-growing showmen's organization in the world."

Elected to membership were Louis A. Rice, sponsored by David B. Endy; John E. Bohne, proposed by Art Lewis; Philip Kaplan, proposed by George A. Hamid; Joseph Pader, sponsored by Joe Wetmore, and Alfred B. Qualman, brought in by Al McKee.

Don't forget! New members coming in as of May 1, 1939, upon payment of the initiation fee and one year's dues will be paid up to July 15, 1940!

Circus Night, a midnight vaudeville show, is slated for night of April 21. Eddie Vaughan and Andre Dumont have worked out details and report the ringling circus folk giddy about over the affair. Capacity attendance is expected with the entertainment committee lining up an array of talent for the occasion. Dumont reports that instead of the usual buffet lunch, pop corn, peanuts, hot and lemonade will be served. Dancing will prevail at conclusion of the entertainment. There will be no admission charge, the circus gang being invited as the club's guests.

Board of governors have agreed to suspend meetings until fall following the April 20 meeting.

Birthday congratulations and greetings from officers and brother members to Dave Ross, Ike Friedman, Louis Decker, Charles Rubenstein, April 21; Harry La Breaque, Harry Haddad, April 23; Louis Sage, Louis Light, Charles E. Stone, April 24; Dr. Frank E. Rahn, April 25; Hyman Schutta, Carl A. Turnquist, April 26, and Lewis Aarons, Leonard Traube, April 27.

### Ladies' Auxiliary

Penny sale idea has gone over so well that by popular demand of NSA and Auxiliary members and friends club will conduct another on April 10 in the clubrooms in Union.

Betty Young has been proposed by Sister Madge Bloch, Frances Modelsky by Sister Doda Allen, Ella Paffet by Sister Helen Rothstein and Loretta Rabb by Sister Rose Hamid.

Two members, Mildred O'Donnell and Gladys Shell y Rosenthal, are in hospitals for operations. Club has changed its slogan. It now reads "The Fastest Growing Ladies' Auxiliary in Show Business. Onward, upward and with our allegiance to God, our country and to the Ladies' Auxiliary of the NSA."

## Fire Damages Burdick Truck

OSGROK, Tex., April 15.—Fire did a "noticeable amount" of damage to one of Burdick's All-Texas Show's trucks near here on April 10, reports H. G. McDonald. En route here from Lufkin, Tex., show had set the light cable thru by truck, which in some undetermined manner caught fire, resulting in three chassis, body and wiring being burned considerably before the Huntsville, Tex. department arrived. Truck was a Diamond T semi, purchased last fall.

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WEATHER HITS

(Continued from page 41)
nights. Shows used a 15-minute broadcast over Station WEED daily. The Daily Telegram was liberal with space, giving double-column spreads daily from Friday before opening until Wednesday following. Organization is utilizing a red and silver color scheme, with the midway well illuminated and many of the shows are displaying special attractions. New fronts and banners give an added flash.

Staff includes Max Grubbs, owner-manager; Al E. Pine, business manager; George Reese, secretary-treasurer; Joe Sakobis, concessions superintendent; G. Hoopes Brynna, press representative; Joe Manheimer, special agent; A. T. Rosenberg, billposter; G. A. Hutchins, trainmaster; E. Montague, mail man and Billboard agent. Show line-up at this writing is Midget Village, Children of Satan, Hall of Science, Gang Busters, Rainbow Frelies, Cotton Club; Edna, Fishing Hook, French Casino, Circus Side Show, Life, Motordrome and Monkey Circus.

Rides included Octopus, Tilt-a-Whirl, Whip, Caterpillar, Duff Ferris Wheel, Chairplane and Merry-Go-Round. Visitors included Norman Y. Chambliss, Seabee Hayworth and stock company; Ed Dunn, secretary, Wilson (N. ) Tobacco Exposition. Members of the Cincinnati Reds and Boston Red Sox, who played an exhibition game here Monday, were guests of the press department on Monday night. Tuesday was Boy Scout Night and Wednesday Daily Telegram carrier night.

ALIQUIPPA IS

(Continued from page 41)
auditor; Eddie Mack, general agent; Earl Miller, publicity and tannery; James F. Winters, superintendent of shows and rides; William Mackey, lot superintendent; John Young, chief electrician; Joe Young, sound equipment.

Concessions: Al Fromsdorf, bookhouse; Al Fromsdorf, chef; Al Fromsdorf Jr., middle; Frank White and Sam Spill, counter men; Charles Baker, pastry and utility; Myrtle Craig, bingo; Mike Mack, pop corn; William Mackey, country store; William Pratt and wife, candy floss; Anna Mackey, ball game; Jack Allen, scales; Max Allen, palmistry; Bunice Roberts, ball game; Lois Bartels, fishpond; Shorty Linsenbiger, cane rack; Ruth Mack, balloons; William Mesplet, pitch-pull-u-wit; hoopla, ball game and photo gallery; Alice J. Winters, candy apples; Earl South and wife, devil's bowling alley and string store; J. E. Mathews, pan store; Heavy Teeter, stock wheel and ball game; H. S. Dwyer, cigars wheel, ball game and stock wheel; J. Shaler, long-range and duck shooting gallery; S. B. Young, Social Security; Ed Bates; John Pazzo, radio store.

Rides: Lyle Barnett and Jimmy Winters, Tilt-a-Whirl; Carl Weaver and Bernard Shaw, Merry-Go-Round; Paul Bennett, Chairplane; Duke Bartels, Kiddle Ride; Charles Hohndle, Ferris Wheel; with Blackie Scudder, operator, and Pools Knock, helper.

Shows: Charles Hull, front and marquee; Martin Smith, Side Show; Guy White, Girl Show; G. N. Burns, fish bowl; Dick Palmateer, serpentine; Waldo Huston. Free acts are Harry Prodoess, sawing pole, and Fisher and Graham, trapeze.

BYERS INAUGURATE

(Continued from page 41)
rambled in from Belleville, Ill., and joined Jake Moore's Athletic Show. Chairplane Scandals and Hollywood Revue are being managed by Leonard West and Buddy Truck, respectively.

R. E. Barnett is operating the custard concession for Doc Tyne. Jake Moore purchased Chairplane from Jimmy Laughlin. Visitors included Mr. and Mrs. Al Henson and daughter; Frank Sutton, Sutton's Greater Shows; Roy Lee; Fannie's United; Mr. and Mrs. Al Baystager and party; Tony Orsola and Bill Pike.

LIBERTY NATIONAL

(Continued from page 41)
Whitefield obtained a lot within two blocks of the square. New Athletic show top was purchased from Piton Bag and Cotton Mills. Management also purchased a new Ford and a 30-watt p-a. system.

Rides are painted and motors have been overhauled and everything was in shape for the opening. L. B. McLaughlin will handle the office concessions and assist Manager Whitefield with address

advertising. Second work will be handled by E. L. Stoddard, assisted by Jimmie Russell. Mrs. Reading's cookhouse and corn game presented a pleasing appearance.

Line-up consists of Merry-Go-Round, Ferris Wheel and Chair-Plane, Shows: Athletic, Musical Revue and Five-in-One. Concessions: Cookhouse, photo gallery, corn game, cane rack, cigaret shooting gallery, fishpond, lead gallery, milk bottles, hit-and-miss, pop corn and peanuts, hoopla, penny pitch. Show again will feature a free gate. Johnny Watts will handle The Billboard. Johnny's father again is foreman on the Merry-Go-Round.

NEW ENGLAND

(Continued from page 41)
dinner, Cow Show, Animal Exhibit, Clarence Giroud's long-range gallery and Frank Pope's bingo stand.

Danny (Stack) Hubbard has returned and George W. J. Giroud is plenty busy, as is Business Manager Bill McLaughlin. General Representative Ross Manning has been signing up contracts. Office wagon, in charge of Alfred P. Young, is proving a popular spot.

RICHMOND PREVIEW

(Continued from page 41)
Penny Arcade. Eight rides, including Auto Speedway and New Rolloplane, were displayed. Free circus attraction was Eric the Great, a new European importation, high pole.

On Tuesday afternoon, Owner John H. Marks played host to 215 members of Joe Brown's Swans River Kiddies, radio revue, from Station WBVA. Over 50 telegrams of good wishes were received by President Marks, among them being one from President J. C. Caffery of the Showmen's League of America.

Showfolk visitors included Art Lewis, S. A. (Bill) Kerr and E. B. Braden, Art Lewis Shows; William Gilek, Jerry Kohn; Al Butler, agent of the Holyland Exhibit; Mike Linderman, World of Mirth Shows; Sam Burghoff and Mr. and Mrs. Harry (Doc) Murray, ride operators. Heavy rain kept attendance down Tuesday night, but clear and cold weather on Wednesday brought out good crowds.

Charles A. Abbott, general agent, arrived in time to assist in entertaining visitors. Max H. Olynn's diner was popular.

Local newspapers devoted much space to the shows, with The Evening News-Leader carrying a pictorial and a by-line story by Katherine Warran, feature staff writer, in its April 11 issue. Morning Times-Dispatch used a picture of Owner Marks and his pet horses.

NEOSHO, MO.

(Continued from page 41)
visitors. Eight rides, including Ferris Wheel, Tilt-a-Whirl, Merry-Go-Round, Chairplane, Rolloplane, Pony Ride and Kiddie Autos gave enjoyment to one of the best kiddie matinees ever experienced by the show; occasion being an Easter egg hunt with cash prizes for winners.

Show line-up included Ten-in-One, Paris Girl Revue, Battlefield, Snake, Athletic, Diamond Lou and Bird Circus. A number of concessions filled out the midway. Staff includes L. C. Reynolds, general manager; H. Wells, business manager; W. J. Lindsay, secretary; Doc Burns, general agent; Gail, William E. Green, publicity; Arthur Signor, electrician; E. Reynolds, lot superintendent.

T. J. TIDWELL

(Continued from page 41)
Tommy Arona's Congress of Conditions, Sailor Adams' Athletic Stadium, Sid Breese's Hawaiian Rattles and Fan Show, Owen Gray's Midget Cattle and Sunshine Butler's Harlem on Parade Revue. Geyer Brothers, Billy, Eddie and Harry, Monarchs of the Air, presented the free acts, and were popular.

Staff includes T. J. Tidwell, owner-manager; Don Brashear, general agent; Roy Small, secretary; Harry Craig, concession manager; W. J. Page, billposter; Jimmy Laska, electrician; and Ted Edlin, press and advertising chairman.

INCLEMENT WEATHER

(Continued from page 41)
Shorty Graham, boss concessionaire; Mrs. Joe O. Sparks, main gate tickets. Rides: Kiddie Auto, Hollis Robinson, foreman; El Johnson, second man; Eleanor Smith, tickets. Merry-Go-Round, Bill Boyman, foreman; Robert Horton, second man; Red Nichols, clutch;

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Freda Western, tickets. Tilt-a-Whirl, Garlin Robison, foreman; Earl Wodan, S. W. Clayton, second man; Mrs. Rigby, tickets. Octopus, Charlie Strickler, foreman; Vittle Niderstro, second man; Mrs. Paul Reynolds, tickets. Twin Ferris Wheels, Paul Reynolds, foreman; E. V. Young, Max Bishop and Charles Doren, second man; Ed Rigby, tickets. Chairplane, Bob Camp, foreman; Joe Hatch, second man; Judy King, tickets. Midget Steam Train, Roy Camp, foreman; Mrs. Camp, tickets. Swooper, Glenn Moore, foreman; Ed Wells, John Clark and Ernie Glover, second men; Frances Stewart, tickets. Ride-O, Pete Edwards, foreman; Charlie Ray, Jack Jones, second man; Flora Clark, tickets.

Shows
One-Ring Circus, Ray Family, Paris After Midnight Revue, Curly Rivers, manager; M. C. Ruth Symons, Virginia Turner, Polly Adams, Willie Childers, June Palmer, Kathleen Dupaway, Misses, and Mary Hill, pianists. Hawaiian, Curly Rivers, manager; Bart Snediker, talker; Jerry Watson, Mae Walker, Wilhelmens and Lottie Mae Bradley, dancers. Illusion, I. W. Reynolds, manager; Christine, Anona snake girl. Pat, John Morris, talker; Jolly Clara, Motordrome, Charlie Wrenn, manager and trick rider; Cannon Ball Blackie Kelley, Solke Webb, riders; Red Jones, talker; Ethel Faye, tickets. Midget, Harry Stevens, manager-talker; Mrs. Mary Stevens and daughter, Dixie Lee; Jimmie Jones, tickets. Midget, Lester Parrish, manager-talker; Tuba Thomas, Harlem Revue, Circus Side Show, C. B. Christain, manager-talker. Athletic, Bearcat Eddie Burr, manager; Bill Kent, talker; Jack Murphy, tickets. Snake, Jack Brighton, manager-talker; Mrs. Brighton, tickets. Concessions: Cookhouse and grab, Doc Baldoff; Trene Williams, cashier; Billy Williams, middle; Frank Murphy, chef; Jim Pannett, first waiter; Ben Smith, second waiter; Mack Dye, counter man; Camp, ticket; J. D. Moore; cigaret shooting gallery, Jack Dalton; penny pitch, Betty Renf; milk bottle ball game, Evelyn Kaufman, Ann Trent; penny pitch, Roscoe Reynolds; cat rock, Maud Brunk; coin game, Mr. and Mrs. Howard; Beavers, Tommy Coleman; diggers, Riley Bain, Sam Smith, George Holman; mouse game, Toby Renfro, El Abner; nut game, Shorty Carr, Jack Douglas, Whitley Elam, Mike McNickles; hoop-la, Mrs. Postana and Miss Wrenn; bowling alley, Henry Beth, Ralph Alberts, Doyle Ramsey; over and under, Jack Johnson; rolldown, Johnnie Clamportone; O. T. Tins, Jack Knight; alum, Robert White, Bill Donovan; clothespin pitch, Tommy Cummings, Paul Trent, Bay Ellis; alum, Hiram Rice, Don O'Brien; bumper, Jimmie Giffin; custard, Mr. and Mrs. George Spirtes; malted milk, Ann Parrish; pop corn and peanuts, Mrs. Jimmie Giffin; palmistry, Ms Reynolds, Clara Rice; photo gallery, Gus Venable; wire jewelry, Eugene Brunk; balloon pitch, Joe Deane; prize candy, mail and The Hubbard, Lester Parrish.
Visitors included Phil Booco, George Kelly, Will Hatch, Ed Rogers, Blackie Oglesby, Bob Hollans, Red Dougherty.

# Midway Confab

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(Communications to 25 Opera Place, Cincinnati, O.)

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State money and all details in first letter. HUBERT'S MUSEUM Inc.

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Interstate Food Products, 235 East Wacker Drive, New York City.

### POP BAKER

Manufacturer of the Game of Every Description. 2007 W. Warren, Detroit, Mich.

SELL THE ADVERTISER IN THE BILLBOARD WHERE YOU GOT HIS ADDRESS.

### WEATHER MAN'S no outdoor fan!

ALLEN ALLEN has rejoined the John T. Hutchens Modern Museum in Ponce de Leon, Fla.

BECAUSE of the coal mine situation in Eastern Kentucky a number of shows have found it necessary to change routes.

JOE J. FONTANA last week contacted Colas County Fair, Charleston, Ill., for the L. J. Heth Show, he reports.

SOME hotel corridors look bare now without the winter picture galleries.

BARBARA ARNETTE, secretary of J. R. Strayer's Pan-American Shows, joined at the opening stand in Johnston City, Ill.

LOU LOUETTE, former owner of Look Museum, has signed with Harry H. Hall's Side Show of Coleman Bros. Shows, as one of the annex attractions.

GEORGE P. GRAHAM joined John T. Hutchens' Modern Museum in Hammond, La., on March 20 as inside lecturer, making his second season with the unit.

"THE LAW and the weather" latter seems to be raising things right now.

CONTRACT to furnish shows, sides and concessions for Queens-Massau Fair,

week with his Monkey Circus, Johnnie Hicks joined Weale Production Co., where he also will have the Octopus.

ROBERT BROCKWAY has been appointed agent for The Billboard on the Ideal Exposition Shows for 1939, he reports.

"GREAT minds discuss IDEAS, mediocre minds discuss THINGS, small minds discuss PEOPLE."

RESIGNING as special agent of the White City Shows recently, Lucille King has joined the Ben Martin United Shows.

R. M. STARK is handling The Billboard on the Winters Exposition Shows, which get under way in Canonsburg, Pa., on April 22, under VFW auspices.

HAVING signed their contracts and sound truck with the Weale Attractions, Babe and Charles Harbo will open with the shows in Indianapolis.

GREAT Sweet Potato Shows have managed to keep their "candy" from being imposed on the "beats" to private individuals.

CLAUDE R. HUGHES leaving from Jacksonville, Fla., that he has booked his concessions at Jacksonville Beach and



IT'S TOMMIE MARTIN OF COOKHOUSE NOTE busy with his frozen custard machine. He deserted cookhouse to dispense rigid delicacies. Photo taken on midway of West Bros. Shows during opening week in Cape Girardeau, Mo. Tommie is taking in nickel, Tony Majuscak has just bent over to fill his dipping and Al Trachten is at the back of the machine. Picture by Cliff Bernhard, show's photographer, submitted by Bruce Barkham.

Mineola, L. I., N. Y., has been awarded to Edgy Bros. Shows.

MUSICAL SAMBON returned to John T. Hutchens' Modern Museum in Ponce de Leon, Fla., marking his second year there.

RECENT additions to John T. Hutchens' Modern Museum in Ponce de Leon, Fla., include Sailor Joe Summers and Slidehow Joe Walker.

MAYE these gals who are so set on reducing ever tried out working in a head-over-heels job. Upham.

AFTER SPENDING almost all winter in Florida and Georgia, G. (Great) Riccardo is doing his swaying pole act with West's World's Wonder Shows.

WITH John T. Hutchens' Modern Museum for the past three years, Chief Rain in the Pace reports he is now in his 42d year in show business.

FR J. KOSKE is in Palm Bay, Fla., finishing finishing touches on his new shooting gallery, booked with Zaachini Bros. Shows.

MECHANICAL versus animated loud-speakers? Page Frank Borden and the slug of the late Ed Staley.

GARL MACK cards from Vidalia, Ga., that he will handle The Billboard and mail on the Davis & Parrott Shows in addition to operating the Snake Show.

RAMBLING into Greensburg, Pa., last

will not hit the road until the fair season opens.

CONCLUDING their honeymoon with a trip to Cincinnati recently, Mr. and Mrs. Leo (Blackie) LaRue joined Max Gruberg's World's Exposition Shows in Rocky Mount, N. C.

WILLIAM R. STEBERT is in charge of the Unborn Show, a John F. Rea attraction, on Great Lakes Exposition Shows, which got under way in Toledo on April 15.

WHIRE once we were wont to encounter a newfack or a fix, alas! A new way often is a better or a deemer!—Colonel Patch.

"AFTER being a trouper 20 years I tried to give it up, resulting in my landing in a sanitarium with a nervous breakdown in 1937 and again last year," letters Beasis Russell.

SIGNING his Pan-in-One with the Sam E. Spencer Shows, Prof. Ponce De Leon will join at the opening in Brookville, Pa., on April 20. He also will present four acts and lecture inside.

FOR MANY years construction superintendent with the Morris & Castle Shows, Theodore Brunke, builder, is associated with Dodson's World's Fair Shows in the same capacity.

PROP. CHARLES CLARKE will have his musical combo with Dodson's World's Fair Shows again and has purchased bright red T. H. H. uniforms for the band boys.

CERTAIN staff members who made 1938 Year's rebellion may have had their fingers crossed!

HARRY GOODWIN, codgeredoner, is operating a stand at Golden Gate Exposition, San Francisco, and is doing well, reports Joe Baker, Northwest show promoter.

EVERLY Aircraft Corp. is said to have more rides on Crafts 20 Big Shows than on any other carnival. Crafts is operating Octopus, Rolloplane, Dual Loop-o-Plane and two Acroplanes.

TRUSTWORTHY electricians who understand how to install telegraphs may be in demand soon.

NEW streamlined Merry-Go-Round, which made its debut with Crafts 20 Big Shows at the National Orange Show, San Bernardino, Calif., is reported to be the finest on the Coast.

SIGNED as special agent and promoter, L. G. King assumed his duties with the Keystone Shows at the opening stand last week in Martinsville, Va., under American Legion Post auspices.

CLOSING with "Metric Courtney Co. in Crabbottom, Va., Joe Ann LaFrance is en route to Chatham, Va., to join Bubbles and Her Dancing Dolls with Smith's Greater Atlantic Shows.

WILLIAM HUGHES and brother, Kenneth, rambled into Rockville, Pa., last week from Royston, Ga. They will be associated with the Tilt-a-Whirl on the Sam E. Spencer Shows.

CONCLUDING a winter's engagement in New Orleans recently, Fred (Shorty) Gilbreath, "Original Popeye," joined John T. Hutchens' Modern Museum on March 20 in Hammond, La.

FORMER showman and now manager of the Fifth Avenue Hotel, Huntington, W. Va., Dewey Clark has presented Dodson's World's Fair Shows with a large room, which the shows are using as a downtown office.

CONCESSIONERS who are disgruntled to soon might remember 1937 if they were gab for they need no invitation to have—Whitney Cooks?

BINGO operator of Dayton, O., and on numerous midways, B. W. (Bill) Richardson joined the W. O. Kans Shows in New Bern, N. C., where he helps operate the corn game. He was with Dodson's World's Fair Shows last season.

JESS O'BELL, hands from Ponce de Leon, La., that he has joined John T. Hutchens' Modern Museum there with his impalement and sword-swallowing acts. He declares the Hutchenses have one of the nicest side shows on the road.

BECAUSE of a recent accident Mrs. and Mrs. Bill Williams, operators of the Monkey Circus on the Western States Shows, write they lost two monkeys, Sweet Bea and Amby, and their daughter's pet cat, Kitty, action.

WHETHER or not banners cause so much heat that their solicitation should be dropped probably is something that every owner and manager must decide for himself.

DR. E. J. IRVINE is in Charleston, S. C., for the Assis Festival there, to be featured at one of the local hotels giving psychic readings. From there he plans to leave for the 1939 York World's Fair.

COMPLETING a bingo stand seating 100 players, which he will operate at fairs, Ben Weiss and wife are en route north from Florida, where they wintered. He also has bingo stands on Edgy Bros., Traver and Morris Milling shows.

### NEW MODEL ELI POWER UNIT

V-BELT DRIVE  
10-HORSE POWER

Compact, Dependable, Capable Power for Portable Sites. Write for information.

### ELI BRIDGE COMPANY

Builders of Dependable Products.  
16 West St., JACKSONVILLE, ILL.

LONG identified with outdoor show business and for the past few seasons with Hennes Bros. Shows, Eddie Clark will remain in Houston all summer with Toke McFarland's Shows, which have been playing that territory almost all winter, writes B. C. McDonald.

DID organizations that carry "outside" advertising in these large organs as well as ever stop to realize that they are getting into other people's territory?

CRITICALLY injured in an automobile accident some weeks ago, Roland Smith has recovered sufficiently to be removed from a Galveston, Tex., hospital to his Auditorium Hotel home, Houston. Smith has some concessions booked with the Toke McFarland Shows.

MORRISON AND DEITZ are readying their Appa Shows on Butler, Pa., fairgrounds for opening on April 29 in Kittanning, Pa. Route again will be in Western Pennsylvania towns. Both visited J. B. Malloy Circus quarters in Chantton, O., recently.

HAVING SIGNED her Girl and Torture shows with Howard Bros. Shows, Mrs. Marie Short, widow of the late F. A. Short, is now in quarters at Athens, O., supervising construction of new fronts. Engagement marks her fifth with the shows.

MANAGER of the Great Fished Shows says he doesn't blame his agent for the recent wintry weather, as the agent advised him that he was opening each too early? ? ?

AMONG prominent women to be listed in the new edition of the American Women will be Mildred Stone, who is featuring what are said to be three of the largest tigers in the country—Whitney, Bill and Scott—in her animal act on the C. F. Zeiger United Shows.

SENDING part of the winter with Johnnie Howard's Museum, Mr. and Mrs. Herb Moray (Huber) are playing night in Pennsylvania while on route to join the Sam E. Spencer Shows, where they will operate one of the Mettler shows.

SHOWING improvement after being seriously ill at her parents home in Bernie, Mo., for the past five weeks, Mrs. Paul Mc Branch reports she expects to rejoin West Bros. Shows in about two weeks. Her husband has concessions on the show.

OSCAR NOEL, boss of the hotel besetting his name in Nashville, Tenn., is almost a converted showman, they say. Well, look at the training he has had from Red Niccol—Cousin Pete.

"HAVEN'T finished reading The Billboard Spring Special Number yet, but will have the kiddie autos on the Sam E. Spencer Shows this season," writes Jack Wilson from Brookville, Pa. "Find quiet a colony of hot-blooded families on the fairgrounds here and much activity in quarters."

HENNES BROS. SHOWS grabbed off some favorable publicity, absent their leaving quarters in Shreveport, La., for their 1939 tour, in the April 9 issue of The Shreveport Times. A four-column pictorial of members of the girls show and leading activities accompanied a half-page yarn written by Josephine Harris.

HOW ABOUT a Monday Show with about a dozen children actors performing on made goods in a good-sized pop-style cage in full view of the customers? Thank you're welcome.

FEATURED annex attraction on Mary Webb's Side Show with the Crystal Jepposition Shows is Elsie Adams, double-bodied girl, reports Capt. Oscar Marchand Jr., several years producer of water-closet acts and stunt artist of Canada, who will have charge of front, making first opening. Prof. Jack Taylor, music lecturer, is on a tour in Alabama looking over talent.

"MILO the Myths and Co. are booked with the Buckeye State Shows," cards Happy Evans from West Point, Minn. "My wife Barbara is here and we're having a fine time. Mr. and Mrs. Joe Geller, Harry Lanson and staff are fine people to work with and we've enjoyed some good bit since joining. Our winter tour of Southern Florida proved successful."

A SLEEPY man can't drive a truck safely over road jams. An anti-mechanically-minded casual worker can't be expected to

keep motor equipment in running order. Eberl Indianapolis.

JOHN H. MARKS SHOWS inaugurate the 14th annual tour by playing three consecutive weeks in Richmond, Va., organization's quarters. Opening stand got under way in C. C. A. Baseball Park, Church Hill sector, on April 10. This stand will be followed by week engagements on West Broad street and Belt Line showgrounds, and in South Richmond on Petersburg pike and Maury street showgrounds.

MEMBERS of West Bros. Shows who took delivery on new Scubut Trailers recently, reports Bruce Barham, include Mrs. Virginia Laughlin, Mr. and Mrs. Stanley Schmidt, Mr. and Mrs. Cliff Barnhart, Mr. and Mrs. Paul Barnhart, Mr. and Mrs. E. E. Walker, Mr. and Mrs. Bernard McArdle, Mr. and Mrs. Andy Rasmussen and Mr. and Mrs. Chick Hense. Charles Iseman, Sioux Falls, S. D., made the sales.

A SPECIAL line of paper is something of which to be proud. The fact that it is different and stands out individually gives it great advertising value. But when all paper looks alike, then each organization should take steps to have its own color scheme, which is as important as the "special paper."

LATE ARRIVALS at Little Rock, Ark., quarters of the Goodman Wonder Show missed out on the annual get-together party in the Merchants Building in Oak Park on April 12, reports Beverly White. More than 300 attended and after brief



MOLLY YOUNG, recently signed as concession manager of West Production Co., which opened this season in Greensburg, Pa., on April 12, has many years' experience as dinner operator and manager of concessions for her credit. She has been with such organizations as Mighty Eagles, The Boy, Rubin & Cherry Exposition and Zeigler & Polite, Coleman Bros. and Bixton's Mohawk Valley Shows.

addresses and introductions by President Max Goodman the personnel of the Show of Shows and Show Boat Revue staged impromptu entertainment. Luncheon was served and festivities lasted until midnight.

SHOWFOLK attending Charles Harvey, second man on the Buckeye State Shows' Tin-a-Whirl for the past three seasons, and Carrie Pearl Whatley at their wedding recently in Forest, Minn., were Mrs. C. Harrison, Mrs. Freddy Leach and Mrs. W. C. Baggett, of the shows, and Elizabeth McHenry and Duke Noblin, of Forest, for the bride and with the groom were Charles Savage, Dutch Freshman, W. C. Baggett, Ted Johnson, Tom Rogers and Cecil Canada, all of the shows.

REVIEWING several stands of paper last season, it was noted that where one company had lined alongside of another and both using white and blue, the show with the first and bigger space overwhelmed the other. Apparently there was only one show represented on the long wall of a warehouse, the showing with the smaller space having been hidden and surrounded by a like color scheme. Even the same color scheme posted over an old stand does not catch the eyes of daily passers-by as would a change in colors.

CHRIS HOBSON in his column, My Arkansaw, in a recent issue of a Texas newspaper paid tribute to Dee King, owner-operator of the shows bearing his name, terming it "the highest and cleanest attraction of its kind

ever to show this city." "Announcement that they'll come back in town this fall," Hobson wrote, "comes under the heading of good news for the thousands who revel in the delights of the Merry-Go-Round, Ferris Wheel and pitch-till-you-win stands."

AMONG VISITORS to Hilderbrand's United Shows midway in Compton, Calif., were King Metrus, Phil Williams, Noel Campbell, Clyde Gooding, Frank Downie, Billie Farmer, Wendell Foss, Mr. and Mrs. Charles Lyons, Louis Langlois, Fred Canning, W. G. Watin, Dale Petros, Charles Collier, George and Blissom Tipton, Mr. and Mrs. C. H. Priest, Harry Wooding, Mr. and Mrs. O. H. Allen, Ed Smithson, Mr. and Mrs. Ed Willett, Ross R. Davis, Jerry Godfrey, Erna Rockwell, Mr. and Mrs. H. L. Severson, Joe DeMonchelle, Roy Smith and Lucille King.

IN DAYS when the late, Col. Edward M. R. Green, railroad industrialist and banker, was inducing Texas Railroad Railway for his mother, Matty Green, then known as "the richest woman in America," he was having a lot of trouble with applicants for passes over the road and wrote his mother about it confides a midday item. The immediately forwarded to him a list of Biblical quotations, he said. List was arranged as a weekly calendar like this Monday: "Thou shalt not pass" (Num. 20:18); Tuesday, "Better not a dead to pass" (Judg. 3:28); Wednesday, "The wicked shall no more pass" (Job. 1:13); Thursday, "Thou shalt not pass" (Mark 13:10); Friday, "By a perpetual decree it cannot pass" (Jas. 3:22); Saturday, "None shall pass" (Isa. 34:10); Sunday, "So he paid the fare thereof and went" (Isaiah 1:3).

SIDE SHOW owned and operated by Jack Huber on the O. C. Buck Shows is being whipped into shape by a five-man crew in quarters in Portsmouth, Va., reports Floyd Van Horn. In addition to Huber line-up includes Floyd Van Horn, assistant manager; Harry Mata, front; Johnnie-Jane Johnson, half and half; Stiekney, human pin cushion; Baffling Bill, human ostrich; Lady Ruth, ist-look girl; Chandlyr, comedy, juggler and magician; the Sepoy-stay Camera; Lorraine, woman fire eater; Tom McClendon, tattoo artist; Kasak of Florida; Amek has Serpento; Hela Hob.

### American Carnivals Association, Inc.

ROCHESTER, N. Y., April 18.—There are being mailed to the membership of the association 1939 certificates of membership showing good standing in the association for the current year. Members are requested to preserve these certificates, as they will find them convenient for establishing identification of their organizations as members of the association.

In each case the title of the shows has been inserted in the certificate from such information as is on file at the ACA office. Members are requested to examine their certificates, and in the event that the title therein does not correspond with the title of their respective shows as at present they are to notify the ACA offices immediately, returning the certificate, whereupon a duplicate certificate will be issued. It will be very helpful to this office if the membership will acknowledge receipt of certificates so that our records may be complete. With the certificate is also being sent an inclosure of interest.

During recent weeks there has been considerable agitation in Congress with reference to freight rates, and our attention has been called to a radio address on the subject, by Senator Tomp Stewart, of Tennessee, delivered on April 6. While we express no opinion at this time on the subject, we call the matter to the attention of our membership and upon request by them will be pleased to furnish additional information on the subject.

### Missouri Show Women's Club

ST. LOUIS, April 18.—Club held its bi-monthly social meeting in the clubrooms March 30, with second Vice-President Florence Parker hostess. Card games were played with prizes going to Viola Blake, bridge; Irene Burke, rummy, and Leola King, frisco. Irene Burke won the attendance prize, while Nell Allen got the drawing award, donated by Beatrice

# EVANS' HIGH STRIKER

HEAD AND SHOULDERS ABOVE ANY OTHER IN QUALITY AND MONEY MAKING!

PERFECTLY LEGAL EVERYWHERE!

A truly big money-maker! Indispensable for Parks, Fairs, Shows, Carnivals, Homecomings... wherever people gather out of doors!

Evans' Striker has more flash, gets the crowds! Sturdy and substantially made of very best materials, brilliantly finished, built to stand exposure and hard use. Easily transported, included are standard steel chaser track, base and striking beam, 10" chrome gang, nickel-plated tool steel chaser, bases and 2 male.

2 Sizes  
28 Foot  
36 Foot

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See on the Market! Evaporator to wood bottles. Sound like falling glass when crushed. Easy to clean. Indestructible. Natural looking.

Complete Catalog of Evans' Line of Amusement Devices FREE!

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### MAKE \$50.00 A DAY ON CANDY FLOSS

See how SUPER WILKROWITH a heavy double Mal and larger models. We have models in machine in the countries for the New York World's Fair. Sales CANADY FLOSS FASTER and FINER. For full details write to the ELECTRIC CANOY FLOSS MACHINE CO., 202 Twelfth Ave., S., Nashville, Tenn.

### SECOND-HAND SHOW PROPERTY FOR SALE

\$15.00 Used Wagon M. G. R. Hobby Merry-go-round.  
\$12.00 Large Capt. Drum and Gold. Coal-200.00.  
Other:  
\$20.00 Large Blue "Amo. Flag" 20' x 30' Mats.  
\$65.00 40' x 40' Capt. Code Flag. Slightly Used.  
\$85.00 Red Velvet Gold 20' x 30' Long. 10' Wide.  
WE BUY ALL KINDS OF RINK SKATES AND LADY FLOSS MACHINES. WE'LL BUY ANY CURIOSITY SHOP. 20 E. 3rd St., Philadelphia, Pa.

Guiltant. A delicious buffet supper was served, to which the members of the International Showmen's Association were invited.

Regular business meeting was held on April 9 with President Jane Pearson, Secretary Grace Coas, Treasurer Gertrude Lang, Past Presidents Nell Allen and Kathleen Riebe present. After salute to the flag members repeated the introduction of Captain Daley Davis left for the season. Ruby Francis was reported ill for the past week. All business being settled it was decided to have one more business meeting and another social before closing for the season. However, the stay-at-homes will carry on with their card parties and trips. Jane Pearson donated the award won by Peggy Smith. It turned out to be a big package of assorted tea.

### 3000 BINGO

Heavy-weight cards, black on white. Wood markings printed two sides. No duplicate cards. Put up in the following size sets and prices:

25 cards, \$3.95; 50 cards, \$4.50; 75 cards, \$4.95; 100 cards, \$5.50; 150 cards, \$6.50; 200 cards, \$7.50; 250 cards, \$8.50; 300 cards, \$9.50. Remaining cards, \$8.00 per 100.

No. 100—Royal Heavy Green Back. Per 100, \$8.25.

### 3000 KENO

Made in 20 sets of 100 cards each. Played in 3 hours using the cards—set up and down. Light-weight cards. Per set of 100 cards, only \$4.95 calling board, \$3.50.

**LIGHT-WEIGHT BINGO CARDS.**

Black on white, postal card thickness. Can be returned in duplicate, 5,000, size \$7. per 100. \$1.25 in lots of 1,000, \$1 per 100. Calling board, \$2.50.

Automatic Bingo Shaker, Real Glass \$12.50 per 1,000

Lightweight Lapboard, \$10. Per 100... .50

Sampling Bins, 100 or 500 on same extra .50

2500 Postpaid BINGO cards, 5 in 10. \$1.25 in lots of 100, \$1 per 100. Calling board, \$2.50.

Automatic Bingo Shaker, Real Glass \$12.50 per 1,000

Lightweight Lapboard, \$10. Per 100... .50

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Automatic Bingo Shaker, Real Glass \$12.50 per 1,000

Lightweight Lapboard, \$10. Per 100... .50

Sampling Bins, 100 or 500 on same extra .50

**J. M. SIMMONS & CO.**  
10 W. Jackson Blvd. Chicago

### ZEKE SHUMWAY WANTS

Motorcycle Riders—see Hell Drivers Show. Also Riders who have had some experience in road races to learn to loop Globe of Death.

Sam Ledyer let me hear from you.

**ZEKE SHUMWAY**  
The Beckmann & Carey Shows.  
This Week, San Antonio, Tex.  
Next, Joplin, Mo.

### WANTED

**SHOWS AND CONCESSIONS FOR SALE**

Charitable in operation here. \$125.00 take in. Game and ice. High Riders, \$15.00; Motor Vehicle Machine and Game and Darton Floor Film, also Air Callers in Traffic.

**SHARBECK'S CARNIVAL, Joe Sharbeck, Mgr., Dept. W, WPA.**

### Candy Pitchmen Wanted

Must be able to pitch, pitch and jam. To those who can offer a long season's work with one of the large shows having 16 Concession Stalls. You must come up to pay—no checks. Write, giving full details to:

**HARRY GREENE**  
728 W. Montgomery Ave., Philadelphia, Pa.  
(Those who have worked for me before, communicate.)

### PERCY KLEIN

"The Showman's Friend" is the occasion

**EDISON HOTEL**  
Formerly the Kilbuck Hotel  
135-14th St., Philadelphia, Pa.  
Special prices with both bar and shower. Bar and shower.

### PENN STATE SHOWS

OFFICIAL OPENING APRIL 23—TWO SATURDAYS

Ride and Concessions New Working.

WANT the very best. Motorized, Band or Flat Bed, and Free Aid. CAN PLACE all Concessions except Cook House, 1000 Bottles, Frank Book, Photo Gallery, Popcorn and Candy, High Roller, Fish Ball, Charitable Game, Blank Floor Film, etc.

**STEWART WAGNER, R. F. D. 1, Berets, Pa. P. O. 12**—All Concessions start June 3. Committee write for open spots.

### CARNIVAL WANTED

**HOT JUNE ON FIRST JULY.**

Requires large show outfit. Only Concession (1st) 1000, Benefit, Yuletide, Fire Department. Write **ONE POLICE McPIERCE, Pelahia, Va.**

### GIRLS — GIRLS — GIRLS WANTED

Young, Good Looking Girl Society Dancers. Tan, Acrobatic, Strip, Novelties, Double, easy, Country work. Full country answer. Phone **WANT GIRLS AND GIRLS FOR THE ROAD AND SHOW. CALL—All Shows except for open spots.**

**BUD BRAWER, Ruppelville, Pa.**

### PEARSON SHOWS WANTS

Grand Shows, Pro. Concessions open. Later Concessions—Harry Howard, King Kong and Bullie Meade with. The Showman's Home, concessions, cheap. Motor Vehicle April 20. Address: 1115 Oxford Childs Road, Des Moines, Iowa. Write **W. R. HICKS, Jr., until April 27.**

## Full-Date Carnival Show Letters

As Reported by News Representatives for the Shows

### Dee Lang's (Motorized)

Joplin, Mo., Week ended April 8. Auspices, American Legion Post, Cole's circus lot. Weather, cold, rain and wind storm Wednesday night.

With the shortest move of the season from Newport, Ark., all shows and rides were ready for opening Monday night. Cold nights, with a severe wind and rain storm Wednesday night marred business. Commander Letcher Langford and Legion officials and committeemen were profuse in compliments of shows' policy and appearance. Agent Bill McLean was away most of the week on business. Owner Dee Lang added a new cab-over-engine Chevrolet tractor for transformer trailer. Personnel jolted in complimenting Austin Hannigan on his 26th birthday anniversary with gifts of all kinds. The Johnsons operating Sun and Jonesboro Trains operated. New monkey show front is being completed rapidly under direction of Barney Williams, assisted by Ted Reed and Legs Blondon, manager. Visitors included Mr. and Mrs. L. L. Spellings of Blytheville, Ark., he being a brother-in-law of the writer. **C. P. ARMSTRONG.**

### West Bros. (Motorized)

Murphy, Mo., Week ended April 8. Location, Bitters show lot. Weather, bad. Business, bad.

A variety of weather took mean advantage of the show at this spot, usually a good spring date. With a good break giving a warm Sunday afternoon, the Joe Mendi Jr. birthday anniversary party proved successful, and with good business Saturday night show just about broke even.

Shift move from Cape Girardeau, Mo., brought all trucks in early Sunday, allowing Mr. and Mrs. J. W. Laughlin, accompanied by Eugene Wilhelm, Tommy Martin and the writer, to drive to St. Louis for a visit with friends. Billie Terrill, well-known showman, playing at the local theater with his troupe, was seen visiting friends on the midway. Other visitors included Matt Dawson, Acme Premium Co.; Vernon L. McRee, Haag Bros.; Olycus; Henry Keys, ride operator; Mr. and Mrs. Billy Bacon, Strayer Shows, and Larry Moran, general agent of the Amusement Corp. of America. **BRUCE BARHAM.**

### John R. Ward

Monroe, La., Week ended April 8. Auspices, VFW; Location, M. O. P. depot lot. Weather, cold. Business, poor.

With the same cold weather prevailing, shows played here after a successful three-week run in Baton Rouge. Mr. and Mrs. Ward had all the children here for the Easter holidays. Jeffie-Jean returning to Louisiana State University and Joy and Julie going to a private school in Memphis after an Easter egg hunt in which they were joined by the other children of the show. Pictures were taken of the event. Everything possible by way of publicity was done here, but inclement weather kept the advertising from getting extra business.

Ward's Leb-Way Cafe is now under management of Mrs. Frank Lee. Special Agent Harry Lee doing selling in next spot by day and doubling back to make the main-gate announcements at night. The sound truck, with all new records, attractive. **CAPT. FRANK LEE.**

### Buckeye State (Motorized)

West Point, Miss., Week ended April 8. Auspices, Northeast Mississippi Live-Stock Association. Location, fairgrounds. Weather, rainy three days and cold. Business, poor.

Spot will be remembered as the one where eddy was ill. From General manager Joe Geller on down personnel had the flu or severe colds. Business first of the week was good, but crowds dwindled with the coming of rain and cold weather on Wednesday when General Manager Geller declared hospital night and shut down. Thursday offered a little business, but Friday and Saturday were almost lost because of the weather. Pearl Johnson, Rev. Martin and Bob Coleman joined here. Deane

(Madam Maud LABBE) had to spend several days in the hospital because of illness. Ruth Walker visited her sister, Mrs. Freddy Leach. A helper-post publisher stunt, worked with County Agent J. W. Helms, made the Memphis and Jackson papers. Publisher Edgar Harris and Editor Harris of The Daily Times Leader were liberal with space. **TED JOHNSON.**

### Crowley's

Ada, Okla., Week ended April 8. Location, ball park. Auspices, American Legion. Pay paid, 10 cents. Weather, rain and snow. Business, good in shows' history.

Arrived from Ardmore's bad weather to more bad weather. Opened Monday night but rain spoiled business. Tuesday was cold and show did little business. Daily news carriers were entertained. This paper and Weekly Bulletin were liberal with space. Freezing weather on Wednesday prevented opening and also on Thursday. Ed Sol showed up Friday, resulting in a splendid crowd Friday night. Children's matinee wasn't much. Saturday night gave light business. Cold weather was hard on the manager, with the monster python dying, and six monkeys. Personnel suffering with colds, rheumatism and flu, with all being attended by Dr. I. L.



**JAMES M. RAPIER**, recently appointed assistant manager of the John H. Marks Show for 1939, also will be in charge of the office wagon. For several years he was secretary and treasurer and held other executive positions with the Marks organization. More recently, however, he had been assistant manager of the World's Exposition Show. He assumed his new duties at the Marks' opening in Richmond, Va.

Cummings, Edward Smith with trained dogs went elsewhere. Twin Ferris-Wheel boys, Leonard Sirtel and William Parmenter, foremen; chief assistants, Jack Lango and George Brock; Phil Sanders, Charley Zeban and Billy Thornton. Helpers gave a party to other ride foremen, assistants and helpers.

Harry Dixon and wife, trouper, live here and served dinner to showfolk denoting the winter. Joe Dodecker and solicitors were among midway guests. Wire from Mrs. Frances Crowley told of parties and dinners honoring her and daughter, Georgeanna, in Kansas City, Mo. Tiny Crowley, brother of owner George C. Crowley, visited. Myron Clevinger, wife and child joined. Writer and Mercedes, Ralph Hodak, Maxine and Jack Hamilton entertained at the Rotary, Kiwanis, Lions and Chamber of Commerce banquets. **DOO WADDELL.**

### Blue Ribbon (Motorized)

Gainesville, Ga., Week ended April 8. Auspices, American Legion Post. Location, Athens fair grounds. Weather, cold. Business, poor.

Run here from Griffin, Ga., was made in good time and show was up and ready to operate Monday noon. Because of cold nights stand was not up to expectations, although everyone enjoyed a fair week's business. Irving Lewis' High

ple show topped the shows, with Roy Woods' Motordrome second. Ride-O and the Ferris Wheel were best among rides. Mr. and Mrs. Joseph Ible arrived with fishpond and set up for first time here. Visitors included Bernie Shapiro, of the Southern Poster Printing Co., and Jerry Kohn, of the Fulton Bag and Cotton Mills. Jerry left with several orders for new canvas. Mrs. Roth was ill for several days but is up and about again. Mrs. Brady, wife of the electrician, also was ill, but has assumed her duties in the Penny Arcade again. Laymon Morgan and his Ride-O crew keep the rest of the boys hustling to get down in record time. **W. R. (RED) HICKS.**

### Funland

Marietta, Ga., Week ended April 8. Auspices, American Legion. Location, fairgrounds. Weather, bad. Business, fair.

Committee co-operated here, but business was only fair. Cody Fleming, Bill Franks, Cecil Rice and Phil Rocco were among welcome visitors. Mr. and Mrs. English, of Atlanta, newlyweds, enjoyed their wedding dinner in Charles' Midway Cafe. Mrs. Mona Shindigrist and Dutch Mother visited.

Calhoun, Ga., Week ended April 8. Location, Ball Park. Auspices, American Legion and High School Band. Weather, rain and cold.

Show had a good location here and committee co-operated, but rain and cold prevented the last part of the week. Curley Osh, Rod Marion and Manager Ben F. Cain were confined to their beds with the flu. The American Band and free acts continue to draw. **TED C. THORPE.**

### Western States

Alice, Tex., March 21-April 1. Auspices, Fire Department. Business, none.

Ideal weather prevailed throughout the stand here, but the natives spent nothing but time, most of which was taken up running from one stall to another. Audience remained attentive during opening and continued that way when prices were introduced. Fair business Saturday night was the only redeeming incident.

Kerrville, Tex., Week ended April 8. Weather, cold.

Weather was opposite that of the previous week, with a light snow thrown in for good measure. Patrons who did come out spent generously, with the Skooter ride doing the bulk of business. Mrs. Catherine Oltz was host to Mrs. Ruback, Mrs. J. A. Schenk and Mrs. Frank Downs at a party here. **LARRY MULLINS.**

### Hilderbrand's (Motorized)

Compton, Calif., Week ended April 8. Location, Long Beach Boulevard at Palmer. Auspices, American Legion. Business, poor. Weather, 85-91 degrees. Pay paid, 10 cents.

Because of an exceptionally hot spell management proved the dud of five stands around Los Angeles. American Legion Post did its best to bolster interest, but the people did not seem show-minded. Week was spent arranging for the jump to Sacramento. A small convention of agents gathered for a gabfest, including Phil Williams, King Roy Smith, Crafts Enterprises; Joe De Mouchelle, W. C. Huggins Show; Ed Smithson, Silver State; E. Pickard, White City; Lucille King, Martin's United; Buddy Priest returned from a week-end fishing trip to Diamond Beach, Baja Calif., where he was the guest of Lieutenant Governor Harteniz. Prize catch, weighing 450 pounds, was cut up and presented to his many friends. Madam Delmar Meyers and guests, Prof. Leko and Panther, Madam Effie and Madam Elays visited one day. Prof. Leko and Panther will return to Australia after a three-month visit in the States.

Palatial housecar Moonlight, recently constructed by H. A. Crowe for Hanson Fisher and Verma Seeborg, arrived and the housewarming was attended by the personnel. Two new semi-trucks and trailers were added here. Mrs. E. Jeffery left for her home in Fullerton, Calif. Joe Disanti joined with two concessions, and Fred Stewart added his Life Show. Bill Holt returned from his trip to the Joyland Shows. Mr. and Mrs. Fred Thumberg purchased a new semi-truck and trailer, as did Glenn Henry. General Manager E. W. Coe made daily trips into Los Angeles on business. O. H. Hilderbrand has recovered from a recent illness and left for the North on April 16 to visit his family in Portland, Ore.

Beagle Marriot purchased a new sedan, and Mr. and Mrs. J. H. Tweedle joined Stewart's Palace of Mystery. Claude and Leguik Barie entertained many friends here. Official Agent Pierre and Fay Ouellette are holding down the fort at Eugene, Calif. Mr. and Mrs. H. Johnson, owners of the Tallupin, and Mike Rogolino, owner of the Baby ride, have added novel electrical innovations.

WALTON DE PELLATON.

**Krekos' West Coast**

Oakland, Calif. March 27-April 2. Weather, spotty. Business, satisfactory. Date was 50 per cent off from last year, show having only three good nights because of inclement weather. However, a good Sunday afternoon and night and Saturday night left the shows on the right side of the ledger. Visitors included Mr. and Mrs. Herb Deber and Baby, Mr. and Mrs. Joe Krug, Fern Chaney, Mr. and Mrs. Harry Taylor, Mr. and Mrs. William Vetta, James V. Chloupek; General Agent Pickard and Miss Klesman and wife, White City Shows, Harry Meyers' new Tilt-a-Whirl was shipped here from the factory. Bud Cross booked a new Holloplane. Charles Walpert wired regrets that he couldn't be here as he is starting a new walkathon at Long Beach, Calif. Ted Levitt and wife arrived, he signing as special agent. General Manager Mike Krekos was busy handling the office and lot, as Leo Leo, secretary, did not return from Europe until April 11. Jerry Mackle visited. Edith Walpert has charge of the Walpert interests during the absence of her husband, Charles. Mr. and Mrs. Ted Right's Girl Show is doing fair. He also will have the Nudist Colony Show.

M. E. Arthur arrived a day late with his side-show equipment. Bobbie Tibbets has the Athletic Shows. A. E. Hoffman's Deep Sea Diving Show has added a number of serpents. M. E. Arthur's Oddities of the Ocean and Merman Show did okay. Shorty Cooca has the acts as usual. Guy Osborne and Mommy still have the high striker. Mr. and Mrs. Glen Loomis left to join Shorty Wright's man's Mighty Monarch Shows. Dudley and Mrs. Meadows handle The Billboard and mail.

Santa Rosa, Calif. April 1-9. Auspices, DAV. Weather, good. Business, fair.

Spot was poor for concessions and only fair for rides and shows. Weather was perfect all week. Danny La Marr's clothespin stand topped the midway, while for the second week Harry Meyers' new Tilt-a-Whirl was best among rides. Bud Cross wired he'll have his Holloplane with it at the next stand. Business Manager W. I. Jessup spent a day in Pittsburg, Calif., lining up the billing crew. Mrs. D. Meadows received some 40 Billboards at 10 a.m. Friday and sold out at 10:30, which the writer believes is some sort of record. M. E. Arthur's Fairyland of Wonders is holding its own.

W. T. JESSUP.

**Fuzzell's United (Motorized)**

Searcy, Ark. Week ended April 8. Auspices, Elks. Location, Highway show-grounds. Weather, four days fair, remainder cold. Business, fair.

Show opened here to three days of warm weather, with good crowds on the midway nightly, but it was rained out Wednesday night, and Thursday and Friday were cold. Large crowds turned out Saturday matinee and night, the local newspapers were liberal with space. Tilt-a-Whirl got top ride money, with Loop-o-Plane and Ferris Wheel running close seconds. W. J. Dunne's Museum of Oddities reported good business, as did Ernie Ray's Postings Show. Mrs. E. A. Fuzzell tendered her mother, Mrs. Leale Allen, a birthday anniversary dinner at which many show people participated and numerous gifts were received. Mr. Hines has booked his long-range shooting gallery with the Goldstone concessions, and Joe Montez wired he will join as mentalist.

General Agent Roy Lee spent a day here and then left for the North. H. M. Carmichael's Mechanical Village and Circus will join May 12 while two thrill rides will come on May 8. James Dugan joined as Tilt-a-Whirl foreman. Roy Goldstone purchased a new truck for the concession department. Rae Turfill reported good business in the side-show annex. Mrs. Harold Browning tendered a party and luncheon. Visitors included Jimmy Myers and Mr. and Mrs. Bill Noble, of Byers Bros. Show, and Mr. and Mrs. Les Allen, of Little Rock, Ark.

**Burdick's All-Texas**

Lufkin, Tex. Week ended April 3. Auspices, American Legion. Location, Legion Park lot. Weather, rain and cold. Business, poor.

Show broke in the new American Legion Post park lot here, more than a mile from the city. Cold, drizzling rains, typical of this district, prevailed throughout the stand. Chief Montour closed here and management of the Physical Culture Show was turned over to Jimmy Parnell. Mr. and Mrs. Moreland left for Kansas City, Mo.; J. H. and Gertrude Smith and Walter and Rex Swann, Little Rock, Ark. Bill and Alice O'Ann remained here. Evelyn Cantrell left for Chief White Eagle's med opera.

Newcomers include Earl (Whitey) Johnson; Mogo Gill, concessioner; Eva Gill, gatekeeper; Neal and Vivian (Tusko) Ray, with two concessioners; Verna and Pearl Thomas, two. Billy and Gene King, Mr. and Mrs. Ernest Loving, Tex Monroe and Popeye joined the Hall of Oddities. Jesse Vaughn came in with a concession. Visitors included Paul West, Chief White Eagle and party, Aerial Eased Sisters and party, Mrs. Ollie and Betty Lou Preston and Edgie Clark. Manager Ted Burdick is doing considerable traveling in the shows' interest.

B. C. McDONALD.

**Crafts (Motorized)**

San Diego, Calif. Week ended April 3. Auspices, American Legion. Weather, fair. Business, fair.

Shows were located on the water front, 10 blocks from the business district. Two main arterials pass the lot, insuring heavy traffic daily. Rocket Ride proved popular with patrons here, as did the Skooter, which was operated at the San Diego Exposition here by O. N. Crafts two seasons ago. Earl Miller's Monkey Circus also drew well. George Bryant is acting superintendent of lot. Mack Doman has taken over his duties in the Penny Arcade. Dan Jones, with race-horse game, and Mrs. Celeste, mentalist, joined here. Prof. Ed Kanthe's Athletic Stadium did well. Cyclone Curtis, free act, is still popular. Show does a free act without pay gate.

ROY SCOTT.

**Los Angeles**

LOS ANGELES, April 15.—Outdoor amusements here have shown a pick-up in business. Warm weather has driven many to the beaches at Redondo and Malibu. California Zoopark enjoyed its largest week-end crowd for some months, as did the alligator farm last week.

Outdoor Sports Show, sponsored by the Southern California Automobile Club, drew well, and Crafts' 20 Big Shows enjoyed satisfactory business at San Diego, Calif., and opened at Marysville, Calif., to good results. C. H. Steffen's Superior Shows dickered at 25th and Figueroa streets, and the Golden State Shows did well at Van Nuys, Calif. O. H. Hilderbrand and Cleo Qualls left for Union, Ore., where the Hilderbrand's No. 2 show opens April 29. Qualls will be manager. Johnny McGeall joined the W. G. (Spike) Huggins Shows in Seattle as a special agent. Charley Soderberg, free act with Hilderbrand's United Shows, is on hand to fulfill a contract with Republic studios.

Earl Hall has the contract to handle the outdoor activities in connection with the forthcoming pageant to be staged at the opening of the new Union Depot. G. Waldo Tupper is the director general. Jack Stratton is handling publicity, while John Reed of Chicago, will write the script and produce the pageant titled From the Covered Wagon to the Stream-lined Train. Mario LeFors has broken in an assistant in her act with the Ben McMartin Shows, while Ted LeFors will have several concessions with organization. Al Anderson came up from Balboa Park, Calif., where he is owner of the amusement zone. Mr. and Mrs. George Cortisa, Mr. and Mrs. Eugene Matheny stopped here for few days while en route from New York to the Golden Gate International Exposition, San Francisco.

Bob Campbell, 15, reportedly will take out rides and concessions soon. B. M. (Doc) Cunningham has his pointers working local spots, and J. Del Rosa has his chimps working pictures. Capt. Billy Ament is playing club dates to good results. Val Vino, well-known lecturer, last with Crafts' 20 Big Shows, is in General Hospital here critically ill. Leo J. Haggerty, with the Federal Theater Project, is seriously ill at his home. Carl Foreman is in the writers' division

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THOS. J. COLEMAN, April 16-22, Middletown, Conn.; April 24-29, New Britain, Conn.

**NOTICE**  
All Agents engaged for Grand Shows, Wheels, Ball Games, Bingo and all other Concession Employees report in Philadelphia the 26th. Show opens Friday, April 28th, Luzerne and G Streets.  
**JACK GILBERT**  
WORLD OF MIRTH SHOWS RICHMOND, VA.

of the Federal Theater Project, while Bill Lucher, well-known showman, holds an executive position. Ed S. Workman came in from Balboa, Calif., where he has large interests. He's a former showman. Bob Murphy has leased several locations at Balboa for the summer. Flo Appel has a crew at work assembling equipment for the usual summer activities. London George Simmonds and Whitey Olsen are in charge of the shop. Jack Painter is presenting juvenile auto races at San Marino, Calif., on week-end. Large attendance. Mr. and Mrs. Mark Kendall are back from a prospecting trip in the North. Frank Erier is here for a short stay. Roy Barnett left for Hamilton, Ont., to join the Conklin Shows. Mr. and Mrs. Elmer Hancock came in for a short visit before rejoining the Crafts' 20 Big Shows at Maywood, Calif.

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**St. Louis**  
ST. LOUIS, April 15.—Cold, damp weather again this week was a blow to shows here. Weather has been so bad almost every night that a few of the shows didn't open at all on several nights. Playing local lots are Charles Oliver's No. 1 and No. 2 shows and Johnny Bates Shows. Doc Lang's Shows are in Belleville, Ill., and Fidelity United in East Alton, Ill., across the river. Roger E. Haney, ride owner, visited The Billboard office Tuesday while en route from Johnny J. Jones Exposition in Greenville, S. C., to his home in Kansas City, Mo. Haney is operating rides on the Jones Exposition and Sol's Liberty Shows, but plans to remain in Kansas City most of the season to assist his son in the operation of the Gayway Amusement Co.  
William Pink passed thru this week en route to Detroit, where he will join W. G. Wade Shows with his Octopus ride. Billy Claib, who wintered in Washington, passed thru the city Tuesday en route to St. Antonio and the Boggsman & Corey Shows. Maurice Helman, last season with the Gold Medal Shows, during a visit to The Billboard office advised he would operate his concessions on the Bazinet Shows. He left Thursday for shows' Minneapolis quarters. Mr. and Mrs. Dave Stevens visited Sunday, en route to Kansas City from Miami, Fla., where they wintered.  
Charles T. Coe, of Standard Chevrolet Co., returned yesterday from a trip thru Arkansas and Missouri during which he visited quite a few circuses and carnivals. Pat Purcell, press agent for Jimmy Lynch's Death Dodgers, stopped off on Monday, en route from Texarkana, Tex.

to Milwaukee. L. E. (Larry) Hogan, general agent of the Amusement Corp. of America, left Sunday for Chicago after spending a week here. Mammoth Marine Hippodrome, despite inclement weather, continues to draw well at its 17th and Clark streets location. Unit plans to stay here for another two weeks, reports Dan Fyne, general agent. Among other visitors on Wednesday were Carey C. Emrie, of Cincinnati; Danny Odum Jr., of Shreveport, La., and Robert (Bob) Morlock, agent for the Al Deyinger Shows.

**Philadelphia**  
PHILADELPHIA, April 15.—Mat (Squire) Riley arrived this week to pave the way for the Eddy Bros. Shows, which have set their opening date at Chester back to April 27. L. Harvey (Doc) Cash, general representative, and Gerald Smollings, special representative, of World of Mirth Shows, are here doing advance work and billing for the opening on April 28. Samuel D. Eddy, who managed the South Street Museum this winter, is building a new exterior and interior for the Circus Side Show he will manage on the World's Fair Show.  
Danny Gorman, owner of the Eighth Street Museum, will have a number of concessions at the New York World's Fair. Jack Leeper will manage the Oriental Revue for Tom Hudson on the World's Fair Shows, while Hazel Hazzoth will have the photo gallery concession on the show. Phil Bert, general agent of organization, has returned from a successful booking trip. Business at museums here, this week, was good, although chilly weather prevailed first part of week. Eighth Street Museum has on the platform in the main hall this week Takagawa, Japanese juggler; Ola Hanson and Doc, Queenie; Professor Raymond, magician. In the annex are dancing girls. South Street Museum has Slim White's Abamam' Cotton Pickers Revue on the stage, and Ernie McGee, comedy cartoonist; Madame Camille, mentalist and electric chess demonstration on platform. Dancing girls are in the annex.

Tilley's Amusement

LADD, Ill., April 13.—Management has not opening for April 23 in Champaign, Ill. Although everything is ready and 10 days remain before opening, more exhibitors are coming in daily. Recent additions are Harry McAdams, Fred Sente, Ferris Wheel, and Lee Phillips.

Trucks have been rebuilt and painted orange and red, while all ticket booths will be red and white, as will the office truck and callopes. New lighting effects are being planned. Staff includes Mrs. Tilley and Mr. Bunting, managers; electrician, Ted Martin; chief mechanic, Francis R. Madden; Henry Osteen, Whip foreman; Willie G. Allen, Twin Ferris Wheel; Leonard Kalantankus, Chair-plant; Bill Trimmer, Cotopaxi; Carl Jarvis, Swing; Bill Jones, Loop-o-Plane; Russell Herman, Kiddie Autos. The writer will be shown the fullboard agent and mail man. Come visit us some day. Reported by George E. Mohr.

Rubin & Cherry

MOBILE, Ala., April 15.—A constant parade of new arrivals came in this week to join for opening at the fairgrounds here today. Of the cast of the Tiny Town Tropic Midget Revue coming in were Helen, Stella and Charles Royal.

World's Fair Shows, Inc.

Opens April 29, Hackensack, N. J. Two Saturdays

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Winter-Quarters News and Gossip

As Reported by Representatives for the Shows

arriving from the Pacific Coast after an engagement in one of the motion picture studios. French Casino company is about intact since Miley Wilking, Hilda Renner, Conalee McGuire and Mary Speer Kilgore put in an appearance. Captain and Mrs. Dave Francis arrived from Tampa, Fla., to join Tom Rankine's World's Fair Parade. Tom Rankine, manager of the Odessa Show, sustained a sprained ankle while alighting from one of the show's railroad coaches this week. Another on the sick list is concessioner Mickey Allen, who was stricken with appendicitis last Friday and operated upon by Dr. T. E. Hayes at the Mobile Infirmary. His condition is reported as serious.

Carlson Sisters, 16 girls, came in this week. General Manager R. L. Lehman in his few spare moments has been readying his de luxe stateroom on the train. Mr. and Mrs. Nat Workman are occupying the train. Mr. and Mrs. R. W. Richards were guests in the newly furnished Workman's quarters. Bruce Chester, of the Pacific Maribou Exhibit, and Cy Perkins and crew have been preparing their attraction. Mrs. Anna Gruberg, executive vice-president, has been observing long business hours. Reported by Roland W. Richards.

Crystal Expo

KINGS MOUNTAIN, N. C., April 15.—A good job of painting, repairing and overhauling of equipment was completed in Camden (S. C.) quarters on April 9. Carefully loaded, shows wended their way here leisurely for opening today under American Legion Post auspices. Owner W. J. Bunts expressed pleasure on the good job done in quarters. Office and personnel expressed delight over the harmonious color scheme of blue, orange and red. New lithograph paper was designed by Triangle Posters.

Everything is in shape for the opening here. Additional new canvas purchased by owner Bunts arrived from Columbia Tent and Awning Co. Miley Webb, in charge of the Ten-in-One, has his line-up here in readiness for the opening. Doc Earl Maroo is back with his Life and Midget Circus attractions. Palestine Working World completes show's line-up. Cookhouse, operated by Billy Bunts, boasts a new asbestos heating feature. Late concession attractions are John Paddy and wife, with three. Sam Justice has been re-engaged to take charge of the Bunts and Benjamin concessions. Three new truck bodies were completed. New main electric cable was purchased recently by owner Bunts and two free acts re-engaged. They are Bob Bovey, high pole, and the Crawford. Doc R. G. Felmet assumes the managerial reins in between booking trips, and the writer is general representative. Recent visitors were Joel King, secretary Georgetown (S. C.) Fair; W. Hood, secretary Lancaster (S. C.) Fair; and O. L. Creed, secretary Camden (S. C.) Fair. Reported by H. Nella.

Eric B. Hyde

WINSTON-SALEM, N. C., April 15.—Finishing touches have been put on equipment and trucks and semi-trailers were loaded April 10 for the move into Statesville for opening on April 17. Ben Motte's Merryway Cafe arrived in Statesville and served the first meals as the show moved on the new lot at Winston-Salem Shelton avenues. Capt. Frank Cushing arrived last week with his free set equipment and has completed overhauling and mounting the cannon, which will be used in the free act program. Mr. Cushing, who remained in the South with part of the acts, reached quarters April 9. Tom Ray's Motordrome has been overhauled and two new machines were added. Duke and Mrs. Hyatt arrived and Duke has given Babe LaBarrie valuable assistance in completing the Life Show. Whitely Muller took charge of the paint shop and his crew hitting and decorating. Mr. and Mrs. Jimmy Jones also arrived, he to overhaul and paint the diggers. Major George W. Scott has assumed his duties as mail agent and will be assisted by Virginia Flemons, who will handle the Billboard.

Show women entertained the kiddies Sunday with an Easter egg hunt. Keep with Pleasantie unearthing the most

needs. A special Easter dinner was tendered the personnel. Cookhouse has become the focal point for all. Mrs. Pierstone presides at the range; Mrs. Jack Pirro, steam tables. Mrs. Johnny Moran has charge of the waitresses and all are under supervision of Mrs. Hyde. Herbert Wiggins, who has been doing special advance work, returned last week for a staff conference, bringing several contracts along. Buck Danby and Percy Martin, of the Heller Shows, visited; as did A. T. Doss. Dize Tent and Awning Co.; Tom Blum, secretary Winston-Salem Fair; Eddie Maddigan, of Cookhouse; and George Marr, of the West Shows.

A truckload of new canvas was delivered from the Dize lot, including a new side show top, two other tents and a number of concession tents. Side and concession unit remained in Concord this week under supervision of Col. Vernon Moore. General Superintendent L. H. Hardin left for Statesville to lay out the lot and locate shows and concessions reporting direct. Marlon and Herbert Lehman wired they were en route from New York with their Pleasirs de Salon. Under the title of Designer's Holiday, shows will present seven free acts. Capt. Frank Cushing, owner of the acts, announced they include Margaret Bailey, swaying pole; Cushing, fire dive; Verinela Byrd, slide for life; Arthur Dunn, cloudswing; Grace Prather and John Mansfield, Ro-

eral manager; Mrs. W. Traver, secretary and treasurer; Thomas Parker, advance and press; Frank Robbins, chief electrician; Charles Houston, superintendent of boys and trucks. A number of new banners have been ordered and work will be in full blast soon. During the winter the writer handled Billboards in Tampa, Fla. Reported by Thomas Parker.

Zacchini Bros.

ST. LOUIS, April 15.—All equipment arrived from Tampa, Fla., on April 12 and was taken to new quarters here. Orders have been placed with W. L. Deane, of the Fulton Bag and Cotton Mills, for new canvas. Tents will be constructed with silver top and green ribbing. Arrivals this week included Joe Decker, cookhouse; Charlie Hayes, kiddie rides; Robert White and Bob Coleman. Red Casey, who drives one of Bob Coleman's trucks, narrowly escaped death when, due to wet pavement, his truck skidded, left the road and turned over while driving thru Georgia. Damage to truck was estimated at about \$100, while Casey sustained a few bruises and a wound on his forehead. P. N. Branson, of U. S. Printing Co., after submitting sketches of new lithos, which were approved, left for Minnesota. Charles T. Goss, of Standard Chevrolet, spent Thursday showing Hugo Zacchini and C. L. Boghus around Greater St. Louis before leaving for Cape Girardeau, Mo., and Sol's Liberty Show. Skippy, Mrs. Zacchini's pet Boston bull, returned home after being lost for three days.

Mr. and Mrs. Robert White ran into a snowstorm in West Virginia while en route from Norfolk, Va. Mr. and Mrs. Bob Coleman visited for a few days with Mrs. Coleman's parents at Johnson City, Tenn., en route from Florida. Mrs. Robb and Strong, sister of Mr. Dockus, left Lake Worth, Fla., Wednesday to enter the Maine General Hospital at Portland, Me., to undergo an operation. Howard Mitchell cards he will arrive late next week. Edmond and Victor Zacchini left for Chicago, where they will work the Stadium Circus with the single cannon. Visitors included Squire Maddison, Phil Nelson, Fred Meyers, Arthur Browne, the Flying Barrs, Wallenda Family, Eddie St. Clair, Harold Atkins, Charles Tallander, A. B. Murphy, Robert Cole, Ray Perkins, Lloyd Kane and Philip Anderson. Reported by Bill Eaton.

Imperial

HANNIBAL, Mo., April 15.—Quarters here this week teemed with activity, preparing for opening today under McCooey Athletic Association auspices. Fronts, baggage wagons, show and ride equipment have been painted. Dutch Thompson, with his Loop and Chair-o-Plane, has had his crew going at top speed. Doc McNamara has his Artist's Dream Show in shape. Electrical crew has outdone itself under direction of Alex Gramik. General Manager Ed A. Hock and General Agent Victor Canara report the outlook for the season more favorable than for years. Harry Smith, general agent for the Dodson Shows, visited this week. Harry Zimmer made a flying trip east, but returned in time for opening. Reported by A. V. Hoffman.

Dodson

HUNTINGTON, W. Va., April 15.—Quarters went into full swing with the arrival last week of Melvin Dodson Sr., new general manager. Five new fronts are under construction, with the new minstrel and peeing show about completed. Fronts also are being constructed for the Girls Revue, Side Show and Express, under supervision of Theo. Brynke. Eight wagons have been built, while two new flats arrived from Georgia and three from East St. Louis, Ill. All fronts will be modernized with a new lighting system. New canvas has been purchased for all shows. Charles Clarke's band and soloist in play uptown concerts daily. Show will operate its own concessions under supervision of Dave Fineman. Free acts include Four Apollos, aerialists; Great Funer, spiral tower; DePaul and DePaul, light wire. Quarters work is being supervised by Mel Dodson Sr., general manager, with C. Guy Dodson attending activities.

Among those arriving in the last few days were Mr. and Mrs. Pete Hochstadt, Mr. and Mrs. Ed Hill, Jack Ballo, Mr. and Mrs. Harold Liban, Mr. and Mrs. Slim Carter, Mr. and Mrs. Ray Cramer, Ollie Hager, Dave Fineman, Mr. and Mrs. Joe Baker, O. K. Heger, Willard Davensport, Sam Evans, Cy Hollings and Mr. and Mrs. Leo Sulzaker. Joseph Clarke



W. A. ALDRICH, veteran show producer, will operate the Hawaiian units for the Amusement Corp. of America this year, one with the Royal American Shows and the other on the Rubin & Cherry Exposition. Formerly a movie cameraman, Aldrich became fascinated by Hawaiian entertainments in the islands about 20 years ago and since then has produced such attractions. Photo by Dadsell.

man rings; Frank Bailey, auto rollover, and Captain Cushing, cannon act, for the time being at least. Reported by Carlton Collins.

H. C. Swisher

JOPLIN, Mo., April 15.—Work in quarters has been completed and rides, shows and concessions have been repainted and overhauled for opening today. Shows will play four States this season and carry a marquee, their own cookhouse, bingo and 10 concessions. Recent visitors were Hymie Schreiber, representative of B. & N. Sales Co.; W. M. Snapp, of Snapp Greater Shows; Curly Reynolds, of Reynolds & Wells Shows; Harold Ediger, of Field Chevrolet Co.; and Charles A. Lanz, insurance man.

Fair at Home

CHATHAM, N. J., April 15.—Manager George W. Traver, Mrs. Traver and their two children and agent Thomas Parker arrived here April 1 from St. Petersburg, Fla., and quarters work got under way April 8. Crew comprises 25, with more arriving daily. Weather has been mild and all looking for a good opening. Staff includes George W. Traver, gen-

LAST CALL WEST COAST AMUSEMENT COMPANY WANTS

For the Annual May Day Celebrations at Los Banos, Calif., April 29 to May 1; Los Banos, Calif., May 2 to May 10; Los Banos, Calif., May 12 to May 14; Los Banos, Calif., May 16 to May 18; Los Banos, Calif., May 20 to May 22, and many other locations. Please to follow.

Free Ride, Motor Drives with own transportation. We furnish complete outfit for one or more Grand Shows. Grand, Old California, Columbia, Shooting Gallery, Loop-o-Plane, Hallelujah, Push Park, Water-La, Whirlwind, Ferris Wheel, Foreman, Ring, etc. Complete outfit for all departments. Write or visit us at our office. No cash down.

DONALD MACGREGOR SHOWS

OPENING APRIL 22, 1939, IN IOWA. WANT Ride Help, Independent Shows and Concessions. DONALD MACGREGOR, Showman, Jefferson, Ia.

WANT MORE REVENUE for YOUR ORGANIZATION? Read "BINGO BUSINESS" A Column About Bingo in the WHOLESALE MERCHANDISE Department THIS WEEK and EVERY WEEK



has started girls' revue rehearsals, while Lucille O'Connell has her cost and program completed for the coming show.

Staff follows: O. Guy Dodson, general director; Mel Dodson Sr., general manager; Harry Smith, general agent; Melvin Dodson Jr., special agent; Sam Evans, secretary-treasurer; John Hartman, assistant; Joseph Galvin, business manager; Dave Fineman, concession superintendent; Bill Harvey, transmission; Professor Charles Clark, musical director; Theo Brunko, construction superintendent; J. M. Foster, assistant; J. H. Champion, lot superintendent and scenic artist; Lee Paulkner, chief electrician; Henry McCutley, master mechanic; Frank Waldron, maintenance manager; J. J. Cousins, billposter; H. W. Harris, lithographer; Samuel Farris, sound equipment. Writer will handle press and a tented attraction. Reported by Roy B. Jones.

C. F. Zeiger

ALBUQUERQUE, N. M., April 15.—Last week quarters were the general offices of the following agents, who are either booking their shows in here or in this territory: Muddy McCloud, Pico-Edly Circus; Jim Schneck, Western States Shows; Arthur Hockwald, Frank Burke Shows; Frank Weir, C. F. Zeiger Shows; and W. S. Neal, owner of the Yellowstone Shows. Mr. and Mrs. Ben Doubbert, United Tank and Arming Co., visited last week. His side midway illumination sets arrived and are being painted.

Twenty-four S. & M. floodlights for the light towers also arrived. They are to be used on the midway and to illuminate the Mabel Stark arena. Mrs. C. F. Zeiger gave Cleo LaJune a birthday party at the Zeiger home on March 28, with the following attending: Rita Brazier, May Ward, Helene Tignor, Leo Strum, Cleo LaJune, Rosemary Loomis and Clara Zeiger. Alby, a Boston Bull pup, given to Cleo by the girls, was the life of the party. Reported by R. Loomis.

Cote's Wolverine

DETROIT, April 15.—Owner Elmer Cote is furnishing the Zucchini Bros. Shows with the Dual Ferris Wheel, Merry-Go-round, Tilt-a-Whirl, Dual Loop-o-Plane and Chaloplane, which are being overhauled and painted in quarters here for the shows opening in St. Louis on May 1 under direction of Leo B. Smith. Mrs. Elmer Cote will take out the No. 2 unit with Cameron DeMurray, general director; Harry O. Taylor, lot superintendent; John Boyle, electrician; Joseph McKinnon, George Paul, Harold Schope and John Herring arrived in quarters here and report optimism over the coming season. Thomas M. Sneece, of side-show note, letters from Columbus, O., that he will arrive soon. Reported by Rita Cote.

THE Exposition

INDEPENDENCE, Kan., April 15.—This writing found everything ready for opening here today. Charles Rotolo left on a hurried business trip to Chapman, Kan., to complete arrangements for two new shows. Greater U. S. & Daily Bros. Shows played here last week and West Shows opened 12 miles distant, giving those in quarters a chance to renew acquaintances. Both shows made an attractive appearance at opening. Frank Harris will be in charge of the gridle on Bert Bagby's cookhouse. Blackie Doyle, tile foreman and wife, Blondina, arrived Friday. New canvas for Penny Arcade arrived Thursday. Since Shorty No Legs arrived from Alamo, Tex., he's been repairing canvas. He will be boss canvasser. Reported by Don Foltz.

Magnolia State

WICONS, Miss., April 15.—Everything around quarters is taking on a spring dress. Easter saw show enjoying some of the best contracts of the year. Manager Tom Bass is getting rides and concessions in shape for opening while General Agent Gilbert continues to bring in some good contracts. Reported by Earl Bond.

Nye Amusement Co.

FINLAY, O., April 15.—Show is scheduled to open April 29 at Shelby, O., with all preliminary details rapidly nearing completion. P. D. (Bottle) Harris, who has contracted his rides and other equipment with the organization, has over-

hauled all the property at quarters here and Glen Wybel's two shows and top rides are ready. Shows will present two free acts. As this is being written, B. H. Nye, manager, is giving the first show that he has seen in four years. Jack Dobby is among those present. Tom Alton, special agent, is expected from Georgia soon. Reported by B. H. Nye.

Don's United

ST. PAUL, Va., April 15.—Shows are ready for opening here April 20 and will play the coal fields of Virginia and Kentucky with no gate. Charles Adams booked his side show. Alfred Clarkoon has been appointed general agent of the canvas. Will P. Spence, formerly of the Bolt's Shows, has signed to superintend electrical work. W. F. (Bill) Spain, lot superintendent, who is visiting in Kentucky, advised that he is en route here. All equipment is in shape. Reported by A. B. Lane.

W. S. Curl

LONDON, O., April 15.—With opening a few weeks off, people are beginning to come into quarters. Don Wagoner returned from a visit with his brother and has worked out a red and white color scheme for ticket boxes and new fronts. Mr. Stevens and son, Thomas, will return with American palmistry and ball game. Shorty Barney reports he will return soon. Mr. and Mrs. Jack Wood returned from Florida and will have four concessions. Mr. and Mrs. Spencer will be with it again with their concessions. Mr. Shouse states he will be here at opening with diggers. A new top for the Merry-Go-Round has been ordered and the organ overhauled. Mrs. Curl again made it a joyous Easter for the kiddies in quarters. Reported by Doc Edwards.

Penn Premier

STROUDSBURG, Pa., April 15.—Quarters' work is rapidly nearing completion. General Agent Ed Fraleigh has about completed the route. Recent dates contracted are the Four-County Firemen's Convention, East Mauch Chunk, Pa., and the Six-County Convention. Fraleigh recently purchased a new truck to transport his kiddie rides. Management purchased two more trucks. Shows open here May 15. Free acts signed include the Flying Deloras, the Great Eugene and Jack Malster. John Pyne has signed as billposter. Mrs. Billie Pope will have the diggers and the management has added the Headless Soldier and Duck Boy Alive shows. Equipments has been repainted and new canvas prevailed throughout. Reported by Spotz Singer.



Pacific Coast Showmen's Assn

632 1/2 South Grand Ave., at Washburn

LOS ANGELES, April 15.—Sixty-three attended Monday night's meeting. Officers present were Harry Harraves, president; Ross Davis, treasurer, and Ben Dobber, secretary. After the usual order of business had been disposed of a discussion arose on the matter of the proposed changes for members. Altho no conclusion was reached because of brother Warren Myers' absence, there was an abundance of interest shown and almost all unloaded some good suggestions. In the executive secretary's report there came an innovation in the shape of a list of local and near-by outdoor events for the current and coming month. They will be posted on the bulletin board.

Preliminary plans regarding the club's annual Banquet and Charity Ball were discussed and tentatively set for December 11. Site will be the subject of future decision. Committee appointments will be made soon. Club hopes some day to have much more information on its book of postal forwarding orders than it has now. Mail piles up in the club and it can't be given the deserved attention because of lack of information concerning members' routes. At this writing there are several sets of motor license plates on hand. If you happen to be one of those license owners, please advise promptly where you are. Brother Pat Armstrong is still one of the regulars at the club and active on the matter of committee assignments. Ben Dobber, secretary, left on his semi-annual tour of the Northwest. President Harraves brought up the subject of cutting regular meetings to the point

WORLD'S HIGHEST AERIAL ACT AVAILABLE FOR CARNIVAL SEASON OR OTHER DATES. FOUR BOMBSHELLS 150 FEET IN MIDAIR — FEATURING JIMMY MILLETTE World's Highest Performing Trapeze Head Balancer Three Complete Acts in One — Wire or Wire CRASH DUNIGAN 194 North St., New Britain, Conn. OR FRANK WIRTH BOOKING ASSN. 1560 Broadway, New York City.

SIMS GREATER CANADIAN SHOWS WANT a High Aerial Act, which will be used as a Free Act. State your best price in first letter, with full description of your act. Show opened May 18 at Port Colborne, Ontario. Apply ERD W. SIMS, P. O. Box 85, Toronto, Ontario.

ON ACCOUNT OF DISAPPOINTMENT CAN PLACE Manager for refunding Girls' Show with equipment and costumes. Have Complete outfit for same. Also Manager for Big Double-Decker Show. WANT Riders for other attractions. CAN PLACE two more Grand Shows, with all without equipment. WANT Locations, Concessions that work for stock, also Lead Gallery and Penny Arcade. Mark Watkins writes. Harrold, Pa., April 15; Kirtland, Mo., April 28. IMPERIAL SHOWS

LAST CALL NYE AMUSEMENT COMPANY COMBINED WITH ROXIE HARRIS' RIDES AND SHOWS 4 RIDES — 5 SHOWS — 2 FREE ACTS OPEN SHELBY, OHO., APRIL 29 — 5 — SATURDAYS — 2 WITH A REAL ROUTE ENTERTAINMENT SPOTS Opening for Locations, Concessions of all kinds, also one of two Shows with own outfit. Will also take more rides (Glen Wybel, contact Mr. Harris or me at once). WANT ONE MORE FREE ACT. Place second man. Address: B. H. NYE, Mgr., Shelby, Oho.

of two-week periods. In view of this present attendance it was considered a bit too early to begin vacationing, so club will continue the weekly meetings until later.

Brother Nick Warner has taken over house committee chairmanship in the absence of Brother Moe Levine, now en route with the Monte Young Shows. Under Nick's direction a luncheon of Spanish beans, water and salad with an appropriate cheer, was served. Ladies' Auxiliary was called in to enjoy it. Executive secretary has the seven club photos in the office, where they may be obtained at any time.

Ladies' Auxiliary First Vice-President Mera Bagby presided at this regular meeting on March 27. Other officers present were Chaplain Ethel Fisher and Secretary Edith Bullock. Esther Carby, club committee chairman, reported all on the way to recovery. Nina Rodgers left to join the Monte Young Shows and Esther Carby will act as house chairman during her absence. An interesting letter from President LaFon wishing prosperity and happiness to members for the summer was read. She also outlined future club plans. Past President Peggy Forstall attended her first meeting since her recent illness. Members were happy to see her. Thirty-six members were present.

Grace DeOars returned from the San Francisco Exposition and gave an interesting talk on the fair. Several visitors were present, Norma Burke bringing her mother, and Ethel McDonald had her daughter, Ann Lee McDonald, as her guest. Signe, serene, mentalist, visited from the Eastern Coast and gave a brief talk of her travels and business career.

First Vice-President Bagby stated a birthday party would be staged the last Monday of each month to celebrate club members' anniversaries. Club is to furnish a birthday cake, and a special program is being planned for the events. Members reporting birthdays during April were Olga Calcutt, Nell Ziv, Stella Linton and Estelle Hanson. Mother's Day's birthday being March 31, it will be celebrated in April. Hostesses for the night were Mrs. Burke, Mrs. Stewart, Mrs. Williams and Mrs. Kirkwood. Luncheon was served and bridge played after adjournment.

J. E. Tignun Quits Hyde; Herbert Wiggins New G. A. WINSTON-SALEM, N. C., April 15.—Eric B. Hyde, general manager of the

FEATHERWEIGHT BINGO SHEETS Six 5x7 1/2 New large numbers. Packed 5,000 to the carton. Weighs 18 lbs. Assorted from 1 to 3,000. Printed on white and 8 additional colors. Serial number in red. Sold in blocks of 1,000, 1,500, 2,000, 3,000. PRICES: Minimum Quality 1000. Postage Extra. Loose Sheets (not in packs), per 1,000 \$1.25. Mounted Pack of 25 \$2.00, per 1,000 \$1.50. Largest Dept. on the market. Immediate delivery. Service free. J. M. SIMMONS & CO. 10 W. JACKSON BLVD. Chicago, Ill.

IN THE HEART OF THE GREAT McDOWELL COUNTY, VALE FIELD, WEST VIRGINIA, I have opened space for Shows and Concessions. Write me free. George Perkovich York, W. Va.

Hennies Bros.' Shows WANTS: Talents and Locations for Juggo Shows. HEADQUARTERS: 1100 W. 1st St., St. Paul, Minn. Write or visit 1100 W. 1st St., St. Paul, Minn. April 22, 1939. For more info, write to Hennies Bros., 1100 W. 1st St., St. Paul, Minn.

BORTZ SHOWS WANTS Special Cookhouse, Cigarette Gallery, Long Range Gallery, All Grand Shows, 110 Shows with or without own outfit. Help Help that can operate and maintain. Tab Secretaries, have 3 Shows a Month and about 15 Concessions. Let me hear from you. I only call in the evening. Will open Illinois, Mo., May 4th, under my own management. LEO BORTZ, Canton, Mo.

LAST CALL MINER MODEL MIDWAY SHOWS Show Open Saturday, May 6th, in Peonburg, Pa. All Help and those making contracts please answer this call. Will be on the ground Monday, May 1. Can show a few more Shows and Concessions. Long Range, Florida, Central, Ball Games, Palmistry. Address: All Mail to R. H. MINER, 101 Oakdale St., Canton, Pa. Call Phone 8-1744.

shows bearing his name, said he had accepted the resignation of James E. Tignun, general agent since last October, and had appointed Herbert Wiggins, well-known pilot, to succeed him.

Tignun was joined to resign to resume his work with North Carolina Historical Society. He had charge of Virginia Island anniversary celebration two years ago and has handled several other celebrations for the historical group. Society officials refused to either cancel a five-year contract with Tignun or to grant him a leave of absence. Wiggins formerly piloted the Smith-Crestor Atlantic Shows. He has assumed his duties.



# 15 Years Ago

(From The Billboard Dated April 12, 1924)

On T. Kennedy Shows inaugurated the 14th annual tour in an auspicious manner in Austin, Tex., under local Trades Council auspices. . . . John L. Fehn resigned as general agent of Dykman & Joyce Shows. . . . Ideal weather and good crowds greeted Morris & Castle Shows at the opening in Fort Smith, Ark. . . . Leo M. Hestany, Hollywood Exposition Shows, was among 16 injured in a railroad wreck near Woonsocket, R. I., on April 6. He sustained a dislocated jaw. . . . Zeldman & Pollak Shows got under way to good weather and business in Portsmouth, Va. . . . C. Pickett and wife joined C. D. Scott Shows in Johnson City, Tenn., with their Fun Show.

Contracts to furnish midway attractions at Wilkes County Legion Fair, Washington, Ga., were awarded to Billie Clark's Broadway Shows. . . . Frankie West Shows got off to a swell start with a red one in Salisbury, N. C. . . . Excellent business and ideal weather greeted S. B. Williams Shows at the opening stand in Mountain, Ark. . . . Oris (Kathryn M. Smith), armless wonder, joined Mrs. C. N. Fairly's side-show attractions on Greater Sheesley Shows after wintering in Cleveland, O. . . . John L. Deyling, four seasons connected with Barnard Exposition and Famous Loaf Shows, signed with Walter L. Main Circus. . . . Pocket billiards champions of Greater Sheesley Shows had a Roman holiday in Richmond, Va., pool parlors, and Charlie Sheesley and Maurice (English) Lightstone bedded because they couldn't carry a green table into "Uncle Tom" Martin's dining car.

Ray Duncan, confessor, rambled into Cincinnati and visited The Billboard offices from Florida, where he had spent the winter with Mead's Florida Amusement Co. . . . W. L. Lapp, owner-manager of American Exposition Shows, and General Agent Mike Troy were in Boston looking for talent for a water show. . . . Among prominent in California, Tex., were C. E. (Doc) Barfield, Ed. J. Barfield and Willet Roa. . . . P. J. Stark and C. P. Hutchinson, musicians, after two seasons with S. W. Brundage Shows, signed with Morris & Castle Shows.

## R. & C. Opener Set Back

MOBILE, Ala., April 15.—Rubin & Chertoff Exposition opening stand of the season, originally scheduled here for today, was canceled because of a considerable amount of work yet to be done, reports Roland W. Richards, publicity director. Show now will open in Paducah, Ky., on April 24, leaving quarters about April 21 to permit ample time for the 650-mile run.

## Brown Gets Buffalo Post

BUFFALO, April 15.—Howard Potter, owner of Buffalo Shows, said this week that A. Brown, accountant, had been appointed treasurer and auditor of the show for 1939. He also will take over the secretarial duties.

## Goodman Wonder In Good Send-Off At Little Rock

LITTLE ROCK, Ark., April 15.—Goodman Wonder Show opened in Fair Park last night for an eight-day run, under auspices of the Little Rock Zoo Commission, in ideal conditions. In some instances shows had to move less than a city block from the buildings in which they wintered.

Midway is off the main concourse of Fair Park. Full length of the midway promenade is on asphalt, filling showmen's dream of perfection. In the center

## Charlotte Opener Gives Ideal Expo A Favorable Start

CHARLOTTE, N. C., April 15.—Good business prevailed for the Ideal Exposition Shows' opening stand here this week under local Labor Union auspices. Weather was fair but cold. Shows, which wintered here, were impressive in appearance, with all new canvas from front to back and new marquee using a red and white color scheme.

Staff includes William Glick, owner-president; Eddie Lippman, manager; William Hartman, secretary-treasurer; Sol Rosenberg, billposter; Sam Burghoff, advance; Eddie Smith, assistant; Arthur Crowley, press; Charles Hulsh, front door; Frank Walker, The Billboard agent and watchman; Robert Robinson, custodian; Sam Williams, sanitary department; Bob Brachy, chief electrician; Johnny Cox, assistant; Charlie Bradley, transportation manager and chief mechanic, and Joe Beck, assistant.

### Line-Up

Shows: Circus Side Show, Harry T. Esler, 100, owner-manager; Herbert Behigh and John Dunning, tickets; inside lecturer, Dick DeCoee; Ethiopian Pinheads; African Bushman; Clico, Armless Wonder; Rosa Lee; Captain Hugo; snake wrestling; mentalist, Yohnana Rittley; Sir Melvin Borhart, anatomical wonder; Vivian Dunning, neon tubes; Mrs. Clay Carlise, human art gallery; Olga Heise, hoopla wonder; Snake, Albert Hussman, manager; Bob Flynn, tickets; Gordon Jones, inside lecturer; Darkies Africa; Gene Lawton, manager; Henry Martin, tickets; True to Life, Dr. F. C. Herb, manager; Paul Rappoport, tickets; inside lecturer, Dr. E. C. Herb; Mrs. Hazel Herb, nurse; Old Giggie Shop, William Purchases, manager; Don Getly, tickets; Monkey, Dog and Pony Circus, William Purchases, manager; Abraham Tozman, trainer; Fred Davis, tickets; E. J. Mason, talker; Fountain of Youth, Pete Thompson; Otis Messant, talker; Roy Diamond, tickets and boss canvasser; William Briggs, tickets; Dona Rogers, manager of posing models; Peggy Campbell, Mary Orhman, Peggy Meyers and Dorothy Welles, Parisian Polka; Pete Thompson; Monte Marino, talker; Carl Anderson, tickets; Mike Doyle, piano player; Bill Weber, canvasser; Billie Navaro, dancer and producer; Peggy Fisher, Dolores Galsley; Marie Johnson, Pat Anderson, Doris Lyon, Marie Oreggs; Aloha, Pete Thompson, manager-talker; Herbert and Babe Arcosta, musicians; Nismo Gilbert, dancer; Nell Lape, dancer; Shorty Davis, tickets; George Krebb, canvas; Josephine Williams, Pat Fisher, Marie Dobiah and Dorothy Herbert, dancers.

### Rides

Ridge-O, Fred Dykes, foreman; tickets, Elano Hesse; clych, George Whaller; William Brown, Tom Foley, helpers; Kiddie, John Ard, foreman; Lucy Perkins, tickets; Arthur Hussman, helper; Merry-Go-Round, Floyd Corbett, foreman; Money Miller, tickets; Tony Blankenship, clutch; Winslow Bedard, helper; Paul Harris, wheels; George Dobbins, foreman; Nelho Day, tickets; Willie Gilbert and Leonard Sheppard, clutch; Tom McGough and Leo Wright, helpers; Rocket, Joe Johnson, foreman; Peggy O'Reil, tickets; Richard Warming, assistant; Jimmy Oates, helper; Octopus, Andy Blackmon, manager-owner; Mrs. Blackmon, tickets; Tony Williams, helper; Chairplane, Fred Malone, foreman; Jeanie Satson, tickets; Tom Hall, helper; Dual Loop-a-Plane, Thomas Fisher, foreman; Bobby Tours, tickets; Michael (See CHARLOTTE OPENER on page 57)

of the joy zone are six sections, each bearing 20 electric lights capable of furnishing illumination 300 feet distant.

Shows have been widely publicized on billboards, the radio and in the newspapers, and there was a big crowd on the pleasure trail all night. Line-up here included the Circus Side Show, Show of Shows, Show Best Revue Fantasma, Ecstasy, European Hall of Mysteries, Sherman's Big Lion Trompe, and Fahry, freak cow.

Rides include Rolloplane, Flying Horse, Whip, Scooter, Jitterbug, Heyday, Ridge-O, Octopus, Twin Ferris Wheels, Tug Whip, Pony Track, Bola-Whip, Kiddie Autos and Kiddie Aeroplanes.

Clint W. Finney, general agent, returned for opening. Irving Ray joined yesterday as general auditor and will direct the cookhouse affairs, thus relieving Mrs. Katherine Riley, secretary, of a mass of work.

TWENTY-SIXTH

SEASON

# FAIR AT HOME SHOWS, Inc.

Combined With

## Traver Chautauqua Shows, Inc.

15 RIDES

2 FREE ACTS

### LAST CALL

SHOW OPENS APRIL 26 TO MAY 6, 2 SATURDAYS, 2 SUNDAYS, AT SOUTH RIVER, N. J. Dugand and Heecula Mills working these shows, 24 Hours Daily. Everything working in this district.

### WANT

Can Place good Motordrome or any Show that does not conflict. HAVE FEW CHOICE CONCESSIONS OPEN.

## GEORGE W. TRAVER

39 North Summit Ave.

Chatham, New Jersey

## ENDY BROS. SHOWS, Inc.

LAST CALL

LAST CALL

Opening Chester, Pa., Thursday, April 27. To be followed by the Best Route in the East, including six weeks in Canada and six North Carolina Fairs. Total 14 Fairs.

Featuring the GREAT WILNO CANNON ACT.

All people contacted answer this call. Lou Powers can place Circus Girls and Specialty Teams for Revue and Posing Girls.

CAN PLACE Penny Arcade, Fun House, Monkeys, Motordrome, Talker for Minstrel Shows, Ride Help, Truck Drivers report. Good proposition for Unborn Show.

All address ENDY BROS. SHOWS, Inc., Chester, Pa.

## CLINTON COUNTY AGRICULTURAL FAIR

BREESE, ILLINOIS

DATES—AUGUST 30, 31, SEPTEMBER 1, 2 AND 3

### WE NEED A CARNIVAL

Gate Reduced to—Days, 25c; Nights, 10c; Children Free.

Address A. W. GRUNZ, Secretary.

## W. C. KAUS SHOWS, Inc.

OPENING IN HOPEWELL, VA., WITH ELIZABETH CITY, N. C., TO FOLLOW.

Due to disappointment, WANT Minstrel Show, Cook or Grid Show, Talker and Trainer for Hookey Show, Ridge-O, Octopus and Photo-Gal, Cigarette Gallery, Bowling Alley, Fish Pond, Ball Game, Pitch-Till-U-Whip, Candy Apples or Pops and Pinetree. We have long season of good rides Dates, with the following Fair: Hesse, N. Y.; Red Lion Gals Week, Pa.; Huntington, Pa.; Woodstock, Va.; Bedford, Va.; Winston-Salem, N. C. (Colored); Shelby, N. C. (Colored); Union, N. C.; Columbia S. C. (Colored State); Charleston, S. C., and Warren, N. C. Will announce later another Collection and Fair. Address all communications to W. C. KAUS, Winston-Salem, N. C.

## WORLD OF FUN SHOWS

WE WILL POSITIVELY PAY TWELVE FAIRS.

CAN PLACE Rides not conflicting with what we have, RIDERS—On account of disappointment, have complete Ten-in-One with 150 ft. Ranges Line, also complete Girl Revue open, and one Grid Show complete. CONCESSIONS—Any legitimate Concessions such as Fish Pond, Pitch-Till-You-Win, High Striker, Hoop-La, Country Store, Candy, Shooting Galleries, String Games, Patches, Card Tack, or any other legitimate Concessions that can work for ten cents. CAN PLACE Ride Help, in all departments. Address all offers and mail to 4, E. STEBLAR, Baltimore, Va.

## Call TILLEY SHOWS Call

OPEN SATURDAY, APRIL 22, CHAMPAIGN, ILL.

CAN PLACE Mechanical Show, Motordrome, Life, Wax Museum, Model of FBI Shows, with or without, but own outfit. Hesse Type and Panel Props to furnish reliable showmen who want to build better. CAN PLACE Fluffy Pony Rides for the season. July on wire. CAN PLACE High Class Penny Arcade, Photo Gallery exclusive, Legitimate Grid Shows (exp. open), stock cars. CAN PLACE attractive Girls with voices for Midway Theatre, need not be dancers. CAN PLACE two other, might be good. Hesse, Union, N. C. Champaign, Ill., April 20 to 22.

## LAST CALL GUNNINGHAM'S EXPO. SHOW LAST CALL

OPENING APRIL 29, WIDDEPORT, OHIO.

WANTED—Shows and Legitimate Concessions. WANT Girls for Girl Review and Girl Show. Also Talker on Grid Show. All those contacted come on. Fair Secretaries and Committee Men write. Address JOHN F. GUNNINGHAM, Manager, New Metamora, Ohio.

## PRYOR'S ALL STATE SHOWS

OPENING REYNOLDS, OHIO, APRIL 29TH — 2 BIG SATURDAYS

AMERICAN LEGION CELEBRATION

WANTED FOR LONG SEASON—Rides: Octopus and Bola Plane, Shows with good outfits. Concessions: Cigarettes, 25c-50c; prizes in the shooting gallery, Candy Show, Ball Game, Horse Game, Short and Long Range Lead Ball, Cigarette Shooting Gallery, Scale, Ball Game, Stumper, Buggy Game, PITCH-TILL-U-WIN or any Concessions that work for 10c. Concessions and Fair Secretaries in Ohio, Kentucky and Indiana wanting good shows: Hesse, get in touch with me, Hesse, few need. Address all mail to JACOB PRYOR, West Union, Ohio.

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**FORMS CLOSE (in Cincinnati) THURSDAY**  
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**ANDERSON'S ENTERTAINERS BOOK NO. 7**—12 Unbeatable Monologues, Stump Speeches, 100 Original Jokes, Funny Stories, Rhymes, Monobits, Parodies, Complete Comedian and Clown Course. All \$1.00. **A. C. ANDERSON**, 1909 Pleasant, Des Moines, Ia.

**SONGS PRINTED IN SMALL EDITIONS A SPECIALTY**; also Orchestration. Low cost. Compositing, arranging service. **AUTO-LITHO CO.**, Box 261, Jensen, Fla.

### AGENTS AND DISTRIBUTORS WANTED

**AGENTS-DEMONSTRATORS — RUG GUIDES!** Dinners, Hemstitchers, Embroidery Guides, Threaders, Good sellers. Samples 12c, 25c. **GOLBERT**, Box 494, Santa Monica, Calif. ap26

**AGENTS, CARMEN, PITCHMEN — MAKE 300%** selling Genuine Orchid Plants that produce 5 to 15 beautiful orchids annually in home or apartment without soil or artificial light. No dirt, not bulky, nothing else to sell. \$15.00 per gross. Sample and particulars on request. **TROPICAL IMPORTING CO.**, 337 Main St., Sarasota, Fla.

**BEAUTIFUL BIRD PICTURES — HANDMADE** with genuine feathers. Sell on sight. Large profits. Free particulars. Samples 10c stamps. **MARQUEZ**, Apartado 1176, Mexico City. ap28x

**BIG MONEY APPLYING INITIALS ON AUTOMOBILES**. Easiest thing today. Free samples. Also, suitable salesman for short order Dealers. Name Plates. "BALCO," 1305 Washington, Boston, Mass. x

**BIG MONEY TAKING ORDERS — SHIRTS, TIES, Hosiery, Underwear, Pants, Uniforms, Dresses, etc.** Sales equipment free! Experience unnecessary. Write **NIMROD**, 4922-A Lincoln, Chicago. ap29x

**BIG MONEY APPLYING INITIALS ON AUTOMOBILES**. Write immediately for particulars and free samples. **AMERICAN LETTER COMPANY**, Dept. 20, Dunellen, N. J. x

**PAST 10c SELLER — COST BELOW 4c. YOU DON'T MISS**. New England territory taken. Sample 10c. **TURNER**, 10 Bradlee St., Portland, Me.

**GIANT ALUMINUM COMMERCIAL ORANGE SQUEEZERS**—Hand operated. Retail \$18.50. Wholesale \$10 to \$6.50. Also Cotton Candy Machines. **CONFESSION SPECIALTIES**, 310-F East 35th, New York. ap22x

**LORDS PRAYER, TEN COMMANDMENTS ON 11c S. PERRINE**. Garded. \$4.50 gross; samples 65c dozen; 2 dozen \$1.00. **B. B. PERKINS**, 1604 Lawrence, Chicago.

**MAKE 75% PROFIT ON \$1.00 SALES — CLEANER** for autos and chrome parts. Instantly removes bug spots from windshields. Your name on labels. Exclusive territory. Trial offer, eight \$1.00 cans and complete sales plan. \$3.00 postpaid. **NUWAY WAX CO.**, Dept. A, Dayton, O.

**MEDICINE MAN — ROUTE MEN, FOR QUALITY** line of Tonics, Liniments, etc. New, low prices. Write **THE CO. DRUG CO.**, Hamilton, O.

**RESURRECTION PLANT — UNIQUE NOVELTY**, miracle of nature. Costs below 2c; sells for 25c. **C. E. LOCKE**, 7 Rue St., La Jolla, New Mexico. x

**SELL BY MAIL — FORMULAS, BOOKS, PICTURES, Novelties, Signs, bargains!** Big profits. Particulars free. **R. ELFCO**, 438 North Wells St., Chicago. ap29x

**SELL SOCIAL SECURITY PLATES — SAMPLE** 10c. Particulars free. **RELIABLE SALES CO.**, 614 W. 26th St., New York City. ap29x

**SELL CUT PRICE SOCIAL SECURITY PLATES** — Sample 10c. Particulars free. Complete Stamping Outfits with 100 Plates \$10.50. Automatic Machines. Write today. **A. REIMAN SPECIALTY SALES**, P. O. Box 34, Station L, New York City.

**SHOWN 'EM — SELL 'EM — 100% PROFIT**. Patented Bumper Jaxo Products that fit all cars. **BOX 243**, care Billboard, 1564 Broadway, New York City. ap29

**UP TO \$6 HOURLY — AMAZING LIQUID** bakelite finish repairing Enamel, Floors, Lumbering, Waterproofing Cement walls, Homes, Institutions. Universal demand. **STAMINITE CO.**, New Haven, Conn. ap29

**WHERE TO BUY — AT WHOLESALE 500,000** Articles. Free Directory and other valuable information. **MATWOOD B. PUBLISHERS**, 5107 Broadway, New York. ap29

**WORLD'S FINEST FILTER CIGARETTE HOLDERS** — \$1.00 gross. Sample 12c stamps. **AMERICAN CIGARETTE FILTER CO.**, P. O. Box 304, Rochester, N. Y.

**107 WAYS TO MAKE MONEY IN HOME OR** Office. Business of your own. Full particulars free. **ELITE**, 218 Grand St., New York. ap29

### ANIMALS, BIRDS AND PETS

**A BIG FRESH SHIPMENT CHINESE DRAGONS** and leopard lizards, also gila monsters, snakes, animals and birds of all kinds. Light free. **“SNAKE KING”**, Brownsville, Texas. ma26c

**ALLIGATORS, SNAKES, LIZARDS — 10 LARGES**, Harmless Snakes, \$10.00 den. Wire via Ocala, Fla. **ROSS ALLEN**, Silver Springs, Fla. ap29

**COLLIE SHEPHERDS, TERRIERS, BULL PUPS** — Ship anywhere. Live delivery guaranteed. Guaranteed Mabege Medicine \$1. **BULLDOG BALKANY**, 501 Rockwood, Dallas, Tex. ap29

**DENS LARGE MIXED SNAKES, \$10.00; LARGE** Diamond Back Rattlesnakes, \$5.00; 7-8-Ft. Alligators, \$15.00; Large Woodrats, \$10.00. **EL CHICO JUNGLE FARM**, St. Stephen, S. C.

**EXTRA LARGE YOUNG TRAINED MALE** African Lion — Sells to highest bidder. Fat, healthy, Doc Constructor cheap. **ALFRED NEW**, Pendleton, Ind.

**FOR SALE — BEAUTIFUL BLACK AND WHITE** Spotted Educated Pony. Two years old. Pick-out, posing, talking, fast worker. Stage broke. Pony and props, \$200.00. **GEO. HARRISON**, 3241 Hamlet Ave., Minneapolis, Minn.

**FOR SALE — BUCKING MULE, 2 DOGS, 1 TALKING** Dog and 2 Rhesus Monkeys. Very good act. **SANE SOBIE**, 462 Third St., Albany, N. Y.

**JAVA MONKEYS, WHISTLING MONKEYS**, Ringtail Monkeys, White Monkeys, Toucans, Macaws, Birds of all kinds. Write for list. **BIRD EXCHANGE**, Box 7, Bell, Calif. ap29x

**LIVE ARMADILLOS — ALL SIZES, ALSO** mother and babies. Prompt delivery, good fencers. **THE ARMADILLO FARM**, Comfort, Texas.

**ONE PERFORMING FEATURE SOMERSAULT** Dog, one House Cat. Complete act. Sale or trade. What have you? **DASHINGTON'S CIRCUS**, Moline, Ill.

**PLENTY SNAKES — IGUANAS, GILA MONSTERS**, Horned Toads, Dragons, Alligators, Armadillos, Monkeys, Prairie Dogs, Coatiwanchos, Squirrels, Agoutis, African Lion Cubs, Rats, Mice, Ocelots, Parakeets, Peafowl, Parrots, Doves. Write **OTTO MARTIN LOCKE**, New Braunfels, Tex. mv28

**WRITE FOR OUR BIG NEW SPRING CATALOG**. It covers the Animal Kingdom. **MELMS BROS. & WARD, INC.**, Oceanide, N. Y. Direct imports from all over the world. x

### BOOKS, CARTOONS, INSTRUCTIONS, PLANS

**LEARN VENTRILLOQUISM BY MAIL — SMALL** cost; 3c stamp brings particulars. **GEO. W. SMITH**, 125 N. Jefferson, Room 749, Peoria, Ill.

**SHOW AND FITCH SPIELS — BALLYHOOS FOR** Merchandise and Medicine. Formulas. Lists 10c coin. **JACK RAUST**, 55 Columbia St., Albany, N. Y. ap29

**YOU CAN ENTERTAIN EVERYBODY WITH** Trick-Chat, Stunts, Laugh Producing Program. \$1.00. Illustrated catalog 10c. **BALDA ART SERVICE**, Oshkosh, Wis. mv28

### BUSINESS OPPORTUNITIES

**BALL THROWING GAMES — BOTTLES, CATS**, Dots, Kids, Tenpins. Complete attractive outfit. Top Frames, Backs. **LAMANCE**, 780 Marion, S. E., Atlanta, Ga.

**BIG PROFITS — OPERATING NEW, SIMPLIFIED**. Direct Mail Advertising Service. Necessary advertising literature free. No capital. Typewritten, complete instructions with sample 25c. **HAROLD WINSTON**, 370 Bank, Bridgeton, N. J.

**DEMONSTRATION WINDOW — HAVE WINDOW** to let on busy corner, suitable to demonstrate any article. **LAZARUS**, Front and Watchung, Plainfield, N. J.

**DO YOU NEED CAPITAL? WE CAN SHOW** you how and where to obtain it. Proven plan. Particulars free. **STAR SERVICE**, Box 306, Wapahosa, O. ap22x

**FOR SALE — PARK NEAR JEANETTE, PA.** Large Concrete Swimming Pool, Coalston Camp, White Scooter, Caterpillar, Also Swing, Large Dance Building. Cheap for sale! Apply **J. L. FRITZCH**, West Penn Bldg., Pittsburgh, Pa.

**FAMOUS FORMULAS — 9,000, \$3.00; 3,000,** \$1.00; 500, 25c. 999,000 Articles Wholesale. Directory 1,000 letters, \$1.00; 300, 25c. **VOXCO**, 8-933-A, Denver. x

**FOR SALE — HOTEL, SKATING RINK, SWIMMING** Pool, Refreshment Stand, Shelter Stands and Bath House. Apply **S. M. SHERMAN**, 1060 Perry St., Reading, Pa.

**LARGE PROFITS SELLING COLLECTION SYSTEM** — Contains 200 letters, 4 different series. Lists different. Every merchant and professional man a prospect. \$1.00 delivered. **COLLECTION SUPPLY CO.**, Box 400, Fort Madison, Ia.

**PARK FOR SALE — 18 ACRES, HAS DANCE** Pavilion, Swimming Pool, Billard Hall, Arcade, Stands, etc. Cost \$15,000, sell for \$4,800. **FRANK ORNDORFF**, Mattoon, Ill. ap22

**READ "NEW MONEY MAKERS" MAGAZINE** — 65 pages monthly. Original business plans. Ideas. Copy 10c. **MARVIN STUDIOS**, 203 S. Dearborn, Chicago.

**WILL SELL FOR \$2500.00 — NEW HARRISBURG** Roller Rink. New maple floor, 50x150x140 Chicago Skates. 2 1/2 year lease on building, \$125.00 monthly. Main street location. Houston population 400,000. **DOYLE LUCHE**, 1811 S. Main, Houston, Tex.

### 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 BARGAIN — 19 GROETCHEN SPARKS, 1c** play, with tokens, like new, guaranteed, \$20.00 each. Colors, red, blue, brown and green. 1/3 deposit. **CENTRAL TEXAS AMUSE CO.**, Taylor, Tex.

**A REAL BARGAIN LIST — OVER 500 RECONDITIONED** Machines, Payouts, Phonographs, Leaf Machines. Write today and save money. **BADGER NOVELTY**, 2546 N. 30th St., Milwaukee, Wis. ap22x

**ARCADE MACHINES FOR SALE — 20 IRON** Multicoops, Reels, Frames, \$20.00; 15 Mills Drop Pictures, \$20.00. F. O. U., Keatsburg. **RABKIN**, Keatsburg, N. J. ap29x

**BARGAINS — VEST POCKETS, \$35.00; OSCAR,** \$25.00; Paramount, \$29.50; Multiraces, \$47.50; Suspense, \$19.50; Stop 'N Go, \$9.50; Stoners Races, \$6.00; Foto Finish, \$9.50. **SEEDEN DISTRIBUTING**, 1273 Broadway, Albany, N. Y.

**CLOSING OUT — ONE OF OUR COMPLETE** Arcade Equipments, reasonable. **ARCADE AMUSEMENT COMPANY, INC.**, 103 First Ave., North, Minneapolis, Minn.

**COUNTER GAME CLOSE-OUTS — 25 TICKETS,** \$3.50; 3 Cottleb Croppers, \$6.50; 9 Reel Grippers, \$8.50; 2 Tallys, \$12.50; 3 Penny Packs, \$6.50; 2 Blue Bonnets, \$8.50; 6 Ballys, \$3.00; 2 Select 'Em, \$5.00; 3 Star Gazers, \$6.50; 5 Ohio Derbys, \$9.00; 2 Red Dogs, \$8.00; 4 A.B.T. Late Targets, \$1.00; 4 Midget Races, \$8.00; 8 Jennings Grandstands, \$12.50; Penny Twin-Jacks, \$3.50; Penny Five-Jacks, \$7.00; Penny Clearer Tally, \$12.50; Rambler, \$3.00; Reel Dice, \$4.50; Hones, \$4.00; Sportland, \$4.00; Boosters, \$4.00; High Tension, \$6.50; Flying Colors Jr., \$5.00. Half deposit. **CLEVELAND COIN**, 2336-S Prospect, Cleveland, O. x

**FOR MOST COMPLETE VENDING MACHINE** Catalog published, with over 100 illustrations, send 10c in stamps. **ASCO**, 383 Hawthorne, Newark, N. J. mv28

**FOR SALE CHEAP — ONE WATLING ONE** Watling Red-O-Top, 2 Mills Escalators, 1 Mini O. T. Five Cent Jack Pots; 14 Balls, 200 "Magnificent" 4 Select "Em, 7 Boosters, Steep Grass, One Pound and one each of the following: Pin Tallest Major League, World Series, Blue Ribbon, Stream-Liner, Fleet, Speedway, Jig Saw, Majik Keys Kicker and one Mini Weighing Scale. Write **MRS. BORIS McMAHON**, Marysville, Kan.

**FOR SALE — MILLS BLUE FRONTS, CHERRY** Bells and O. T. Balls. All high grade. Also good used Penny Packs, \$7.50 each. **WILLIAM-KING SALES CO.**, 1107 W. Tunc St., Canton, O.

**COONOBODY'S BARGAIN LIST IS WAITING** for You. We Buy Sell or Exchange. **COONOBODY**, 1224 East Main St., Rochester, N. Y. ap29

**LOT TEN MILLS DIAL \$1000 — IDEAL FOR** opening territory. Turf Champs, \$15.00; with illuminated backboard, \$22.50. **COLTMAN NOVELTY**, Rockford, Ill.

**MILLS 1-2-3, \$15.00; PENNY PACKS, \$5.00;** Zephyrs, \$6.00; Gingers, \$10.00; Turf Time, \$5.00; Sparks, 1/2 cent play, \$10.00; Nugget, \$3.00; Select 'Em Counter, \$5.00; Pocket Pool, Counter, \$5.00; Regl 21, \$3.00; Royal Flush, \$1.00; Bosco Dice Machine, \$3.00; Sweepstakes, Race Card, \$4.00; Baby Jacks, two Jack-pots, \$5.00; Tit, Tat, Toe, \$4.00; Sweet Sally, \$2.00; Poker Machine, \$5.00; Black Jack, \$5.00; Free Dice, \$1.00; High Stakes, \$2.00; Mills Eye-Cent Slot Machine, \$15.00; Jumbo Cash Payout, \$5.00. **O'BRIEN**, 89 Thruway, Newport, R. I.

**MULTI FREE RACES, FREE RACES, KEENEY HIT,** Regatta, Odd-Ball, \$39.50 each; Request, \$35.00; Review, \$29.50. Write us your needs. **LEHIGH SPECIALTY CO.**, 2d and Green St., Philadelphia, Pa.

**MULTI SELL — 20 PAGE COMET SLOTS, 5c PLAY,** like new, \$27.50; 1 Little Duke, 1c Play, \$7.50. **WARD FULLER**, Carmel, Ill.

**OUR SPECIALTY — REBUILT PEANUT, GUM** and Candy Bar Vendors. All kinds. Tell us what you want. **ADAIR COMPANY**, 733 S. Euclid Ave., Oak Park, Ill.

**SELL US YOUR LATE NOVELTY AND ONE-** Ball Pay-Out Centers and Slots. Your price and make first letter. **HOWARD SALES COMPANY**, 328 S. 18th, Omaha, Neb.

**SLOTS — 75 MILLS BELLS, LATE MODELS.** Light Oak Single Jack Pots, Blue Fronts, \$40.00; Cherry Bells, \$47.00; 100 Older Models, \$15.00 up. 1/3 deposit. **GEORGE DALE**, General Delivery, Jackson, Mich. ap22

**TEN CRANE MACHINES — FIVE AND ONE-** Cent Coin Chutes, \$125.00 for all. Good condition. Cash and carry. **ATLAS SALES**, 1121 Lorain, Cleveland, O.

**TRADE — ONE MILL SMALL SCALE FOR ONE** Mills Vest Pocket or one Q. T., or one Columbia. **O'BRIEN**, Thames, Newport, R. I.

**TWENTY COIN DIVIDER DAVAY PENNY** Packs — Some like new, others used and worn, seven-cent denominations each. One-half deposit with order. **WALKER SALES CO.**, 201 S. 20th, Waco, Tex.

**TWO MEGASCOPE CRANES — LATEST MODEL** Roll Fronts, perfect condition, \$50.00 for both. **FERRY CHARMS**, 50 E. 5th St., New York, N. Y. x

**WANTED — BLUE FRONTS, COLUMBIA CIG-** rette Reels. Cash or will trade Phonographs, etc. **AMUSEMENT GAMES, INC.**, 1679 University Ave., St. Paul, Minn.

**WANTED FOR CASH — STONER'S SKILL DERBY,** Reelers, Electric Poker Tables, Western Baseballs, Hi-Balls, Bally Racers, World's Series and any other machines suitable for Penny Arcades. Also want Penny Arcade Locations. Write now. **BOX 953**, The Billboard, 1564 Broadway, New York.

**WILL BUY MILLS BLUE FRONTS — NICKEL,** Dime and Quarter. State serial numbers, condition and lowest price. **BOX C-199**, Billboard, Cincinnati. ap29

**3c BALL GUM, FACTORY FRESH, 11c BOX,** Tab, Sides, Midget Chicks, every Vending Gum. **AMERICAN CH'WING**, Mr. Pignatelli, Newark, N. J. mv28

**5 FLEETS, LATE MODELS, \$18.00; 2 GAMINGOS,** \$16.50; 2 Palm Springs, \$15.00; Deuces Wild, \$7.50; Skill Draw, \$6.50; Tally, \$8.00; Red Dog, \$6.50; Baby Reserves, \$10.00. 1/3 deposit with order. **STANDARD NOVELTY COMPANY**, 814 Carondelet St., New Orleans, La.

**100 DIFFERENT KIND VENDING MACHINES** — Always something different. Write for our low price list. **RAKE**, 5438 Woodland Ave., Philadelphia, Pa.

**100 LUCKY BOY VENDERS (LIKE NEW),** \$9.95; Old Age Pension, \$5.00; Punchette, \$2.50; Deuces Wild, \$10.00; Little Poker Face, \$10.00. **M. BRODIE CO.**, 6770 Olive Blvd., St. Louis, Mo.

### COSTUMES, UNIFORMS, WARDROBE

**ALL BARGAINS — COSTUMES, EVENING** Gowns, \$1 up. (Bally Caps, Hula, Fans, Bunches, Trimmings, \$1. **CONRAD**, 310 W. 47, New York.

**ATTRACTIVE BAND COATS — YEN, \$25.00;** Red Cape, \$15.00; Velvet Curtain, 12x34, \$40.00; Cyke, \$35.00; Oriental, Bally Capes, \$10.00. **M. WALLACE**, 2416 N. Halsted, Chicago.

**USED COSTUMES — CHORUS PRINCIPALS,** dollar up. Uniforms, Trussards, Dress Suits. No catalogue. **LOUIS GUTTENBERG'S SONS**, 9 W. 18th, New York. mv28

**100-300% PROFIT! MEN'S SUITS, \$25.00;** Coats, \$0c; Dresses, 10c. Many other bargains. Catalogue free. **FAIRMOUNT**, 160-J Madison Street, New York. ap29

FORMULAS

THAXLY FORMULAS FOR PERFECT PRODUCTS
Accurate analysis guaranteed. Resultful analysis. Catalog free. T. THAXLY CO., Washington, D. C.

FOR SALE—SECOND-HAND GOODS

ALL TYPES REBUILT POPCORN MACHINES—Guaranteed. Heavy aluminum geared popping kettles. \$7.50 each. CARMEL CORN EQUIPMENT, 122 South Halsted, Chicago.

CORN POPPERS—FEARLESS. ALL-ELECTRICS. Giant geared popping kettles. Carborium Equipment. Get our prices before buying. NORTHSIDE CO., 1925 10th, Des Moines, Ia.

FOR SALE—LARGE FREE PLATFORM COMPLETE. Top, Sidewall, Folds on trailer. GE-WIECHT, 862 Solvent Ave., Columbus, O.

HENRY RECONDITIONED Z FREEZE AND Creamo Frozen Custard Machines, bargains. FROZEN CUSTARD MACHINERY CO., 869 Thomas St., Memphis, Tenn.

MECHANICAL LONG RANGE GALLERY, COMPLETE—3 Automatics, 8-Pt. Front, mounted Chevrolet Truck. JACK NELSON, 203 S. Locust, Centerville, Ill.

POPCORN MACHINES—CRISPETTE, CARMEL—Crisp, Cheezekist, French Fried, Potato Chip Machines. LONG-EAKINS, CO., 1976 High St., Springfield, O.

SOCIAL SECURITY MACHINE—SLIGHTLY used. Case, large supply plates, 5000000. Walleys. Sacrifice Write, call. HABER, 95-02 Van Wyck Blvd., Jamaica, N. Y.

TRUNKS—H. O. M. AND TAYLOR THEATRICAL Trunks, slightly used; also other makes. Big sacrifice, \$5.00 up. SAVOY, 60 East 59th, New York.

FOR SALE—SECOND-HAND SHOW PROPERTY

BALLOONS, PARACHUTES, INFLATORS, ETC.—Specify your weight. THOMPSON ERS-BALLOON CO., Aurora, Ill.

CALLIOPE—\$400.00. TANGLEY "THEATRE" Special, mounted in Dodge flasher red panel truck. In A-1 condition. Ready to go. EUGENE SMITH, 305 Academy St., Troy, Ala.

CHESTER & FOLLACK BALLOON RACE—13 units, good group game, no reasonable offer refused. GARDEN-STATE DIST. CO., Pitman, N. J.

CONCESSION TENT—18x16 KHAKI, U.S.D. 5 weeks. Complete with frame. \$40.00; 11x16 Khaki Heavy Tarpaulin, used once, \$18.00; 10x14 Khaki Baby, \$2.00; Hoop-La Program New Opera Glasses, Candy Carriers, Small Lantanas, cost \$18.00; sell \$10. OUSBY, 187-15 Aberdeen Rd., Jamaica, N. Y.

DUAL LOOP-O-PLANE COMPLETE—A-1 shape, real buy. Will sell or trade on 32-Ft. Merry-Go-Round. \$1,000.00. J. MAHL, 4823 N. Kedzie, Chicago.

FOR SALE—12 DODGE JUNIORS, \$25.00 each. A-1 condition. RABKIN, Eastburg, N. J.

FOR SALE—TELEVISION ILLUSION, THE Show of Tomorrow, \$25.00; Girl in Coldfish Bowl, \$30.00. Want Six Volt Amplifier, E. T. RAMSEY, Box 161, Fayetteville, N. C.

FOR SALE—TANGLEY ELECTRIC CALLIOPE Outfit. In fine condition. MRS. W. H. WILKINS, 905 S. 7th St., Coalinga, Ind.

MERRY-GO-ROUND WITH TRUCK AND Trailer, \$800.00; Chair Plane, \$400.00; Shipping Gallery, \$150.00. Now booked and operating here. PEAKMAN AMUSEMENTS, Pensacola, Fla.

ONE-TORN GAME, 18x28; BLOWER, ERIE Diggers, Cigarette Shooting Gallery and Two Ball Games. MRS. DORIS McMAHON, Marysville, Kan.

ONE STEAM-MINIATURE LOCOMOTIVE—NEW Boiler, completely overhauled, with Cars. Write, wire or phone SOMMER-GALBRAITH CORP., Kansas City, Kan.

SIXTEEN AND TWENTY-FOUR SEAT CHAIR-Plane—Motor, Fence, Ticket Box. Sixteen-Foot House-Car. CALVIN CRUMER, Pinckneyville, Ill.

TOBACCO SLIDE FOR SALE CHEAP—WOULD pay cash for Merry-Go-Round in good condition. J. D. HOON, Orlando, Fla.

40x50 TENT—PRACTICALLY NEW, POLES, Margins, Stage, Blinds, Light Equipment, 12x20, Cookhouse Top. 281 Bluffton, Hillsdale, Mich.

HELP WANTED

AGENT—WANT HAVE CAR. BOOK WESTERN Act and Dance Band, 5 people. TIM MAX AND HIS WESTERN HOT SHOTS, WPC, Sharon, Pa.

ASSISTANT MANAGER—BY MOTORIZED Ride Co., operating six Rides, 120 Concessions, Fourteen Trucks, own Light Plant, seasonal Free Acts, all office. Must be good bookkeeper, handle correspondence. Write fully past experience, age, married or single, references, salary expected or no answer. Enclose dime photos of self. BOX 45, Rosyth, Ga.

Show Family Album



MEMBERS of the Parker Comedy Co. snapped in Ramsey, Ill., season of 1918. In the rear line, left to right, are Ralph Walker, tuba; not remembered; Mark Tilton, trombone; not remembered; Grant (Shiny) Huyler, French horn; Jess Arnold, clarinet; not remembered; Mark Hayner, cornet. Name of the man on the right is not remembered. Left to right in the front row are John Bluntson, bass drum; Horace Lintz; Margaret and Nell Fulton; Harry Parker; next five not remembered, and Walter (Bingo) Wilson, drummer.

As an eccentric comedienne Nell Fulton feasted with Bert Robbins at one time in the presentation of the sketch "At the Town Pump" and also appeared with Sil Jenkins in "Small-Town Wise Crackers." She had leads with a number of dramatic companies and also played vaudeville. Miss Fulton now operates the novelty house bearing her name and is credited with being the originator of a number of novelty merchandise items.

The Billboard invites its readers to submit photos taken from 15 to 20 years ago. It is specially requested that pictures be CLEAR and that they be accompanied with complete descriptive data. Group photos are preferred, but pictures of individuals who are STILL LIVING will be welcomed. They will be returned if so desired. Address Show Family Album Editor, The Billboard, 25-27 Opera place, Cincinnati, O.

MAGICAL APPARATUS

CATALOGUE OF MINDREADING—MENTALISM, Spirit Effects, Horoscopes, Forecasts, Buddha, Crystal, Lucky Phases, Astrology, Graphology Charts. Wholesale prices. World's largest stock. 158 page illustrated Catalogue, 30c. NELSON ENTERPRISES, Robson Bldg., Columbus, O.

LARGE PROFESSIONAL MAGIC CATALOGUE, 2c. MAX HOLDEN, 220 W. 42nd St., New York City.

LOOK—NEW 1939 CATALOG PROFESSIONAL Stage Magic only 10c. Big new catalog, 500 Pocket-Parlor Tricks 10c. Each different; get both. LYLE DOUGLAS, Station A-9, Dallas, Tex.

MAGIC—MENTALISM, SPIRITISM, FORTUNE Telling, Luminous Phases, Great Effects, Handwriting, Palmistry Charts. Catalogue 40c. REILLY, 57 E. Long, Columbus, O.

DOG AND PONY PRESENTER—TO WORK show for percentage and salary. Also Goat and Monkey Trainer. C. H. HARSHBARGER, Lewistown, Pa.

DRAMATIC PERFORMERS—REPERTOIRE Stock: People all lines. Week stands under canvas. Will consider Organized Company. BOX C-161, The Billboard, Cincinnati, O.

FLOORMAN FOR ROLLER SKATING RINK—One who understands care and repair of skates. Must be reliable and of good habits. Year round for night man. State everything with references in first letter. BOX C-162, The Billboard, Cincinnati, O.

GIRLS—FOUR YOUNG DANCERS; AT ONCE. Guaranteed fifteen dollars week, ten per cent. Wire, write OSCAR CORBIN, 927 N. Main St., Kokomo, Ind.

HILLBILLY DANCE MUSICIANS AND SINGERS. In Road Band—Piano, Guitar, Bass Fiddle. Young and sober. HILLBILLY BAND, Redwood Falls, Minn.

WANTED—YOUNG MEDICINE SHOW PERFORMERS. Singers, Tuba, Pianist, Musical Vict. State wage, weekly salary low. No tickets or money advanced. WHITE OWL SHOW, Brazil, Ind.

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# Out in the Open



Leonard Traube

## The Whirl of Today (With Credit to Et Al)

MADISON SQUARE GARDEN is billing its forthcoming six-day bike race "The Whirl of Tomorrow" without crediting your born-to-brush-unseen correspondent. And we (still) wonder why they (still) refer to the pedal-pushing opera as a six-day race when it runs from May 15 to 21. Incidentally, Jack Rogers has returned to the Canadian Broadcasting Corp. airwaves with his Under the Big Top series originating in Vancouver. New scripts call for plugging of origin and growth of the circus as an institution. A very ambitious and laudable program that the States should have thought of. Item credit Fred H. Phillips, of Frederickton, N. B. Frank Wirth claims his Jamaica, N. H. Hospital Circus, one of the current N.Y. events, eclipsed former advance sale records. Item credit L. C. (Ted) Miller. . . . Doyne Sterling is expecting a baby in or about May 20, but Tex Sherman, her spouse, is credited for the item only because it's one of the Hopi Indian squaws who's involved. Tex says it will be the first Hopi to be born off the reservation. Permission to have same elsewhere was granted by the chief of the square's village. Tex was guest of honor of the Blue Landfill Tent, CPA, in Hartford the other day. Hartford date for Hopi also involved an Easter Sunday snowstorm. According to Cliff Younger, general agent.

### King Stuff

Louis G. King has signed as consulting agent for Keystone Shows, opening under the American Legion in Martinsville, Va. Credit the King for dates namely, 10 rides, 8 shows, brand-new top, modern cookhouse, 35 stoves and 2 free acts, a high one and a diving opera.

### Callipers

That was Joseph E. Oel, inventor of the air calliper, explaining the intricacies of the instrument to Jesse Crawford, "Poet of the Organ." Credit Earl Ferris.

### Ledgerdom

Business must be on the upswing for George A. Hamid, Inc. and affiliated enterprises. GAH has hired his first official bookkeeper for the NY office. He's Fred W. Kirkpatrick, formerly on the ledger staff of Clifford Fischer's founded French Casino. Credit Kirkpatrick.

### Turkey

This column continues to having laid a great big egg, which is at least a consolation during Easter time. No one has come forward with a suggestion as to a proposed fund for sick and needy showfolk, comment on which appeared here recently. We don't mind our showfolk so much as the realization that it is the showfolk themselves who have

laid the oval. It's their immediate concern, not ours. Exceptions: One big-hearted, imaginative showman, one of the most successful in the world, has come thru with a valuable contribution, nature of which is being reserved for the future. The distinguished gentleman also wishes to be thanked in anonymity. Credit to his generosity, a virtue for which he is well known.

**EDITOR'S NOTE**—Since Out in the Open was written a letter on this subject has been received from President J. C. McCaffery, Showmen's League of America, and appears elsewhere in this issue.

### Quickie

Man in the Moon Booth, terrific specialist of the Ringling show, got the lion's share of the billing until he was eliminated the second day out by serious injury which may keep him out for many more weeks if not for the entire season. His name was blocked out of several huge painted signs high above Times Square and the name of the new feature, the Four Queens, inserted in which was probably record time. Credit the painters.

It is interesting to note that this act, a well-trained high turn from Los Angeles, has played the carnival-park-fair circuits for years, making it unquestionably the first attraction so extensively circled which made the Big Show in reverse. More common are acts which play outdoors after appearing on the Ringling outfit. The management must have been a little sensitive on this point to judge by the "imposed" billing. There is talk around that the Queens will appear on the show for the entire run, altho it was originally intended as a strictly NY and Boston Garden feature.

## Notes From the Crossroads

By NAT GREEN

IT IS about time for outdoor show business to hire a press agent capable of eradicating the public's idea that crotch dancers and snake charmers are the mainstay of outdoor shows. Not that there is anything wrong with the dancers and charmers! But they are such an infinitesimal part of today's shows a newspaper man who plays them up merely demonstrates his superficial knowledge. George Morgenstern, a University of Chicago man who writes the "Hot Nights in Chicago" column for The Herald and Examiner, attended the Showmen's League Spring Frollic last week and a few days later devoted half his column to the doings. "The party," he said, "is large, lavish, cheerful. It is the assembly hall for the clowns, the crotch dancers, the snake charmers and the Ferris Wheel entrepreneurs."

Morgenstern, a dreamer who probably never has been on a show lot, had an opportunity to tell a real heart-interest story of the league—its grand work for show people overtaken by illness or misfortune—which we suppose is all right from a columnist's viewpoint.

There is so much that is worth while

as well as colorful in the shows of today that a competent writer could invest the shows with much greater glamour and human interest than they now have for the public. An intensive campaign of what might be termed institutional ballyhoo would pay dividends in increased attendance and spending. Some of the more progressive shows are already working along this line, and they are the ones that will survive and prosper.

Al Hall, who opened the season with Cliff Wilson's snake show at the Golden Gate Exposition, stopped off in Chicago a few days ago for a brief visit before going on to join Wilson's show at the New York fair. . . . George Johnson, of U. S. Tent and Awning Co., flew to New York to superintend the installation of canvas for the railway pageant at the fair. . . . Al Humke will not troupe this season. . . . Says he finds his bingo game in Anderson, Ind., more profitable. . . . Clyde Beatty has been phoning and wiring Frank J. Walter, of Houston, to come to Miami for a fishing season. Last fall Walter, on a fishing trip with Beatty, caught a 143-pound tarpon. "Just wrote Clyde," says Walter, "that I was undecided whether to hang the tarpon in the trophy room or book it on the road as a whale attraction." . . . Harris Wilson, perambulating circus ambassador, has started the season with a bang. He caught the Chi Stadium circus Friday night, the St. Louis Police Circus Monday will catch the Parker & Watts opening at Fort Smith, then the Gainesville Community Circus. . . . Harry Bert left Chi on Saturday to take up his duties with Beckmann & Gerry Shows at St. Louis. . . . That was a nice plug Columnist Louis Sobel, in his "New York Cavalcade," gave Lew Dufour and Joe Rogers. But he speaks of Joe as rotund and says: "As they (Lew and Joe) walk together concessioners have been heard to whisper 'Tyrion and Perispher.'" The description fits Dufour, but since when has Joe taken on the proportions of a perispher!

With streamlining of shows the order of the day, when will someone wake up to the advisability of streamlining circus ads? We placed one of this year's ads alongside an ad from the 1890's and about the only difference was that the old newspaper was yellowed with age.

## NATIONAL RISK

(Continued from page 38)

the association in the Hotel Sherman, Chicago.

It looks as tho we are going to show at least a 50 per cent increase over last year's premium volume, but I am frank to say that I am surprised to note how many, even of our biggest operators, display such an important matter as arranging for public liability insurance until the last minute. After all, the mere sending of a questionnaire to the secretary's office involves no expense and no obligation and materially expedites the handling of these very important problems, such as rate quoting and inspection.

### Predicts General Coverage

"I am confident that another year or two will see this plan in operation and working for the benefit of a vast majority of park, pier and beach operators all over the United States. We have been working for years in our association to do more for operators of smaller parks and individual concessioners, and this public liability insurance plan offers the greatest benefit to them which we have been able to provide, and, while the response thus far has been most gratifying, it is not what I hope will be realized in the immediate future.

Last year's policyholders enjoyed a flat 10 per cent reduction on both manual rates and minimum premiums where State laws would permit, with the same experience credits allowed. The usual 25 per cent additional charge for contingent liability was waived and a material saving was afforded on excess coverage. Furthermore all 1938 policyholders received a dividend of about 10 per cent, so that in addition to all of the substantial savings enumerated an additional profit was enjoyed. We earnestly hope that the 1937 and 1938 policyholders will enjoy similar dividends. My own experience during the 1936, 1937 and 1938 seasons was most gratifying, and both the inspection and claim service ran far beyond my optimistic expectation.

### No Quarrel With Others

We of the association have no quarrel

with any other carrier or carrier. We have set out to provide the members of our industry with first-class coverage at moderate cost. This we are accomplishing, and on behalf of my fellow directors and members of the public liability insurance committee I extend a most hearty invitation to all park, pier and beach men and their concessioners to join with us now to bring about at an early date as far possible our proposed universal coverage for the industry. Secretary Hodge, Suite 1130, 203 North Wells Building, Chicago, will be glad to handle any inquiries either by letter or on our standard questionnaire form promptly and he will see that the brokers interested render prompt service.

John Logan Campbell, the association's official insurance consultant, the public liability insurance committee, our board of directors and numerous of our larger operators investigated the Associated Indemnity Corp. of California very thoroughly before our board of directors and our membership authorized the committee to enter into a contract with it. Best's Insurance Reports have always given it a most exceptional rating, and on all sides where inquiry was made only the finest reports were received. As satisfied as I was personally with these preliminary investigations, I am glad to admit that its inspection and claim service has far exceeded my fondest expectation and, after all, these services are the very foundation of the cost structure. My three years of association and participation in this plan in cooperation with the Associated Indemnity Corp. have been most happy and also most profitable as a policyholder."

## Ky. Spot To Add Features

BOWLING GREEN, Ky., April 15.—W. H. Brantley, proprietor of Beach Head Park here, is planning to add three rides and portable roller rink this year, reports Manager W. B. McManis. Park operates with 10-cent gate and has dance pavilion, Ben Wilkins' emcee; bathing beach, boating, picnic grounds, coin-operated amusement machines and dining hall. Free soda and orchestra and featured.

## With the Zoos

SALT LAKE CITY, Utah.—Hotel Gardens Zoo in Liberty Park opened recently with E. M. Shider again superintendent. Art Gardner, concessioner, said the new aviary has greatly increased business.

NEW ORLEANS.—Luzette, Audubon Park Zoo chimpanzee which figured in a sensational baby-chimp kidnaping case six months ago, has a baby of her own now. Superintendent Frank Neelis said the baby, born two weeks ago, had grown from 3½ to 5 pounds. Two previous offspring of Luzette died in infancy. Pete is again the father. The newcomer is named Andy, after its keeper. An antelope born in the zoo is now on exhibition.

MILWAUKEE.—Borgalis, 28-year-old polar bear in Washington Park Zoo, was clawed to death on April 10 by three of his offspring, all 9 to 10 years old. The bears had been in the same cage more than four years. Two male bongo pups, first of their species here, were procured from Vilsa Park Zoo, Madison, Wis., for two timber wolves. Trustees of the Zoological Society on April 11 authorized purchase of nearly \$1,500 worth of new animals, including a pair of lesser pandas, two dozen green monkeys, one male yak, two camels and a hamadryad baboon.

COLUMBUS, O.—Most recent arrivals in Columbus Zoo are a pair of polar bears, gifts of J. O. Mills. They were purchased several weeks ago and shipped from Germany. Mills restaurant plan to sponsor a contest for names for the bears.

- EXPERIENCED PIANIST—READ, FAKE, ETC:** Reliable and all essentials. BOX C-149, care Billboard, Cincinnati, O.
- EXPERIENCED DANCE PIANIST—FORMERLY** with name band. PIANIST, Scott Hotel, Hancock, Mich.
- PIANIST—READ, FAKE, SOME, DOUBLE** Stage, Single, age 38, good wardrobe. Available immediately. JOE SCHULKEN, Cleveland, O.
- PIANO—STEADY, FAIR RIDE, GOOD EAR.** Can cut average specials. Working but desire change. Sober and tall. Communicate PINKIE COOPER, Hotel Meridian, Meridian, MS.
- PIANO MAN—UNION SOBER, AGE 26.** ONE night or location. Read, take-off, fill-in, good rhythm. Don't misrepresent. CHUCK FABER, 209 E. 9th St., Kankakee, Wis.
- PIANO PLAYER—EXPERIENCED MUSICIAN.** Union, young, reliable. All essentials. Will cut. Travel or locate. EDDIE FELLOWES, 2962 Wallace St., Philadelphia, Pa.
- PIANIST—All essentials. Arrange for small band.** Good appearance, well-dressed, half cent. Prof. made band and proper Michigan or Wisconsin. HEATHER RIDOLE, 2722 14th Ave., Waukegan, Ill. #279
- PIANIST—At Liberty May 3.** Listed etc. With music in "The Road" Under good reading etc. performed all time. Concert and dance. No band basis. Do appropriate location preferred. Only good ones considered. Write particulars. PIANIST, Box 47, West Palm Beach, Fla.

**PIANIST-ORGANIST—With my own latest model** Style B Hammond Organ. Prof. hotel work or playing risk. Here extensive credits and musical talent. Many cut. Can go anywhere. MISS LOPAL OLAY, care Victoria Hotel, Kansas City, Mo.

## AT LIBERTY VAUDEVILLE ARTISTS

- MAGICIAN—FOR MED OR WHAT HAVE YOU?** Change good Magic for two weeks. Act's and bits. SHRIMPSTEIN, Box 416, Alliance, O.
- AT LIBERTY—Lady Accomplish, Piano Singer.** Mrs. Singer, Yodeler, Comic Characters, Musical Comedy. Have car. Or anywhere. SPECIALTY TEAM, General Delivery, Bensenville, Ill.
- AT LIBERTY—Team.** Absolutely reliable. Single. Double. Act. Big. Piano. Stage salary. Will cut profitably. Have car. Will send address. AL AND WANDA VALE, Billboard, Cincinnati.
- AT LIBERTY—Experienced Team** for Top of Medicine Show. Capable characters for top. Put out we change these weeks, double without of under best and acts. Novelty piece. 20 minutes. Max. process or direct if required. Absolutely no drink. JACK GRIFFITH, Ripley, O.
- GEORGE DEWITT—Juggler, Magician.** For ink. success. Change for one week or longer. Play live. Address: White, married, age 31. Experienced. Formerly: Write, Middle, Pa. #232
- VERSATILE YOUNG MAN—Sing, rap or read** with Mrs. Fitzpatrick. Dances in evenings. Have outfit. Song and dance specialties. Address ROY WYANT, 221 E. Lincoln, Ponca City, Okla.

**WANT MORE REVENUE**  
for  
**YOUR ORGANIZATION?**  
Read  
**"BINGO BUSINESS"**  
A Column About Bingo in the  
**WHOLESALE MERCHANDISE**  
Department  
**THIS WEEK and EVERY WEEK**







# Wholesale Merchandise

PRIZES · NOVELTIES · PREMIUMS · SPECIALTIES

Conducted by MAYNARD L. REUTER—Communications to 1564 Broadway, New York

## OPS PICK SUMMER DEALS

### Look for Candid and Portable Radio Deals To Get Biggest Play

Ops out to make summer biggest ever—banking on cameras and portable radios to click—success of portables may revive bigger card deals

NEW YORK, April 15.—Cameras and radios—these are two items upon which ops in this vicinity are banking to bring home the bacon this summer. A survey of Eastern salesboard ops points undeniably to the fact that most of them are planning spring and summer deals around these two items. In general operators seem to be planning more extensive drives than they have for years. Up until last summer most ops took things easy from Decoration Day to Labor Day, not because they wished a vacation, but because it had always been thought that salescards simply wouldn't turn over during hot-weather months. The popularity of camera deals last summer, however, exploded that theory sky high. June, July and August turned out to be the best months of the year for many ops. Their aim now is to top last year's totals with some new hot-weather deals which tests show should click.



By BEN SMITH

There may be a swing back to deals making a long take if battery-operated radios go over as expected. Because of the price range many battery radio deals will have to work on cards that bring in more than \$30, a take which has been the great exception and not the rule in the past year or so. The big deal to click was the one which featured the Lektro Shaver when that item was in its heyday. Since then big deals slowed up so that most operators wouldn't touch them. However, a nice turnover on battery sets might encourage operators to look around again for other items which could stand a big card and a new trend would be started.

R. W. J. of St. Louis, Mo., writes: "I have a wrist-watch salescard deal and am figuring on operating in towns of 500 to 1,000 people. Whom would you advise me to contact to run this off to the best advantage on a percentage basis in towns of this size?"

"In my experience the average person in this neck of the woods sells a couple of half dozen punches and then folds up. How do you square up a card that is half sold with the man who doesn't care to run it any more?"

Being right on the spot, an operator should be in a better position to judge whom he should contact to work on a deal for him in his territory. Usually people employed in large organizations, such as banks, telephone companies and factories, are good. If there are no large firms in town anyone who is interested in working a card is potentially a prospect.

When a card is stopped at the half-way mark an operator will usually suggest the card by offering this proposition: Pull off the tab and check the winning number. If it has been purchased the winner receives one of the major prizes and the worker is out of luck. If the winning number has not been sold the worker gets the major. In other words, only one award is given under these circumstances.

A deal which is going strong locally features a miniature Automatic Baby Grand Piano. When it handsomely finished by brilliant gold lacquer with (See DEALS on page 60)

While the candid-type cameras that got play last season should still be good, the numbers expected to go over best are cameras which have new and useful gadgets to add to their appeal. One camera that already is clicking big is the Press Flash Falcon. It has proven appeal of candid, plus the added zip of a built-in, synchronous photo-flash mechanism. Several ops report this deal to be turning over so fast that they are hard pressed to get enough boxes to meet demand. Color cameras are also coming into the picture and another snap-shooter with a new twist is the reflex camera. No details have been forthcoming on the last number save that it will be priced to meet demands of the salesboard market.

Judging by the number of camera deals ops have in the works, this should be a bigger summer for snapshooter cards than last year. Cameras fit well in small card deals and lend themselves to fast turnover. Then, too, promotions staged by leading camera and film manufacturers, plus the popularity of such magazines as Pic, Look and Life, have made most everyone camera conscious so that the average person wants a snapshooter of his own. As a result, ops have few camera deals kicking back on them.

#### Portable Radios

Second only to the candid—and a close second at that—are deals with battery-operated portable radio sets. These pick-up-and-go sets seem a natural board item for hot-weather months. Two New York ops who have done this number report it has turned over large-sized cards in big time.

Popularity of battery-operated sets indicates there will be plenty of deals being worked in months to come on cards with a take of more than \$25. Perhaps success of these self-powered portable radios on large-sized boards will mean the return of bigger card deal. In recent years most ops have steered clear of big cards on the ground that they wouldn't turn over, as a result many items that were perfect for salescard promotion were given the go-by by ops because they would have necessitated the use of large cards. It only takes one click deal to set off a trend. Consequently if radios click this summer on larger cards it's a safe bet that ops will forget all about their large-card phobia just as they forgot about summer being a slack time for salescards when candid clicked so big last year.

#### Other Items

Other items which appear destined to play a major role in salescard promotion (See OPS PICK on page 60)

#### Love Turns Winchell

NEW YORK, April 15.—E. S. Lowe, head of the bingo supply house bearing his name, stole a page from the book of Walter Winchell this week to tip us off on results of the blessed event race that has been taking place among members of the Morris Struhl firm. "Don't know if you have heard that Louis, Teddy and Archie Struhl, of the Morris Struhl firm, have been staging a real stork derby," pens Lowe. "Mr. and Mrs. Louis Struhl crossed the finish line first with a daughter, Elaine, on April 7."

"All along it was expected that Teddy would finish first, but Louis nosed him out. Now the Struhl family is awaiting the arrival of Teddy's offspring, and then Archie. "Morris Struhl, head of the firm, is pulling hard for Archie to have a boy so the family may celebrate a 'Paton Haben'—the celebration held if the first-born is a boy. "In the meantime the E. S. Lowe Co., Inc., congratulates the Louis Struhls and is awaiting anxiously to learn of the outcome of further stork activities at the Struhl households."

### Flashlights In Big Demand

New, small, handy flashes getting big reception from premium and prize users

NEW YORK, April 15.—The new and varied lines of pocket flashlights that have been appearing on the market in recent months are reported to have been meeting with a good reception from prize and premium users. Many salesboard operators have found in the appeal of a small pocket-flash that may be tucked conveniently into a vest pocket or coin purse a worthy substitute for time-worn consolation awards. Some bingo ops report they've been using miniature flashes as duplicate and consolation awards. Concessionaires, always on the lookout for giveaways that can boast of usefulness, quality, flash and low cost, are giving some of the newer numbers a big push.

Several of the newer numbers give a credit to the ingenuity of their makers. One of the newer items has been marketed by the Glensay Corp. This firm has coupled the drawing power of the lucky rabbit's foot with usefulness of a pocket flash attached to a key chain. Keys are easily slung on the chain and the flash is ever ready to light up dark keyholes. It also has the added appeal of luck being ever with the bearer.

Underwood Battery Co. combines both pencil and flashlight in a tricky automatic pencil that lights when you write. Pencil has a tiny flash built in near the point. Number is a good salesboard or concession item, it appears.

For anybody's purse there's quite an assortment of midsize flashlights. The latest is a small compact mirror with a tiny light attached. It's called Illumiro and is marketed by the Cleveland Corp. Prize and premium men report heavy demand for this gadget, which provides light for girls who need a quick make-up job in dark theaters or auto. Mirror is detachable and flash may be used to hunt keyholes.

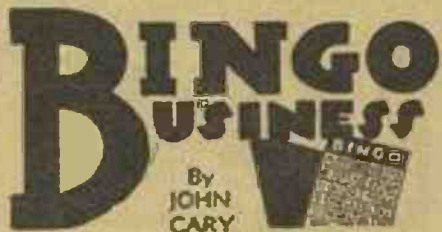
Another similar item by the same company is the Dame Companion. For the vast market of women buyers this number looks like a sure money-maker. It consists of a tiny flashlight on a chain to which may be fastened keys, lipsticks and lockets. It makes a handsome addition as well as a great time saver for women. These items have novelty and utility at low cost.

#### Other Lights

For camping and tramping the Justice Mfg. Co. has a serviceable head lamp. It consists of a flashlight fitting the head with an elastic band. Wires run from the light to a streamlined battery case that fits the pocket. The light shines from your forehead and is directed wherever you look, leaving both hands free to drive tent stakes or fry an egg. Hooks are provided to hang the lamp on any convenient peg.

For general outdoor use the Earl Chrome Co. has a super flashlight in its Powerlight. It's a lantern-type model that has an 800-foot spot beam in light and on top a floodlight reflector. Both are controlled with a three-position switch. Solid construction and two lens guards insure a long life.

Direct sellers will be interested in a (See FLASHLIGHTS on page 60)



NOW THAT LENT is over fans are returning to their favorite game with a rush that almost frightened a couple of local ops. They told us the women had a grim look in their eyes seldom seen except in cases of starvation. The sudden upswing has likewise been felt among supply houses. In fact, so heavy were orders received it appears that many more ops are planning to carry games over into the summer than last year.

ORDINARILY this is the in-between season when regular winter games are tapering off and it's still a little early to get started outdoors. Judging from orders placed for heavy boards, a large number of churches are planning to conduct outdoor games. For many of them this is a new venture which can yield a nice return if properly handled. The grind-type game has been used by most churches when run as part of outdoor bazaars. However, the popularity of the bagun game indicates that it might be a good idea to push it for outdoor use.

FOR THOSE OPS planning to switch their activities to outdoor bingo on midways it would be wise to remember a few of the fundamentals that often spell the difference between success and failure. The boys who cleaned up last year were usually the ones who had the best lighting effects for their stands and used good public-address systems. A good line of real flash merchandise is one of the surest things to yank the otherwise indifferent bingo player out of the crowd and seat him at your table. And maybe lucky winners aren't your best advertisement!

A DEVICE that helped many ops in running outdoor games this winter was the electric master scoreboard. So many of grind games result in holes and confusion that unless there's a reliable (See BINGO BUSINESS on page 60)

# 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.

## Plaques and Prizes

A new line of prize award plaques has just been released by National Badge and Emblem Co. Plaques are made of solid oak, size 7 1/2 x 10 1/2 inches, and decorated with a round etching illustrating various emblems and designs. Skating rink operators find plaques a popular prize, the firms report. Plaques also come with various fraternal emblems.

## Office Device

A new number that promises to be a money-maker for salesmen calling on offices is the Saf-T-Spindle, the Modern Desk Pad Mfg. Co. reports. It is an unusually well-made spindle file with the addition of a hinged flap that covers the point, eliminating the former hazard of the exposed point on most types of spindle files commonly used. The file is always safe, and its price is said to be so low that it may be handled very profitably.

## Initialed Coin Case

A vast market among women shoppers who carry purses is "in the bag" for Coin-Initials, reports Nell Fulton, inventor and manufacturer of the new coin cases that clip on the coat lapel or hand bag. The cases are small and compact, finished in white or yellow gold. They are obtainable either as initials or as small brooches or lockets on chains. A variety of designs makes the Coin-Initials wanted by every woman, the company reports. Coming in several (See NEW ITEMS on page 60)



**Ingersoll Mite**  
Lots of 25 or more 1.20 each  
Smaller Quantities, \$1.25 Each.  
\$1W78 - Metal Band. \$1W79 - Leather Strap.  
Obitrium Plated-Glass with Silvered Dial and  
G.W. F. Mires. Unbreakable Crystal. Each in  
Box with \$5.00 Price Blank.

**N. SHURE CO.**  
200 W. Adams Street  
CHICAGO

## SALESBOARD OPERATORS

**Absolutely New!**  
CONTACT US IMMEDIATELY  
WE HAVE  
A GREAT DEAL FOR YOU  
Small Capital Small Take!  
Big Profit Fast Turnover!  
It's a Natural! Already clicking heavily in  
New York. Will Go Big Everywhere—and  
REPEAT.  
WRITE AT ONCE FOR FULL DETAILS AND  
SAMPLE CARD.  
**BIG BILL BURNS, Salesmanager**  
OPERATORS DISTRIBUTING CO.  
140-B West 42nd Street, New York City.

**LARGEST, BUSIEST, GENUINE**  
*Fur for* **TAILS**  
Cash in On  
Hottest Fair Item  
Tails with two strong cards  
to use on register cap,  
motorcycle, bicycle, etc.  
With hairy red, white,  
blue streamers. Same day  
shipments.  
Genuine Fur Rag \$1.00  
Lambkin  
2 1/2 Ft. White,  
Black, Brown, Grey, EACH.  
NEW FAIR DEALING IN FURS and HOUSEHOLD ITEMS  
N. M. A. PUR CO.  
25% Disc. 139 W. 28 St., N. Y. C.

**Rotary Alarm Clock**  
It's the latest thing in alarm clocks. This modern clock is made of brass with a big, prominent user and alarmboard operators. Write for details and liberal discount. LIST PRICE \$7.50

**SILVER MFG. CO., Inc.**  
2868 ELSTON AVE. CHICAGO, ILL.

**SPECIAL—ELGIN & WALTHAM**  
WRIST WATCHES—O Size White  
K. B. New Cases, Made by Elgin & Waltham  
Watch Case Co. with strap in box  
and price list. Each \$2.75  
3/4 Size—Yellow, Lots of 3, Each \$3.00  
12 1/2, 7 1/2 Elgin and Waltham Knife Edge \$3.25  
Women, Each \$2.75; 18J Each \$3.25  
19 Size, 7 1/2 Elgin and Waltham Each \$3.25  
\$3.80; 18J Each \$3.25  
FREE—Waltham Chain with Every Watch.  
MEN'S STONE RINGS, Order \$1.00  
Special Prices for Quantity Users. 25% Disc. on  
Balance O.O.D. Sample 50¢ Extra. Send for Catalog.  
**N. SEIDMAN** 173 Canal Street,  
New York, N. Y.

**SOUVENIR**  
PRISON WORLD'S FAIR  
Fright to you. While they last! Articles, Mail  
\$1.00 in  
**MERIDIAN DISTRIBUTING CO.**  
1535 Franklin Street, Denver, Colo.  
It's not intended with intent to sell, but rather to  
attract you and you will want to see.

**PREMIUMS WITH A PUNCH!**  
**A STRIKE! BOWLING PIN COCKTAIL SHAKER**  
The flashy new sensation that bowls 'em over! Regulation size, looks like a bowling pin. Finished in highly polished chrome. Sanitary lining. Most unique premium today! Order quick!  
SPECIAL PRICE 3 or 100... **\$2.95**  
Write for Other Hot Items!  
**EVANS NOVELTY COMPANY**  
946 West Diversey Parkway, Chicago, Ill.

**BIG MONEY MAKERS! FOR THE SPRING!**  
**CAPES, BOLEROS \$4.50 & UP**  
**JACKETES & UP**  
**SCARFS**  
Amazing for value. All the latest styles. Every woman will want one. Examine Prices for Bings and Selected Operators.  
**GET IT ONCE!** No the best of your territory to sell. Mail with this great Spring line. Write for Illustrated Catalog and Price List.  
**M. REIDEL & SON,**  
243 W. 30th St., N. Y. C.

**THE Spotlight IS ON OUR NEW 1939 CATALOG**  
WILL BE READY ABOUT **APR. 25TH**  
Send for your free copy today  
CONCESSIONAIRES • PITCHMEN • AUCTIONEERS • STREET WORKERS • COIN GAME OPERATORS • PARKERS  
If you want to see the greatest array of Novelty and Concession Merchandise we've ever offered—don't fail to send for your free copy of our new 1939 General Catalog.  
**GELLMAN BROS.**  
119 NO. 4TH ST. MINNEAPOLIS, MINN.

**NEW -- SENSATIONAL**  
**Every Radio Owner Wants One**  
Cash in on tremendous public interest in recorded music. Every radio owner wants this latest marvel which plays record music through any radio without wire connection. Operates from anywhere in the home up to 60 feet from radio.  
Rush \$3.00 Deposit. Pay balance of \$1.95 C. O. D. Get started NOW and be first in the field.  
**ROYAL RADIO CO.**  
414 Superior Ave., N. W., Dept. 9  
CLEVELAND, OHIO



**BE THE FIRST WITH THE LATEST ACME BINGO — PREMIUM — SALESBOARD OPERATORS**  
BETTER BUSINESS BIGGER PROFITS  
NOW READY — FIRST RUN — HOT 1939 WINNERS  
Novelty Clocks, Lamp, Radio, Stamps, etc. New Candy Deals — Hot Shot — New Merchandise Deals. First Showing of Largest Line of Bingo Novelties.  
WRITE FOR CATALOG TODAY.  
**ACME PREMIUM SUPPLY CORP.**  
3139 OLIVE ST. ST. LOUIS, MO.

**PRICES SLASHED!**  
A GENUINE SIX-TUBE GENERAL ELECTRIC RADIO.  
Offer High Grade Premium Radios Accordingly ONLY  
Control Portable Battery Radio. Four-Tube Tray-Worry Radio. \$6.75 \$8.95  
Case \$15.95 0% + 4% + 4%  
SEND FOR FREE CATALOG **STARR CO.** 1414 S. Wabash Ave. CHICAGO.

**SCOOP! SPORT GOGGLES! U.S. FULL VISION LENS — ASPTD. COLORS — ENGRAVED FRAMES — NON-BRID NOSE REST**  
Cards, Per Doz. \$1.25 — Includes Post. and Dep.  
**BOTH CAKES — GIANT — VIVID COLORS — Doz. \$4.00**  
100 for \$3.50 — Includes Post. and Dep.  
Full Line of Cards, Cakes, Bings, National Lotions, Premiums, Salesboards, Electric Showers, Stamps, Merchandise.  
**CHAMPION SPECIALTY COMPANY, 314 W. Central St., Kansas City, Mo.**

**5000 PIECES TO CLOSE OUT**  
White or Yellow, Round, Rectangular, Toiletries. Get quality prices on request.  
**ASSOCIATED SALES AGENCY**  
BIRMINGHAM, ALA.

**WE MAKE THEM** **AUTO JOKERS** **YOU SELL THEM**  
Also Known as White Bangs or Auto Burglar Alarm. It starts, makes noise, and shoots again. The best gift you can put, that gives 3 thrills. Furthermore, you laugh until you cry.  
Now Available to You Everywhere. Samples, \$1.50 for 2 Dozen. Original \$3.00. Includes 200 mounted wires, with red, white and blue labels.  
**ILLINOIS FIREWORKS COMPANY**  
P. O. BOX 782, DENVER, ILL.

**ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS**

**BASEBALL DOLL**  
**HOT SELLING**  
Item for Baseball Centennial Year.



A hot selling prize and giveaway item, new on the market. Will be in demand by every baseball fan. Our No. B182 130 has composition head, rubber body and is divided in complete gray baseball uniform. Height, 20", individually boxed.

Each \$2.25  
Per Doz. \$24.00

25% Deposit, Balance C. O. D.  
Price F. O. B. Chicago.  
Send for Our New Catalogue 300 and 301.  
**JOSEPH HAGEN COMPANY**  
The World's Largest House.  
217 & 223 W. Madison St., Chicago, Ill.

**NOTES**  
from  
**SUPPLY HOUSES**

Wants and Offerings is a bulletin published from time to time by Premium Promotions Co. Bulletin contains a wide range of items from throw rugs to cigarette cases. Many popular numbers are listed and a supplementary list contains numerous World's Fair Hooped merchandise items. Max Levy, of Premium Promotions Co., has long been associated in the premium field and is regarded as expert in concession and other premium merchandise fields. Company will send a copy on request.

J. E. Brewer passes along this suggestion to the trade for the summer months. He says: "Rabbit your rabbit feet, fox tails and all fur novelties in camphor if you want to preserve them. All raw furs must be kept in camphor at all times to be properly preserved. Camphor has a healthy odor, and buyers have found that camphor-packed rabbit feet and other fur novelties may be kept in stock as long as is necessary and will never become moth-eaten or decayed. We pack our rabbit feet in camphor and buyers are coming to appreciate more and more how important this is." The Brewer organization has developed a number of new rabbit's feet ideas and now features several world's fair numbers.

**Shell Lamps Stage Strong Comeback in New Flashy Designs**

NEW YORK, April 18.—Concessioners who have weathered the ins and outs of the business year after year are primarily interested in items that have staying power. Is the consensus among a number of concessioners and wholesale suppliers interviewed here yesterday. "Newcomers often go in heavily for the 'fly-by-night' popularity of certain items and just as often wind up the shelves loaded with dead wood," one man commented. "The old-timers bank on numbers that have proved to be consistent sellers over a period of time."

One item that many state falls into the old reliable class is the shell lamp made of ocean shells. This item, has long enjoyed amazing popularity at resorts, parks and beaches along the Eastern Coast and even at Midwestern spots.

Some new flashy numbers are now appearing on the market which concessioners are reported to be giving the once over. One of the innovations is the use of a small neon light instead of the usual bulb. This adds considerable flash and appeal. Other models using small plaster figures portray religious scenes, Indian groups and decorative landscapes, all attractively done in colors and lighted

from below, thus achieving a striking effect. The shells are cleverly woven into the setting, adding considerably to the appearance. The New York World's Fair is likewise symbolized in a reproduction of the theme center—Trylon and Perisphere—with submerged lights which resemble searchlights.

**They Want Their Bingo**

CEDAR RAPIDS, Ia., April 18.—King Thompson, of Cedar Rapids, county attorney of Linn County, is on the spot with a lot of good voters in Marion, a thriving suburb five miles east of here and former county seat, all because he is standing pat on ordaining the lid-clamped down on bingo games. Fifty-seven business men and more than 200 citizens sent him a petition this week to allow their weekly bingo parties to continue. Thompson said the request should be sent to the State Legislature, which is now in session.

**NEW ITEMS**

(Continued from page 59)  
cases, the cases are made to hold nickels, pennies and dimes. Women will be thankful for the way these cases eliminate fumbling and groping for change, the firm states, and in addition they add a definite note of beauty to the woman's ensemble.

**Folding Basket**

With the outdoor and picnic season at hand, announcement of the Fold-Away basket made by the Midwood Mfg. Co. is timely. The basket when opened is large enough for shopping and many general uses as well as for carrying picnic lunches. Folded, it is flat and may be tucked out of the way, the firm states. Price is said to be low enough to permit item's use in almost every type of premium and prize promotion.

**Press-Kloth**

Parris-Dunn Corp. is marketing a new number which is expected to find great favor with any person who has ever scorchd a suit or skirt while pressing. Not only is all danger of scorching eliminated, but the magic cloth gives a perfect steam press. It is claimed. When moistened, the water stays on the top while hot steam is driven thru the garment, giving an expert press job. The cloth never sticks to the iron and will last for years, the company states. Number looks good for agents contacting homes and offices.

**New Item for Dems**

A new idea that spells sure profits to pitchmen and demonstrators, says Trim-Rits Co., is the combination comb and hair trimmer called Trim-Rite. It's a comb with an adjustable blade which permits the user to perform an excellent grooming job on his hair, the maker reports. Item may be used either as a comb or clipper alone by a simple adjustment. It is also said to be great for trimming children's hair or removing hair from the legs and armpits.

**FAST SPRING SELLERS**  
**ELGIN ELECTRIC SHAVERS**  
DRIY  
Guaranteed for 1 year. Five close shaves. Motor starts automatically. NEW LOW PRICE. \$48.00  
DOZEN \$7.50  
SINGLE EDGE RAZOR BLADES. 4.00  
D-Only. 1000  
DOUBLE EDGE RAZOR BLADES. 2.25  
Blue Blade. D-Only. 1000  
604 Thin Blade Double Edge Razor Blade. D-Only. 1000  
SAFETY PINS—12 Ass. Sizes to Card. Gross Cards. 1.50  
SHOE LACES—U.S.A.—27". Black. Brown and White. Gross. 30c  
SEND FOR PRICE LIST  
25% Deposit, Balance C. O. D.

**BENGOR PRODUCTS CO.**  
378 BROADWAY, NEW YORK, N. Y.

**ELGIN & WALTHAM \$2.95**

Renewed Guaranteed  
Men's Wrist Watches  
Wholesale Jeweler Since 1914.  
Send for Free Catalogue.  
25% Dep. Bal. C. O. D.  
LOUIS PERLOFF,  
789 Walnut St., Philadelphia, Pa.

**MONEY-METER SYSTEM**  
of REVENUE CONTROL  
Instantaneous audit by the patron at all times.

**BINGO OPERATORS:**  
Handle collections faster . . . increasing receipts. Amazing in accuracy and simplicity. Write for Bulletin #1 or ask representative to call.

**MONEY-METERS, INC.**  
DORRANCE BLDG.  
PROVIDENCE, R. I.

Extra Value! \$2.25 Each



No. 88 8883—Ladies' Wristwatch. Exquisitely styled 10 1/2" L. Chrome cases in assorted engraved designs with beautiful link bracelets to match. Guaranteed perfect movements. Each in attractive gift case. All-weather 500' Water and shockproof premium case. Save money NOW by ordering five watches for \$10.00.

**ROHDE-SPENCER CO.**  
223 W. Madison St. Chicago

**FRAMING A JOINT?**  
HERE'S WHAT YOU NEED

2444 Aluminum Milk Bottles, Each .85  
2444 Wood Milk Bottles, Each .85  
2444 Metal Rack Rings, Per 100 . . . 1.00  
2444 Glass Rack Rings, Per 100 . . . 1.00  
2444 Throw Cords, Gross . . . 3.00  
2444 Reach Boulder Balls, Doz. . . 1.20  
2444 Rubber Covered Balls, Doz. . . 1.20  
2444 2 Inch Wood Roll Deer Balls, Per 100 . . . 6.50

Wheels, Hubs, Rings, Handle Boxes, Cords, Case Cards, Adhesive Tapes, Etc.  
Write for Prices by Name Not Listed.  
25% Deposit With C. O. D. Orders.

**LEVIN BROS.**  
Terre Haute, Indiana.

**ELGIN and WALTHAM**  
GUARANTEED SWISS WATCHES \$2.75  
In New Cases . . . the Biggest Bargain in the Country.

**GABRIEL-IEZZI**  
218 So. 14th Street Philadelphia, Pa.

**WORLD'S FAIR JOKE ITEMS**

For either N. Y. or Franco Fair. Clear John Quid and Sovereign. Send for Special Price Catalogue. Catalogue sent when you order. Doz. \$1.00. Per Gross \$1.50. Special Sales listed below at our prices.

Spirit Shydy Finger, 40c. Graciosa Mini Glasses, 50c. World's Fair Hot Dog Business, 50c. (makes cup of instant milk to table), 50c. Spirit Magnifying Glass, 50c. Crest-Up Golf Ball 1.20. Happy Widow 10c. Party Party with Question Pictures 1.20. How to Make a Big Good Job. Rubber Glass. Why in your mind \$1.00. Ladies' Calendar 50c. 25c. Prizes with 50c. and Party reading matter on beer and truck. Red Hot Baseball Highball Glass 50c. Bell Whistle Glass 50c. Beer 1.20. Beer Bottle 1.00. Lucky Charms—Big Ass. Gr. 50c.

**MAROTEX JEWELRY CORP. 117 BEEK BOW, NEW YORK**

ADVERTISE IN THE BILLBOARD—YOU'LL BE SATISFIED WITH RESULTS

**SPECIAL** CARNIVAL BULLETIN JUST RELEASED.  
HUNDREDS OF NEW PREMIUM ITEMS AT LOWEST POSSIBLE PRICES. WRITE FOR YOUR COPY TODAY. BE SURE TO MENTION YOUR LINE OF BUSINESS.

**MIDWEST MERCHANDISE CO.**  
1011 & BROADWAY, KANSAS CITY, MO.

**KENO CARD SPECIAL**

NUMBERED 1 to 1500 . . . \$12.00  
NUMBERED 1501 to 3000 . . . 15.00

ALL CARDS PERFECT — NO DUPLICATES — SAMPLES ON REQUEST

**MULTIGRAPHIC PRINTING AND MENU CO.** 1212 Chester Avenue, CLEVELAND, O.

HERE'S AN AMAZING DIAMOND OFFER!

**GENUINE DIAMONDS**  
SET IN SOLID GOLD  
LADIES' OR MEN'S SETTINGS.  
THIS SALE IS BY APPOINTMENT ONLY.  
CASH MONEY  
HIGHEST PROFITS

**PRESS AND SONS**  
1074 CHESTNUT ST., PHILADELPHIA, PA.

ORDER BY WEIGHT  
1 CARAT DIAMOND \$16.25  
1 CARAT DIAMOND \$19.50  
1 CARAT DIAMOND \$22.50  
1 CARAT DIAMOND \$25.00  
1 CARAT DIAMOND \$27.50  
1 CARAT DIAMOND \$30.00

**DEALS**

(Continued from page 58)  
catalin top in green or ivory. Piano is fitted with a compartment to hold clothes jewelry and other small trinkets, and when top is lifted a popular or operatic melody is heard. Case has 50 holes, 1 to 25 cents, and takes in \$11.50. Two pianos are given away in addition to the Wahl Eversharp Pencils as consolation. A Hammond Empress Blue Mirror Electric Clock with concealed alarm is offered as a choice for those who might prefer the latter to the piano.

**HAPPY LANDING.**

**OPS PICK**

(Continued from page 58)  
tops this summer are a large variety of sporting equipment. Accent is being put on fully equipped fishing tackle boxes, but some ops are also working badminton sets and tennis racquets.

Those ops who put out deals in May to cash in on demand for gifts which graduation time always creates state that they'll be pushing the conventional wrist watch for women and both wrist and pocket watches for men. Watches have appeared in many novel forms dur-

ing the past few months, however, and it is quite possible that some of the boys will be using them on small card deals.

De luxe picnic sets designed to look like a piece of fashionable luggage and equipped with complete sets of dishes and cutlery for six or eight people should prove to be another reliable hot-weather item. Cabotine raincoats, in the opinion of some ops, are also due to make a comeback. About five years ago these coats were hot on deals in all parts of the country. Perhaps the time is ripe for them to stage a repeat performance.

**BINGO BUSINESS**

(Continued from page 58)  
winter beard it slows things down and hurts the take. Besides showing each number clearly, the boards have flash and eye appeal.

WHY DON'T YOU think who are expecting to hit the road soon drop your line and say how things are going?

**FLASHLIGHTS**

(Continued from page 58)  
Special flashlight having considerable home appeal. Klow-Lite is a portable flash that turns on and off by means of a pull cord. An all-metal unit, it may be carried about the house for use in dark attic or cellar and is a great help to the housewife. Weighs a few ounces and uses standard dry-cell batteries.

# PITCHMEN

A department for Pitchmen, Demonstrators, Novelty Salesmen, Medicine Showmen, Agents, Streetmen and Others.

by **BILL BAKER**

(Cincinnati Office)

**DOC GEORGE BLUE**... Kansas City, Mo.: "This town is closed tight if you did not vote here at the last election; but otherwise everything is open. Doc Reed works High street and a number of the boys are working everyday and all look prosperous. Kid Carrigan, the shoe-string king, has made shoe-string selling an art. He has his own machine to make the strings."

**ARE YOUR** feet beginning to itch for the road?

**JUST BLEW INTO**... from Sacramento, Calif., pens Eugene Fredette, "and found it in pretty bad shape. Pitchmen were lined up on Walnut street Saturday like on Maxwell street, Chicago, on a Sunday. I will be operated on in a couple of weeks; then I'll go to New York."

**HARRY CHIEF SUMMERS** of Ponard, Minn., will hit the road soon with his free act.

**CHIEF TWOHOUSE** is reported scoring in Kentucky with his Indian Show. Jim Bear gets his share of attention with his whips and comedy act. "While in Hartford, Ky.," writes the Chief, "I had the pleasure of meeting Mr. and Mrs. Eddie Jarbo, well known in carnivals and circuses at one time. They now have a home in Hartford and will join some organization this year, then retire to take life easy."

**CURRENT INQUIRY:** "Which way you gain this spring?"

**W. S. (DAD) PARKER** who put his kister away in 1928, during his 50 years as a vagabond pitchman worked nearly every town and whistle stop in the 48 States. "How many remember the old commercial hotel with a bowl and pitcher, room and three meals a day for \$1, and a pitch-tube on the mesa," he asks. "The main stem was two blocks long with only a dozen people in sight. But for two bits you could get a buggy at the livery barn, roll it down to the spot where the reader was \$1 a day, tie the Baker Burner to the wheel, get out the banjo, give them The Bird in the Gilded Cage or Two Little Girls in Blue and there was your tip. Where they came from was a mystery. You did your stuff and turned the spot to a good

pass-out, sang one more song, rehearsed, and went back to the hotel, as everyone was apt at 9 o'clock. If you happened to meet one of the past masters, how you could cut up the jackpots. I guess it's the same now, but no prospects to get. The greatest thrill of my yearly life on the road was vagabonding. The 5-and-10 cut off the alum and stationery packages and the pictures and gas tuggies run off the tips. Doorways and stores are no places for those who call themselves pitchmen. I'm an oldtimer, but perhaps the modern streamliners might tell me I'm not too old to learn. To my notion, Big-Foot Wallace was tops in those days, and there's nothing like him today. Remember Amos Mathews with his figures, Slim Hunter with ballscopes and look-books, Uncle Felle Ellsworth and Bob Meyers with gamsing, Texas Tom and Andy Voight with toothpowder, and Bill Davies, who made a fortune with gem song?"

**WON'T BE LONG** now until the migratory lads and lassies will be back on the road.

**TOBY JOHNSON** is making the sales around Waco, Tex., awaiting the opening of the Roy E. Fox Show, on which he will do comedy. Says he enjoyed E. L. Kiehl's article in the Spring Special.

**DOC BELL** is reported to have left Waco, Tex., recently for Sherman, Tex.

**BOB POSEY** squibs that weather in Muncie, Ind., is still a little cold for outside pitches, but that he's getting small amounts. He'd like to read pipes from Montana, North Dakota, Idaho, Utah and from Bob and Les Childs and Chick Denton.

**TRIPOD OPININGS:** "We remember when fake arguments between two pitchmen attracted the attention of natives, resulting in increased business for the experts of tripod and kister fraternity. Nowadays the local citizens are not so chumpified and usually give with a will the gaffaw."

**STANLEY NALORBIT** opened in Omaha April 17 for four weeks.

**JACK PAUST** has been out of things for the last five years due to a nervous collapse and gen-

## Look What's Coming!

A Series of Articles Entitled

### "Pitchmen's Rights as Citizens"

No Itinerant Merchant Can Afford To Miss It—  
Starts in May 13 Issue of The Billboard

What is the lawful and real nature of Pitchmen's taxation?  
Do "foot-loose" itinerant merchants pay taxes?  
Can a Pitchman be convicted and sent to jail unless he pays an exorbitant reader rate?  
Who has the priority right on the street, the Pitchman or the automobile?

These and many other questions of paramount importance to all who sell will be answered in a series of articles in The Billboard. The author, E. L. Kiehl, is well known in demonstrating pitch circles throughtout the nation.

The first article of the series, entitled "Pitchmen's Rights as Citizens," takes one back to the days of the Yankee Peddler, America's first itinerant ambassador of commerce, of whom pitchmen and demonstrators today are the echoes. It will appear in The Billboard dated May 13. Other installments will be published periodically.

Do not miss a single installment. Be able to intelligently discuss your inalienable rights as Citizens!

Starts Your Own **DOUBLE PROFIT** SOCIAL SECURITY and 25 other Name Plates

Write for **NEW 1939 FREE CATALOG!**

COMPLETE NAME PLATES AND STAMPING MACHINES

**THE IDENTIFICATION CO.**  
1 World's Largest Distributor of Name Plates and Stamping Machines  
1880 Broadway, New York City

**NEW WORLD'S FAIR MODEL**  
July Oct. The Pen of Tomorrow.  
Sample Set 50c.

**PEARL PLUNGERS, \$18.00 Gross**  
PENS • PENCILS • COMBOS.  
**JOHN F. BULLIVAN**  
42 Broadway, New York City.

**NEW CATALOG!**  
Incorporating latest, but selling Carved and Whitestone Rings, Lockets, Crosses and Engravers' Jewelry. Send for FREE CATALOG, or \$2.00 for samples.

**Majestic Bead & Novelty Co.**  
307 Fifth Ave., N. Y. C.

Manufacture a Complete Line of Fountain Pens, Mechanical Pencils and Gift Sets.

**SOUTHERN PEN CO.**  
Manufacturers Since 1913.  
25 W. Union St., Dept. "F", Petersburg, Va.  
Wholesale \$1.00 for Samples. Prompt Shipments.

**ELGIN & WALTHAM**  
REBUILT WATCHES \$1.75

7 Jewels 18 Size, in S. M. Engraved Cases, etc.

Send for Price List, Money Back if Not Satisfied.  
**CREDIT CITY WATCH MATERIAL CO.**  
113 N. Broadway, St. Louis, Mo.

**UNDERWOOD**  
PENS • REBUILDS • COMBOS.  
BUY DIRECT FROM MFRS.

For Better Quality Pens See  
**GRODIN PEN CO., 683 Broadway, New York City.**

**REX HONES** Now Less Than 3¢ Each  
\$4.25 a Gross

Send \$1.00, Ref. C. O. D., plus Postage.  
Each Honer in baby effect with sharp blade of good quality. Guaranteed dispenser for 15 minutes. Honer very safe and easy to use. **ACT QUICK. REX-HONE MFRS., 1500 West Madison, Dept. B-4, Chicago, Ill.**

**BEST DEMONSTRATION PEN**  
Genuine \$1.00 Eye-Ink Water Pen.  
Patent No. 1603385

The only simple, reliable Water Filling Pen. Nothing to take apart—fills the mechanical pencil. First quality Pearl Black.  
\$3.00 PER DOZ. SAMPLES \$1.00  
**ARGO PEN-PENCIL CO., INC.**  
220 Broadway, New York, N. Y.

**SOCIAL SECURITY PLATES**  
Over 40 million buyers. Universally wanted. Many families, some thousands pay for a money order. Subscribers and agents ready to sell or part them. Also new plan tells how to employ others to work for you. No money needed, we start you in business. No experience necessary. Don't wait. Act now. Free catalog. **FEDERAL NAME PLATE CO., 287 Broadway, New York City, Dept. (B-4).**

**WORLD'S FAIR SPECIAL NOW READY.**  
Fountain Pen, Ballpoint Pen, Combs and Gift Sets. Lowest Selling Pen in the Market.  
"It's All in the Penpoint!"

**JAS. KELLEY, The Fountain Pen King.**  
487 Broadway, New York City.

**MEDICINE MEN**  
Order today for new catalog of Tonics, Oil, Balms, Gels, Tablets, Herbs, etc. Low prices—rapid shipping.

**GENERAL PRODUCTS LABORATORIES**  
Manufacturing Laboratories  
197 E. Spring St., Columbus, Ohio

**OAK-HYTEX BALLOONS**  
**TOSS-UP ASSORTMENT**

Think of it! The five popular novelties shown here, gathered together in one great money-making assortment. It's your chance to make a clean-up. Grab it!

Sold by Leading Jobbers

**The OAK RUBBER CO.**  
Raymond, Ohio

Pacific Coast Branch  
734 South Los Angeles St., Los Angeles, Calif.

**DREXEL BLADES**  
Buy Direct From the Manufacturer.  
Billions of DREXEL Sold in 1938.  
50 Million Will Be Sold in 1939.  
Send 10c for Samples.

**DREXEL BLADE CO.**  
184 W. 32d Street, New York City.

**A Pen That Serves as Well as It Sells**  
It's the new Drexel Utility Pen. Just one of our 500 Styles. America's finest, best priced pen and pencil. Write now for our catalog and lowest price list.

**STARR PEN CO.**  
Dept. B-3, 300 W. Adams St. - CHICAGO.

**DEANE'S D. E. BLADES**  
FINEST SWEDISH SURGICAL STEEL.  
Every Blade Unconditionally Guaranteed.

IN DISPLAY CARTON (20 Pens 5 1/2"), 100, 400 OR DISPLAY CARDS (20 Pens 5 1/2"), 100, 400  
Send \$1.00 for 1 Carton and 1 Card (200 Blades). All shipping charges prepaid and including 25 FREE Sample Blades.

**DEANE BLADE CO., 182 West 32d St., New York City.**

**Big Profits!**  
Own your own business, operating in 5, 10, 15, 20, 30, 40, 50, 60, 70, 80, 90, 100, 110, 120, 130, 140, 150, 160, 170, 180, 190, 200, 210, 220, 230, 240, 250, 260, 270, 280, 290, 300, 310, 320, 330, 340, 350, 360, 370, 380, 390, 400, 410, 420, 430, 440, 450, 460, 470, 480, 490, 500, 510, 520, 530, 540, 550, 560, 570, 580, 590, 600, 610, 620, 630, 640, 650, 660, 670, 680, 690, 700, 710, 720, 730, 740, 750, 760, 770, 780, 790, 800, 810, 820, 830, 840, 850, 860, 870, 880, 890, 900, 910, 920, 930, 940, 950, 960, 970, 980, 990, 1000, 1010, 1020, 1030, 1040, 1050, 1060, 1070, 1080, 1090, 1100, 1110, 1120, 1130, 1140, 1150, 1160, 1170, 1180, 1190, 1200, 1210, 1220, 1230, 1240, 1250, 1260, 1270, 1280, 1290, 1300, 1310, 1320, 1330, 1340, 1350, 1360, 1370, 1380, 1390, 1400, 1410, 1420, 1430, 1440, 1450, 1460, 1470, 1480, 1490, 1500, 1510, 1520, 1530, 1540, 1550, 1560, 1570, 1580, 1590, 1600, 1610, 1620, 1630, 1640, 1650, 1660, 1670, 1680, 1690, 1700, 1710, 1720, 1730, 1740, 1750, 1760, 1770, 1780, 1790, 1800, 1810, 1820, 1830, 1840, 1850, 1860, 1870, 1880, 1890, 1900, 1910, 1920, 1930, 1940, 1950, 1960, 1970, 1980, 1990, 2000, 2010, 2020, 2030, 2040, 2050, 2060, 2070, 2080, 2090, 2100, 2110, 2120, 2130, 2140, 2150, 2160, 2170, 2180, 2190, 2200, 2210, 2220, 2230, 2240, 2250, 2260, 2270, 2280, 2290, 2300, 2310, 2320, 2330, 2340, 2350, 2360, 2370, 2380, 2390, 2400, 2410, 2420, 2430, 2440, 2450, 2460, 2470, 2480, 2490, 2500, 2510, 2520, 2530, 2540, 2550, 2560, 2570, 2580, 2590, 2600, 2610, 2620, 2630, 2640, 2650, 2660, 2670, 2680, 2690, 2700, 2710, 2720, 2730, 2740, 2750, 2760, 2770, 2780, 2790, 2800, 2810, 2820, 2830, 2840, 2850, 2860, 2870, 2880, 2890, 2900, 2910, 2920, 2930, 2940, 2950, 2960, 2970, 2980, 2990, 3000, 3010, 3020, 3030, 3040, 3050, 3060, 3070, 3080, 3090, 3100, 3110, 3120, 3130, 3140, 3150, 3160, 3170, 3180, 3190, 3200, 3210, 3220, 3230, 3240, 3250, 3260, 3270, 3280, 3290, 3300, 3310, 3320, 3330, 3340, 3350, 3360, 3370, 3380, 3390, 3400, 3410, 3420, 3430, 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U. S. G. Strength and Quality.  
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**THE MAR-O-VEL COMPANY**  
267 E. Broadway, Oshkosh, Wis.



# Thrill Theme Of Chi Circus

B-C Stadium show opened to big crowd—most acts tops and ten work solo

CHICAGO, April 19.—Herded in the publicity as a European importation, the so-called Greater European Olympic Circus produced by Barnes-Carruthers at the Chicago Stadium had a splendid opening last night. The huge auditorium was about half-filled (seating capacity is 18,000) and the performance, a long and varied one, was remarkably smooth for an opening night, especially considering the fact that the producers are experienced men. Show ran until near midnight, but probably will be shortened in a few days. It was a pleasing performance throughout. Most of the acts are tops in their field and they are divided about equally between well-known circus acts and acts that have been familiar on the fair circuits for years.

Performance is given in one ring and on two stages, with several of the thriller acts spotted at ends of the auditorium. Thrill is the theme throughout, and it is doubtful if so many thrillers have ever before been gathered together in one show. At least 10 acts work solo.

In keeping with the European circus idea there is a 15-minute intermission in the show.

### The Performance

Show opens with a grand entry, led by Mrs. Rudy Rulynoff, that compares favorably with those of established circuses. Costuming is lavish and colorful. The customary band was missing from the entry, there having been some trouble with the local musicians' union over the number of men to be used, and a band picked up and played from the audience. Performance started with comedy sketches—the Four Krantons, Willis and Darny (Victoria and Bobbie), and Smiley and Smiley, finishing with table rocks. The Great Rayno (Ray Goody) and Gauchon (Harrie Weber) presented foot aldes, and the first thriller was Costica (Florescu) in a giant teeth swing that held the audience breathless. Powers' Elephants, one of the best trained groups in the country, got laughs with their familiar ball game, barber-shop act and military number. Three Chinese groups, the Wong Troupe, Shanghai Troupe and Wen Hai Troupe, offered a fast-moving potpourri of tumbling, contortion, plate spinning and juggling. Over the two stages Harold Vaise's comedy aerial bar acts did an excellent job in both straight and comedy work. Second thriller was the

(See THRILL THEME on page 64)

**PAOLI, IND.**  
**American Legion Celebration**  
JUNE 26 - JULY 1  
RIDES BOOKED.  
SHOWS AND CONCESSIONS WANTED.  
Write WILLIAM QUALKINBUSH.

**WANTED**  
ATTRACTIONS — GAMES — MIDGET AND ANIMAL SHOWS FOR  
NEW GALLERIE FIRE DEPT.'S IN CONSECUTIVE CARNIVAL.  
JULY 10-15  
Write A. A. FURETTI, Springfield, Mo.

**WANTED**  
Update Shows or Carnival During Our Three Day  
FIFTY YEAR CELEBRATION  
Unless Your Show is Too Big to Use It.  
E. M. SEYERSON, Gen. Observer,  
50th Anniversary Celebration, St. Paul, Minn.

**WANT MORE REVENUE**  
for  
**YOUR ORGANIZATION?**  
Read  
**"BINGO BUSINESS"**  
A Column About Bingo in the  
**WHOLESALE MERCHANDISE**  
Department  
**THIS WEEK and EVERY WEEK**

# Sponsored Events

Veteran, Lodge and Other Organization Festivities

Conducted by CLAUDE R. ELLIS  
(Communications to 25 Opera Place, Cincinnati, O.)

## H-M Ishmailia Shriners' Show In Record Sale

BUFFALO, April 18.—Hamid-Morton Ishmailia Shrine Temple Circus, which opened in Broadway Auditorium here on April 10, had record attendance the first three days and sponsoring officials reported all seats sold for remainder of the week.

Weather was bad on opening night. Henry P. Bronkie and Major Ed G. Ziegler were on the committee. Bob Morton handled press, directed the show and acted as emcee. Joe Baile's Band played the date.

Among acts in 23 displays were Dorothy Bartlett, Johnny Jones, Miss Canestrellis and Genders, riding; Joey Lewis, Conistrella and Lavinia Girls, trapeze; Eppola's tigers; Toroll and Christy's dogs and ponies; Ivo Albanis; Laddie Lamont, comedy ladder; Billy Pale and Conchita, perch pole; Moran and Wiser, Indian clubs and boomerang throwing; Orest, Peters, upside-down walking; Christy's elephants and Liberty horses; Waldanda Troupe, tight wire; Hunsford Family, riding; Lavinia Girls and Romas and Romas, trapeze; Olga Petroff, acrobat; Victoria Family, cyclists; Peedles Flying Campbell, Art Concello and Four Comets, trapeze; Joe Lewis, Jimmy Davidson, Billy Rice, James and Johnny Murphy, Joseph and Poldor, clowns.

## Florida Event Is Winner With Midway and Free Acts

PANORAMA, Fla., April 18.—John B. Davis, owner of Southern States Shows, reports his attractions played the successful five-day 10th annual Everglades Fair and Bean Carnival ending here on April 1. Sponsored by the American Legion Post, event got off to a slow start but picked up momentum during the week. G. T. Santia, secretary-manager, and the committee were pleased with results.

On the midway were 6 rides, 6 shows and 20 concessions, including a ball game operated by Mrs. Barney Tussell and a vaudeville show on which Barney Tussell was walker. Free acts were Harry Proboas, swaying pole, and Jack and Delores Coddino, knife throwing, rope spinning and whip cracking.

## With New Haven Bill Set

NEW HAVEN, Conn., April 16.—Talent for Frank Wirth's Circus playing New Haven Arena for six days under auspices of Knights of Columbus will include Adele Nelson's Elephant, Rubin Costang's Hollywood Chimps; Four American Eagles, wire act; Emerald Sisters, acrobats; Shanghai Wing Troupe; Nelson and Nelson, still acrobats; Picchiani Troupe; Veterboard; Janet May, acrobat; Great Charles Troupe, trapeze, and Harry Rittley, chair balancing.

## Attractions for Pa. Event

HYNDMAN, Pa., April 15.—James S. Mason has again been engaged as director of the six-day Home-Coming Celebration here under auspices of the Playground Association and Volunteer Fire Department. Stewart Wachtler's Penn State Shows, midway attraction at last year's successful event, have again been contracted, and George A. Hamid free acts will be booked. Other attractions will be prize parades, contests, giveaways, donkey baseball game and public wedding.

B. A. JOLLY reports his Seccatum Park rides have been booked for the annual three-day Bettville (O.) Home-Coming and Street Fair under auspices of the Volunteer Fire Department. Free acts and band concerts will be nightly features. C. P. Jobinett was elected secretary and will have charge of concessions.

## "From Answers Received"

HYNDMAN, Pa., April 15.—We celebration directors would be in a hole if it weren't for The Billboard. Our first spring advertisements brought nearly 100 letters from working acts, shows and concessions and we are lining up acts from the answers received. Thanks to The Billboard for making successful celebrations possible, thereby making successful showmen—and heaven knows the profession can use them!—JAMES S. MASON, director Hyndman Home-Coming Celebration.

## Midway Features Receive Indorsement for Pa. Event

EMPORIUM, Pa., April 18.—Indorsed by civic organizations and business men, a midway in the business center, including five rides and free acts, will be featured during Old Home Week here under auspices of the American Legion Post, Fire Department and Band Association. Frank Egan was again named general chairman, with Arthur Hill heading advertising and publicity committee.

There will be three parades, and prizes will be awarded bands, drum corps, American Legion posts, firemen organizations and ladies' auxiliaries. Days have been set aside for American Legion members and firemen to hold conventions, and final day, Boy Scout Day, will feature Scout demonstrations.

## Shorts

BONETT BROTHERS, balloonists, have been booked as free attraction at the two-day Barton (Vt.) Celebration, reports C. C. Bonette.

MIDWAY attractions and pageant staged by John B. Rogers Producing Co. will be featured at three-day Outcrop (O.) Centennial and Home-Coming, reports J. Herman Allinger.

FIREWORKS will be featured at a two-day Wellsboro (O.) Home-Coming Celebration under auspices of American Legion Post and firemen. Prizes will be awarded and there will be a parade and drum and bugle corps contest.

OFFICERS elected by the Chamber of Commerce, sponsor of the two-day celebration in McCamey, Tex., were P. L. Brown, chairman of entertainment committee, and Victor F. Baron, merchants' committee chairman.

JOHN B. ROGERS Producing Co. will stage a historical pageant during the three-day Centennial and Home-Coming Celebration in Quincy, O.

SHOWS, rides, concessions, free acts and special events are planned for the three-day East Palestine (O.) Home-Coming Celebration under auspices of the Civic and Industrial Association.

W. O. (BILL) FLEMING, Buffalo, N. Y., advises that he is not the Bill Fleming connected with Mel Sober in promotion of sponsored events in Pennsylvania, story of which appeared in The Billboard dated April 15.

**WANTED**  
FREE ACTS, HEADLINE STUNTS AND CONCESSIONS FOR  
**JULY 4TH CELEBRATION**  
(Orant and K. O. Shows Already Booked for Week of July 3rd-5th)  
Write RALPH G. BROKER, Jr.,  
Secretary Chamber of Commerce, BULLHEAD, Ill.

**WANTED**  
FOR FIREMEN'S CELEBRATION  
Week of July 12th.  
RIDES — AMUSEMENTS — CONCESSIONS  
AS OPEN.  
Write ELMER URDINE, 1520 Kearsy, Ind.

# ACTS WANTED

For National Home Show

Week of May 22

Can use few high-class demonstrators of Household Appliances. Address REAL ESTATE BOARD, EDWIN N. WILLIAMS, Managing Director, 820 Union St., New Orleans, La.

# WANTED

CARNIVAL OR SHOWS AND RIDES

for  
BIG ANNUAL JULY 4TH CELEBRATION

Fair Grounds Algona, Iowa  
E. L. VINCENT, Secretary

# Wanted Shows, Rides, Concessions

for 3d Annual Kettlecake Derby and Bathing Beauty Contest  
No Percentage or Reservations Taken. Musicians treated on terms in previous location. Will sell ride a circus. Big fireworks on last night.  
JUNE 1-3-5. McCAMEY, TEX.  
P. L. BROWN, Secy., Gen. Chamber of Commerce.

# Small Carnival Wanted

American Legion Celebration  
JUNE 5 TO 11  
E. N. MUSEHL  
Chairman Outdoor Activities, Placerville, Wn.

# Carnival Wanted

WELLSBORO, PA. — WEEK OF JUNE 22  
Day Dates include State Laurel Festival  
Write to  
LARRY WOODIN, Publicity Director  
Wellsboro, Pa.

# WANTED RIDES and ACTS

ALERT FIRE CO. FAIR,  
June 30 to July 5, Downingtown, Pa.  
Wm. BARRETT, Chairman.

# WANTED

LEGITIMATE CONCESSIONS FOR  
STREET FAIR  
AT WAVELAND, IND., JUNE 24-19.  
RIDES ARE BOOKED.

# WANTED CARNIVAL

SHOWS RIDES  
For Centennial Home-Coming and John B. Rogers Present. May 23, 26, 27. Write  
J. H. ALLINGER, Outcrop, Ohio.

DIG FIREMEN'S CARNIVAL 1 Honeoye, N. Y., July 23, 24, 25. Always a good spot. This year larger than any with plenty of space. Nothing within 40 miles to compare. Free spending, late report crowd, strictly clean—children very clean. Mrs. write. This crowd appreciates quality and goes for the best and unusual. Don't call by wire, but write back letter, taking with you here and what you usually see. Address  
LOU CLIVER, Box 432, Arva, N. Y.

# CARNIVAL WANTED

Free Acts.  
JULY 2nd to 5th INCLUSIVE.  
Circus wanted for 3rd week in May. Free Home-Coming.  
Contact R. A. WAGNER, Address, American Legion, Willow Springs, Mo.

# ELMER REUNION

AUGUST 1938-1939.  
Available Carter (Spokane) Pacific American Legion.  
WANTED.—Helen, Missouri, Concordia, Mo.  
Write JAMES A. BARRETT, Secy., Elmer, Mo.

# Wanted Carnival

FOR 1ST AND 2nd DISTRICT CONVENTION,  
V. P. W., JUNE 17-19, WATERSVILLE, MINN.  
HILLER G. TEFF, Convention Chairman.







Ciney Coney Facing Second Flood Threat of This Year

CINCINNATI, April 17.—For the second time in three months, officials of Coney Island here had to enlist ajerew to take all movable equipment from the park due to rising flood waters of the Ohio River. Heavy rains during the past week brought the river stage to about 63 feet early today and a 65-foot stage was predicted.

Yesterday motors were dismantled and other movable equipment was taken to higher ground. Equipment had been brought to the park following the February flood in preparation for the park's opening on May 20. Water reached the rear of the park early this morning, covering ground beneath the Wildcat.

Local officials stated that little damage will be done. They believe the 64-foot level will not be reached, since water was rising slowly today.

ROUTES

(Continued from page 23)

Marion, Eddy (Dude Ranch) ...
Morion, Ray (Rainbow Room) NYC, no.
Muriel, Mild (Crown Cafe) NYC, no.
Murphy, Dean (Orpheum) Memphis, T.
Murphy, Jerry (Le Coq Rouge) NYC, no.
Murray, Alan (Old Roumanian) NYC, no.
Murray, Jan (Melody Club) Union City, N. J., no.

N

Nathan, Fred (Garden) New Haven, Conn., h.
Nathalie & Howard (Columbia) Chi. h.
Naughty Cousins of Song The (Lookout House) Covington, Ky., no.
Nazaroff, Iasha (St. Regis) NYC, h.
Nesbitt, Evelyn (Alhambra) Chi. h.
Nicholson, Jane (St. Regis) NYC, h.
Nikogorov, Yasha (Russian Kretchma) NYC, no.
Nolan, Bert (Singer) Chi. h.
Nolan & Nolan (Village Barn) NYC, no.
Nolan, Nino (La Marquise) NYC, no.
Norman, Mary (Bedford) Brooklyn, no.
North, Harriet (Club Alhambra) Chi. h.
Novak, Wilma (Butler's Ye Old Tap) NYC, no.
Noy, Alpa (Crown) NYC, no.

O

Oakes, Jimmy (Club Tivoli) Juarez, Mexico, no.
O'Connor Bros. & Sinclair (RKO Boston) Boston, T.
O'Day, Anita (Off Beat) Chi. h.
Ody, Mel (Elmwood) Chi. h.
Oldfield, Emmet (Elmwood) Milwaukee, T.
Oler, Nina (Alhambra-Madrid) NYC, no.
Ortega, Eva (St. Regis) NYC, h.
Ortega, Rosita (Alhambra-Madrid) NYC, no.
Osterman, Bob (Little Club) NYC, no.
Owens, Marianne (Le Ruban Rouge) NYC, no.

P

Paley, Nellie (Gallant's) NYC, no.
Palmer, Gladys (Rose Bowl) Chi. h.
Palomo, Humberto (Rainbow Room) NYC, no.
Paloma, (Whirling Top) NYC, no.
Pank, Frank (Pal) Chi. h.
Parker, Ray (Neil House) Columbus, O., h.
Parker, Murray (Berkeley) Brooklyn, no.
Parker, Bobby (Piano) NYC, h.
Patriola, Tom (Diamond Horseshoe) NYC, no.

Paul, Fred (Garden) New Haven, Conn., h.
Paul, Johnny (Crisis Cafe) NYC, no.
Paul, Phil (Lookout House) Covington, Ky., no.
Pauline, Ceclina (Club Tivoli) Juarez, Mexico, no.
Pauline, Nina (Russian Kretchma) NYC, no.
Pedro & Dolores (Barlem Casino) Pittsburgh, no.
Pedro & Lola (44th St.) NYC, T.
Pedro & Dolores (Cafe Madrid) Chattanooga, no.
Peggy & Camille (Orpheum) Memphis, T.
Peggy, Mack (350 Club) San Francisco, no.
Perry, Katherine (Cotton Club) NYC, no.
Perry, Ben (Palumbo's) Phila., no.
Petry, Cecelia (St. Regis) NYC, h.
Phillips, Jimmy (Hills Day) NYC, no.
Pickens, Jane (Piano) NYC, h.
Pierce, Burton (Drake) Chi. h.
Pierce & Ed (Madcap Magic) Miami, Fla., no.
Pittsford, 191; Pashaud 20.

Pierce's, Jack, Radio-Jamboree (Floyd) Floyd, no. 18; (Brooklyn) Brooklyn 18; (Stuart) Stuart 20; (Lynch) Lynch, N. C. 21-22; (Hawsett) Hawsett, Va., 24-25.
Pierce & Pauline (Hawaiian Gardens) San Jose, Calif., no.
Piano, Mark (New Yorker) NYC, h.
Pineau, Beat (Little Club) NYC, no.
Pinsky, Patty (Backstage Club) Union City, N. J., no.
Ponjab (Expo.) San Francisco.

Q

Quentmeyer, Bill (Gay Nineties) NYC, no.
Quinn, Johnny (St. Regis) NYC, no.

R

Radio, Ace, Three (Beverly Hills) Newport, Ky., no.
Raines, Evelyn (Midnight Sun) NYC, no.
Rambos, Esther (Bradford) Boston, h.
Ramsey, Clay (Abus) Cincinnati, h.
Randall, Stella (Pal) Chi. h.
Randolph, America (Black Cat) NYC, no.
Randy, Bob (Med. Cabaret) Indianapolis, no.
Rane, Victoria (Russian Ark) NYC, no.
Ray, Jill (Chateau Moderne) NYC, no.
Ray, Joey (Village Barn) NYC, no.
Ray & Naldi (Ches Parer) Chi., no.
Raymond, Bill (Wonder Bar) Union City, N. J., no.
Reed, Ellen (Barney Gallant's) NYC, no.
Reed, Mona (Walton) Phila., h.
Regas, Belle (Cotton's Cafe) Brooklyn, no.
Reich, Eric (St. Regis) NYC, h.
Reyn, Dick & Dot (State-Lake) Chi. h.
Reynolds, Ginger (H-H-H) Bayonne, N. J., no.
Reynold, Milla (Radio Frank's) NYC, no.
Reynolds, Herb (Palumbo's) Phila., no.
Reynolds, Helen, Skaters (Palace) Columbus, O., h.
Rhodes, Doris (Strand) NYC, T.
Rhythm Rockets, Sixteen (Capitol) Washington, D. C., T.
Rice, Renny (Chicago) Chi. h.
Robber & White, (Drake) Chi. h.
Robin, Betty (Columbia) Chi. h.
Robins, A. (Earl Carroll's) Hollywood, no.
Robinson, Bill (Cotton Club) NYC, no.
Rod Rigo & Francine (Book-Cadillac) Detroit, h.
Rogers, Roy (Columbia) Chi. h.
Rolickers Trio (Spencer) Marion, Ind., h.
Romany Three (Viel House) Columbus, O., h.
Romana, Aerial (Shrine Circus) Pittsburgh, no.
Romana & Serila (Ambassador) NYC, h.
Rom, Harry (Columbia) Chi. h.
Rom, Emma (Royal Pines) Lake George, N. Y., no.
Romola, Jennie (300 Club) Chi. h.
Rosa, Neader Al (Wonder Bar) NYC, no.
Rosa, Shirley (Fox) Phila., T.
Rosa, Geraldine (Midnight Sun) NYC, no.
Roth & Shay (Annart Cabaret) Munchen, Germany.

S

Saunders, June (Larry's Wonder Bar) Union City, N. J., no.
Sawland, Adele (Elysee) NYC, h.
Saxonyettes, The (Pal) Chi. h.
Saw, Jill (Chateau Moderne) NYC, no.
Sawyer, Rogers & Mieling (Hollywood Beach) Hollywood, Fla., h.
Sawyer, Whitwinds, The (Leon & Eddie's) NYC, no.
Sawyer, Ray (Beverly Hills) Newport, Ky., no.
Sawyer, Betty Ann (Parkins Club) Kansas City, Mo., no.
Sawyer, Maybelle (Hawing Club) NYC, no.
Sawyer & Parrar (Chateau Moderne) NYC, no.
Sawyer, The (State-Lake) Chi. h.
Sawyer, Jimmy (Commodore) NYC, h.
Sawyer & Kaye (Lobby Cafe) Juarez, Mex., no.
Sawyer Sisters (350 Club) Chi. h.
Saint Clair, Bill (Penitence) NYC, no.
Sakobsky, Simeon (Russian Kretchma) NYC, no.
Saunders & Gerland (Mayfair) Kansas City, Mo., no.
Sava, Marcella (Casino Royal) NYC, no.
Savoy, Harry (RKO Boston) Boston, no.
Sawyer, Fritz (Diamond Horseshoe) NYC, no.
Sawyer, Ann (Overly's Gumption) NYC, h.
Sawyer, Edna (New Yorker) NYC, h.
Sawyer, Anna (Kenmore) Syracuse, h.
Sawyer, Oliver (Half Moon) Brooklyn, h.
Sawyer, Val (RKO Boston) Boston, T.
Sawyer, Eddie (Corktown Tavern) Detroit, no.
Shannon, Terry (Jimmy Kelly's) NYC, no.
Shaw, Ralph (Holland) NYC, h.
Shaw, Bert (Belmont-Place) NYC, h.
Shaw, Esther (Lexington) NYC, h.
Shaw, Rita (Radio Frank's) NYC, no.
Shaw, Miriam (Edison) NYC, h.
Shaw, Hunter & Olive & George (350 Club) Boston, T.
Sherman, Gene & Co. (Strand) NYC, T.
Sherman, George (Penitence) NYC, no.
Shore, Wilma (Rose Bowl) Chi. h.
Shipstead, Roy (Pañ-Pacific Rink) Los Angeles, h.

Silver Star Band (Whirl) NYC, no.
Simpson Sisters (St. Regis) NYC, h.
Smart, Dick (Felix's) Boston, NYC, no.
Smyth, Jerry (Top Hat Club) Union City, N. J., no.
Smoochies Three (Belmont-Place) NYC, h.
Son & Sonny (Cotton Club) NYC, no.
Spanner, Jack (Broad) Cabbosh, Wis., h.
Spaulding, Marie (Armstrong's) NYC, no.
Spivy (Tony's) NYC, no.
Spencer, Louise (State) NYC, h.
Sperry, Carol (Show Bar) Forest Hills, N. Y., no.
Steel, John (Butler's Ye Old Tap) NYC, no.
Steel, Fred (Madison Sun) NYC, no.
Stephens, Mildred (Merry-Go-Round) Dayton, O., no.
Stewart, Daily (300 Club) Chi. h.
Stewart, Bonnie (Palumbo's) Phila., no.
Stewart, Harry (Duke Mansard) NYC, no.
Stewart, Freddie (State-Lake) Chi. h.
Stewart, Edwin (Lyric) Indianapolis, T.
Stewart, Richard, with Flora Lee (Ohio Villa) Cleveland, no.
Sullivan, Lee (Paradise) NYC, no.
Sullivan, Fred (Village Barn) NYC, no.
Susan & Christine (Leon & Eddie's) NYC, no.
Sutherland, Ann (350 Club) San Francisco, no.
Sutter, Charley (Walton) Phila., h.
Suzanne & Christine (Leon & Eddie's) NYC, no.
Swanson, Abbie (Le Mirage) NYC, no.
Sylvia & Christine (Casa Manana) NYC, no.
Sybil, Olga (Crisis Cafe) NYC, no.
Sylvia & Ann (St. Regis) Chi. h.

T

Tanner Sisters (Palmer) Los Angeles, no.
Tanya (Jimmy Kelly's) NYC, no.
Tappa, George (Walton) Phila., h.
Tate, Katherine (Queen Mary) NYC, no.
Taylor, Kay (Ches Parer) Chi. h.
Taylor, Perry & Co. (Pal) Chi. h.
Taylor, Emma (Lois) (Madison) Brook, N. Y., no.
Taylor, Ethel (Club Mayfair) Boston, no.
Taylor, Irene (Netherland Plaza) Cincinnati, h.
Tebekany, Alexis (New Russian Ark) NYC, no.
Terry, Marjell (Garbo) NYC, no.
Tetro, Mickey (Larry's Wonder Bar) Union City, N. J., no.
Thorne Sisters (Cotton Club) NYC, no.
Thomas, Boris (Halewood Inn) NYC, no.
Thornhill, Hal (St. Regis) NYC, no.
Three Sisters (Mummy's Chicken Farm) NYC, no.
Thorpe, Capt. & Seals (Casa Manana) NYC, no.
Thy Pta 500 (Leon & Eddie's) NYC, no.
Thy Pta Trio (Coc Ropes) NYC, no.
Thy Pta, George (St. Regis) NYC, no.
Tourno, Charlie (Backstage Club) Union City, N. J., no.
Tremont, Millie (Savanti) Buffalo, no.
Troy & Lane (Beverly Hills) Newport, Ky., no.
Troy, Orrin & Band (Chicago) Chi. h.
Two Men & a Maid (High Hat) St. Dubuque, Ill., no.

U

Underwood & Underwood (Troadero) Boston, no.
Underoff, Misha (Lillian Art) NYC, no.

V

Valero Sisters (Best Johnson's) NYC, no.
Vail, Pedro (Cochon) NYC, no.
Van Dippel, Peter (Le Mirage) NYC, no.
Van Dippel, B & M (Musi Club) Brooklyn, no.
Van & Victor (Village Celler) NYC, no.
Van & William (Willowmore Inn) Union City, N. J., no.
Vance, Valeria (Jimmy Kelly's) NYC, no.
Vance, Angela (Gallant's) NYC, no.
Vanzuti, Joe & Orch. (St. Regis) NYC, T.
Vanzuti, Foss (RKO Boston) Boston, T.
Villon, Reza (Dance Club) Chi. h.
Vodery's, Will (Cotton Club) NYC, no.
Volonska, Valla (Russian Art) NYC, no.
Vorobea, Bob & Hannah (St. Regis) Bayonne, N. J., no.

W

Wallace, Beryl (Earl Carroll's) Hollywood, no.
Wallace, Lorraine V. Middleboro, Ky.
Wallace, Gene (Jimmy Kelly's) NYC, no.
Wanger, Wally, Girls (Leon & Eddie's) NYC, no.
Ware, Dick (Lyric) Indianapolis, T.
Waring, Fred & Orch. (Stanley) Pittsburgh, T.
Washington, George Dewey (Grand Terrace) Chi. h.
Watts, Chick & Orch. (350 Club) Phila., h.
Watts, Ida (Village Cedar) NYC, no.
Watt, Bro. (Ches Parer) Chi. h.
Wences (Dorchester) London, h.
Wentley, May (Pant Club) Peoria, Ill., no.
Wentley, Ruth (Crisis Cafe) NYC, no.
Wentley, Eileen (Midnight Sun) NYC, no.
West, Jack & June (Jough Lantern) Schenectady, N. Y., no.
Westcott, Wm. (Clover Club) Portland, Ore., no.
Whalen & Wood (Mojican) Providence, h.
White, Jack (St. Regis) NYC, no.
White, Eddie (Royal Follies) Chi. h.
White, Billy (Bedford Tavern) Jamaica, L. I., no.
Whitney, Dorothy (Radio Frank's) NYC, no.
Whittier, "Snowball" (Beverly Hills) Newport, Ky., no.
Wicks, Gus "Popeye" (Radio Frank's) NYC, no.
Wiles, Three (Top Hat) Union City, N. J., no.
Wiley, Lee (Coco) NYC, no.
Williams, Frances (Little Club) NYC, no.
Williams, Jerry (Le Mirage) NYC, no.
Williams, Pearl (Maxim's) Bronx, N. Y., no.
Williams, Owen (Village Barn) NYC, no.
Willard, Harold (Gay Nineties) NYC, no.
Wilson, Charlie (Commodore) NYC, h.
Winchell, Bobby (Royal Pines) Lake George, N. Y., no.
Wingert, Billie (Yoder's) St. Alton, Ill., no.
Winston & Lollie (Clock) Baltimore, no.
Winzer, Jerr (Leon & Eddie's) NYC, no.
Wilson Bros. (Royal Follies) Chi. h.
Woods & Gray (Alpine Village) Cleveland, no.
Woodrum, Gertrude (Copley-Square) Boston, h.
Wright, Charlie (Huckingham) NYC, h.
Wright, Jr., Cobina (Walcott-Astoria) NYC, h.
Wyatt, Toby (Backstage Club) Union City, N. J., no.

Y

Yacht Club Boys (Cotton Club) Chi. h.
Yacop's Troupe, Three (Casa Manana) NYC, no.

Yana, Virginia (Merry-Go-Round) Dayton, O., no.
Yayo & Doris (Cranmore) Chi. h.
York, Rita (Oriental) Chi. h.
Yost, Mimi, Four (Diamond Horseshoe) NYC, no.
Yoshida, Three (Oriental) Chi. h.
Yoshida, The Trio (Palumbo's) Phila., no.

DRAMATIC AND MUSICAL

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

Barnyard, Ethel (Victoria, B. C., Can., 12; Vancouver 20-22.
Barrimore, John (Erianger) Atlanta, Ga., 19; (Temple) Birmingham, Ala., 20; (Hymn And.) Nashville, Tenn., 21; (Addoramus) Memphis 22.
Brown Danube (Orpheum) Pittsburgh.
Carte, D'Oyley Opera Co. (Columbia) Boston.
Ellis, John, Rip Van, Winkle; Chicago schools.
Evans, Maurice (Shubert) Boston.
Hit Parade (Floyd King's); Brownsville, Tenn., 20; Jackson 21; Martin 22; Cairo, Ill., 23; Mayfield, Ky., 24; Princeton 25; Hopkinville 26; Central City 27; Bowling Green 28; Glasgow 29.
I Married an Angel (Grand O. H.) Chi.
Kiss the Boys Goodbye (American) St. Louis.
Kiss the Boys Goodbye (Shrine And.) Oklahoma City, Okla., 19; (Conversion Hall) Tulsa 20; (Arcadia) Wichita, Kan., 21-22.
Knickerbocker Holiday (Martian) Columbus, O., 19-19; (Coz) 20-22.
Lamb, Elissa (Plymouth) Boston.
Lawrence, Gertrude (Ford) Baltimore.
Lena and Fontaine (English) Indianapolis, Ind., 17-19; (Martian) Columbus, O., 20-22.
Mother, Who, with Mamouze (Mall) Washington.
Our Town, with Eddie Dowling (Shubert) Hartford, Conn., 19; (Shubert) New Haven 20-22.
Our Town, with Frank Craven (Biltmore) St. Louis.
Tobacco Road (Fond du Lac) Fond du Lac, Wis., 20; (Gateway) Kenosha 21; (Mart) La Fayette, Ind., 22.
What a Little (Erianger) Chi.
Woman, The (Opera House) Boston.

CIRCUS AND WILD WEST

Calverville Community; Calverville, Tex., 20-22.
Dorale Bros.; Radford, Va., 19; Monaca 19; Covington 20; Hinton, W. Va., 21; Beckley 22; Charleston 24.
Hager Bros.; Crossville, Ala., 20; Lebanon 21; Day 22; St. Stevens 23.
Palmer & Walter W. Smith, Ark., 21-22.
Polak Bros. (Ice Arena) Seattle, Wash., 17-22; (Horse Show Bldg.) Victoria, B. C., Can., 24-25.
Ringling Bros. and Barnum & Bailey (Madison Sq. Garden) New York 5-23.
Russell Bros.; Roffa, Mo., 20.

CARNIVAL

(Routes are for current week when no dates are given. In some instances possible mailing points are listed.)

All-American Expo.; Webb City, Mo.
American Expo.; Keystone, W. Va.
American United; Seattle, Wash.
Anderson-Broder; Wichita, Kan.
B. & V.; Canton, N. J., 20-22.
Barfield's Cosmopolitan; Dalton, Ga.
Barber; Eldorado, Ill.
Barnes Bros.; Toledo, O.
Barringer, Al; Chester, Ill.
Barnett; Minneapolis, Minn., 20-22.
Beckman & Orrey; San Antonio, Tex.
Bee, F. H.; Bowling Green, Ky.
Blue Ridge; Richmond, Ky.
Blue Ribbon; Columbia, Tenn.
Bright Light-Expo.; Hopewell, Va.
Broadway Shows of Amer.; Covington, Ky., 20-22.
Brown Novelty; Griffin, Ga.
Brown Family Riders; Wynnesboro, Ga.
Buckeye State; Greenwood, Ind.; Collierville, Tenn., 20-22.
Buck, O. C.; Farmington, Va.
Bullock Am. Co.; Troy, N. C.; Cranston 24-25.
Burkett Expo.; Prescott, Ariz.
Byers Bros.; 222; Opeviers, Mo.
Centennial Operator; South Amboy, N. J., 22-23.
Celtic & Wilson; High Point, N. C.
Columbian Bros.; Middletown, Conn.; New Britain 24-25.
Colby, F. J.; McAlester, Okla.
Crafts; Lynwood, Calif., 20-22; San Fernando 25-26.
Crawley Am. Co.; Sumter, S. C.
Crystal United; Bartlesville, Okla.
Crystal Expo.; Kings Mountain, W. C.
Davis & Parrott; Douglasville, Ga.
Dick's Paramount; Webster, Mass., 21-23.
Down East Attr.; Sumter, S. C.
Dudley, D. H.; Burkhardt, Tex.; Opwell 24-25.
Dyer's Amoy, Miss.
Eddy Bros.; Chester, Pa.
Fairy & Little; Lawrence, Kan.
Federal State; Adairville, Ky.
Fidler's United; East Alton, Ill.
Fleming, Cody; Atlanta, Ga.
Frank's Operator; Legion Park; Rockwood, Ga.
Furnell; Rockwood, Tenn.
Furnell's United; Sikeston, Mo.
Gold Medal; Bedford, Ind.; Bloomington 24-25.
Goodman Wonder; Little Rock, Ark.
Great Sutton; Coeada, Ark.
Great Lakes Expo.; Toledo, O.
Great Southern; Pikeville, Tenn.
Greatest U. S. Warrensburg, Mo.; Mexico 24-25.
Hanson Bros.; Ft. Smith, Ark.; Tulsa, Okla., 24-25.
Heath, L. J.; (Hollywood Park) Nashville, Tenn.
Hinderbush's (Herald); Vallejo, Calif., 19-22; Palatka 23-25.
Honest Harry; Rock Island, Ill., 23-25.
Huggins, W. C.; Wrentham, Wash.
Hughes Bros.; Bardonia, N. Y.

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HENRY L. BRUNK'S COMEDIANS. WANT Street who can do all and get better results. Also Juvenile Men and Young Trampet Man.

BARLOW'S CARNIVAL. Paragould, Ark. Until April 22. WANT Legitimate Concessions and WANT Athletes, Spokes and Musical Shows.

McMAHON SHOWS. WANT small concessions and an Italian Show. Concessions from Perry Pitch, Diggers, Circus Gallery, Ball Kicks, Devil's Snoring Alley, Fishpond, Koola, Hoopla, American Palms, etc.

ALL AMERICAN EXPOSITION SHOWS. Want few very Legitimate Concessions, Koola, Snoring Game, Hoopla, Whiffles, Lead Shooting Gallery. Also Shows of merit that do not conflict.

CLAYTON TOURIST CAMP. Perfect location within New York City limits. Tourist Cabins, Parking, Picnic, Storage, Show, Store, car or trailer. Simple room for private practice year or after. Ideal for performers working in the metropolitan area.

WANT ATHLETIC MAN. To take charge of Show, have everything complete. ANDERSON - SRADER SHOWS, INC. WYONA, Kan.

Bright Lights Exposition Shows. Chase City, Va., week April 24. Firemen's Celebration, Main St., next to postoffice. This show is new. Program includes: Fire, Races, etc.

RIDES WANTED. Wanted to buy with option to buy Three Abroad Merry-go-round with Organ, No. 12 Ferris Wheel. Would also consider buying any other rides.

DONS UNITED SHOWS. Look or buy Concessions, Place Koola Rides, Fishpond, Whiffles and Merry-go-round. Good opening for One, Hawaiian, Girl, Houdini and organized Musical Shows. Showmen with own outfit and own terms. Legitimate Concessions, all types of Shows, including Concessions, Corn Game and Photo Gallery. Concession Agents and can see People in all departments. Address: Niagara Falls, N.Y.

Franks Greater Shows. WANT Shows with or without outfit. Good location. Also Show, Concessions, Agents, Bill, Franks, Rockport, Legion Fair, this week; Cedarvale next.

Ideal, Bob; Jacksonville, Tex., 17-29. Hyde, Eric B.; Statesville, N. C.; Newton 24-29. Local Expo.; Wilmington, Del. Imperial; Hannibal, Mo.; Kirksville 24-29. Jones, Johnny J.; Washington, D. C. Joyland; Afton, Calif. Eden Expo.; Rocky Mount, N. C. Kaul, W. O.; Hopewell, Va., 24-29. Keystone Modern; Martinsville, Va. Lang, Doc; Belleville, Ill.; Taylorville 24-29. Large, H. P.; Clarksville, 28-34. Lullaby Home State; Charleston, W. Va. Lawrence, Sam; Waycross, Ga.; Milledgeville 24-29. Lee Bros.; North Topeka, Kan. Liberty Art; Norfolk, Va., 17-29. Liberty National; Campbellville, Ky.; Cave City 24-29. Liberty Am. Co.; Sterling City, Tex. McKee, John; Edmond, Okla. Magnolia State; Pocomoke, Miss. Marks; (W. Broad St. & Bell Line) Richmond, Va. (Petersburg Pike & Maury St.) Richmond 24-29. Martin's United; Ukiah, Calif. Midwest; Leoti, Kan. Mighty Monarch; Whitmore, S. C. Miller Amusement; Ponce de Leon, La. Miller Hippo; Clarksville, Miss. Model; Hannapolis, N. C. Modern Midway; Jacksonville, Ark. Mount City Expo.; St. Louis, Mo. New England; Clinton, N. J. Northwestern (W. Park and Miller Eyes) Detroit, Mich. Oark Am.; Parkersburg, W. Va. Page, J. J.; Expo.; Johnson City, Tenn.; Bristol, Va., 24-29. Pan-American; Herrin, Ill. Patrick; Spokane, Wash., 27-29. Quinn, Wm. E.; Alexandria, Ind., 23-29. Regal United; Baytown, Tex. Reynolds & Wells United; Ft. Scott, Kan.; Excelsior Springs, Mo., 24-29. Robert's Orator; Okolona, Miss. Rogers & Powell; Sardin, Miss. Rogers Orator; Union City, Tenn. Royal Midway; North Little Rock, Ark. Rubin & Cherry Expo.; Mobile, Ala. Scott Bros.; Savannah, Tenn.; Pulaski 24-29. Shugart, Doc; Westville, Okla. Silver Fleet; Oakland City, Ind. Six, J.; Harry, Alton; Trion, Ga. Smith's Orator; Orange, Va. Sol's Liberty; Harrisburg, Ill. Sparks, J. F.; Jasper, Ala. Speroni; Rock Falls, Ill., 23-29. Strates, James E.; Charlotte, N. C. Sunset Am. Co.; Keokuk, Ia. Swisher, H. G.; Osage, Kan. Texas; Raybournville, Tex.; Brownsville 24-29. Texas Longhorn; Clarksville, Tex. Texas Kidd; Victoria, Tex. Tidwell, T. J.; Fishview, Tex. Tilley; Champaign, Ill., 23-29. Tybee United; Lerfield, Ga. United American; Hartsfield, Ark. Wallace Bros.; Hopkinsville, Ky.; Hazardville, Ind., 24-29. Ward, John R.; Bishop, La. West Coast; Mt. Vernon, Ill. West Coast Am. Co.; Pittsburg, Calif., 18-29. (Pittsburg, La. 24-29) West W. R.; Motorland; Augusta, Ga.; McPherson 24-29. West's World's Wonder; Raleigh, N. C. Weyls; Oronburg, Pa. Wilson Am.; Pittsfield, Ill., 23-29. Winter Expo.; Alliquippa, Pa., 17-19. Canonsburg 22-29. Wolfe Amusement; Westminster, S. C. World of Fun; Ocala Spring, Va. World of Pleasure; Lansing, Mich., 21-29. Wyse Orator; Wayland; Bay, Monmouth, Ill., 24-29. Ziegler-Pollie; Perendale, Mich. Zindars; Dexter, Mo.; Lebanon 24-29.

MISCELLANEOUS. Archer, Magician; Echola, Ala., 19-20; Brownsville 21-22. Birch, Magician; Clinton, Mo., 19; Windsor 20; California 21; Trenton 24; Memphis 25; Kirksville 26; Ocala 27; Hannibal 28. Campbell; Loring, Magician; Salt Lake City, Utah, 18; Hyrum 20; Oakley, Ida., 21; Ordway, Utah 24; Duchesne 25; Vernal 26; Roosevelt 27-28. Daniel, R. A.; Magician; Rockport, Ill., 17-21. D'Arcy; Okla.; Lawrence, Kan., 17-21; Kansas City 24-29. Harlan, Med. Show; York Center, O. (mail) Address: Richmond, O., 17-22. H. E. Riser & Blue Ridge; Hillsdale; (Cincinnati) Fairmont, N. C. 19; (Crittendon) Anderson, S. C. 27; (State) Charlotte, N. C., 21-22; (Carolina) Florence, S. C., 24-25. Heda, H. Kay; & Hollywood Varieties; La Junta, Colo., 21-22; Orway 24-25; Kado 27-28. Lockboy, J. D.; Show; Anderson, S. C., 17-22. M. G. O. Thomas; Magician; Oakville, Wash., 19; Clarkston 20; Milton, Ore., 21; Malley, J. R.; Circus and; Youngstown, O., 17-22. McNeil's Variety Show; Brookerville, Md., 17-22. Miller, Al H.; Show; Grantville, Ga., 24-22. Miller, Fyng; Groesbeck, Tex., 17-22. Powers, Geo. D.; Dog; Pulaski, N. Y., 21; Belfast 22; Arcade 26; Frankingville 27; Market 28; all schools. Richter; Dog; Kingston, Tenn., 17-24. Sadler's Own; O.; Winters, Tex., 22. Tharion's; Magician of Magic; Concord, N. C., 18; Adams 20; Statesville 21-22; High Point 24-25; Lynchburg, Va., 26-27; Greensboro, N. C., 28-29. Tiger and Circus unit; Greenville, Mich., 18-22; Grand Rapids 24-25. Virgil; Magician; Okemah, Okla., 21-22. Virginia; Magician; Kirby, Okla., 20; Okemah, 21-22; Coonata 24; Sapulpa 26; Yale 27.

BURLESQUE NOTES. (Continued from page 25) Mitch Todd, is recovering from a serious illness at her home in Chicago. KITTY HALLIS opened April 7 at the Avenue, Detroit, now playing stock. MURRAY LEWIS, comic, following his third trip around the Midwest circuit,



CANDY CRUSHED CHERRIES SUNSET CHOCOLATES. Contains Chocolate-Crushed Cherries in a Beautiful Box, Wrapped with Assorted Colored Cellulose. 100 to carton—Per Carton \$5.00. 20¢ Deposit, Bal. C. O. D., Good for Free Illustrated Catalog. DELIGHT SWEETS, Inc. NEW YORK CITY. 50 EAST 11th ST.

CLYDE UNITED SHOWS. OPEN APRIL 27. JOHNSTOWN, PA. WANTED—Cook House because of last minute disappointment; Devil's Snoring Alley, Spring Circus, Party Photo, Snoring, Long Range Shooting Gallery, Concessions, Shooting Gallery, Blarney Wheel, etc. Must be legitimate and willing to work. WANTED—Musical Shows, Circus Shows, Snake Shows, Plantation Shows, Mechanical City, or any money-getting Show. WANTED—Money-getting, Long-Range, or any Show not conflicting with what I have. Address all mail or wire Western Union to GEORGE G. SMITH, Manager, Chambers, Md., until April 27, then Johnstown, Pa.

SPERONI SHOWS. Opening Rock Falls, Ill., April 22, want Stock Concessions, Eric Diggers, Photo-TM, Win, Bowling Alley, Candy Floss. Will furnish outfits for Vaudeville, One-Ring Circus and Side Show. Shows with own outfits, will place you. Ride help come on.

SCOTT BROS. SHOWS WANT. Athletic Manager with people. Good Athletic spots. Have new outfit. Want Colored Performers and Musicians, office show. Want Concessions: Diggers, Long-Range Gallery, Card, Hoopla, Bumper open. Low coverage. Want THE FOREMAN, Levanash, Tenn., this week; Pulaski, Tenn., Legion Celebration follows. Sixteen West Virginia, Kentucky, Tennessee, Mississippi and Alabama Fairs. Address C. D. SCOTT.

Keystone Modern Shows Want. For Apple Blossom Festival, Winchester, Va., April 24 to 29. Shows and Concessions. Will sell exclusive on Custard and Diggers. Martinsville, Va., this week.

received a wire from Fred Allen April 8 to return to New York and resume work on the Allen radio program beginning April 10. . . . ELBAHOR CODY, out of the business for some time, was called hurriedly to jump in and take Jewel Southern's place at the National, Detroit. Jewel back to Frisco. . . . BENNIE (WOB) MOORE, Bob Taylor and Roxanna, new Republic principals, April 7. Existing were Ben Croft, Charles (Chicago) McNally and Gladys Clark. Adra Cooper returned April 7. . . . ZONIA DUVAL replaced Diana Logan at the Oratory, April 7.

Chicago: SAMMY WESTON, before departing for Detroit where he opened at the Avenue Friday, pinch-hit for the ailing Kenny Brenna at the Elatio for a few days. . . . SAUL FIELDS and Boots Burns deserted the West Coast for Eastern dates. While passing thru the city picked up a week at the Palace, Buffalo, opening April 21, from the local Schuster office. . . . SUNNY LOVETT is currently featured at the Rory, Cleveland. . . . MARY SUNDE went into the Gayety, Minneapolis, Friday and moves into the Howard, Boston, April 24. . . . ROSE LA ROSE is the new feature at the Elatio. . . . NOBA FORD is in Canada, opening at the Casino, Toronto, Friday.

From All Around: MARION MILLER and Edward Weston booked as adged attraction opening next week at the Avenue Theater, Detroit. . . . DICK MIDDLEY, singer and straight at the Gayety, Cincinnati, the last 12 weeks, opened at the Avenue Theater, Detroit, April 14. . . . WHEN FRANK AND WYNNE SMITH go to their Indiana farm in May it won't be by rail, boys, as they'll have you to believe, but to wait for a visit from that long-legged bird whose name begins with S too.

VAUDEVILLE NOTES. (Continued from page 25) got with the Jan Garder unit currently playing Raleigh, N. C. CHARLIE WILSON, comic, is contemplating a lecture tour. . . . ERNE APOLLON and orchestra, together with Hank Morton, Ruth Petty and Gloria Rich, have completed a Vitaphone record. . . . THREE STOOGE, have six weeks at the Palladium, London, lined up for June. . . . ALICE ALLEN has been appointed chorus organist in New York

WANT TO JOIN ON WIRE. Side Show Manager with transportation and act. Have complete outfit, beautiful tent and banners with handles. CAN PLACE Rides, Kooloplane, Oropus or Chairplane. Legitimate Concessions, will place you. Buy your wires. JOE GALLER, Mgr. BUCKEYE STATE SHOWS. Openwood, Min. this week. Coffeyville Cheese Festival following.

WANTED Great Britain Shows. Open April 22, two days—Rides, Koola, Hoopla, Snoring, etc. with own transportation. Shows of all kinds with own outfit except Girl and Amateur. WANT Hoopla, Hoopla, Hoopla or any other Show of merit. WANT Penny Arcade, Concessions. Want clean Choke house, No. 1 on Photo, Diggers, Snoring, etc. Camp, Central Ave. All others open. Want suitable Summer Man and Reception. All offers. GREAT BRITAIN SHOWS, Columbus, Ohio, Indiana.

WANTED Experienced Dance Hall Manager. GAUGA LAKE PARK. Stage, Rides, etc.

WANTED NAIL AGENT. Also the Agents. WIRE. BILL GRAY. SHERLEY SHOWS, Park Arthur, Tenn.

by the ARA. . . . ALEX HANLON left New York last week for the West Coast and will go from there to Australia. . . . HARRY HOWARD arrives in Los Angeles from Australia April 26, with six girls from the chorus of the unit, which remains in Australia. Bob Barry is handling the unit while Howard is away. . . . GAUGA BRICKLAYERS, performing pooch act, call from London to play American dates first week in May. . . . MOORE AND REVEL, date at the Chicago, Chicago, moved back to week of May 12.

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# AMUSEMENT MACHINES

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## GRAND JURY

One of the most interesting reports perhaps ever made on petty gambling was contained in that of a grand jury in Springfield, Sangamon County, Illinois, during January, 1939, reporting to the Circuit Court of that county.

The report made up 13 pages in detail and the conclusions drawn by the jurors therefrom are reprinted herewith for reference purposes. It will be noticed that the report is especially opposed to "syndicate" control of petty gambling and also to legal partiality to such forms of gambling as pari-mutuels. The unfairness of newspapers in reporting petty gambling is also emphasized. The conclusion is as follows:

"On the whole subject of public gambling we are impressed that in view of the obvious fact that thousands of citizens gamble in one form or another, regardless of the law, absolute suppression by public officers is out of the question. We believe that it could not be accomplished without a standing army, and from the evidence submitted to us we suspect that a large part of the army would be in the guardhouse much of the time—probably playing there. Allowing one working day for the trial of each case, and testimony and exhibits before us would have warranted the starting of cases against petty offenders, private citizens who like to play and have played in violation of the law, requiring by actual calculation more than 240 years to try in court, not to mention the public expense of the trials.

"We are advised that it is legal in Illinois to take part in pari-mutuel betting at a duly licensed race track, but against the law to do the same sort of thing in a 'bookie,' and we fail to see any issue of general public morality to be involved in such discrimination. We suspect that it is purely a matter of commercial enterprise influencing the quality of our laws in the moral field—a fact in our opinion not conducive to general respect for them.

### Suggest Licensed Gaming

"We do not offer these observations, however, as an excuse to any public officer not to do his duty to keep down public gambling as a temptation to the youth of the city and county alike to follow the pathway of so-

called easy money, as an apparent if not a real manifestation of public and official corruption, and as a source of revenue for the protection of persons engaged in all manner of crime.

"Yet, without expressing any opinion one way or another, we urge for general consideration the question of the advisability of modifying our anti-gambling laws so as to provide for licensing in a limited way, to secure better control and as a means of providing additional public revenue, lessening crime and corruption, and for general civic betterment in those respects.

"We counsel the public to be skeptical of and not too avid in believing newspaper stories of Sangamon County gambling, either as to its prevalence or its absence—stories many of which we have found from the evidence and even by admission of some of the writers themselves to be oftentimes inaccurate and misleading.

"We find that on occasion they are published apparently to injure or aid some individual or group, as the case may be, or to serve some other end with accuracy being a secondary consideration. We find unmistakable evidence that gambling not under syndicated control has been singled out for public attack, while that carried on by a syndicate has been largely ignored.

### Withhold Indictments

"In the hope that publication of a summary of the facts heard by us may of itself sufficiently arouse public interest and opinion—without which little or nothing can be accomplished in any event—to achieve the desired curtailment of public gambling abuses, we withhold the bringing of additional true bills at this time, but leave with the State's attorney a complete record of our findings to be used by him as a basis for further proceedings should this report within a reasonable time be found to have failed of its purpose.

"We conclude by venturing to express the opinion that no one can look at the full picture without recognizing that substantial gains have been made in the public interest in curtailing racketeer-gangster activities in this county, syndicated crime having been practically broken up by the present county officers, with additional gains for the public in prospect."

# Open Drink Vender Div.

Bully officials in East to attend opening of vender offices

NEW YORK, April 15.—Officials of Bally Mfg. Co., Chicago, attended the opening of offices for a beverage vender division here in the General Motors Building, 87th street and Broadway. Ray Manning, president, and Jim Buckley, general sales manager, came here direct from the home office. Operators and trade leaders here were on hand to celebrate the opening in gay spirit. Art Nyberg, formerly in charge of the Baltimore offices of John A. Fitzgibbon, is in charge of the special office.

On display is the latest model Bally Beverage Vender as well as the carbonization unit. Great interest has been manifested in the beverage vender by operators throughout the metropolitan area.

With shipments already on the way, many hundreds of the beverage venders will quickly find their way to the best locations here, it is stated. Many operators, it was discovered, reserved locations for this vender since seeing it at the last Chicago show.

"One well-known theater chain has already arranged for locating the machines in all its theaters," said officials. "Other chains of theaters as well as industrial plants are also tremendously interested in the vender. Operators were flocking to the new offices to get full details."

The operators were unusually interested in the mechanism simplicity of the machine. The green light feature which warns the location owner that there are only 30 sales left in the machine won a great deal of praise from the operators. The coin return when the machine is empty was another feature that came in for a great deal of favorable comment.

In general, all operators were tremendously impressed with the beautiful design, the fine mechanical craftsmanship and the liberal time payment method for purchase of the Beverage Vender.

Some of the leading beverage bottlers here are considering the machine for advertising purposes. They intend to use the machine to better acquaint the public with their own products.

"These offices are going to be among the busiest in the city if present indications are any criterion. Since the word leaked out about the new offices there has actually been a stampede to get to them to see the vender because of the great interest in beverage equipment in this area."

Moloney and Buckley spent a few days here to explain general plans for the Eastern section. The demand for immediate delivery was one of the first requirements of the operators. There is no doubt now of the great demand for the beverage vender especially with the World's Fair almost here and millions of visitors expected.

"Coney Island," as expressed by one operator, "should prove to be one of the greatest beverage vender spots in the country. Millions of the Fair visitors will go there. And the millions that visit Coney Island all during the summer will certainly flock to the machines if they are prominently displayed on the Boardwalk."

Other operators proposed spots just as good or better and the general thought was to get immediate delivery so that the venders would be popularized even before the opening of the Fair. Subway entrances, where thousands of persons are passing daily; factories, where hundreds of thousands of employees would make constant use of the machine; lobbies of the larger buildings throughout the city; theaters and every other sort of location have been recommended by operators.

The success of test machines in this city has created a very favorable market.

"There is no doubt," Buckley stated after his first day here, "that all our troubles will be delivery. The demand is already so great that we have wired the factory to double present production plans just to take care of New York."

## 10 Business Commandments

1. Don't wait for the other fellow to come to you—go to him.
2. In competition with others, always give them the credit of being a little smarter than you are.
3. If you have no money and little credit capitalize on your personality. Sometimes it pays to have nerve.
4. Never admit to anybody—and least of all to yourself—that you are licked.
5. Keep your business troubles to yourself. Nobody likes a calamity howler—besides, he finds scant favor with the bankers.
6. Don't be afraid of dreaming too big dreams. It won't hurt you to figure owning a railroad, even if you have to compromise on a silver.
7. Make friends; but remember that the best friends wear out if you use them too frequently.
8. Be square even to the point of finickiness and you will have mighty little occasion to complain of a crooked world.
9. Take advice but do your own deciding.
10. Don't toady. The world respects a man who can stand on his own legs and looks the world in the eye.—From Cigarette Smoke Rings, C. M. A. of New Jersey.

## Coca-Cola Has Record Year in '38

NEW YORK, April 15.—More Coca-Cola was consumed in 1938 and a larger profit earned than in any previous year in the history of the company, R. W. Woodruff, president of Coca-Cola Co., announced in his annual report to stockholders. The net income for 1938 amounted to \$25,570,877, equal, after dividend requirements on the Class A stock, to \$3.93 a share on the 3,001,000 shares of common stock outstanding.

This compares with a net income of \$24,881,918, equal, after dividend requirements on the Class A stock, to \$3.78 a share for the year ended December 31, 1937.

Gross Profit \$50,694,758

Gross profit for 1938 amounted to \$50,694,758 against \$47,141,814 in 1937. Estimated provision for income taxes for 1938 totaled \$6,118,000 compared with \$5,140,000.

Woodruff said that "this continued growth has required substantially enlarged production facilities. Raw material inventories and commitments have been increased. Employment and pay rolls are at the highest levels."

"While further developing its advertising program, plant equipment and sales coverage here and abroad, your management will continue its endeavors to merit the acceptance being accorded the company's products by the public."

# NOW SHIPPING

# SHIPPING

the New 1939

## Super-TRACK TIME

with 9-COIN HEAD and new "ODD or EVEN" play feature which doubles the earnings of the most profitable coin game ever made.

Also available in "SKILL TIME" and "REMOTE CONTROL" models

Descriptive circular upon request

## J. H. KEENEY & COMPANY (NOT INC.)

"The House that Jack Built" 2001 Calumet Ave., Chicago

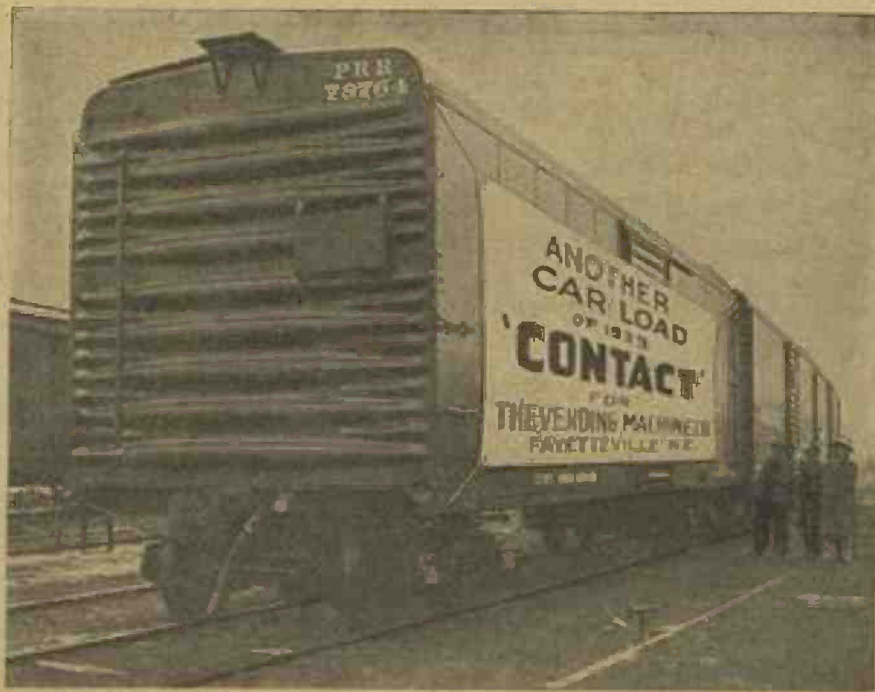
Originators and Manufacturers of Track Time, Triple Entry, Pastime and other "hits" in console games

# COULD BE

the fascination of taking their own picture automatically . . . or a wish to give a photo-memento to a loved one . . . or a hundred other personal reasons—but it all means consistently bigger NET PROFITS from PHOTOMATIC!

## INVESTIGATE

International Photoscope Roof Co., Inc.  
578 West 34th St., New York



LOADS OF EXHIBITS Contact keep the factory of Exhibitville busy turning out games for use all over the country.

## GET KIRK'S GUESSER SCALE

(PENNY BACK IF YOU ARE RIGHT) WITH THE "watch your heart beat" FEATURE

### ALL MECHANICAL OPERATION

### GREATEST LEGAL MONEY MAKER EVER BUILT

C. R. KIRK & CO. 3026 W. WASHINGTON BLVD. CHICAGO, ILLINOIS

### Respond to Pan Contest

CHICAGO, April 15.—Officials of Pan Confection Factory stated this week that the response of operators to their contest to suggest the most suitable game for a new confection has been very encouraging.

"The number of entrants was much greater than we expected," they said, "and for which we wish to express our sincere thanks. Entries are still coming in and we are sure of getting a very acceptable name for the new candy."

# EASTERN FLASHES

**NEW YORK, April 15.**—Leading ops in New Jersey and New York have been spending a lot of time studying the North Carolina licensing bill passed recently in Raleigh. Many of the boys believe that similar bills would be a big help to all concerned in this area.

Sylvia Schulman, of the George Ponsor New York office, announces the wedding will take place October 1.

Arthur (Bugs) Beer in his New York Journal column writes: "... slot machines only take what money you happen to have on you. They won't be a complete success until somebody invents a machine that will also take your note for 60 or 90 days." Association leaders report that in almost all organizations about 20 members take the lead and work zealously in behalf of the

organization, while the remainder are little more than passively interested in the affairs of the organization. Those that don't join are found to be most troublesome. Right now leaders are working on plans to up the interest quotient so that all members will take an active interest in the affairs of their association.

**IN TOWN THIS PAST WEEK** ... were O. D. Jennings and Ed Johnson, of O. W. Jennings & Co., Chicago. One of their first stops with Bert Lane, who is their assistant for the In-a-Bag Vender, was at the offices of Automatic Stores, Inc. in Newark, where both were much impressed with Howard's efficient business methods. It is said ... Tom Welling was another visitor. He spent most of his time visiting old friends.

**AROUND THE TOWN** ... Eddy Ellis is hard at work in the Time and Life Building, Rockefeller Center, on three new Horoscope Scales. Ellis has had a long career in the coinbit. Jerry Jenkins, of Pittsburgh-Newark of-

fices, was seen making the rounds of the New York offices talking about the new Bally games which have just arrived. ... Jack Jaffe, well-known New York op, is reported to be expanding his operations and planning for bigger and better things. ... Al Albertelle, East Side New York op, is now being called "Chubbs," not only because he is, but also because of the way he has gone for this game. ... Bill Sheritt is fast gaining the rep as one of the best dressed men in the coinbit. ... J. A. Hooker of Great Neck, hopes to become the biggest op on the Sound. ... Mike Koenigsberg has just returned from Florida feeling 100 per cent great.

**MODERN VENDING CO.** ... claims Nat Cohn, "has sold far more phones in the first months of 1939 than it did during the same period in 1938 ... and that's a lot of machines." Nat also states that the New York music ops are lining up rapidly for Wurlitzer's Bermuda cruise and that he expects the Eastern delegation to be the largest group on board.

**FRED IVERSON** ... traveling coin salesman for Seaboard Sales, Inc., just returned to the Big Town with reports of staying to plow thru one of the worst snowstorms in New England history in the Portland, Lewiston and Bar Harbor, Me., sections. Says Fred, "It sure was a Yulu. But we got thru and the boys are started on their new games. Some ops I had claimed the storm was worse than the one they had in '33."

**NEWARK** ... Dick Steinberg, secretary of the Amusement Board of Trade of New Jersey, reports that the members are so pleased with the present newspaper advertising campaign that they have decided to continue it all thru 1939 and have figured out a system for raising the coin. Members of the Board hope that all ops in the vicinity will join in the work and that those who are still outside the fold will join up. ... Jack Kay, of Ace-My-tribe, continues to be one of the town's outstanding bowlers. Jack is at the alleys almost every night but he yet won't reveal his score. ... Murray Brodwin is called the fastest trader-inner of games in the Skeeter State. Murray sometimes holds new games only a week or two. ... Irv Morris, of Ponsor Newark office, spent five days in Atlantic City taking a rest. Irv claims that he just loaded and loaded. ... Charley Chaplar is said to spend about 20 hours a day repairing games. Charley lives around Menlo Park. He starts out at 7:30 each morning making repairs for ops in and around his home sector. At 9 he's at the Ponsor Newark office. After working hours he keeps right on going until about 1 a.m. fixing machines for ops who have phoned during the day. Charley certainly has won a fine following for himself.

**JACK FITZ** ... is answering all questions regarding that mystery announcement he made with the reply, "Just sit tight for a few days more." Incidentally, Fitz was quite busy this past week with Ray Motoney and Jim Buckley, Bally execs, in town to install Art Nyberg in the new Bally offices in the General Motors Building, where the new Bally Beverage Vender is now featured.

**HERMAN BRUDIN** ... returned this week from Chicago, where he extracted a promise from Rego Coffey for larger deliveries of Lot-o-Pop, the new novelty game hit, he reports.

**OFF THE CUFF** ... Bill Roberts, of Maine Automatic Co., Rockland, Me., is reported to be living in his car these days as he speeds round the territory in which he's a distrib. ... Mickey Zallon, of Auburn, Me., is wild about those little Vest Pocket Bells and has gone for them in a great big way. ... Izzy Weiss, of Providence, R. I., is being called the Bubbles king because he purchased so many of these games. They're his favorite. ... Al London, of Newark, is enjoying the jobbing his but will continue to operate. ... Bill Bahkik launched his campaign for his Phobos machine this past week when his subway cards went into the works. ... Joe Ash, who manages the Ponsor Philly office, is moving down from Newark to take up permanent residence there. He expects to become the perfect Philadelphia.

**IRV ORENSTEIN** ... made quick use of that little fire he had, he reports. "This fire stops us from just planning any more. We're going to rebuild the whole place and our aim is to have the best showrooms in the East. Just watch the new Hercules Exchange Building go up." True to his word, carpenters, plasterers and others are already on the job.

**JERSEY LIGHT CO.** ... report a "marvelous" reception to the first announcement regarding its free bulb problem service. They state ops are really interested in the way proper bulbs can save them money.

**EARL C. BACKE** ... of National Novelty Co., Merrick, L. I., reports he was so swamped with orders that came in in response to his opening announcement of his April sales campaign that he still hasn't come out of it. "We expected a big rush, but by no means as big as we had. But then we are offering the boys some real buys in reconditioned equipment," he says.

Blunves left on a hurry-up trip for Chicago. That leaves his brother Joe rushing between the three offices of the firm taking care of urgent business. ... Al Austin, of Speak-o-Phone, flew to and back from the San Francisco fair to see the Warner Voice Studio, which has attracted so much attention there. ... Marvin Liebowitz is interested in a 20-year-old running champ who covered the distance between Hamilton and Toronto, in Canada for a new world record.

**APPENDICITIS HAS** ... laid low another member of the Eastern coin machine biz. Stanley Oles, bookkeeper at Ponsor's New York office, was rushed to St. Barnabas Hospital in Newark. Latest reports are that he's coming thru in swell shape. ... Irving Mitchell, another recent victim of the infection, is out of the hospital and soon will be back at Dave Robbins' headquarters. Dave reports he'll be plenty glad to see Mitch on the job, again since volume shipments on his new scale and vender combination are due to begin this week.

**JOE CALCUTT** ... will wind up April with one of the biggest sales in the Vending Machine Co.'s history, he reports. All the firm's reconditioned equipment will be featured. This sale is expected to be a standout for Joe certainly knows how to give the boys the buys.

**RANDOM SHOTS** ... Book-Ola expected to open display offices in New York City soon as a visiting spot for the many ops who will attend the New York fair. All products of the firm will be on display, according to reports. ... Biggest problem now facing ops associations is to regain 100 per cent memberships. Divisions were affected by the introduction of new types of equipment and expansion of many ops in other fields. Now that the situation has steadied itself, leaders feel ops should once more join group that best fits their needs. ... Sgt. Joe Hirsch (who really was a sergeant during the last war) is expanding his route these days. ... Harry Pearl, listening to broadcast from Europe with other ops about the way Great Britain and other powers are making alliances, suddenly remarked when perfect willness prevailed, "And ops still can't get together."

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**Novelty Game Champion**  
CHICAGO, April 15.—Sol Silverstein, factory representative of the Chicago Coin Machine Mfg. Co., is fast becoming the outstanding champion of novelty pinball games for earning power. With a free-play feature, they can compare with any type of amusement device for earning power, he says.

"I'm an old slot machine operator," he says, "and I can say frankly that many of the boys are already being greatly surprised. Just remember there are territories where novelty pinball games have been operating for a period of seven years. It is that continuity that counts."

Silverstein is off on another Eastern tour.

**QUALITY SPEAKS FOR ITSELF**  
SPECIAL ATTENTION TO OUR EUROPEAN TRADE CONSOLES

1938 Kentucky Derby	\$ 75.00
1938 Track Times	100.00
1937 Track Times N. K.	55.00
1938 Derby Race, Steam Top, Light	35.00
Bally Derby Special	35.00
Derby Horse	25.00
Complete Line of Good Novelties	
7 Mills Do No. 1	\$40.00
20 Rock-Ola, Imperial	95.00

1 Across the Board \$25.00  
2 Fantasy \$27.00  
3 Bally Stable \$35.00  
4 Arabian \$35.00  
5 Bally Entry \$27.00  
6 Bally's Orange Line New \$35.00  
7 Mills Vest Pocket, Samples \$27.50  
8 Supreme, Gibraltar, Rock, New \$2.50  
9 Bally Baby Reserve, New \$17.50

2615 CARNEGIE AVE. CLEVELAND, OHIO.

**CONSOLES**

1938 Best Times	\$100.00
1938 Kentucky Derby	75.00
1937 Red Head Track Times	55.00
1937 Improved Track Times	35.00
Track Times	25.00
Derby Race	25.00
Derby Special	35.00
Derby Horse	25.00
Complete Line of Good Novelties	
7 Mills Do No. 1	\$40.00
20 Rock-Ola, Imperial	95.00

**PAVOTABLES**

1 Across the Board	\$25.00
2 Fantasy	\$27.00
3 Bally Stable	\$35.00
4 Arabian	\$35.00
5 Bally Entry	\$27.00
6 Bally's Orange Line New	\$35.00
7 Mills Vest Pocket, Samples	\$27.50
8 Supreme, Gibraltar, Rock, New	\$2.50
9 Bally Baby Reserve, New	\$17.50

**NOVELTY GAMES**

Archie	\$ 20.00
Derby Day	24.00
Across the Board	25.00
Stoner's Chance	25.00
Knobby	55.00
Keeney Big Top	30.00
Keeney Wh. Numbers	25.00
Keeney Fish Races	35.00
Hotel Free Races	40.00
Bally Reserve	12.00
1/2 dep. with order, bal. C. O. D.	

2720 Prospect Avenue, Cleveland, O. 11 North 11th Street, Minneapolis, Minn.

**MACHINES — EVERYONE LIKE NEW**

**AUTOMATIC FAVORITE**

Grand Island	\$97.50
Thimbletop	94.50
Elfin	83.00
Spiffy Pop	22.50
Big Fish	150.00
Star Ball 125	75.00

**1-2-3s (Used 4 Days)** \$99.50  
**1-2-3s (Used 2 Months)** 65.00  
Pieces \$100.00 to 125.00  
World \$110.00 to 70.00

3410 Main Street, KANSAS CITY, MO.

**MUST CLEAR — NOW ON LOCATION**

Chocolate	\$20.00
Derby Champ	35.00
Paragon	22.50
Phantom	22.50
Grandstand	30.00
Multiple Races	74.50
Face Races (Black)	40.00

**PRESTIGE**

Derby Champ	\$12.00
Derby Tractor	30.00
Derby Horse	30.00
Square Ball	44.45
Millions (Red Head)	85.00
Track Times	35.00

**Mechanisms (Diggers) \$19.45**  
**NOVORAPHS (Wurlitzer)**  
No. 412 \$24.45  
With dials \$25.95  
No. 418 \$100.45  
With dials \$110.45

45 DEPOSIT WITH ORDER.  
MERIT MUSIC SERVICE, BALTIMORE, MD.  
847 W. BOSTON STREET, Bank Reduction Union Trust Co., North and Lloyd.

**1939 DATE BOOKS NOW ON SALE**

Arranged Especially for Your Needs

Dated From January 1, 1939, to January 1, 1940.

The most convenient memorandum book for Managers, Agents and Performers in all branches of the show world. Actual size 2 1/2 x 3 1/2 inches—just fits the vest-pocket. Contains complete calendars for years 1939, 1940, U. S. and World Maps, 110 pages for daily memoranda, space for recording receipts and disbursements of money, census figures, and much other valuable information.

PLENTY OF SPACE FOR BOOKINGS, ROUTES AND SPECIAL NOTATIONS

For sale at all offices of The Billboard. Retail to any agent of the territory for 25c each.

Cash With Order  
ALL MAIL ORDERS SHOULD BE SENT TO CINCINNATI OFFICE

The Billboard Publishing Co.  
25 Opera Place, Cincinnati, O.

Australia

# How Long Has This Been Going On?

## Australian Operators Lack Organization

By CLAUDE PHILLIPS

THE ax has fallen good and proper on the neck of the coin machine operator of this State of Queensland, Australia, and to a slightly lesser extent in the other States as well, at least insofar as the play-for-profit machine is concerned.

For the latter type of machine in Queensland total prohibition has been proclaimed and confiscation and destruction follow in the train of court proceedings which usually terminate in a heavy fine with the option of an extended holiday at the expense of the State.

You people in America will possibly be more concerned with the cause rather than the effect and if one gets right down to it, lacks the present situation may be ascribed to two factors, viz.: lack of organization plus plain unadulterated greed.

The writer has frequently heard rumors of machines being made while we call "too willing." Unscrupulous operators are not satisfied with the sound trading profit the machines provide when working as set by the manufacturers, but they just can't resist the temptation to alter the adjustments here and there in the hope of dragging off a little extra percentage.

They are the self-styled "brads" of the business but, of course, we all know that even a flathead will open wide his ugly mouth for a juicy bait irrespective of the hidden danger. These men have not the first idea of the value of good will and turnover. They gleam when a big jackpot goes off. They treat every player as a mug instead of customer, thereby making enemies in lieu of friends. The smart alec operator winks his eye to the "babe" today—tomorrow can take care of itself—forgetful of the fact that he who wins today will almost surely return to play tomorrow, and thus good will builds up its own accord.

The man who feels he is being continually sting becomes embittered and vindictive, then one day he airs his views in official circles and the goose just forgets how to lay any more golden eggs.

### Straight Shooting

Fortunately most of our operators are of straight moral caliber. They know the value of straight shooting and fully appreciate sound business principles, but the old adage concerning the effects of the one bad apple in the barrel still holds good and it is mighty hard to detect any suggestion as to how best to extract that bad apple before the disease has spread beyond correction.

In our neighboring State, New South Wales, the music of the tokens is still heard as they fall melodiously from the jackpots of the fruit machines, but even there they are restricted to the clubs and then only if owned by the particular club in which located.

Private ownership is officially prohibited but many of the clubs and it is their interest to arrange with the distributors the erstwhile operator, to service the machines, and this scheme seems to work out quite satisfactorily to both parties.

Still further south in Victoria a similar situation prevails apart from which the day for the open-go for fruit machines in this country of 3,000,000 people appears to have fallen into the limbo of things forgotten.

### Conditions Vary

The death knell of the fruit machine brought in its wake an embargo on all other play-for-profit machines including the popular pinball games, and the voracious appetite of officialdom remaining unquenched, the purely skill games are being frowned upon lest they be the means of developing a taste for side wagering, another of our heinous weaknesses.

As in your country, so in Australian States, there is very considerable variation as to what you may and what you may not do. In Queensland, New South Wales and Victoria betting on horse racing is strictly confined to the race tracks, but in South Australia they indeed a trade and the law permits, under license,

betting shops both in city and country towns.

In Queensland and New South Wales State lotteries are conducted by the respective governments providing a very considerable source of revenue, most of which is directed to the upkeep of public hospitals. Queensland with its population of over 1,000,000 draws a lottery of 100,000 subscribers at approximately \$1 each and every drawing is fully subscribed.

### Government Monopoly

Does it surprise you to learn that many people here hold it as their opinion that our government guards this source of revenue so jealously that it has prevented the possibility of opposition at least in one quarter by ousting the coin machine, and to compensate the small gambler they issue in the State even so small as a one-fifth share of the dollar ticket. The first prize is \$20,000, so the equivalent of two dimes has a chance of winning \$3,000, thus the lottery takes the place of the slot-machine, or doesn't it?

During the days when coin machines rattled merrily in Queensland I never once heard of any business man expressing antagonism towards them, but not any big trader today that he considers his toughest opposition and he will almost invariably say "The Golden Casket," which, by the way, is the alluring title under which our lottery trades.

"Is it possible to present a better brief for the fruit machine than the State lottery?" Well, sir, think this over. In Queensland, particularly in Brisbane, the capital city, there is an accredited lottery agent every hundred yards or so along the main shopping fronts and frequently these agencies, which generally are located in tobacco and confectionery stores, are found cheek by jowl with each other, and maybe you this, even a child, may purchase a ticket.

### Exclusive Locations

The fruit machines were located almost without exception in clubs, hotels and billiard halls and by virtue of the license under which such places operated only adults were admitted, and rarely other than males at that, thus juveniles were at all times precluded from playing fruit machines.

Further, I have never heard of a fruit machine being attended by an usher or even the display of an advertisement calling to players to take a chance, but the lottery shops tell the world in flamboyant posters that soon or tomorrow or today the Casket is closing.

Thus, I claim, the fruit machine won its patronage modestly, where the lottery has had to resort to a ballyhoo backed up by newspaper display space that would gladden the heart of any advertising manager.

That is how the case stands and the question probably occurs: "What good does the talking of it do?"

Perhaps that so much waste of space, but at least it should suggest that there is an entire absence of self-defense. It



EDDIE GINSBURG (left) and A. S. Douglas, president of Doral, look over Step-Up. Ginsburg, Atlas Novelty Co. executive, expressed enthusiasm over the counter game described by Doral as "a perpetual slotboard counter game."

should suggest that the operators in this country just put their heads on the block and calmly awaited the fall of the ax, for there has never at any time been any attempt at concerted action. Not one solitary operator has made even a feeble attempt to consolidate his holding, by backing his investment with an organization directed towards the securing and safeguarding of his undertaking. The fact that our federal government collects heavy duty on every machine that enters this country, making the operator a valuable customer to the Commonwealth, and "surely as a customer he would not be out of order in demanding his rights?" As a matter of cold fact he has never even humbly collected a hearing. He just took the knock.

Maybe it is too late in the day to reopen the case of the fruit machine, but this territory is sufficiently populated with people desirous of playing coin machines of various types to warrant attention to the future development of the industry.

While on the question of coin machines it may prove of interest to some of your readers to learn that the merchandising vending machine, outside of candy, peanuts and cigars, is practically unknown to Australia and there are only two photo machines in the whole of Queensland, where the basic wage is approximately \$21 per week. Anyone so inclined can figure out for himself, "How long has this been going on?"

## Candy Workers Get Wage Hike

CHICAGO, April 15.—An order establishing a minimum wage rate of 35 cents an hour for the Chicago area and 31½ cents for the rest of the State for women and minors employed in the confectionery industry in Illinois was issued recently by Martin P. Dugkin, director of the Department of Labor.

The order, which will be effective June 1, 1939, will mean an average increase of 20 to 25 per cent to the 20,000 persons.

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**ROTARY MERCHANDISERS**  
 Perfect  
 at  
**\$69.50**  
 1/3 Deposit With Order  
 Write for Complete List  
 of 1000 Phonographs

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**CLEARANCE SPECIALS**  
**1000 Games at**  
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**PACES RACES**  
**Stands**

Will Trade for Novelties and  
 Phonographs  
 Write Wire Phone  
 for prices at once  
 1/3 Deposit, Balance C. O. D.

**SAM MAY & CO.**

3011 Maryland, Baltimore, Md.  
 401 N. Main, San Antonio, Tex.

## CLEARANCE SALE

- 10 Used Peasant Machines, Ea. \$ 5.00
  - 15 Three Seated New Machines, Ad-Loc, and 3 seats, Ea. 10.00
  - 15 Surf Champ with new design, Ea. 25.00
  - 25 Surf Champ without design, Ea. 10.00
  - 25 Writing Twin Jackpots, 10c play, Ea. 14.00
  - 10 Walking Twin Jackpot Machines, 1c play, used 30 days, Ea. 22.50
  - 5 Walking Twin Jackpots, 1c play, used 3 weeks, Ea. 34.00
  - 10 Mills Futurity, 5c play in one-hand condition, Ea. 30.00
  - 20 Mills Cherry Bell, used 3 weeks, Ea. 48.50
  - 20 Mills Melon Bell, 5c play, Ea. 48.50
  - 20 Mills War Eagle Bell, 5c, 10c and 25c play, Ea. 18.00
  - 15 Mills Golden Bell, 10c play and 25c play and 1c play, Ea. 28.00
  - 15 Mills Goose-neck, double jackpots, 5c play, Ea. 12.50
  - 10 Mills Diamond Front Emulator, 10c jackpot 5c play, Ea. 22.00
  - 10 Mills Blue Frost Bell, 5c play, Ea. 25.00
  - 50 Used steel stands, Ea. 1.00
  - Used safe stands, Ea. 4.00
- Send 1/3 Deposit With Order.

**D. & S. NOVELTY CO.**  
 1805 Broadway Rockford, Ill.

## 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 .....

**WHOOERDOO**  
**TOKEN PAYOUT**  
**COUNTER**  
**MACHINE**



**CHALLENGER**

Manufactured by  
**VICTOR VENDING CORP.**  
4203 Fullerton Ave. Chicago, Ill.

**MERCHANDISE MACHINES**

**Tobacco Jobbers Oppose Cig Tax**

BOSTON, April 18.—Opposition of the Massachusetts Wholesale Tobacconists' Association to the proposed tax of 2 cents a pack on cigars was expressed to members of the State Legislature in the form of a telegram sent recently by Matthew M. Oustak, secretary of the organization, 795 Broadway, Chelsea.

The telegram read as follows: "We are opposed to this tax as discriminatory inasmuch as this product is already heavily taxed by the federal government now bearing a tax of 6 cents per package regardless of price class. Any additional tax levied on cigars will have to be borne by the consumer, which will have a tendency to reduce consumption owing to the existing economic condition. The cigaret tax has been a nuisance whenever it has been adopted. It has been injurious to the general trade. It has hurt tobacconists, especially small tobacco retailers. Particularly it is objectionable and detrimental to those communities which are located near State border lines. It instigates bootlegging in cigars from neighboring States to evade payment of the tax and finally tends to drive legitimate retailers out of business,

causing vacancies and unemployment of clerks, making the anticipated revenue dwindle and not come up to the expectation of the committee on taxation favoring this unjust tax."

**Scales for Investment**

CHICAGO, April 15.—"When coin-operated scales were first placed on the market the scale was bought by the individual business man, who operated it in his own place of business," stated Harold Perkins, Mills Novelty Co.

"Scale operating expanded so that today everyone in the operating business is familiar with what they can do. Several large companies contracted with chain-store organizations for placing a scale in each one of their stores. Others contracted with railroads, hotels, etc. The scale is profitably operated in any prominent place, indoors or outdoors, where a large number of people pass daily.

"Mills Trolley is helping operators get the most money with scales. It's a little taller than the ordinary scale. Its additional height is embodied in the health chart and mirror, which is located at a convenient spot so that a man or woman can check up on their appearance."

**New 1939 Model "E" SELMOR**  
**\$6.25 SAMPLE**

Vends all CANDIES, TOYS, BALL GUM, brings BIGGER PROFITS! New stylized design, chromium and baked enamel.



**SEUG REJECTOR**  
Sample 914

**GREAT STATES MFG. CO.**  
Dept. E, 1001-09 E. 17th St., Kansas City, Mo.

**TOPPER!**



Designed to provide operators with maximum service and sales appeal at a **LOW PRICE**. Vends every thing—candies, peanuts, pastilles, chewing gum, chamois, Ball Gum capacity approx. 900 Balls, etc. Capacity Merchandise 5 lbs.

**\$6.75**

Special Introductory Offer!  
1 Topper  
10 lb. Candy  
1 pr. Toys  
All for \$8.75.

**LIMITED TIME ONLY LUCKY BOY VENDOR**

AMERICA'S MOST BEAUTIFUL VENDOR! Great Machine at Any Price. Vends Everything. Special Introductory Offer!

**ONE VENDOR, \$5.95**

5 lbs. Candy or Peanuts, or 500 Balls Gum.

1 Wall Bracket Complete  
Outfit, 100 of 10, \$85.50 Complete.

**RUSH YOUR ORDER!**  
1/3 Cash, Balance C.O.D.

Send for Price List of Other Good New and Used Machines: Penny King Ball Gum Machines, Capacity 200; Lion 20 or More, \$1.50 Each. Samples \$2.00.

**RAKE COIN MACHINE EXCH.**  
3-528 Woodland Ave., Philadelphia, Pa.

**CHALLENGER**  
2047A-SO. 68 PHILA., PA.

**cigarette merchandisers' association**

Housewives aren't the only ones going thru the throes of housecleaning these bright spring days. It's paint-up and clean-up time in the cigarette merchandising business world, too, and most ops are busy getting their machines in tip-top shape for the months ahead. Ops aren't concentrating solely on the clean-up campaign, however. Right now the annual rush is on for locations at shore spots as well as at inland resorts where vacationing crowds gather. Location owners along the Coast in the environs of New York expect a decided increase in patronage this year—especially during June, July and August when World's Fair crowds are expected to be largest.

**PROVEN Money Makers!**



Experienced operators know the best way to get the most out of the vending machine. They know how to get everything best. Handmade, compact, it gets into taverns, waiting rooms, stores and restaurants closed by ordinary vendors. Thousands of newly placed units for thousands more. Die cast precision machine; 50 coins only. We'll match it against any other in the low price field. Has 22 revolutionary features, including Magic Coin Selector, 1/3 Cash, Balance C.O.D., 10 and 20 cent slots. Thousands of these units are now being sold. Don't wait. Write for full details, price and money-back guarantee today.

**FIELDING MFG. CO., Dept. 16, Jackson, Mich.**

**TODAY'S BEST BUY**

**HAMMERLOID**

Only Available on the Industry's Style Leader.

**SILVER KING**

At No Increase in Price, this sparkling-smooth new field that will not chip, crack or peel, more practical than porcelain. Many times more beautiful.

Choice of 4 new special colors.

**GOLD SILVER GREEN BLUE**

**SAMPLE \$0.50**

Vends Chamois, Nuts, Candy, Ball Gum, etc. at once. Most and same operator place a "Silver King" in every shop for extra profit.

1/3 Cash, Balance C. O. D. Send for circular and copy form. Order Now

**WANTED**

500 USED COUNTER MACHINES AT ONCE. Liberal Advances on Each. Write for Details.

**RESULTS CIGARETTE MACHINES.**  
Best Buy! Metal Finish—Steady Flow—8 Cents—100 Capacity

**\$20.00 each**

**STATION GUM VENDORS.**  
Vend All Standard Makes, Wrigley, Camel, etc.—or Torr, Cap. 125 Sticks.

**\$2.85 each**  
Results Distributor.

**TORR 2047A-SO. 68 PHILA., PA.**

Three new members were inducted into CMA of New York membership at their meeting Thursday night, April 13. Newcomers are: P. O. L. Cigarette Service, of Valley Stream, L. I., represented by George and Harry Puglisi; Nassau Suffolk Cigarette Service, represented by Max Feinstein and R. Litt, and E. and L. Cigarette Service, represented by J. Lento. Meeting was devoted entirely to discussion of business matters before the association. Following the report of the board of directors, discussion ensued on suggested changes in the by-laws of the association. One of the decisions reached was that from now on all grievances must be submitted in writing. Membership also voted to co-operate with the CMA of New Jersey in the conducting of an all-day outing to be held in the early summer. William Peck was appointed chairman of committee on arrangements to be assisted by Michael Lascari.

Next meeting of the CMA of New Jersey will be held April 25. At this meeting, members will hear the results of the discussions scheduled to take place at the Board of Directors' meeting this coming Tuesday, April 18. The application for membership of Rapid Cigarette Sales will be considered at this meeting. Membership already is on record to co-operate in the conducting of an outing this summer for all CMA members. Committee appointed to represent the association is headed by Michael Lascari, who will be assisted by Mrs. Martha L. Lewis, Harry Zink, S. R. Middleman, Henry Hagman, Counsel Ed Engelman and Manager LeRoy Stein.

To keep up to the minute on any new developments in the industry, the association has formed a Trade Relations committee whose duty it will be to be on the lookout for any changes or new developments and report on them. Any new methods of serving locations, bootlegging systems, etc., will be reviewed and reported by this committee. Its main purpose is to keep all members of the CMA of New Jersey abreast of the times. Samuel M. Malkin heads this newly-formed committee and Minny Weinberger and A. S. Stryker will assist him.

Random Shot: April 23 will be a big day in the life of Matthew Forbes, manager of the CMA of New York. Yep, it's his birthday and he intends celebrating it in real style. Festivities will commence at midnight on April 23 and continue on thru the 24d. Send all presents to the registered mail—no C. O. D.'s accepted. In case you haven't heard, Forbes has begun to study the philosophy of Confucius. In fact, so absorbed does he become in trying to solve some of famous philosopher's confusing problems that he argues all about time, money, etc. To prove our point we cite the fact that his car sprouted three legs for overtime parking the past week and he went on his charge account at City Hall. It's rumored that he's the Trade Bureau's best customer. . . . Many of the boys in New York City were glad to learn that Joseph Aimer's ability has at least been recognized. The former chief of the Cigarette Tax Bureau of New York City has been promoted to Sales Tax Department of the financial division. . . . New York City CMA members were glad to hear that ops in the Middletown, N. Y., sector are forming a CMA of their own. . . . Former New York CMA proxy and now associated with the Will R. O'Brien, U-Ship-to-Park Distributing Co., in Los Angeles, visited New York City

**Used Cigarette Machines**

**Low Prices—Exceptional Values**

National No. 9-30, Enclosed Stand	\$02.50
National No. 9-30, Enclosed Stand	\$3.00
National No. 9-30, Enclosed Stand	\$2.50
Stewart-McGee 4-Coin, Enclosed	\$2.50
Stewart-McGee 4-Coin, No Stand	\$2.00
Stewart-McGee 4-Coin, Iron Stand	\$1.50
Stewart-McGee 4-Coin, Iron Stand	\$1.00
Uneda-Pak 3-Coin, Enclosed Stand	\$2.50
Selector Candy, 10 Cents	\$1.50
Selector Candy, 24 Cents	\$2.50
Hershey to Vendor	\$2.50
National No. 5, 5 Cents	\$5.00

P. O. B. New York City.

**TERMS: 1/3 Cash, Balance C. O. D.**

**HENRY WERTHEIMER**  
381 FOURTH AVE., NEW YORK, N. Y.

last week. Trip was a combination of business and pleasure.

The CMA of Pennsylvania has formulated a plan for the settlement of grievances between members that has considerable merit. In settling any grievance a hypothetical case is established concealing the identity of all concerned from the membership so that no personal feelings enter the dispute and the case can be decided strictly on its merits and free from any partiality.

The blue evil cropped out in new guises in New York recently. This time a group is putting out counterfeit foreign coins of nickel size which they are reported to be selling at the rate of \$30 a 1,000. Several arrests of people caught taking these slots have been made and it is expected that the source of supply will be traced by the time this is in print.

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS



### Stoner Gives 3 States to Hall

AURORA, Ill., April 15.—Announcements have been made to operators in Michigan, Ohio and Indiana of the appointment of O. C. Hall as direct factory representative in these States for the Univendor merchandise vender, made by the Stoner Corp. here.

Hall is widely known in the trade and also has a long experience back of him. Starting in the coin machine business in 1926 as an operator, he gained the fundamental knowledge of successful operating. His activities soon attracted the attention of the Chicky Candy Co., which at that time was looking for a new field man. Hall was selected by the company and was appointed to contact



O. C. HALL, well known to operators, candy jobbers and distributors throughout the country, will represent Stoner on Univendor in Michigan, Ohio and Indiana.



### CONTEST CLOSES MIDNIGHT, APRIL 30, 1939

**MEMO...**  
**\$25.00 CASH**  
for Winning Name for New PAN VENDING Confection.  
Write Today

What this NEW CANDY is...

This new and delicious PAN Vending Confection is a Pan Coated Jelly Filled counting out 650-750 pieces to the pound. (Temporarily we are calling this Toy Jelly Beans. It is like the well known Pan Coated Jelly Beans in all stores—but made smaller, in assorted colors, for vending purposes.) The name you select may be the big success of the industry... think of the honor and the rewards for winning.

**\$25.00** for First Choice  
100 lbs. The New Pan Coated Jelly Piece for Second Choice. 50 lbs. The New Pan Coated Jelly Piece for Third Choice.

### RULES

1. Entry open FREE to bulk vending, package or bar goods venders and operators and their families permitted to enter.
2. You do not have to buy anything. Simply submit a name, or as many names as possible. Names should be short, if possible descriptive of the product. For instance "Boston Baker's Imperial" etc.
3. Judges will be C. A. Gerlach and Willard Sweeney of Pan Confection Co. Each entry will be judged solely on its merits as a suitable trade name. Each name submitted will become the sole property of Pan Confection Co., division of National Candy Co. The winner will receive the right to use such name as it may see fit.
4. In event of a tie drawings will be made.
5. FIVE SAMPLES furnished on request to help market name. All entries should be mailed on or before midnight of Sunday, April 30th. Announcement of winners will be made as soon as possible after judges make their decision.

### MAIL THIS COUPON



I have seen your new PAN Vending Confection (Temporarily being called Toy Jelly Beans), and suggest the following names:

1. \_\_\_\_\_ 2. \_\_\_\_\_ 3. \_\_\_\_\_

Send me samples of your new Pan Vending Confection so I may try it and suggest name. (For convenience of those checking this proposition we will send an empty form with samples.)

Name \_\_\_\_\_ Street \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_

established operators of its bar machine in Wisconsin and Minnesota. However, in addition to these heavy duties Hall continued with a large route of his own in Michigan.

In 1931 the company was considering the Western States as a potential market for its equipment. To get first-hand information the company decided to make an extensive survey of this section. Hall was appointed to the job. The survey took him thru many States and in contact with hundreds of operators. On the strength of Hall's recommendations the company opened a branch office in San Francisco to serve the Western States and then in the same year opened another office in Dallas, Tex. to serve the Southern States.

In 1932 Hall took over all field operations for the company. During the succeeding four years he did such a marvelous job that the company appointed him vice-president directly in charge of all sales activities, including operators, jobbers and retail accounts. He continued with the company in this capacity until his recent change.

Hall has one honor for which he is particularly proud. He is reputed to be the first one to start a vend man in the coin machine business. Many sympathize for the handicap under which these people exist, he has always been anxious to assist them in some constructive way. Then an idea struck him. Why couldn't these people operate coin machines? Their sight wasn't imperative as long as they could get from place to place. He encouraged a few individuals to try it at his expense. The results were a complete success. Today there are hundreds of blind people who owe their newfound independence to the unusual perception of Mr. Hall.

Mr. Hall is commenting on Univendor, said he was confident of the success of the machine in his territory. "With Univendor I really have something unusual to offer an operator; a machine that incorporates many new and exclusive features that assure its highly profitable operation on any desirable location. The wide diversity in the merchandise that Univendor will handle, plus extensive price range of 5, 10 and 15 cents, makes it possible to adapt the machine to the conditions of each location.

"Add to this the smart styling and the simplicity of servicing and you have to my mind one of the most unusual machines ever designed. Unquestionably there will be a number of prosperous operators in my territory in a very short time."

### THE CHIEF

Vends everything. Ball Gum, Peanuts, Candies, Pistachios, etc. Capacity 2 1/2 lbs. of merchandise. Does 65, 400 balls of gum, 1000 or 1500 when ordering Chief for ball gum please specify. Size 8x12.

Only \$3.75 ea.

In lots of 5 or more. Sample only \$4.25 each. 1/3 cash with order. Call C. O. D.

Vester Vending Corp  
5201 Fullerton Ave.  
Chicago, Ill.

### EXPERIENCED OPERATORS WILL TELL YOU TO BUY

## Northwestern

### BULK VENDING EQUIPMENT

Operators who know machines and know the business invariably advise you to buy Northwestern when choosing bulk vending equipment. Their experience has proved Northwesterns are not only fine, dependable machines, but they earn more money. Six models to meet every requirement. If you are an operator or interested in this profitable business, write today for information on the complete line of Northwestern Venders.

THE NORTHWESTERN CORPORATION  
418 E. ARMSTRONG ST., MORRIS, ILLINOIS

### WRITE FOR LOW PRICES

On Penna, Ball Gum and Package Venders.  
Also Table Top Vendors. Supplies for All Machines.  
New Penny Cigarette Venders at a Low Price.

## Self-Serv Mfg. Co.

S. Broad and Wickman St.  
Palmyra, N. J.

**SAVE ON STANDS**  
PENNY - NICKEL COUNTERS  
National Manufacturer For  
PENS - ANGLE IRON - SHEET METAL  
STANDS - FILLED - UNFILLED  
To Fit All Make of Venders  
SPECIAL STANDS 50 CENTS!  
\$1.00 LOWEST PRICES WE SAVE YOU MONEY  
Automat Games - 2473 Fullerton - Chicago

## SPECIAL CLEARANCE USED CIGARETTE MACHINES

- ALL MACHINES LISTED BELOW GUARANTEED GOOD CONDITION
- 4-COLUMN STEWART & MCGUIRES ..... \$ 7.50
  - 6-COLUMN ROWE ARISTOCRATS ..... 7.50
  - 6-COLUMN CORRETAS ..... 7.50
  - 7-COLUMN CORRETAS (With Enclosed Stands) ..... 15.00
  - 6-COLUMN MASTERS ..... 7.50
  - 8-COLUMN ROUND U-NEED-A-PACK ..... 10.00

7-COLUMN BRAND NEW CORRETAS With Enclosed Stands (New Left Factory, Original Price, \$49.50) ..... 29.50

7-COLUMN STEWART & MCGUIRE (Streamline) ..... 32.50  
TERMS: 1/3 With Order, Balance C. O. D.  
WRITS FOR DESCRIPTIVE FOLDER AND PRICE LIST ON NATIONAL CIGARETTE AND CANDY MACHINES.

**NATIONAL VENDING MACHINE SALES CO.**  
13223 SUPERIOR AVE., CLEVELAND, OHIO.  
Factory Representatives  
**NATIONAL VENDORS, INC.** ST. LOUIS, MO.

### OPERATORS Here's a New Field

INSTALL COIN LOCKS ON PAY TICKETS AND WORK UP A PERMANENT PAYING BUSINESS.

Hotels, Restaurants, Office Buildings, Stores, Theaters, Amusement Parks are just a few of the spots you can install in immediately.

Pay Ticket Coin Locks average to receive \$45.00 monthly per lock, although certain special locations have run much higher. You can begin this business with only one lock as a demonstrator. They are fast as you get locations order each additional lock as required.

Coin Machine Operators will do well to investigate this new field. You have no overhead. No replacement as your Heavy Duty Coin Locks are built for rugged service. They are lockproof and guaranteed to work perfectly. Each lock is enclosed with patented coin register.

Write today for information  
**MIDDLETON METAL PRODS. CO.**  
100 BANK AVENUE, NEW YORK, OREGON

**\$1 Each FACTORY SALE!**  
PEANUT, GUM and HERSHEY VENDERS.  
All Brand New! Regular \$5 Values.  
Order in Lots of 6 or More. Send M. O. in Full.  
**A. M. WALZER CO.**  
Ferdinand Building, Minneapolis, Minn.

THE LAST "WORD" IN YOUR LETTER TO ADVERTISERS, "BILLBOARD"

# MUSIC MERCHANDISING

## Ponser Shows Mills Phono to N. Y. Ops

NEW YORK, April 15.—"If there's a phono operator in the vicinity of New York who hasn't seen the new Mills 20-Record Selector Phonograph he's home sick in bed," stated George Ponser as the three-day showing of the new Mills phono which he has been staging at the Hotel New Yorker drew to a close here today.

Ponser reported that he and Jack Mitnick, of the Ponser firm, have been on the jump constantly for the past three days taking care of the steady stream of operators who dropped in the suite at the New Yorker for a first-hand inspection of the new Mills machines. On hand from the Mills factory in Chicago to assist Ponser were Art Cooley, Frank Gordon and Larry Burnham.

"As soon as the word got around that the new Mills machine was on display at the New Yorker," Ponser stated, "ops began coming from all over the city to see it. Visitors were not confined to Manhattan ops, however, for the New Jersey association sent a delegation of its members from Newark, and other ops came from as far up the river as far as Peekskill and Poughkeepsie, as well as from Brooklyn, Long Island, etc.

"Seldom have I heard such unanimous approbation for any machine as the ops evidenced for the new Mills 20 Selector. The beauty of its appearance, the simplicity of its fool-proof mechanism and the faithfulness of its reproduction are just what the ops want. This is not idle talk either, for many of the ops who came 'just to look' stayed to place good-sized orders with us.

"We are very well pleased with the results of our three-day showing," Ponser concluded. "We feel that every operator in these parts now knows all about the superior features of the Mills phonograph. We want to thank all those who took time out to drop in the New Yorker to visit with us and to tell those few who were unable to come that they will be able to see the Mills phono at our new offices."

## Merchandising With Wurlitzer

BUFFALO, April 15.—In a dramatic setting which centered about a cathedral choir loft and which was equipped with a Wurlitzer automatic phonograph that guaranteed the continuous playing of 24 appropriate musical selections, the Kleinhamm Co., of Buffalo, one of the country's largest men's and boys' furnishing stores, hit a new high in merchandising for the pre-Peaster season.

Record crowds were attracted by the presentation of the replica of a boys' choir, complete in detail and appointment, singing to the accompaniment of a mighty organ. The illusion, arranged with manikins and props designed by

the store's display department, was enhanced by colorful indirect lighting and was completed by the authentic real-life music reproduced by a Wurlitzer phonograph.

"Set on the second floor, the scene was an important reason why an unusual amount of traffic passed thru those departments daily, attracted by the music heard thro'out the store. Authentic, faithful reproduction and the unflinching dependability of the Wurlitzer automatic phonograph helped to make Kleinhamm's display its most effective and successful. Most elaborate plans for 1940 assure the use again of the Wurlitzer automatic phonograph as a most important feature of music in merchandising," declared Wurlitzer officials.

## Philadelphia

PHILADELPHIA, April 15.—Operators are expecting plenty of business to drop their way from the millions of visitors who will see the New York World's Fair and who, induced by the many national shrines in this city, will stop over to visit Philly.

Among those who have already started plans to renovate their resort-spots are Sam Lerner and Harry Steele, both of whom have arcades in Wildwood, N. J.

With little but a clean-up job needed on his modernistic arcade, located in Wildwood, newly married Al Rodstein is preparing to open his place about the end of the month.

Another operator who is preparing to take a good deal of the player's prizes and nickels is popular Marty Mitnick, president of the Philadelphia and State Coin Machine Association. He is buying all the new machines on the market for his Ocean City, Md. arcade and reports that he expects the World's Fair to improve the arcade business of all operators.

I. H. Rothstein, of the Banner Specialty Co., returned to the local office after a flying trip to Chicago for a visit to manufacturers and then a stopover at his Pittsburgh office. Rothstein reports sales of new machines holding up in most satisfactory manner.

Bill Gross, of the Edhigh Specialty Co., received some publicity when he had his name and that of his future wife mentioned by one of the more popular of local columnists in connection with his engagement.

The Richter boys, Eddie and his brother, have bought two new trucks in which to transport their large number of new games. Eddie claims that he has bought as many new machines as any other operator in the city and points to his business with local distributors as verification.

## Record Buying Guide

An Analysis of Current Songs and Recordings From the Standpoint of Their Value to Phonograph Operators

By DANIEL RICHMAN

Publication is based upon radio performances, sheet music sales and record releases of the week. Reports from music publishers as to the relative importance of certain songs in their catalogs are also considered, as well as information received each week from prominent operators.

### GOING STRONG—KEEP THEM IN

**Heaven Can Wait.** This is now pretty universally the strongest of the crop of tunes that have held down top spots for the past month. While several of the songs listed under this have passed their peak—in the East, at any rate—the Casa Loma record and the Chick Bullock disc of this are big favorites all over.

**Sunrise Serenade.** This lovely melody has become much more than just the plattermate of *Heaven Can Wait* on the Casa Loma recording. It's turned into a strong hit on its own, and deservedly, for as handled by Glen Gray's boys makes three minutes of the best listening currently available. It takes the jump from its position under Operator's Specials in this department last week to this classification because it definitely is going strong and also because a lyric is being prepared for it which will take it out of the instrumental number class and put it in the pop tune category. Get this in by all means either in the Casa Loma version or the Hal Kemp or Glenn Miller arrangement. Latter two will be available very shortly.

**Little Six Echo.** Slipping a little after several weeks of sustained popularity but still good for another week or so. Guy Lombardo and Dick Todd for, respectively, the dance and vocal interpretations, have had the whole say on this.

**Penny Serenade.** Practically the same thing applies here, even to Lombardo, with Sammy Kaye and Horace Heidt assisting with a couple of good platters of their own.

**I Got Along Without You Very Well.** Also past its peak as far as operators in the East are concerned, this may still be doing pretty well in other sections of the country, well enough, at any rate, to merit its spot here for another week. But its days are numbered. Red Norvo remained top man with his disc during its popularity.

### COMING UP—BETTER STOCK THEM

**One Side of Heaven.** For the past two weeks we have devoted much space to advising ops to be prepared for the certain popularity of this song and its three companions from the new Bing Crosby picture of the same title. Sufficient to say now that this tune is starting to sell copies already, along with *Sing a Song of Sundaes* from the same score. Crosby, of course, records them, and for dancing there are Guy Lombardo, Ozzie Nelson and Sammy Kaye.

**The Moon Is a Silver Dollar.** Growing stronger every day is this rhythmic ballad, and in Lawrence Welk's arrangement it makes excellent phono material.

**Little Skipper.** Nick (Gale) Mine in the Sky, Cathedral in the Pines, While a Cigarette Was Burning, Kenny's latest contribution to popular songdom is catching on quickly with the public, and you're going to need it by the time this appears in print. You can have it in any one of four swell versions—Tommy Dorsey, Al Dobson, Horace Heidt and Ozzie Nelson.

**And the Angels Sing.** Benny Goodman makes this rising hit something to hear with a disc that is in a class by itself, mostly because of an off-tempo trumpet chorus by Ziggy Elman (who also composed the number) that is superlative. This is really a great bet for the machines, and it may be compulsory needle fodder before long.

**I'm Building a Sail Boat of Dreams.** Another up-and-coming favorite that has everything it takes for success. Dick Robertson's recording has already found favor in some machines and seems likely to make it a clean sweep all over the country.

### OPERATORS' SPECIALS

Listing covers those songs which in themselves cannot be classified as popular nation-wide hits, but which are, or give every indication of becoming, successful phonograph numbers.

**Three Little Fishies.** Here is a novelty that seems to be a potential gold mine for operators. A clever number in "fish talk" it has the infectious, catchy quality that always appeals to nickel-droppers. Hal Kemp is out with the first disc on it, with Ray Kyser's coming up shortly. Kemp's is particularly admirable for phono purposes because of the vocalizing of the Smoothies, harmony trio, who occupy most of the three minutes and do a grand job with the complete lyric, plus some touches of their own.

**The Chestnut Tree.** Another novelty in the vein of *Lambeth Walk*, and like that one, an importation from England. Catching on fast as a new dance sensation, it belongs in the boxes. You get it on the reverse of the Kemp *Fishies* disc in that maestro's always excellent style, and it's also available now in a Ted Weems arrangement. Glenn Miller will add his version to the list in another week or so.

**God Bless America.** Going exceptionally well in both the Kate Smith and Bing Crosby versions is this Irving Berlin musical salute to the U. S. Berlin's judgment in penning a song that ties in with the current wave of patriotic fervor sweeping the nation has been proved correct with the reception accorded the tune.

**When the Saints Go Marching By.** Still a big item for ops everywhere is this Louis Armstrong recording. If you're not playing it you'd better remedy the situation pronto.

**Beer Barrel Polka.** This is not only a swell machine number but it wouldn't surprise anyone if it turned into a pop hit as well. Eddie De Lange combines its polka rhythms with swing tempo in a great disc, and for straight polka there's Jolly Jack Bobel's Ban.

**If I Didn't Care.** The Four Infs Spots put plenty of ops into this weepy ballad and it's been paying nice dividends in the phono. One of the best of the current op specials.

**Dawn of a New Day.** With the New York World's Fair opening less than two weeks off it might be a good idea to put in Horace Heidt's disc of the fair's theme song, written by the late George Gershwin. It's the official song, and it will probably receive plenty of attention on the air, and what with the opening's attendant publicity, etc., having it under the needles might prove profitable.

(Double-meaning records are purposely omitted from this column)



A WURLITZER PHONOGRAPH supplied the choral effects for the puppet Cathedral choir, left shown above. The display was a feature of a merchandise stand by the Kleinhamm Co., Buffalo.

# What the Records Are Doing for Me---



**Hal KEMP**  
SENSATIONAL DRAW AT N.Y. PARAMOUNT  
will boost your profits, fool!

In this, the operators' own column, the music merchants of the entire nation help one another to select the biggest money-making records. It is a service by the operators and for the operators. When contributing to this column be sure to include the name of the recording, the name of the artist and the type of location the recording goes best in.

Address communications to  
**WHAT THE RECORDS ARE DOING FOR ME,**  
THE BILLBOARD PUBLISHING COMPANY,  
1564 Broadway, New York City.

Little Rock, Ark.

April 15, 1939.

To the Editor:

Down here in Arkansas and surrounding States a great majority of the people still crave the old familiar hillbilly and Western tunes, and the new ones, too. It is strange, but the customers will keep plugging the buffers to hear these numbers over and over again.

But the spot in which they are played must be right. Frankly, this company started out placing phonos in more of the high-class places with the result that we don't have such a big demand for these tunes, but we sure wish we could use them. However, once in a while we find one that meets with great popularity, such as *Home on the Range*. We could certainly use more like that one.

Our popular discs fit in almost anywhere we put them. *Hold Tight*, by Fats Waller, is still holding its own. *Lionel Hampton's Rock, Hill Spectral* and *Tommy Dorsey's Blue Moon and Panama* are fast gaining ground.

Asot is said these days about the wide popularity of Bing Crosby. Here's something we can say for Bing besides his popularity. Jeanette MacDonald, Nelson Eddy and some of the others who have sung *At Sweet Mystery of Life* might have gained much favorable comment over their rendition of the famous number, but it took Bing, in our opinion, to really put it over.

Blue Barron, who gives us *Penny Serenade*, has prospects for a great future. He seems to show more speed than any of the other latecomers. Jimmy Lunceford, who renders *Taint What You Do and Reim*, is fast winning favor among the customers, and Johnnie Hoppers with his *Like a Ship at Sea*, Larry Clinton's *Study in Red* and *Deep Purple* are money-makers, too.

Count Basie's *Blues I Like to Hear* is the favorite in our Negro spots.

ROY BANGS,  
De Luxe Novelty Co., Little Rock, Ark.

Canton, O.

To the Editor:


They say that the Beer Barrel Polka number has just about worn out its welcome at restaurants, clubs and dance places and cafes having phonographs. For the past several weeks the revenue from this strange recording has been paying the light bills and a fair percentage of the rent at most of the cafes. At one restaurant it was played 47 times in one day. At many other places it topped the list of recordings 20 times regularly.

Another popular tune that is beginning to pall is *Begin the Beguine*, which has been a topflight record for many weeks in most of the clubs and dance spots.

Artie Shaw's album appears one of the most popular in these parts now, especially in places which cater to the jitterbugs. Automatic phonograph machine operators in the district have been bemoaning the fact that they have been unable to get enough Shaw recordings from distributors hereabouts to place in spots which have been demanding them.

REX McCONNELL, Canton, O.

KEEP HIS NEWEST  
**Victor Records**  
(IN YOUR MACHINES!)



Hal Kemp, famous Victor Artist to draw overflowing crowds to the New York Paramount. Thousands are coming to pay you to hear him! Keep your machines ringing with his new Victor hits!

Last Minute Flash on  
**NEWEST VICTOR HITS**

- 20188 Don't Worry About Me—Hal Kemp, and his Orchestra.
- 20189 God Bless America...The Star Spangled Banner—Kate Smith—Vocal.
- 20185 Blue Moon—Tommy Dorsey and his Orchestra.
- 20170 And The Angels Sing—Beany Goodson and his Orchestra.
- 20180 Penny Serenade—Sammy Kaye and his Orchestra.

It Pays to Use  
**VICTOR AND BLUEBIRD RECORDS**  
Victor Division, RCA Music Co., Inc., Camden, N. J.  
A Service of the Radio Corporation of America



**\$99.50**  
FACTORY RECONDITIONED  
**ROCK-OLA IMPERIAL 20 RECORD**

**WITH LIGHTUP GRILLE**

Come to National for the best buys in used phonographs today! Clean stock! The new! We have sent all phonos over to the Rock-Ola factory for reconditioning and polishing. Order with confidence. Send \$1.00 cash, balance O. O. O.

- ROCK-OLA IMPERIAL 20, Factory reconditioned, with lightup grille \$99.50
- Same model without lightup grille 89.50
- ROCK-OLA AMBASSADOR 16, Factory reconditioned, with lightup grille 85.00
- Same model without lightup grille 75.00
- ROCK-OLA 12, Record 1939 Regular or Nightclub, factory reconditioned, with lightup grille 49.50
- ROCK-OLA 12, Record 1939 Special, factory reconditioned, without lightup grille 42.50
- WURLITZER 410A 35.00
- WURLITZER 410 25.00
- WURLITZER 412 25.00
- TOM MIX RADIO RIFLE, factory reconditioned 25.00

National Coin Machine Exchange  
1007 OVERSEY BLVD., CHICAGO

THE RESULTS OF OUR  
3-DAY SHOWING AT THE  
HOTEL NEW YORKER  
DEFINITELY PROVED THE NEW



## Mills

20 RECORD PHONOGRAPH  
WITH PIANO KEYBOARD  
AN OVERNIGHT SENSATION!!

IF YOU DIDN'T GET THE CHANCE TO BE PRESENT AT THE NEW YORKER SHOWING — HURRY OVER AND SEE THE NEW MILLS PHONO NOW!

TRADE IN YOUR OLD PHONOS. PIN GAMES. COUNTER GAMES, CONSOLES, PAYOUTS, ETC. LIBERAL TRADE-IN ALLOWANCES TO ALL!

## GEORGE PONSLER

33 WEST 60TH ST., NEW YORK, N. Y.  
11-15 EAST RUNYON ST., NEWARK, N. J.

Saskatoon, Sask.

April 15, 1939.

To the Editor:

With the possible exception of Bing Crosby, records played in this locality are by title rather than name of performer. Crosby has always been a big money-maker, his *Mexican Rose*, *Street Little Headache*, *I Cried for You* and *Funny Old Hills* taking most of the nickels in recent weeks. Already some recordings of *Hills* have been worn out. Dick Todd is right on Crosby's heels. His *Penny Serenade* and *Deep Purple* have had tremendous play.

Swing music doesn't rate very high in Saskatoon. I'd blame this on the fact that there really are no dyed-in-the-wool jitterbugs in this area. Top swinger is undoubtedly Artie Shaw, whose *Home Home* is getting plenty of play at the moment. Our recordings of *Hold Tight*, by Fats Waller, Tommy Dorsey and the Andrews Sisters are also proving popular, with Waller's version getting the biggest play from the swing addicts. Waller is the only colored swinger who can draw the nickels here. Henry Busse's *Begin*,

# DECCA

Hot Tips for Operators

WEEK AFTER WEEK THESE DECCA RECORDS EARN TOP MONEY FOR OPERATORS

- 2900 GOD BLESS AMERICA THE STAR SPANGLED BANNER BING CROSBY with John Scott Trotter Orchestra and Max Terr's Mixed Chorus.
- 2214 HOLD TIGHT—HOLD TIGHT. BILLY BOY. ANDREWS SISTERS with Jimmy Dorsey Orchestra.
- 2286 IF I DIDN'T CARE KROCK HREKO SAL INK SPOTS.
- 2203 LET'S STOP THE CLOCK FT. VO. (I'm Afraid) THE MASQUERADE. ADE IS OVER FT. VO. JIMMY DORSEY and His Orchestra.
- 2287 HEAVEN CAN WAIT PE. VO. MURDER REBORN INK. FT. GLEN GRAY and The Casa Loma Orchestra.
- 2308 LITTLE RH ZOOH. WALT. V.O. I CAN'T GET YOU OUT OF MY MIND. FT. VO. GUY LOMBARDO and His Royal Canadian.
- 2208 DEEP PURPLE. FT. VO. FATE. FT. VO. JIMMY DORSEY and His Orchestra.
- 2201 I HAVE EYES THE FURRY-OLD HILLS BING CROSBY with John Scott Trotter Orchestra.
- 2370 DEEP PURPLE STAR DUST BING CROSBY with Billy Blanton Orchestra.
- 2384 BEER BARREL POLKA (New Out the Barrel) THE NEW OKAY DOKEY POLKA POLA JOLLY JACK MODEL and His Band.

## RECORD MONEY MAKERS WINNERS OF THE WEEK

A Spicy Dish for Your Music Backlist.

"AIN'T THE GRAY GOOD"  
Entered by Oooh Williams' Rag Outlets (Vocalist 4726)

The Novelty of the Week  
**COUNTERPOINT A LA MODE**  
Recorded by Phil Long and His Orchestra (Brunswick 8302)

Watch for  
**"HAVE MERCY"**

Exclusive Publications, Inc.  
3012 Broadway, New York City.

Decca Records Inc.  
NEW YORK



The Mark of Mechanical Perfection

# HERE IT IS! 'TAPS'

THE GAME THAT TAKES THE COIN

**MOST PHENOMENAL HIGH SCORE  
LAUGH PRODUCING SENSATION!  
ENTIRELY NEW INNOVATION!**

**4 BRAND NEW FEATURES:**

- **ANIMATED TAP DANCER** . . . laugh provoking colored Sambo goes into his dance when proper bumpers are hit.
- **SKILL JACKPOT** . . . secured when 4 balls pass through letters in upper lanes and spell out "Taps"!
- **FREE GAME AND FREE BALL HOLE** . . . automatic award of 1 extra ball and 1 Free Game if ball lands in this hole!
- **NEW V-TYPE BALL TRAP** with kicker action . . . doubles player's fun and increases score!

Not just "another game" but a masterpiece of ingenuity. A tremendous sensation whenever introduced!

REGULAR MODEL \$89.50

FREE PLAY \$99.50

THE HARRY HOPPE CORP.

Manufacturers

2736-40 N. Paulina St., CHICAGO.



RUSH YOUR ORDER IMMEDIATELY CABLE ADDRESS HOPPECO

## Martin C. Balensiefer Authorized Distributor WURLITZER PHONOGRAPHS

Announces the Opening

of Offices and Display Rooms at

1500 MARKET ST. -- ST. LOUIS, MO.

**LOWEST PRICES!  
EVER OFFERED!**

ON ALL RECONDITIONED PHONOGRAPHS  
★ WURLITZER — ROCK-OLA ★  
MILLS EVERY MODEL  
LARGE SELECTION OF THE FINEST RECONDITIONED CIGARETTE MACHINES

**BOWLETTES**  
25 — Precious Brand  
100 — Lots of 10  
Each . . . . . \$25.00  
5000 . . . . . \$25.00.

WIRE OR WRITE  
**BABE KAUFMAN** MUSIC (CIRCLE CORP. 6-1642) 250 W. 54th St., N. Y. C.

the Deputing is proving quite popular. Personally, I believe the swing bands would do better if they played more pops and forget about the revivals. Larry Clinton, Tommy Dorsey or Benny Goodman are always money-makers if popular tunes by them are placed in the machines early.

Little Sir Echo, by Guy Lombardo, tops the sweet music section by far. I Promise You, by Richard Krimber; Tales of Vienna Woods, by Harry Horlick; Penny Serenade, by Sammy Kaye, and Deep Purple, by Lombardo, are also attracting a goodly amount of silver. Coming up strong are Little Shaw's Deep in a Dream and the newer releases by Freddy Martin, Charlie Barnet and Ted Weems. Worthy of comment in the vocal line-up are Paul Robeson, whose St. Louis Blues is doing a good biz, and Frances Langford with Hurry Home and I Won't Tell a Soul.

Novelty stuff is strictly the Freddy Fisher Schnickeltrits outfit. It gets much better play than swing music. New popular tunes have proved my best bet, with most of my machines playing to adult trade in the downtown district.  
E. A. STRONG,  
Saskatoon, Sask.

Detroit

April 15, 1939.

To the Editor:

I find in my business that in beer gardens or places where beer and wine are sold people go for less pieces. They don't go so much for sentimental numbers. Typical favorites are the Artie Shaw numbers. Music must have plenty of pep in it.

The Beer Barrel Polka is one that I have put on every single one of my



VINCE SHAW coin machine sales department head of the Mills Novelty Co., challenges other department heads in bid for the lead in this spring business drive.

### MR. PHONO OPERATOR SEZ:



## MORE

AND MORE PHONO OPSS ARE BUYING

"CALCUTTONE"

AMERICA'S FINEST PHONO NEEDLE COSTS LESS! GIVES OVER 2,500 PLAYS!

RUSH YOUR ORDER!

THE VENDING MACHINE CO.  
205-15 Franklin St., Fayetteville, N. C.

OPERATORS REPORT  
AS MANY AS

# 3000 TO 5000 PLAYS

FROM A

## Miracle Point NEEDLE

Just your needle

**M.A. GERETT CORP.**  
2047 W. 10th Street • • • Milwaukee, Wisconsin

EVERYTHING YOU WANT IN AN AUTOMATIC PHONO NEEDLE

SAMPLE 35c



Get your Distributor

or Write

THE ELDEN CO.,  
176 W. Wisconsin  
Milwaukee, Wis.

## 300 USED PHONOGRAPHS

Wurlitzers P-12, 412, 312 and P-400.

SELLING AT BIG SACRIFICE. WRITE or WIRE for PRICES.

## ORIOLE COIN MACHINE CORP.

138-148 W. Mt. Royal Ave.

Baltimore, Md.

## WURLITZERS

- MODELS 312 OR 412 . . . . . \$ 69.50 Ea.
- 312 OR 412 WITH LIGHT-UP GRILLE . . . . . 75.00 Ea.
- MODELS 616 OR 716 . . . . . 105.00 Ea.
- MODEL 616A . . . . . 119.50 Ea.
- 24 RECORD MODEL . . . . . 159.50 Ea.

1/2 With Order, Balance C. O. D.

## HANKIN MUSIC CO.

138 PRYOR ST., S.W., ATLANTA, GA.

### SPECIAL!

- A. B. Y. MODEL "T" PISTOL TARGET \$19.00 Each, 1 or 100.
- DAVAL TALLYS \$12.50
- BANG-A-DIE \$100.00 (Real Rifle Game)
- "WE GUARANTEE EVERYTHING WE SELL"

- EXHIBIT MERCHANTMEN DICER . . . . . \$25.00
- EXHIBIT ROTARY . . . . . 45.00
- MILLS SWING KING . . . . . 29.50
- 12-RECORD ROCK-OLA . . . . . 39.50

- WURLITZER P-12 . . . . . \$34.50
- WURLITZER 412 . . . . . 52.50
- WURLITZER 400 . . . . . 69.50
- ROCK-OLA, 20-RECORD IMPERIAL . . . . . 99.50

All in A-1 condition, ready for immediate delivery. Rush your order with one-third deposit, or send cash in full and deduct two per cent.

## SOUTHERN AUTOMATIC MUSIC COMPANY

320 Massachusetts Ave., Indianapolis, Ind.

542 S. 2nd, Louisville, Ky.

312 W. Seventh, Cincinnati, O.

machines. The other side, Hot Pretzels, is good, too. This is real fast music, and that is what the people want. Both of these are acception pieces. This one piece increased my business 30 per cent for the first three weeks and is still going strong.

The next best recent records are by Art Shaw and Bing Crosby. Right now I'm buying Crosby's *Splendidly Baby*. I think this will be another big money-maker like *Mexican Moss*. Shaw's *Begin the Beguine* is also tops. I specialize a lot in Polish records, as I have a number of locations where Polish people gather. A good Polish polka will go over well anywhere.

SIGMUND KACZYNSKI, Detroit.

### Pack Small Candy For 5c Venders

CHICAGO, April 15.—A brand-new line of small confections of popular appeal, packed in small paperboard boxes to sell at a nickel, is being introduced this month by the Pan Confection Co. These are intended for dispensing in vending machines only and will not be offered for over-the-counter selling. The name adopted is Tempt-U Niblets, and this designation is inscribed on the front of the box in white lettering against a blue background. At each end of the package there is an inch-wide strip of deep orange, the color combination being very effective.

The first offering consists of six different kinds of small candies, mostly of the jolly and pan-work type, including sugar-coated floppies, lozenges, mints, and one package of assorted flavors. A unique feature of the package is that there is a section cut away in the center of the box edge, affording a view on the bottom and side surfaces, thru which the confections are made visible by cellophane. As these small confections are colorful and have plenty of eye appeal, the fact the vending machine patron will be able to see in advance precisely the kind of merchandise contained in the package is expected to greatly influence sales. The packages are made in a size to fit all standard vending machines and come packed 100 to the carton.

This is the first time in the history of Pan Confection Co. that the firm has entered the field of nickel merchandise for vending devices, as heretofore it has featured an extensive line of bulk items designed for penny sales thru venders. The new packed products have been brought out at this time of year to meet the demand for confections that will stand the rigors of hot weather and at the same time be of a type in popular demand.

In addition to the new Tempt-U packaged merchandise, Pan carries approximately 35 different bulk items in small colorful cans for vending machine dispensing, and these embrace a wide range of flavors, sizes and shapes. In-



JAMES T. MANGAN, advertising manager of Mills Novelty Co., instills enthusiasm in the Mills sales force, urging them to make a name for themselves in this spring business push.

cluded in these products is a line called Hard Shell candies, a name registered in the United States Patent Office, over a year ago. A separate department is maintained by Pan Confection Co. to handle its sales of vending machine merchandise, and information bearing on any phase of this subject is cheerfully given machine operators, large and small, to help in the solution of any problems that arise with them.

### George Ponsler Moves Offices

NEW YORK, April 15.—George Ponsler announced recently that the firm would soon occupy new New York offices, located in its own building at 519 W. 47th street.

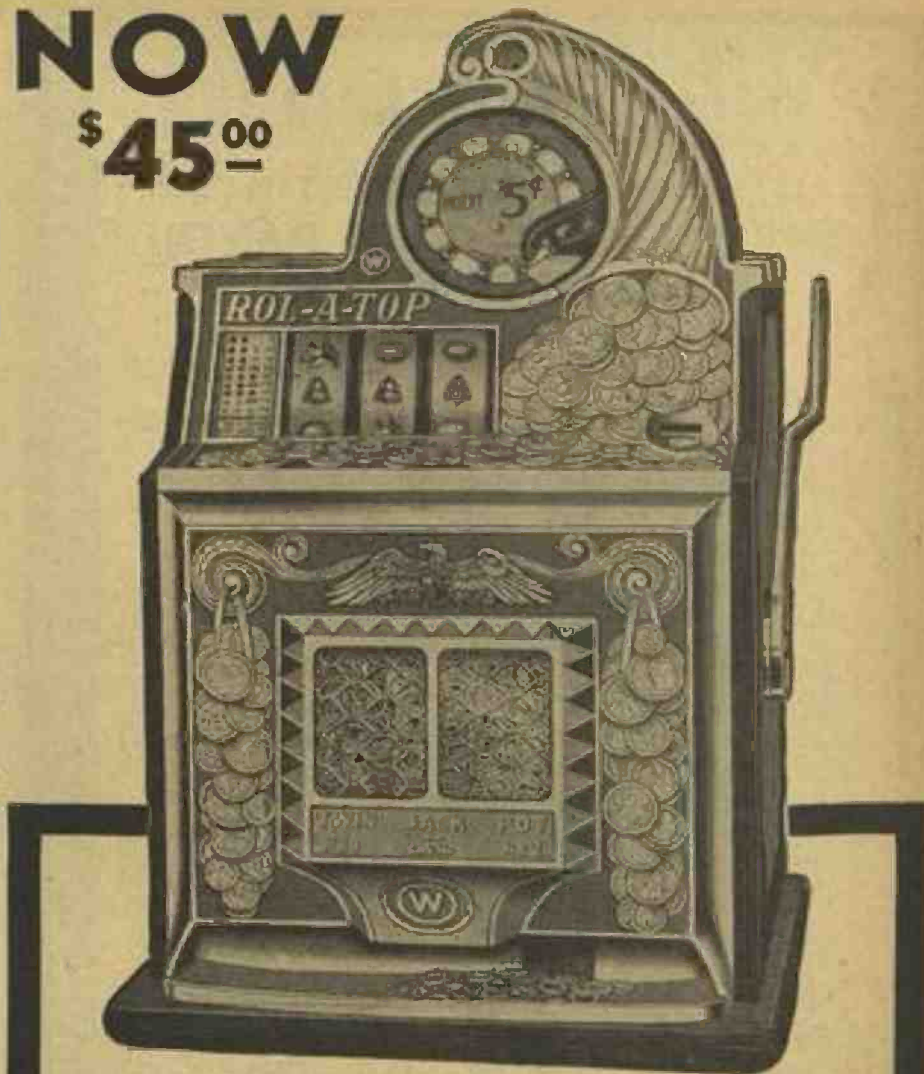
A complete one-story building is being taken up by the firm, using approximately 2,500 square feet of floor space. The height of the ceiling itself is impressive, being 22 feet from the floor. Skylight arrangements for cooling the showrooms and for greater light have also been constructed.

A large mezzanine is being built to accommodate the new music sales division of the firm, featuring the Mills phone. Private offices, supply and parts department, as well as other departments for the music ops, will be on this floor.

The main floor will have private offices and display of the products of the manufacturers which the firm represents. The latest games of Chicago Coin, Exhibit Supply Co., Daval Mfg. Co. and J. H. Keeney & Co.

In addition there will be private offices

NOW \$45.00



### GUARANTEED LIKE NEW

We have a few Rebuilt Machines, as shown above, in 1c, 5c, 10c and 25c play, with Mystery Payout. Every machine has been gone over from top to bottom, inside, outside, repainted, repolished, new reel strips, springs or parts where needed, for operating purposes as good as new.

### 15-DAY MONEY-BACK GUARANTEE

Write for prices on our complete line of Rebuilt Machines

### WATLING MANUFACTURING CO.

4640-4660 W. FULTON ST., CHICAGO, ILLINOIS

Est. 1889—Tel., Columbus 2770

Cable Address, "WATLINGITE", Chicago



WAY DOWN IN TEXAS, I. F. Webb, Rock-Ola vice-president and phone sales manager (second from left), congratulates Melvin Malloy, Louisiana Amusement Co., New Orleans, upon his appointment as distributor for Louisiana. L. Stankoff (left) and Harold Horton (right) represent Belle & Horton, Texas Rock-Ola distributors.

for Ponsler, for the bookkeeping department and for the sales department of the firm. There will also be a huge repair department and supplies and parts department for the games on this floor.

Said George Ponsler: "We will be able to handle business more efficiently now because operators will now be able to get in and get out in quick order without parking worries, and can also go right to the machines as well as the service department without loss of time. This complete arrangement is for one of the most compact units in the country with speed and efficiency for sales and servicing the main features."

### Monarch Hints New Counter Game

CHICAGO, April 15.—The Monarch Coin Machine Co. reports that it has been so busy supplying operators with games for the various territories that it had not had time to publicize the new counter game it expects to announce shortly.

Everything points to a favorable spring business at Monarch, firm officials claim, and the big results received from spring special sales have reduced stocks almost to depletion. However, they have made arrangements to furnish operators with the best and latest numbers on the market, they advise.

**HOLD TIGHT**

**BEATS EVERYTHING**

**5 BALL FREE GAME**

**15 SPORT PAGES \$59.50 ea.**

Send 1/3 Deposit.

**MT. ROYAL NOVELTY, Inc.**

306 E. Baltimore St., Baltimore, Md.

**WANT TO BUY WORLD SERIES BASEBALL GAMES**

(Serial Numbers Over 2000)

Penny Arcade Equipment, Game Prices and Serial Numbers in 100's.

BOX 142, care The Billboard, Brader Bldg., ST. LOUIS, MO.



# MONARCH SPRING SPECIALS

★ BALLY RESERVES \$12.50 ★

\$9.50 each 3 for \$25.00

Boo Hoop, Ohio Derby, Electric Bell, Escalator, Roller, Home Run, Race, Longboard, Outboard, Running Wild, Samba, Sissy, Sport.

\$7.50 each 3 for \$20.00

Daytona, Five Ball, 1937 Ball Fox, Fire Cracker, Hi-De-Ho, Ricochet, Rugby, Tackle, Wood 'Em.

## ★ AUTOMATIC PAYOUTS ★

Champs	\$17.50
Classic	12.50
President	22.50
Carson	14.00
Photo Finish	15.00
Preview	5.50
Challenge	12.00

## ★ COUNTER GAMES ★

Oliver, So.	\$14.50
Dinger, 14	19.50
King Six Jr.	5.50
Whitney Seven	
Grand	22.50
Punches	3.50
Whistlers	7.50
Red Spots	9.50
Red 4's	7.50
Deval Tally	14.50
Red Dice	5.00
Red 21	5.00
Double Deal	7.50
Joker Wild	
Deuces Wild	
Deuces Wild	12.50
Deuces Wild	5.50
Bally Nigger	5.50

Racing Form	\$17.50
Arlington	21.50
21-22-23	22.50
Wines	12.50
Fair Grounds	
Photo Wood	27.50
Daily Entry	33.50
Daily Entry	29.50

Marshall	5.50
Bally Baby, Jr.	
Terre	17.50
Bally Baby	35.00
Jennison C. W.	
Cherry	14.50
Mittie Koster	
King	13.50
De Luxe Cont.	
a-Pack	28.50
Hit Me (Cards)	
Blue Spade	5.50
Blue Spade	5.50
Blue Spade	13.50
Blue Spade	
Blue Spade	5.50
Blue Spade	12.50

# MONARCH COIN MACHINE CO.

1731 Belmont Ave., Chicago, Ill.

## Daval Markets Salesboard Game

CHICAGO, April 15.—"A great deal of comment is being caused by a new development in games which is now being marketed by Daval Mfg. Co.," declared Daval officials recently. "This device is known as Step-Up and is actually a perpetual salesboard housed in a counter game cabinet."

In commenting on this new development, A. S. Douglas, president of Daval, stated, "The most remarkable feature about Step-Up is that it will appeal to every type of operator for many reasons. First, there is the fact—an amazing one—that Step-Up is everlastingly a salesboard of the most intriguing type because it utilizes the appeal of a big money, step-up jackpot winner."

Secondly, Step-Up is a reliable and perpetual salesboard. When a machine is set on location it stays there. The operator doesn't have need for further supplies of any sort, and actually his first cost for Step-Up is positively his last expense. Third, Step-Up is built in a thoroughly protected, cheat-proof, dirt-proof and fool-proof counter game cabinet. Fourth, the front of the game is brilliant, beautiful, colorful and more flashy than any big money salesboard on the market. It has every ounce of appeal possessed by any jackpot salesboard.

"With every game is furnished three interchangeable salesboard fronts—one to suit every type of location. Operators can check positively and thoroughly all payouts. Step-Up does not have a coin chute and is not coin operated."

## Two Hits Again In Production

CHICAGO, April 15.—"We yield," said officials of D. Gottlieb & Co. "The flood of requests and demands from operators and distributors thruout the country has been too much for us. They insist that we maintain production on Track Record and De Luxe Three-Way Grip Scale. In compliance we've put both of these winners back in peak production. In the terrific rush created by Lot-o-Fun we deemed it advisable to ease up production on these older numbers to enable us to keep up with the demand for Lot-o-Fun. But it seems the trade won't stand for having these favorites side-tracked."

"Track Record is a four-way multiple with reserve jackpot of \$50 top which has been an outstanding success. De Luxe Grip Scale is our three-way strength tester that has been in production for almost 18 months and still there's not enough available to satisfy the demand. Operators who've had difficulty obtaining these machines can now be reassured that facilities have been arranged by us so that they will again be produced in sufficient quantity."

earnings over our earlier model Track Times. Our 30 Track Time is also being made in skittles and remote control models."

**FREE PLAY**



Mills Free Play One-Two-Three makes Bell profits—so large, so steady, so sure—available now for every operator in novelty table territory. Write, wire, or phone. Mills Novelty Company, 4100 Fullerton Ave., Chicago, Ill.

## Keeney Shipping Super-Track Time

CHICAGO, April 15.—"First shipments of our new 30 Super-Track Time started this week," stated J. H. Keeney, head of the firm of the same name. "So great have been orders coming in since the announcement of this new model that we have been forced to adopt the policy of shipping and filling orders in the order received."

"The two most outstanding features in this 30 Super-Track Time," he continued, "are its 9-coin head and the new odd or even play principle."

"In addition to the seven selective numbers, as in the case of earlier models of this console game, this new Track Time has two more plays. That is, a player may play even or odd, or both, which means that should he play '3' and 'odd,' and '3' should come up on the first dial, with '1' and '5' on the other two dials, he would then collect on not only '3,' but on 'odd' as well, since odd numbers came up on all three dials. The same applies to the even play paying on even numbers."

"It is not necessary," explained Jack Keeney, "that a player play a number in order to collect on even or odd plays, or that he play either even or odd in collecting on number plays. These added plays mean that the player not only plays his favorite number, he is also inclined to play odd or even, or both, which added play is, of course, materially increasing

## Gerber Praises Skill Jump Game

CHICAGO, April 15.—Says Paul Gerber, of the Gerber & Oltus Distributing Co. "I am always skeptical of any device that is of radically new design—that is business. Such a device was Skill Jump, made and recently introduced by the firm of Grotchen & Co."

"I placed some of these machines on location to satisfy myself as to its appeal and mechanical perfection. The results removed my skepticism and in its place left amazement. Test locations reported widespread interest in the game—the cash box showed that they were really playing the game."

"As for the mechanism, altho I had a hunch if any doubt about it, it was soon removed. Grotchen is well known for the mechanism which it produces. Perfect, long playing, dependable mechanisms are made by them—and Skill Jump is no exception."

"Skill Jump is an intriguing game requiring a great deal of skill. The principle is to work a steel ball from the top of the game to the bottom without dropping it off steel bars which resemble skis. The bars' incline is regulated by the player, who balances the ball and drops it on the bar beneath thru skillful control. Overbalancing results in the ball falling out of play and not counting in the score. Its attractiveness is a result of its challenge to the player to control his own actions to the point of successfully making every ball count—a possible feat and an intriguing one."

## Taps Indorsed By Distributors

CHICAGO, April 15.—"Taps, the new laugh-producing sensation, has been personally endorsed by a number of prominent distributors and given their unqualified endorsement during the past week," announced Harry Hoppe, president of the Harry Hoppe Corp., manu-

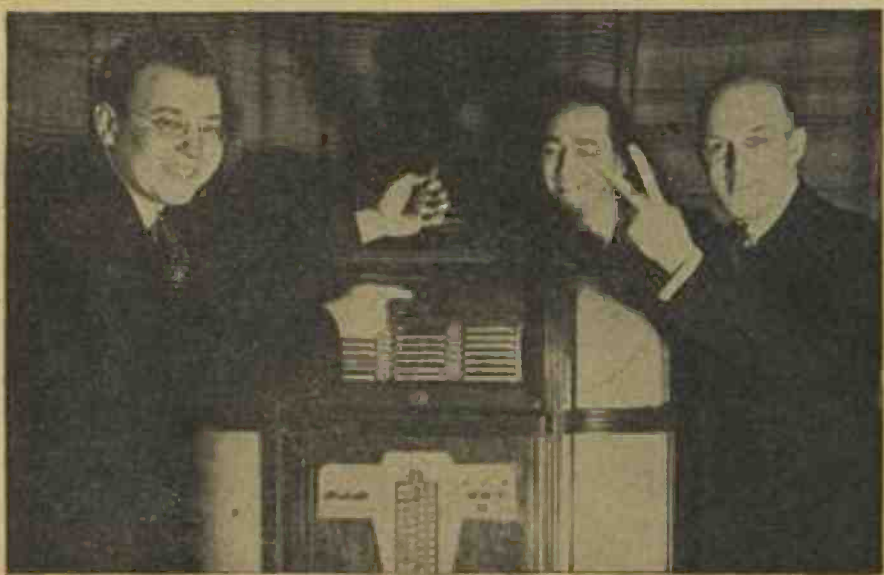
**HOLD TIGHT**

IS SENSATIONAL  
5 BALL  
FREE GAME

**A-1 MECHANIC**

WANTS A STEADY JOB WITH OPERATOR OR JOBBER

Ten years experience. Positively tops in the business. Do not drink. Repair any type of Slot Machine; also Consoles, Track Time, Novelty Games, Race Races, Royal Tracks, Rock-Ola and Wurlitzer Music Machines. Repair amplifiers and hook up additional speakers. Also fast Penny Arcade Men. Will run Arcade on percentage if located right place. Please don't misrepresent because I am not, and I am short on cash to make any wild claims. Mean, Capable Operators attention. Write or visit once. Can leave at once. Address BOX D-193, Care Billboard, Cincinnati, Ohio.



"IT'S RECORD NO. 2 PLAYING," indicates R. E. Estes, of the Maine Automatic Service Co., Rockland, Me. Point of interest in this record play indicator on the 1939 luxury Monty Rock-Ola. Left to right are L. E. Webb, Rock-Ola vice-president; Art Wetland, assistant manager of phonograph division, and R. E. Estes, Rock-Ola Maine distributor.

factures of the new game. "Among the recent visitors to our plant who have come to put their personal stamp of approval on Taps are George Pomer, of the George Pomer Co., Newark, N. J., and L. Rothstein, of Edinger Spectacles Co., Philadelphia. "Both agreed that this had filled a long-felt want, not only in their territory but in all parts of the country. Taps in meeting with overwhelming success. Operators almost overnight accorded it their whole-hearted acceptance, and we daily receive astonishing reports of the record earnings they are making with it."

**A NEW 6-COIN MULTIPLE TWIN JACKPOT AUTOMATIC PAYTABLE**

*Western's* **HORSE-SHOES**



**1-BALL PLAY  
TWIN JACKPOTS,  
\$50 TOP EACH!**

**Guaranteed  
Positive-Action  
Mechanism**

**IMMEDIATE DELIVERY**

Operate These West-  
ern Winners, Too!  
**REEL POKER-EMPIRE**  
Modern Counter  
Mystery-Makers,  
**\$17.50 Each**

**RACE MEET**  
7-Coin Console.  
**BASEBALL**  
Sign In Free Game.  
Automatic Payout and  
Novelty Console Models.

**WESTERN PRODUCTS, Inc.,** 225 W. North Ave.,  
CHICAGO, ILL.

**Cover More Spots  
WITH LESS MONEY**

**HAMILTON**  
Person-Weighing  
**SCALES**

Most profitable of all legal vending machines are Person-Weighing Scales . . . and Hamilton is the biggest producer of such Scales in the field. Why should you buy Hamiltons?

**LOWER FIRST COST ENABLES YOU  
TO PUT OUT MORE SCALES FOR  
THE CASH YOU HAVE TO INVEST**

**Stabilize Your Earnings**

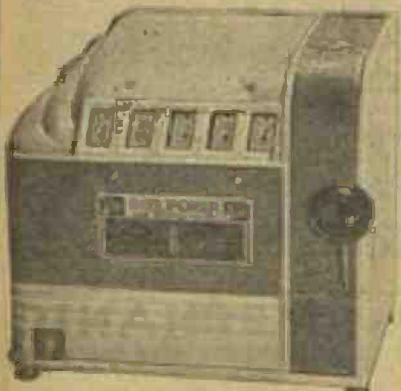
You just can't lick HAMILTON SCALES for year 'round service, and steady, day by day earnings. It's a common experience for Hamilton carriers to collect \$4 per month from each scale . . . place 100 Hamiltons and you have \$400, coming in just like clockwork . . . with just a few hours' work a day making collections.

If your distributor can't furnish Hamilton Scales write direct to

**Dept. B  
THE HAMILTON  
SCALE COMPANY**  
1910 VERMONT AVE.  
TOLEDO, OHIO



**WESTERN'S  
REEL POKER**



**\$17.50** DEUCES WILD  
10, 5c, 10c, 25c Play.  
Simplified Mechanism.  
**PALMANTIER-KING SALES CO.**  
1107 Tuscarawas, Canton, O.

**Genco's Fair  
Is Firm's Latest**

CHICAGO, April 15.—Release of a new game, Fair, was announced recently from headquarters of Genco, Inc.

"The current trend of public thought as regards amusements," said Meyer Gensburg, official of Genco, "is more or less tied up with two great world's fairs. Not only that, fairs and carnivals are opening their seasons in all sections of the country, so it is only natural that the same appeal in a game will reflect in that game's popularity on location. Just such an appeal is built into our Fair,

and along with this appeal we have included a new idea in novelty game plays which assures player attention.

"Fair is a high score game with intermediate awards, plus an extra bonus award for 'lights out.' This latter feature is being introduced by Genco for the first time on a novelty game, and location tests have proved it very effective in producing repeat play. The game plays in this manner: A high score of 5000 starts the intermediate awards. However, if the player 'knocks out' all four of the lights on the board a free play is awarded for every 100 points scored on the backrack. For example, if a score of 4800 points is recorded and all four lights are out, a total of 45 free games, plus intermediate awards, are won by the player."



**SNAPPED AT THE NEW YORK SHOWING** of the new Mills 20-round bell-ringer automatic phonograph, No. 204, staged by George Panser at the Hotel New Yorker April 13-14-15. Left to right: Jack Minkels, of George Panser Co.; Art Cooley, of Mills Novelty Co.; George Panser; Frank Gordon and Larry Bingham, of Mills Novelty Co.

**SPRING SPECIALS**

- PHOTOGRAPHS.**  
1 Workup P-12, Light Grills . . . \$ 40.00  
20 Workup P-12s or 412s . . . 120.00  
12 Workup P-10s . . . 60.00  
8 Workup P-10As . . . 40.00
- COUNTER GAMES.**  
Tally . . . \$12.50  
Reel Race . . . 4.00  
Royal Flush . . . 8.50  
Obl. Deck . . . 7.50  
Bell Sides . . . 7.50  
Red Deck . . . 9.00  
Deuces Wild . . . 11.50  
21 Vendors . . . 6.00  
Club House . . . 9.00  
Reel Rools . . . 7.50  
Baby Truck . . . 7.50  
Ticketa . . . 3.50
- Reel 21s . . . 5.00  
Sports, Sec. 27.50  
High Roller . . . 4.00  
New Dealer . . . 5.00  
Twin . . . 5.00  
M's Ho St. . . 10.00  
Kicker . . . 11.50  
Fast Draw . . . 4.00  
Darby . . . 12.50  
Club Vendor . . . 14.50  
Gold Rush . . . 4.50  
Auto Punch . . . 7.50
- TERMS:** 1/2 Certified Deposit, Bal. C. O. D.  
**AUTOMATIC AMUSEMENT CO.**  
1000 Pennsylvania St., Evansville, Ind.

**WANTED**

- 50—Buckley De Luxe and Treasure Dig-
  - Fishing Bags.
  - Horoscopes.
  - Personality Indicators.
  - Future Partners and Family.
- WILL BUY** Photos, Records and Cigarettes  
2-Way Crips.

**OR WHAT HAVE YOU**  
**SUPERIOR SALES CO.**  
1215 Dearborn Blvd., Chicago.

**\$56.00 PROFIT** REB. DEAL  
2020 Trucks @ 5c  
Total to . . . \$128.00  
Amount of profit . . . 76.00

Profit . . . \$ 56.00  
\$2.00 Each in Del. Lots.  
\$2.25 Each 1/2 doz. of 6.  
\$2.50 Each Lot Than 6.

**SPECIAL**  
Assortment of 5-2020  
Truck Deals, each one  
different, for only **10¢**

1/3 With Order, Send for Map 1030 Outside  
of Other Wholes.  
**WINNER SALES COMPANY**  
2397 N. La Grange Ave., CHICAGO, ILL.

**LOOK**  
IN THE WHOLESALE  
MERCHANDISE SECTION  
for the  
**LATEST NOVELTIES, PRIZES  
PREMIUMS AND SPECIALTIES**



# COLUMBIA CIGARETTE BELLS



Whenever you go you will find COLUMBIA Cigarette Bells everywhere without interference.

The successful penny idea, originated by Groetchen Tool Co., has won hundreds of operators to get started again in their territory.

There are some reasons why smart operators are buying more COLUMBIA CIGARETTE BELLS than any other make:

ONLY COLUMBIA is a full-sized Bell, with a full-size payout of 3-6-0-12-18-21 and Goldward Jackpot.

ONLY COLUMBIA can be operated with pennies, nickels, dimes and quarters, although all slots.

ONLY COLUMBIA can be changed from Cigarettes to Fruit Bunch, paying-out on regular Mystery Combination.

YOU GET MORE FOR YOUR MONEY WHEN YOU BUY COLUMBIA. It's got the star of operators from Coast to Coast.

**GROETCHEN TOOL CO.**  
130 N. UNION CHICAGO

## Detroit

**DETROIT, April 15.**—The first parking meters in the Detroit district will be installed at once for a 30-day trial period, according to an order of the Hamtramck city council this week. Hamtramck is a suburb of 50,000 population, largely industrial in character and wholly enclosed within the city limits of Detroit proper.

Chester L. Schwartz, who has been specializing in the bowling machine field, is thinking of spreading into the pop-corn vending machine field, which he says looks encouraging to him at this time.

C. Ray Lester, manager of the Penny King System, Detroit operator and manufacturer, is looking forward to a pick-up in the vending machine field "just as soon as general industry shows a pick-up."

J. W. Langley, who was sales manager of the Venitor Corp., former vending machine manufacturer here, has moved to Indiana.

Han-D-Products Co., soap dispenser manufacturer, may extend its facilities in the near future, it was reported this week.

Ray Zienjensky, Detroit pin-gamer operator, is now running Ray's Bar on West Warren avenue.

Joseph Reich, downtown jobber, was confined to his home by illness this week.

"Business is better in the phonograph business than it was a year ago," said John Baker, who operates a varied type of machines on his routes. He finds small hamburger stands and beer gardens lucrative locations. Beer Barrel Saloon, he says, is still top.

August A. Kowalski, Detroit operator, who has operated phonographs for the past two years, increased his routes and purchased more machines recently.

Ray Music Co. purchased several hundred phonographs this week, substantially increasing its routes, making a total of 50 machines added this year. This company specializes in beer gardens and restaurants.

Arnold Hooper is associated with the company as service man.

A bill was introduced in the State Senate at Lansing last week by Senator Elmer R. Porter, of Blissfield, to license and tax pinball games and automatic vending machines.

The bill calls for licenses ranging from \$10 to \$25 annually, half of the revenue to be returned to the counties of origin.

shot coin is shown thru a small glass window. The merchant releases the coin after awarding the player. If the player is not successful in hitting the bull's-eye he presses a plunger and receives a ball of gum. The machine holds 1,500 balls of gum. We can make immediate delivery of the All-Skill Target," concluded Robbins.

## Robbins Offers All Skill Target

**BROOKLYN, N. Y., April 15.**—"We are always alert for new money-makers for operators," declared Dave Robbins, of D. Robbins & Co., Brooklyn. "We really have a winner in the All-Skill Target machines which we are now introducing."

"All-Skill Target vends a ball of gum and also awards skillful players. The penny is shot directly from the realistic pistol, and all coins shot into the bull's-eye are registered so that there is never any question as to the amount of skillful hits. A bell rings when the penny enters the bull's-eye and the skillfully



DAVAL OFFICIALS ARE HOSTS to A. H. (Izzy) Rothstein (center), head of Bannan Specialists, Philadelphia. The three, gathered in Daval's new game, Bag Game and Step-Up, left to right, are William Shafran, vice-president Daval Mfg. Co., Robinson, and A. S. Douglas, president of Daval.

# buy on proof

## Free Play Chubbie



A proved success on thousands of locations

Free Play Chubbie has held top rank ever since the day it was announced. The tantalizing play appeal of the 15 numbered and illuminated bumpers plus the unique extra ball feature has been a sensation. If you want the biggest and most profitable producer of all time, then see Free Play Chubbie at your distributor today.

Free Play Chubbie fully metered **\$84.50**

Regular Chubbie fully metered **\$74.50**

**Stoner Corp.** AURORA, ILL.

## USED MACHINE CLEARANCE

<b>NOVELTY GAMES</b>	Keeney Step & Co. \$ 5.00	Shooting High ..... 5.00
Pet Shot Mch. Free	Starpede ..... 5.00	Hovels Mch. .... 5.00
..... 5.00	Jump ..... 5.00	Budge ..... 5.00
Side Kick Free Play .. 55.00	<b>COUNTER GAMES</b>	Sevens ..... 5.00
Shoot & Free Play .. 40.00	Ballin' Whizzer ..... \$27.50	Scally ..... 5.00
Step & Go Free Play .. 55.00	Goalie ..... 5.00	Fast Play ..... 5.00
Keeney Free Race .. 45.00	Tilly & Number Book. 10.00	Fast Shot ..... 5.00
Parade Free Play .. 50.00	Hand & Gun ..... 7.50	Totality ..... 5.00
Zilla ..... 20.00	Red Die ..... 3.50	Bank Night ..... 5.00
Daily Arcade ..... 25.00	Red Race ..... 3.50	<b>CONSOLES</b>
Green Lights Reserve. 32.00	Exp. Cigarette Co. New 10.00	Jennings Multiple
Palm Springs ..... 25.00	Advance Shooting Ma-	..... \$125.00
Swing ..... 15.00	chine ..... 0.00	Gottlieb Consol Derby 25.00
Track Meet ..... 12.50	Pick 'n' Shoot ..... 3.50	Jennings Derby Day .. 25.00
Red Bull ..... 10.00	Gun ..... 5.00	Keene Collecting
Cardinal ..... 10.00	Track Race ..... 7.50	..... 45.50
Stormy ..... 10.00	Daily Race Jr. .... 7.50	Roy's Track ..... 42.50
Step Step ..... 10.00	<b>NOVELTY GAMES</b>	Walters Fast Track .. 35.00
Swing ..... 10.00	Daily Booster ..... \$10.00	Panco Balls ..... 35.00
War Admiral ..... 10.00	"BT" Selection ..... 10.00	Sally Bell ..... 50.00
Stars ..... 10.00	Game Trotter ..... 10.00	<b>MISCELLANEOUS</b>
Shipwreck ..... 10.00	Sally Zephyr ..... 10.00	Reck-Ola Machine ..... 40.00
<b>AUTOMATIC PAYOUT GAMES</b>	Power Play ..... 10.00	King ..... 40.00
Reck-Ola Three Up .. \$50.00	Long Beach ..... 7.50	Reck-Ola Musical ..... 50.00
Mills Flasher ..... 35.00	Mercury ..... 7.50	Jennings One-Way .. 100.00
Baby Entry ..... 25.00	Fifty Grand ..... 5.00	Reck-Ola Mch. .... 55.00
Pitcher ..... 7.50	Rumpler ..... 5.00	Walt's No. 11. Used .. 40.00
Challenger ..... 7.50	Bumper ..... 5.00	All quotations made subject
Shining Baseball .. 5.00	Lights Out ..... 5.00	to price ads and P. O. S.
	Shy High ..... 5.00	Nashville, Tenn. quoted.

**H. G. PAYNE COMPANY, 312-14 BROADWAY, NASHVILLE, TENN.**

**THE BIG TWO!**

STONER'S **CHUBBIE** | GOTTlieb'S **LOT-O-FUN**

19 WEEKS and STILL GOING STRONG. | Acclaimed by the Operators of New York and New Jersey.

**BUDIN'S SPECIALTIES, Inc.** 174 S. Portland Bldg. BROOKLYN, N. Y. Tel. NY 8-7528

Advertise in The Billboard—You'll Be Satisfied With Results

# A SUPER HIGH SCORE GAME— Genco's

# RINK

### A SUPER HIGH SCORE GAME featuring The BRAND NEW KICKING SAUCER IDEA!

If a ball drops into one of the six "kicking saucers" the score increases until the next thousand is recorded and then the ball is kicked out for further play. A ball passing thru the top skill lane, registers 1,000 if lights are on. A ball going thru lower skill lane gives a free ball if light is on. Complete starting pin on animated backrack.

NOVELTY FREE GAME  
**\$79<sup>50</sup> \$89<sup>50</sup>**

## GENCO, Inc.

2621 N. Ashland Ave.  
Chicago, Illinois



## BY POPULAR DEMAND!

### 2 WINNERS AGAIN IN PRODUCTION!

### TRACK RECORD

With exciting three ball action!  
4-Way Play! Reserve Jackpot!  
\$50 Top Award! Free Stop-up  
of Reserve! Free Multiple!

### \$199<sup>50</sup>

### DE LUXE GRIP SCALE

100% legal 3-Way Strength Tester!  
Burton Indicator Control for competitive  
Play! Non-Grip Steel Metal Band, \$2.50.  
IMMEDIATE DELIVERY.

D. GOTTLIEB & CO., 1734-42 N. Pauline St., CHICAGO



## Regional Shows

By CHARLES W. SCHLICHT  
Mills Novelty Co., Chicago

On Friday, February 3, 1939, the annual meeting of the Minnesota Operators' Association was held at the Midway Club, St. Paul.

It was the writer's enjoyable privilege to attend this meeting, and I will try to give you a brief idea of just what transpired, the idea behind it and why it is entirely possible that the Minnesota operators are going to institute a new method of marketing for manufacturers, which will merit some very serious thought.

The entire morning, afternoon and early evening was devoted to an inspection of the different types of coin-operated machines put out by all manufacturers. The machines for the exhibition were supplied by the various distributors in the Twin Cities. Instead of having booths and imposing advertising displays, the various machines, phonographs, games, etc., were just attractively arranged around a spacious floor. The operator was given the opportunity to inspect these at his leisure without any high-pressure selling talk on the part of the distributor. As a matter of fact, the distributors agreed amongst themselves that absolutely no orders would be taken on the floor whatsoever. The operator could look at everything from his own conclusions in the privacy of his own mind, and then if he were in the market for any equipment he could simply go to his distributor's place of business and transact his business.

Of course, if there were any questions concerning the machines, their mechanical operation, etc., he had the

## Love, Honor and O, Kay

NEW YORK, April 14.—That far-away look in the eyes of Harman (Hymie) Rosenberg, retail sales manager of Seaboard Sales, New York, means that his heart is in sunny Florida with his soon-to-be-bride, Kay Zalka, report his friends.

Rosenberg will marry Miss Zalka in Florida in May and after a honeymoon the couple will reside in New York.

opportunity to ask these questions, but beyond giving simple answers the distributors and their representatives went into no further details.

A buffet luncheon was served during the afternoon and early evening, and light refreshments were also available.

At 7:30 p.m. a business meeting was called by the president of the association, Tom Crosby, who in turn was ably seconded by the secretary, H. P. Hunter.

The representatives of all the manufacturers—and the manufacturers were represented practically 100 per cent—were invited to attend this meeting and were given an opportunity to express their views on the merits of this form of exhibition, also the aims and purposes of the association, and I am frank to admit that without exception every manufacturer's representative endorsed the idea of holding exhibitions of this kind.

The exhibit was dignified—absolutely no hint of rowdiness or prejudices.

For my part, I said then and I say now that it was one of the most gratifying experiences in many years as approximately 750 out of a 350 membership got together in one place, but any personal feelings they might have toward one another and get together for a common purpose and for the common good of the business. While I am not especially conversant with the activities of operator associations in other sections, I do not believe there is any better asso-

\$7<sup>95</sup> or 3 for \$21<sup>00</sup>

### ALL PERFECTLY RECONDITIONED EVEN REPAINTED When Necessary

Witz \$19.00  
Flight \$1.00  
Daily \$24.00  
Daily \$28.00  
K.R. \$18.00  
K.R. \$25.00

Illustrated Catalog Write for Your Copy Today!

### EXPORT

We Cover the World! Cable Address: "NATMOVCO," Merrick, N. Y.

## ANOTHER ORIGINAL

Superior again scoops the world with a startling innovation in symbol boards. Tickets in THREE-HORSE PARLAY printed in brilliant colors and bear reproductions of three horses. Horses are printed in different colors, the combination of which determines value of ticket. A 2500-hole board THREE-HORSE PARLAY will soon be available in

the popular 1000-hole size also. We sell operators only. Weekly commitments invited. Write for full details.

### SUPERIOR PRODUCTS

14 N. Peoria St., Chicago, Illinois

### McCALL'S WEEKLY SPECIALS

TALLY COUNTER SPECIALS	\$12.00
DEVON'S WILD	12.00
BALLY BUGGET	6.00
HEEL SPOT	7.00
JOKER WILD	13.00
HIGH STAKES	6.00
DIXIE DOMINO	4.00
HEEL "21"	6.00
PERRY PAGE	6.00
A.B.T. SPORTLAND	4.50
SLOT MACHINES	
10 JENNINGS TRIPLE J. P. LIT.	\$12.50
15 JENNINGS CHIEF	20.00
20 JENNINGS CENTURY TR.	19.50
25 JENNINGS	45.00
30 JENNINGS CHIEF BULL'S	45.00
35 MILLS F.O.A. VENDOR	27.50
40 MILLS O.J.P. BELL	27.50
45 MILLS GREEN FRONT O.T.	29.50
MIDCELLANEOUS	
WURLITZER	\$60.00
FRONTS	5.00
SLOTS AND STANDS	

### QUALITY SPEAKS FOR ITSELF

25 KENTUCKY CLUBS \$ 75.00  
27 1938 TRACK TIMES 100.00  
Each one reconditioned and guaranteed.  
1/3 Deposit With Order, Balance C. O. D.  
MODERN AUTOMATIC EXCHANGE, INC.  
2018 Carnegie Ave., Cleveland, Ohio.



Photo by Capt. A. E. Madson. CAPT. TOMMY BAYES, famous British lion tamer, watches Edward Graves, London representative of The Billboard, as Graves tries his skill on Genco's Circus at premises of the Coin Amusement Machine Supply, Inc.

## ATLAS VALUE PARADE

### SPECIALS!!

RECONDITIONED MACHINES  
PHONOGRAPHS

SEEBURG MODEL — A..... \$ 47.50	ROCK-OLA REGULAR..... \$ 25.00
SEEBURG MODEL — B..... 40.50	ROCK-OLA IMPERIAL (20..... 97.50
SEEBURG REX (Strip Front)..... 300.00	WILLS DE LUXE DANCE..... 32.50
WURLITZER P 12..... 29.50	MASTER..... 42.50
WURLITZER 412..... 67.50	WILLS SWING KING..... 42.50

SPECIAL: Illuminated Grill Installed on All Models, \$10.00 Extra

ALL PHONOGRAPHS CAREFULLY CHECKED AND POLISHED—GUARANTEED MECHANICALLY PERFECT AND CLEAN IN APPEARANCE.

SLOTS

5c OT (BLUE FRONT), Serial Over 12,000..... \$37.50
1c OT (GREEN FRONT)..... 27.50
5c WAR EAGLE, SINGLE JACK, Serial Over 400,000..... 39.50
5c BLUE FRONT (STIPLED FRONT), Serial Over 125,000..... 52.50
5c CHERRY BELLS..... 52.50

Write for Our Price Bulletin Listing Complete Line of Reconditioned Phonographs, Payphones, Novelty Games, Consoles, Slots and Counter Games.

TERMS: 1/3 Deposit, Balance C.O.D. Cable Address: "ATNOVCO"

### ATLAS NOVELTY CO.

2300 N. Western Ave., CHICAGO, ILL. (General Offices)  
1001 First Ave., PITTSBURGH  
Associate Office: AMES Automatic Music Co., 3151 Grand River Ave. Detroit, Mich.

## AMERICA'S LARGEST DISTRIBUTORS

# LOT-O-FUN

## THE GAME THE WHOLE INDUSTRY IS TALKING ABOUT!

### OPERATORS, Distributors, Jobbers and even Manufacturers Agree It's Positively SUPERB!

THE SENSATION  
OF 1939!

ASK THE  
OPERATOR  
WHO OWNS  
ONE!

IMMEDIATE  
DELIVERY



NOVELTY  
\$89.50

FREE PLAY  
\$99.50

## D. GOTTLIEB & CO.

2736-42 N. PAULINA ST., CHICAGO

## LOOK

IN THE WHOLESALE  
MERCHANDISE SECTION  
for the  
LATEST NOVELTIES, PRIZES  
PREMIUMS AND SPECIALTIES

### Free-Play Decision

"To the Editor. We are interested in ascertaining whether one or more decisions have been rendered in various parts of the country, since the inception of the amusement table with a free-play device, that would be favorable to the free-play principle of award. We should like to have your department inform us of specific examples, as we seem to vaguely recall one or two favorable decisions published in THE BILLBOARD in the past.—A. B. T. Inc., April 6, 1939."

ation than the one that conducted the show in the Twin Cities.

Now here is the point that will bear some serious thought by manufacturers, distributors, jobbers and operators alike. Would it or would it not be a good idea to foster regional shows of this kind at the logical time of year when operators are in need of new equipment rather than to group everything in one or two big super-colossal shows in Chicago?

For one thing, splitting up the usual show into 3 or 10 regional exhibits with the co-operation of all manufacturers and all elements in the business should certainly be a big convenience to the operator.

Secondly, it will also be a tremendous saving in cost for the operator. It stands to reason that if 5,000 or 8,000 operators are compelled to travel from all parts of the country to Chicago to attend one show which only lasts two or three days, the combined expenses of the way of travel, hotel accommodations, amusements, etc., must certainly run in excess of a million dollars. Of course, this is a million dollars which has gone directly out of the normal channels of the coin-machine industry. It simply means that when we draw this million dollars out of the pockets

of the operators at large for hotel accommodations, railroad fares, etc., we are seriously curtailing the operators' buying power.

Then, too, bringing the manufacturers' representatives to the chief points throughout the country will make the manufacturers more conversant with actual operating conditions there—they will have a better understanding of what the operator has to contend with and will be able to build machines more suitable to the operators' needs and prevailing local conditions.

I am not at this time going on record as advocating the present method of holding shows of that the Minnesota exhibit suggests, but I believe that everyone should think this matter over and express his views to the various manufacturers and distributors from whom he buys, so that when show time comes around again the manufacturers will be in a better position to decide whether to get behind the regional show movement or follow the previous course. I would welcome any letters from anyone reading this article on the subject.

### The Sensational Board

## 2500 INDOOR SPORTS

Per Sale

YOU GET THE THRILL OF PLAYING REAL POKER!

Tickets printed in full color on playing cards, and represent winning and losing Poker Hands. Without repeat 12 to 48 times. 255 WHEELS, 12 ROYAL FLUSHES and Last Sale on Board, each rec. 1 Punch in Royal JACKPOT containing 1000 Notes, paying 15-10000-0-6-4-3-2-1000 25, \$1.00 ACE JACKPOT pays 50 Notes, contains 2,525.00! 25 \$5.00.

Board Takes in 2500 @ 5c..... \$125.00  
Per Sale (Average)..... 77.97

PROFIT (Average)..... \$ 50.03  
PRICE (Semi Thick) \$6.50

An Exact Copy of This Board Made in a 1000 Notes, Ticket in 10 @ 5c per Sale..... \$50.00  
Per Sale (Average)..... 55.50

Profit (Average)..... \$24.51  
PRICE (Semi Thick) \$5.66

### AJAX MANUFACTURING CORP.

118-125 North 4th Street, PHILADELPHIA, PA.  
Write for 1939 Catalog



MUCH INTEREST WAS SHOWN in Bally Beverage Vender equipment on occasion of opening beverage vender office in New York. Left to right (standing), Jim Buckley, Ray McJoney, John Fitzgibbons, Charles Aronson; (kneeling), Herb Weaver, Art Nyberg and Bill Alberg.

### EVERYBODY LIKES TO SHOOT!



## INTRODUCING THE ALL-SKILL TARGET

With "Check-Up" Award Feature

This new SHILL Game is a Fast Penny Gutter Penny is shot from gun. Ball rings when ball's eye is hit. Winning and losing trade awards. All hits are recorded. Ball of each round if coin misses ball's-eye. Gun capacity. \$27.50 1500 balls..... \$27.50 Ea.

Buy More \$25.00 Ea.

### D. ROBBINS & CO. 11418 DEKALB AVE. BROOKLYN, N.Y.

### SALESBOARD OPERATORS

Read  
"DEALS"

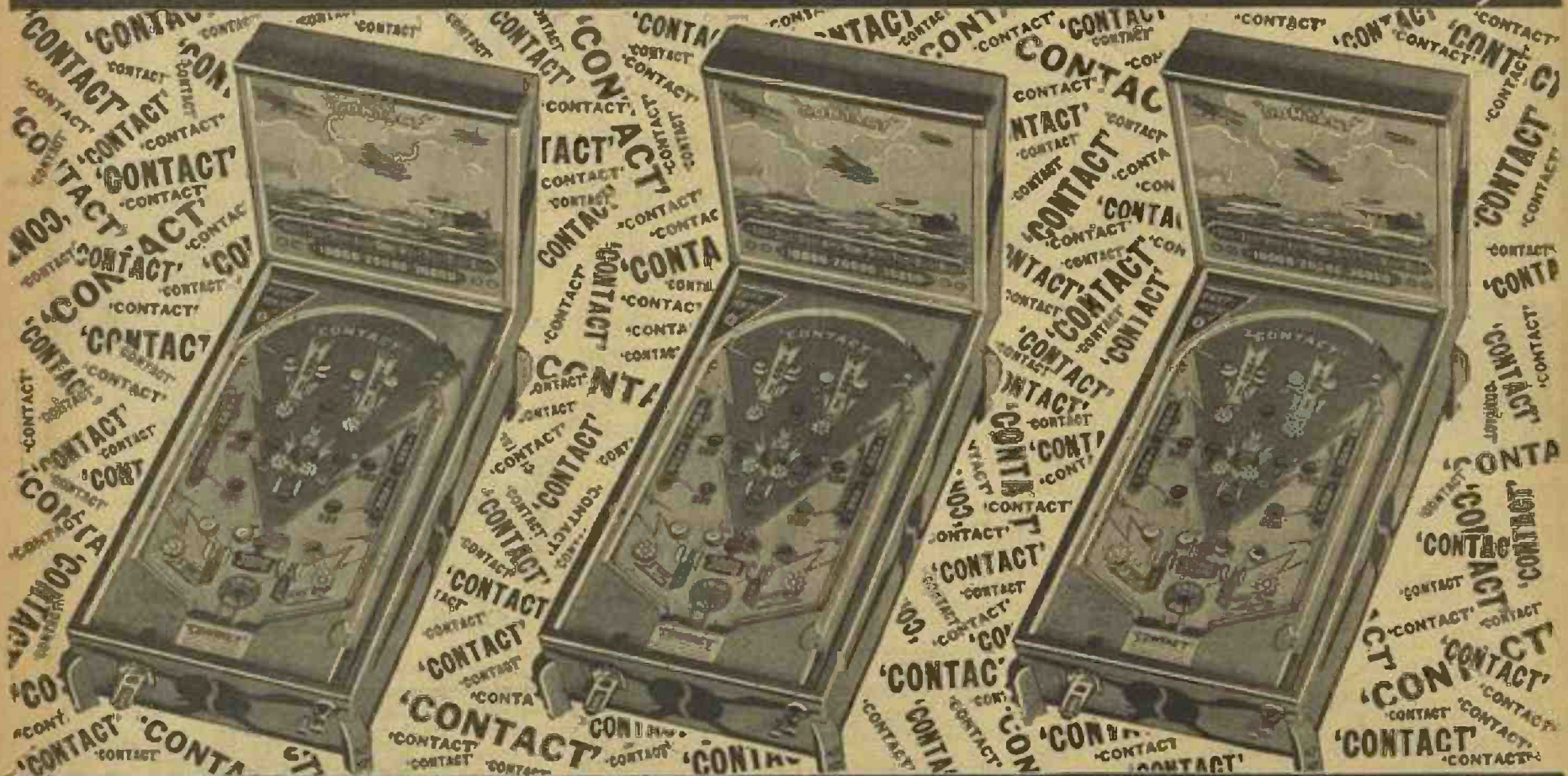
A column about new salesboard judges, deals and personalities. In the Wholesale Merchandise Department

THIS WEEK and EVERY WEEK

# WHOOPEERDOO

## TOKEN PAYOUT COUNTER MACHINE

2200  
3000  
**3800 LOCATIONS**  
*Can't be wrong*  
**EXHIBIT'S 1939**  
**CONTACT**  
*Smashes All Records for Earnings*



**YOU TOO WILL BE USING 2 and 3 'CONTACT'S ON EVERY LOCATION**

REGULAR MODEL **89<sup>50</sup>**

Avoid Delivery Delays by Ordering Immediately  
**EXHIBIT SUPPLY CO., 4222 WEST LAKE ST., CHICAGO**

FREE PLAY MODEL **99<sup>50</sup>**

**Mercury**



Immediate Delivery,  
Mercury Takes Order.  
Our customers find it most profitable to operate. Write us on Crockett, Columbia, Sparks, Zephyr.

**H. G. PAYNE COMPANY**  
912-314 Broadway  
NASHVILLE, TENN.

**Moseley Rushes Rock-Olas to Ops**

RICHMOND, Va., April 16.—Moseley Vending Machine Exchange reports a heavy demand for the 1939 Rock-Ola phonographs in this part of the country. R. F. Moseley, president of the company, says: "Even in the good old days we never enjoyed as big a business as we are at the present time with the standard and de luxe luxury light-up phonographs. I've never seen such customer enthusiasm."

**Liquor Control**

The liquor industry seems to have learned by hard experience that its worst enemy is politics. If the old staid combination of saloon, ward heeler and rotten political machine is ever re-established we shall surely see at the same time a powerful revival of the prohibition movement. At present most of us will agree that the legalized liquor business, despite the problems which continually arise, is far better for the body politic—and also for the body physical—than those dismal twin, prohibition and the bootlegger. But to maintain this improvement all concerned must be vigilant—the individual citizen in using liquor wisely, the retailer and distributor in handling it with a sense of social responsibility, the regulatory bodies in enforcing the law without fear or favor. Meanwhile we can go on studying and learning. Herein, too, is an experiment "made in purpose."—Editorial in *The New York Times*, March 2, 1939.

KLONDIKE  
STONES "CHAMPS"  
RAY'S TRACK  
PADDLES  
**\$24.50** ea.  
500 1/2 Oz. Silver  
**MT. ROYAL NOVELTY, Inc.**  
806 E. Baltimore St., Baltimore, Md.

"Operators welcome such features as the high fidelity tone, reproduced thru the new and improved amplifier, the 99 per cent anti-puff coin chute and the cabinet with its beautiful colored moving lights."

Moseley continued: "Everybody knows Rock-Ola always had a superior phonograph with trouble-free mechanism, excellent tone and cabinet display, but this year's models top them all."

**New Bill Offered In Pennsylvania**

HARRISBURG, Pa., April 15.—A bill regulating and licensing automatic vending machines in Pennsylvania, and describing such a machine as "a coin-operated machine which vends for each 5 cents deposited therein a standard article of merchandise of a predetermined value equal to 5 cents and also at intervals vends tokens or slugs redeemable for merchandise but which shall not be redeemable for cash" has been introduced in the Pennsylvania House of Representatives by Assemblyman Balles.

The proposal, House Bill No. 1089, would require distributors' permits at \$500 annually for persons or companies distributing such machines, along with a surety bond for \$2,500 conditioned that the operator will comply with the law.

In addition to the operating permit, each machine would be licensed at an annual fee of \$200. Both fees to be paid by the operator and not the person in whose store or establishment the machine is placed.

Licensing would be limited to one machine for each 1,000 of population in each municipality.

**KNIFE BOARD**  
A Knife With Every Punch  
*There Are No Losers*



Complete 12-Hole  
Saber Card and 12  
Jack Knives  
Punches cost from  
1c to 30c. Bring  
operating \$2.00  
Wt. 2 Lbs. Postage  
extra.

**8012—\$2.00**  
Deals...  
5 Deals, \$ 3.25  
10 Deals, 17.50

**LEVIN BROS., TERRE HAUTE, INDIANA.**

**HOLD TIGHT**

**FOR PROFITS**  
**5 BALL**  
**NOVELTY GAME**

TELL THE ADVERTISER IN THE BILLBOARD WHERE YOU GOT HIS ADDRESS.

# MOSELEY'S SPECIALS

Operates in Virginia, North Carolina and Maryland, we have a copy of Kelly's System, Chicago Coin's Major, Mini Vest Pockets, Money Spinner Wheel, Ellis 1-2-3 Five Play, Exhibit Contact, Kelly's Fifth Inning and Victory and other coin games that are available for immediate delivery by the respective manufacturers. Telephone or wire us your order.

## PACES RACES

- 5 Light Cab, 50 to 1, Cash Pay, No. 6054-5330-0269-5312-5323 \$125.00
- 2 Exhibits in Minutes, Like New, Cash Pay, No. 33-2-3434 82.50
- Black Cab, 20 to 1, Cash Pay, No. 8050 69.50
- 1 Black Cab, 50 to 1, Cash Pay, No. 4012 69.50

## CONSOLES

- 2 Liberty Bells, Flat Top 82.00
- 1 Liberty Bells, Black Top 32.50
- 1 Chickadee Single Shot 20.00
- 5 Blue Cabinet Machines 92.50
- 1 Bang Talk 22.50
- 1 Sc. Cash Pay, Lucky Luck, F. S. 175.00
- 1 Winner Champ 38.00
- 1 Exhibit Loss Champ, F. S. 70.00
- 1 Early Lexington, F. S. 70.00

## Automatic Payout

- 1 Jennings Flicker \$18.00
- 1 Bally Arlington, Like New 22.50
- 1 Western Quinella, Behn-Coin Head 40.00

The above machines are slightly used and like new and are offered subject to prior sale. All orders must be accompanied by 1/3 deposit in the form of P. O. Expense or Telegraph money order. Write and ask us to put you on our mailing list. The above prices are effective April 22d.

**MOSELEY VENDING MACHINE EX. Inc.,** 60 BROAD ST. Richmond, Va.  
Day Phone 3-4511 Night Phone 6-5325

- 1 Heavy Weight 110.00
- 5 Jennings, Columbia, Model V, No. 128-100 Up 60.00
- 2 Rock-Ola Three-Up, F. S. 47.50

## NOVELTY

- 1 Final Score, Five Ball 612.00
- 1 Ocean Race 6.00
- 1 War Admiral 10.00

## COUNTER GAMES

- 25 Penny Pack, Equipped with Mar-ars, Used 3 Weeks, Each 10' Play, \$ 14.50
- 2 Mills Five Balls, F. S. 10' Play, Each 15.00
- 2 Mills Vest Pockets, F. S. 41.50
- 1 Pigskin Card Machine 10.00
- 2 Penny Pack Coin Drive, F. S. 18.00
- 4 Cottlieb's Three Way Grip Towel 0.00

## PHONOGRAPHS

- 2 Westons P12 85.00
- 2 Rock-Ola's Resonator 40.00
- 3 Superior Synchronic, 12' Record, Perfect 50.50

## Horse Shoes Hits Production Stride

CHICAGO, April 15.—Horse Shoes, new Western Products automatic payable, has hit its production stride, says Western sales manager Don Anderson. "The production staff has been increased to take care of present demand for the game," he declared.

Said Anderson, "We at Western have proved to ourselves that the market for automatic payables is as great as it ever was when we released Horse Shoes. After all, it takes the right product to make buyers, and when operators investigated Horse Shoes they bought and are buying in ever-increasing numbers. Since a mere conglomeration of boxes, glass and wiring can't make a game, we set our designers to work to build an idea behind the game and incorporate an appeal that means returns for the man who invests his money in one of our machines."

"In Horse Shoes there is every element necessary for profitable operating. It is a 6-coin multiple game, 1-ball play, featuring twin jackpots that may be built up to as high as \$50. In these features are all the ingredients for fast, suspenseful, profitable play. But a successful game requires a good foundation, just as does a good house; so we built on quality. Materials, make-up inside and out, are the best that money can buy and minds create. The mechanism is perfected to the point where minimum service is required and that amounts to frequent collection calls."

## Majors Starts Fourth Month

CHICAGO, April 15.—Sam Wolberg, official of the Chicago Coin Machine Mfg. Co., today advised that production on Majors, novelty game hit of the recent season, continues in heavy production as a result of unceasing demand.

"The production record for Majors is truly phenomenal," said Wolberg. "The popularity of the game was instantaneous from the day of its release. Demand that overwhelmed us in the beginning has continued strong for 13 weeks now. We at-

tribute the success of Majors to its appeal and to the quality of idea and workmanship that go into every Chicago Coin game. The it's going to be somewhat of a task to duplicate the success of Majors with any succeeding machines, we are confident, as our operators and distributors are, that our future releases will duplicate, if not better, the earnings records set by Majors."

## Machine Gun Idea To Be Announced

"To the Editors Operators and arcade proprietors who have inquired of The Billboard during the last year regarding the anti-aircraft machine guns in operation at Playland, Rye, N. Y., and at Coney Island, N. Y., will be pleased to learn that construction is now under way and guns will be available about May 15. They should watch The Billboard for announcement.—M. A. Co., N. Y., April 11, 1939."

## Natchez, Miss.

NATCHEZ, Miss., April 15.—With the meetings of the Pilgrimage and Natchez Garden clubs here, business is back to normal in this section. Pilgrimage visitors brought new business to many operators.

Joe Ring, well-known service man, has

## EVANS' FLAT TOP "SLOT" SENSATION

# LUCKY LUCRE

### 5 "BELLS" IN ONE! OUT EARNS ORDINARY "SLOTS" 5 To 1!

OPERATORS IN THE KNOW praise it as the greatest money-maker ever conceived! Earn 5 times the profit of a single machine! Up to 5 persons may play at one time! Has numbered slot and payout cup for each! Better odds, 3-1 to 18-1 and guaranteed jackpot of \$5.00 or more in nickels for each player!

Built with famous Galloping Goddess silent shielded mechanism, absolutely dependable and tamper-proof! Evans' new eye-proof 5 coin head, unguessed to accept the new Jefferson nickel, and dozens of other Evans' features. Available with Fruit Bell or Sports Symbols!



## ACCEPT NO OTHER

Its sensational record has encouraged unscrupulous imitations. Counterfeit designs attempt to cheat you! Don't be fooled! Insist upon Evans' Lucky Lucre—the proven profit sensation!

**OTHER EVANS' HITS**  
Bang Talk—Lucky Star—Galloping Goddess—Rellette Sr. Ideal for Clubs, etc.

AT YOUR JOBBER OR WRITE WIRE OR PHONE HAYMARKET 7630

H. C. EVANS & CO., 1520-1530 W. ADAMS ST. CHICAGO

## "Marbles"

"To the Editor: May I say how much I admired your editorial on 'Marbles' in The Billboard March 16, 1939. It sums up in a nutshell the true position, both here in England as well as on your side of the world. —Edward Orvan, coin machine editor of The World's Fair, London."



GEORGE POWNER'S New York showrooms was the site for the showing of David's recent game, Box Score. Milton Sugar, sales manager of the George Powner Co., is the extreme right.

quit the coin machine business. He recently returned from a visit to Vicksburg, Miss.

Friends of Mr. and Mrs. Dan Tucker sympathize with them in the death of Mrs. Tucker's cousin, Preston Whittington, who died last week.

Machine operators register favorites for nickels in phonographs at the present time include Big Boy, by Tommy Dorsey; Hold Tight, by the Andrews Sisters; Annabella, by Pat Waller; Deep Purple, by Wayne King; Boogie Woogie, by Jimmy and Tommy Dorsey.

During the recent illness of Dan Tucker, well-known owner of the La-Ark-Tug Co., the business was in charge of Allen Hilder, his able assistant.

Mr. and Mrs. Frank Ferrault have returned from their honeymoon. Ferrault is service man for the Seramac Co.

## 5-STAR FINAL



"Gaming Coterie Let's Beat the State"

Payoffs up to \$1000! Thousands of operators are getting a cash payoff every week! With the money they win they build an additional stake from week to week. Full catalogue is mailed upon request.

Sample \$3.95 1 Dep. incl. C.O.D. Choice to Operator

No Personal Checks, Please

COLONIAL MFG. & SALES CO. 1607 E. 39th St. Kansas City, Mo.

## SACRIFICE

- MILLS 1-2-3s (With Improv.) \$22.50
- FLEETWOODS \$25.00
- BIG RACE
- COTTLIEB
- MULTIPLE
- THREE UP
- DERBY CHAMPS
- STONER CHAMPS \$35.00
- ZIPPER
- HANDICAPERS
- TURP CHAMPS \$9.50

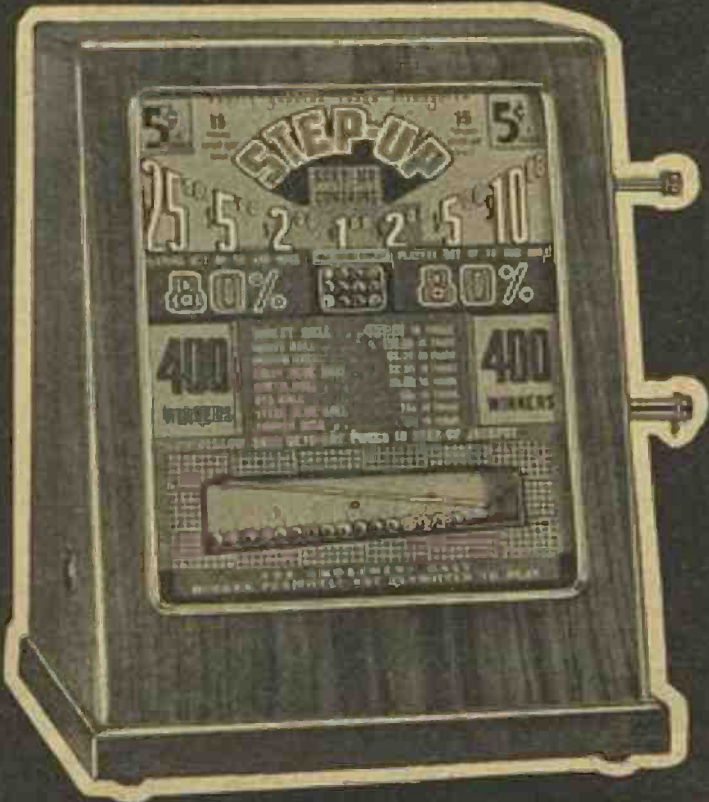
1/3 Deposit — F. O. B. Wash., D. C. SILENT SALES 635 D St., N.W., Washington, D. C.

BARAINS FROM DAVID MARBLE  
10 Bally Monitor 110.00  
15 Bally 16 Columbia 87.50  
100-110, Solid 130 74.50  
Penny Races, Black 30-4 50.00  
3 Army 10.00  
10 Penny Pack, Repeated Like New 8.00  
75 Coin Machine 2.50  
25 Bally's Bumpers 7.90  
MARION COMPANY

WHETHER YOU OPERATE  
COUNTER GAMES, PUNCH-  
BOARDS OR JAR DEALS

# STEP-UP

IS WHAT YOU NEED!



## AMAZING PERPETUAL PUNCHBOARD COUNTER GAME!



### 3 INTERCHANGEABLE FRONTS!

With every STEP-UP comes 2 gorgeously colored fronts a \$25.00 top payout jackpot front, and a \$10.00 top definite payout front! Also a plain maplewood veneer front for special locations and merchandise prizes. Thus you get 3 machines for the price of one!

TAKES IN \$150.00  
PROFIT from \$27.70 to \$74.50

PRICE \$27.50  
F.O.B. Chicago

DAVAL • 315 N. HOYNE • CHICAGO

**AT LAST!** A wonderful new game which combines the famous money-making features of Daval counter games with the intense appeal of big-money step-up punchboards! NOT a coin-operated machine, STEP-UP is a never-ending, refillable flashy money board, with a "big winners" step-up JACKPOT, housed in a counter game cabinet of solid walnut . . . tested on location with phenomenal results . . . perfect for closed territory . . . made by a reputable company with a 30-year coin machine and punchboard background!

**FIRST COST IS LAST EXPENSE!** STEP-UP is perpetual and everlasting . . . eliminates daily or weekly renewals . . . can be instantly replenished! Played balls are never lost, providing a perfect check on payouts! Precision-built, STEP-UP is clog proof, cheat proof, fool proof and guaranteed mechanically perfect!

**Easy To Play! Easy To Understand!** STEP-UP beats any counter game or punchboard for simplicity! Player pays merchant 5¢ for each punch, just as he would in a board! And once he starts punching, it's so easy to continue that he'll spend a dollar before he knows it!

**ORDER STEP-UP NOW!**

## Smoker Bell Ultra Modern

CHICAGO, April 15.—"With the possible exception of the famous Mills Vest Pocket Bell, it's been years since we brought out a machine for which I have such high hopes as I have for the new Smoker Bell," stated Charlie Schlicht, coin sales, Mills Novelty Co.

"While the machine has essentially the same player appeal as the Vest Pocket Bell or the Q. T. Bell, it in no way resembles any machine built heretofore.

"It is unobtrusive in appearance, very quiet in operation, and I venture the opinion that there are at least 50,000 prospective locations in the United States for this machine.

"For the past several years coin machine designers have been trying to get away from the old accepted idea of what coin-operated machines should look like, and we think anyone will agree that in this respect Smoker Bell is ultra modern.

"If operators looking for something with which to make money don't climb aboard the Smoker Bell band wagon they're passing up a wonderful opportunity."

## Bally Announces Baseball Game

CHICAGO, April 15.—"It's the seventh inning stretch in real baseball," says Jim Buckley, general sales manager of Bally Mfg. Co., "but for operators who want to stretch out their earnings Bally's new Fifth Inning bumper baseball sensation, is the game."

"Fifth Inning has plenty of baseball atmosphere on the playfield and baseball action galore with hits, home runs, and the score constantly changing on the big electric scoreboard. And baseball thrills as realistic players romp around the big three-play backboard diamond.

Besides the baseball appeal, Fifth Inning has a new highly fascinating score system whereby player scores by hitting bumpers as well as by the ever-popular when-lit roll-overs. Fifth Inning also has the out-ball return feature, sound effect, it is fully metered, adjustable four ways and available both in regular novelty and free-play models."

## Minneapolis

MINNEAPOLIS, April 15.—Two well-known Northern Minnesota operators were in Minneapolis recently to look over the latest coin machines. They were Berge and Mannila, of the B. & M. Sales Co.

Lot-o-Fun, made by Gottlieb, is going over very big in Minnesota. Operators report that the machine is getting a big play on location.



FRED MILLER, president of the Mills Novelty Co., starts off the big spring sales drive. "With your help it's easy," he says.

## SKILL JUMP Legal Everywhere



SKILL JUMP has become an INSTANT SENSATION! IT'S ALREADY PROVEN ONE OF THE GREATEST MONEY-MAKERS EVER BUILT! Operators who are faced with CLOSED TERRITORY will find SKILL JUMP the answer to their problem! PENNY ARCADES seeking a great machine to REVIVE play NEED SKILL JUMP! Progressive operators who want the BEST LEGAL MACHINE on the market—a game that will STAY ON LOCATION month after month—that will earn BIG, STEADY PROFITS—RUSH YOUR ORDER for SKILL JUMP and JUMP YOUR PROFIT TO A NEW HIGH!

**JOBBERS  
WRITE FOR  
SPECIAL  
PROPOSITION  
TODAY**

Get New, 100% Complete Set Off the Presses  
WRITESHOW!  
Exclusive Distributors  
**MIKE MUNVES CORP.**  
592 TENTH AVE., NEW YORK  
Cable Address: "MUNMACHINE"

## Mills Smoker

1c to 5c  
play  
\$57.50



Keystone Novelty & Mfg. Co.  
718 & 7th & Market Sts., Philadelphia, Pa.

## Jackpot Bell!

ADVERTISE IN THE BILLBOARD—  
YOU'LL BE SATISFIED WITH  
RESULTS

# SELLING OUT 1,500 MACHINES

## IF YOU NEED 1-BALLS SINGLE COIN CHUTE OR 1-BALL MULTIPLES OR REGULAR SLOT MACHINES YOU WILL SAVE MONEY BY WRITING OR WIRING FOR THE EQUIPMENT LISTED BELOW!!

- 200 THISTLEDOWNS
- 200 GRANDSTANDS
- 100 SPORT PAGES
- 50 HAWTHORNES
- 50 DeLuxe PREAKNESS
- 50 KLONDIKES
- 35 FAIRGROUNDS

- 150 MILLS 1-2-3 (New Style)
- 100 MILLS SQUARE BELLS
- 50 MILLS HI-BOYS
- 100 MILLS 5c MELON BELLS
- 100 MILLS Snake Melon Skill Bells
- 50 PAGES RACES (Brown Cab.)
- 10 PAGE MARATHONS
- 10 KEENEY SKILL TIMES

### AND ABOUT 250

MORE ASSORTED AUTOMATIC GAMES AND SLOTS TOO NUMEROUS TO MENTION!!

SEE BACK COVER FOR COMPANIES WE REPRESENT!



### WRITE OR WIRE

STATING WHAT YOU CAN USE!! WE ASSURE YOU PRICES WILL PLEASE ON EXACT REQUIREMENTS!

# THE VENDING MACHINE COMPANY

205-15 FRANKLIN STREET - FAYETTEVILLE, N.C. "Cable Address COINSLOTS"

## Balenseifer, St. Louis Phono Agent

ST. LOUIS, April 18.—The announcement has been made here that Martin Balenseifer, prominent in music circles, will be agent for Rudolph Wurlitzer phonographs and equipment.

For the past two years Balenseifer has been active in phonograph organization work. He served as president of the Phonograph Operators' Association of Missouri and is now secretary and manager of the Associated Phonograph Owners, which is affiliated with the international association. He is also representative of the international association.

Martin Balenseifer says: "In assuming the added responsibilities I do so in the firm belief that we have come sufficiently far thru organization to expect a stabilized, well-regulated and profitable future. The beneficial effect of stabilization is creating a very optimistic feeling with the St. Louis operators, which doubtless will be reflected in the purchase of new equipment, which in many cases is sorely needed."

On Saturday, April 1, at 1800 Market street, Balenseifer opened an office and a very unique and unusually beautiful Wurlitzer display room. This will also be the office of the association. On the occasion of the opening Balenseifer had a gala opening party with open house.

## Philadelphia

PHILADELPHIA, April 18.—A new arrival is expected any edition now at the Sam Kleins. It will be his third. To keep pace with his growing coin machine business he has bought a new Chevrolet truck. Incidentally, he was the first president of the Philadelphia Coin Machine Operators' Association.

Frank Engle and Mike Spector are recalling phones of the Automatic Amusement Co. and are replacing 12-disc phones with the newer 20-plate models in the locations that still have the older machines.

Buyers from a radius of 150 miles were attracted to the Penn. A. C., where the new Mills model was on exhibition. Laurence Burdham, designer of the new machine, was there to explain its advantages. Bill Heitzel, Jr., of the Keystone Novelty, reported many sales. More than 200 attended the exhibition and congratulated Vincent Shay on the new addition to their line. Food and drinks were served. "Pud" Day, of the local Keystone office, had a busy time showing visitors about.

Sam Klein and Jack Sheppard, of the United Sales Co., report a big slice of the sales trade with the new specials they've inaugurated. Biggest seller at the moment is their timely offering of the baseball combination.

Ed Heller, of the Royal Amusement Co., is doing a good job of managing the new record shop of that firm. New merchandising innovations introduced by him are keeping the store well filled.

Operators all over town are preparing for a heavier procession of nickels soon as the Lenten season is over.

**Special Globe Bell**  
 Record takes in 2000 of 5c. or \$120.00.  
 Pays out (average) 307.28. Your average  
 of 500 5c. 2c. Game players of the machine  
 in your district. One of the most spectacular  
 yet, successful and profitable machines ever  
 produced. Eight gorgeous shades give it  
 unusual appeal. Write for further details now.

**GLOBE PRINTING COMPANY**  
 1023-17 RACE STREET - PHILA., PA.  
 \$6.60



NORTHERN MINNESOTA OPERATORS Berg and Mahille, of the B & M Sales Co., snapped on a recent visit to Minneapolis at the office of the H-O Co. Co.

100 CHIEFS 5c - 10c - 25c Play <b>\$22.00</b>	1,000 PHONOGRAPHS Ready to Operate <b>\$19.50 Up</b>
20 WORLD SERIES Perfect Condition <b>\$89.50</b>	30 MAGIC ROLLS Made by Genco <b>\$39.50</b>

1/3 Deposit, Balance C. O. D.  
**GERBER & GLASS DISTR. CO.,** 914 DIVERSET, CHICAGO.

**LOOK OVER THESE NEW LOW PRICES AND SAVE \$\$\$\$**  
 All Reconditioned Ready to Operate. 1/3 Cash With Order, Balance C. O. D.

Rock-Ola 1928 Windmill	\$129.50	Seeburg Ray-O-Lite, Late Model	\$75.00
Rock-Ola 1927 Imperial 200	\$9.50	Western Baseball	\$5.00
Rock-Ola 1927 Rhythm 500	\$4.50	Daily Rainbow Penny Vendors	\$5.00
Rock-Ola 1928 Regal	\$4.50	Keeney Track Times, Race-Head	\$5.00
Seeburg Symphonette, Model D	\$9.50	Keeney Baseball	\$5.00
Seeburg Symphonette, Model G	\$4.50	Evans Gallop & Domino	\$5.00
Star Game Master De Luxe	\$9.50	Walt Disney Party	\$4.50
White-Rose Master Repeater	\$8.50	United Baseball Player	\$2.50
Seeburg Autophone & Records	\$12.00		

Write for Our New Bargain List Listing Over 500 Reconditioned Machines.  
 Used Phonograph Records. All Usual. One Choice for Hundred. \$2.50.  
**BADGER NOVELTY CO.,** 2546 N. 10th St., Milwaukee, Wis.





CHICAGO COIN'S

# Majors

**EARNING MORE MONEY FOR OPERATORS--  
THAT'S WHY IT LED THE FIELD  
FOR 13 SOLID WEEKS!**

**MAJORS  
NOVELTY  
\$79.50  
MAJORS  
FREE GAME  
\$89.50**

**Insist on Chicago Coin Games!  
CHICAGO COIN Machine Mfg. Co.  
1725 DIVERSEY BOULEVARD - CHICAGO, ILLINOIS**

## Oriole Coin Corp. Predicts Big Year

BALTIMORE, April 15.—Eddie Ross, president of Oriole Coin Machine Corp., bases his prophecy of a big year in 1939 on the enthusiasm displayed around the headquarters and salesrooms of his firm.

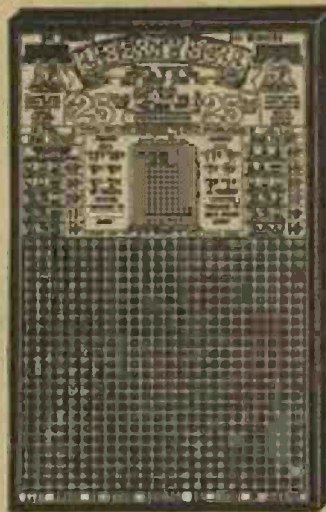
"Open houses," states Ross, "has been maintained for operators as well as locations and customers. New equipment has been coming in daily and used equipment is going out in lots of from one machine to carloads. More equipment passed thru our establishment in March than in any other month during the last two years."

Ross attributes the healthy business conditions of the Oriole firm to several causes, including consistent advertising in *The Billboard*, the handling of "quality" machines, a well-equipped service department to serve customers and its system of carefully checking every piece of equipment before it leaves the store-room.

## Fort Worth

FORT WORTH, Tex., April 15.—With a dozen or more huge building projects under way which help to build up weekly pay rolls, Fort Worth operators are facing a promising future for some time to come. Just completed is the modern city hall. The public library, a major project, is still under construction, as well as the large city and county hospital. The big new all-city high-school football stadium, being constructed on the west side, is only about one-third finished. Hundreds of men are working on this job. One of the longest all-cement overpasses is still under way with large forces working three shifts. The one outstanding major building project is the government narcotic hospital, which covers more than 100 acres on the southeast side and will consist when completed of more than 25 large two-story buildings enclosed by an extensive wire and steel fence. Over 1,000 men have been employed on this project alone.

It is such building projects as these,



Price \$8.98 Each

## LIBERTY BELL

Keeps the Old Profit Bell Ringing a Merry Tune! All Tickets Are 3-Color Reproductions of Slot Symbols.

— 241 WINNERS —

No. 2431 2400 Holes  
Takes in \$120.00. Average Payout \$73.63.  
Average Gross Profit \$44.35.

Also Available With Average Payout of \$67.35. Order No. 2431-A.

Send for Folder NC-18.

## HARLICH MFG. CO.

1413 W. Jackson Blvd., Chicago, Ill.



NEW QUARTERS have been opened by Martin Bolander, St. Louis, who recently assumed the agency for *Warwick* phonographs. Many operators, as shown above, attended the opening April 1.

coupled with industry, farming, fruit and stock raising, that keeps Fort Worth operators happy these days.

F. C. Ewing, of the F. C. Ewing Co., reports that his sales on all sorts of roasted nuts for vending machines, as well as vending machine sales, are much higher than they were one year ago. More machines and more nuts are being sold than any time during 1938.

Fort Worth operators are delighted to learn that the Arthur Flake Distributors, of Dallas, are taking on the Mills Novelty Co. line for North and West Texas. The Arthur Flake Distributors will handle the Mills phonographs, scales, cigarette vendors, counter games and amusement machines. According to reports, a big opening will be held in Dallas shortly, with several of the Mills executives present.

Bob Cowan, former service man for the Panther Novelty Co. and one time head of a large phonograph operating

## RED-WHITE AND BLUE

JAR TICKET DEALER  
Winn's Restorable Mill in Value  
For Price Write

## POLLY SALES CO.

1007 Chicago Street, Omaha, Neb.

organization, is again back in business operating & selling of his own phones.

The *Fortress Sales Co.*'s headquarters, as well as the headquarters of the *Southwest Coin Machine Co.*, are becoming the mecca for all coin machine folks.

Helen Savage, manager of the *Automatic Amusement Co.*, *Belle*, has been a frequent visitor to the roller derby, as well as many other *Dallas* ops.

# FIFTH INNING



**NEW Bally Baseball Hit**

- REALISTIC BASEBALL ACTION
- PLAYERS RUN BASES ON "FLASH-ACTION" BACK-GLASS
- HOME-RUN ROLL-OVERS — "WHEN LIT" ROLL-OVERS
- OUT-BALL RETURN — CLEVER SCORE BUILD-UP
- 4-WAY ADJUSTMENTS — FULLY METERED

Already "knocking 'em over the fence" for big daily collections. Boost YOUR batting average by ordering FIFTH INNING today!

WRITE FOR FOLDERS  
PACEMAKER  
MULTIPLE RESERVE  
BALLY BELL

**\$79.50**

Free Play: \$29.50

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**Fastest Money-Maker SINCE BALLY RESERVE**

Not a reserve game—but actually earning more money on location than Bally Reserve ever earned! And keeping it up week after week! Fascinating SCORE BUILD-UP . . . and FREE NUMBERS feature insures continuous repeat play! Try just one sample, let the cash box convince you!



**\$79.50**

Free Play: \$29.50

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## EMPIRE REEL POKER

1c Play Cigarette Machine. 1c, 5c, 10c, 25c Play Deuces wild.



Both machines equipped with Ball Coin Vender. Each has positive stops—cannot be shaken or cheated. Absolutely phenomenal in earning power. Small, but made for big use and hard abuse.

Order Sample of Each TODAY.

Only **\$17.50** Each

1/2 Deposit With Order

**SICKING, Inc., 1922 Freeman Ave., Cincinnati, O.**

## London

LONDON, April 18.—Attributed to operators' worrying over international situation, buying of equipment for coastal resort operating at Easter has been far from brisk. Some there are who have made up their minds to rub along as best they can with last year's machines.

This hesitancy in buying does not apply to phonographs. In particular the Wurlitzer agent here has been experiencing a busy time over the past four weeks, thanks in no small way to interest shown by brewing firms. These concerns own the majority of Britain's taverns, and some are realizing the value of installing coin-operated phonographs for the pleasure of customers.

Adverse publicity in national press has abated somewhat since matter was last mentioned in The Billboard. Asked in the House of Commons to introduce new legislation over machines, the home secretary said he considered existing statutes were fairly effective and that business before Parliament was too heavy to permit of introduction of new law on subject during the present session.

Frank Gibbons, proxy of British Automatic Machine Operators' Society, has been admitted to hospital suffering with internal complaint. Operating in a big way, Uncle Frank, as the trade here knows him, is a big user of Mills equipment.

By birth at 80 years of Billy Russell Britain has lost one of her veteran seaside operators. Formerly a circus star, Russell established successful amusement ventures at Great Yarmouth, making big use of amusement machines. Of latter years the business has been largely divided between his sons, the elder of whom, Billy, introduced stocks for use of patrons at his Glasgow and (more recently) Dundee stands.

The 1940 Amusement Trades Exposition, including coin-operated machines, will definitely be held again in Seymour Hall, Marylebone, London. Date will



The new "Kicking Sevens" on Genco's RIMK keep the play FAST, the players FASCINATED and the cash box FULLER! Prove it on your own location — NOW!

**SEABOARD SALES, INC.**  
619 Tenth Ave., New York  
Phone, Wisconsin 7-5688

**GRANDSTANDS SEA BISCUITS HAWTHORNES SKILLTIMES - 1938**  
**\$79.50 ea.**  
Send 1/2 Deposit.  
**MT. ROYAL NOVELTY, Inc.**  
308 E. Baltimore St., Baltimore, Md.

correspond to this year's fixture, organization as before being in the care of Amusement Trades Exposition, Ltd., representing Amusement Caterers' Association and British Automatic Machine Operators' Society.

Percy Goddard, of Goddard Novelty Co., has deserted cares of business for a while to relax with Mrs. Goddard in sunshine of the Riviera. In his absence Buck Taylor takes care of things.

## SAVOY'S WEEKLY SPECIALS RECONDITIONED and GUARANTEED

ONE-BALLS	SLOTS	NOVELTIES
Whispering Jacks \$29.50	Jenn. 10c Silo, Disk \$75.00	Rock-Ola World Series \$25.00
Grandstands 29.50	Melon Ball, New 75.00	Emb. Play Ball 17.50
Thistle-down 29.50	Jenn. 5c Silo, Disk 65.00	Emb. Crochets 49.50
Mills Hi-Way 49.50	Melon Ball, New 65.00	Emb. Silo Race 25.00
Spinner 29.50	Jenn. 25c Silo, Disk 60.00	Emb. P. 25.00
Pelican 25.00	Melon Ball 65.00	K. Hill Number, P. P. 27.50
Flirtation 25.00	Jenn. 25c Silo, Disk 65.00	Star & Co. P. P. 47.50
Mills T-3 19.50	Jenn. 5c Silo, Disk 49.50	Kiss, P. P. 34.50
Gett. Multiple 19.50	Melon Ball 49.50	Regina, P. P. 34.50
Tori Charm 12.50	Jenn. 5c Silo, Choke 49.50	Bally Miracles 20.00
Gett. Hi-Card, Olet 12.50	Jenn. 5c Crackle P.L. 35.00	Paramount 25.00
Gett. Miss America 12.50	Jenn. 5c Silo, Choke 17.50	Wm. 1st Base Balls (credit) 25.00
Chock 12.50	Callie de Silo 35.00	<b>NEW FREE PLAY GAMES</b>
Regies Force 12.50	Waiting to Release 19.50	Stowey Chimes
Bookman 11.50	Pace to Camel, B.A.P. 18.50	Chickin Mopri
Paddock 10.50	Mills 5c Good Luck 12.50	Gett. Late-Fun
Oct. Derby Day 10.50		1 1/2 Dep. With Order
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75¢ Counter Games — BRAND NEW—IN ORIGINAL CRATES — 25 Payoff—Games  
15 Novelty Games — AT REDUCED PRICES — 15 Consoles

**SPECIAL** 9-foot GENCO SKILL ROLLS LIKE NEW — \$75.00 each With free play coin chute and high score register.

We will buy for cash or accept in trade Grandstands, Winning Tickets, Thistle-down, Sparks, Singers, and late type Slots and Novelty Games.

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1939

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MORE *Motion* ★ MORE *Light* ★ MORE *Color*



Rock-Ola music operators are holding the best money-making spots in town with the new 1939 Luxury Light-up phonographs. Aggressive locations insist upon the new Rock-Ola. A glorious symphony of motion, light and color in its modern cabinet with greater areas of luminous, colored catalin—and true-to-life music that stirs the imagination and stimulates spending. Why not have the best in phonographs and you'll enjoy the best in earnings!



Liberal Factory Trade-In Allowance. See Your Rock-Ola Distributor or Write **FACTORY.**

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TWO MODELS—Deluxe (illustrated) and Standard.

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# Mills Mightiest Moneymakers!

The great House of Mills Novelty Company never had a stronger, more dominating line of active money-makers than now. The great Vending Machine Company was never better equipped to represent Mills and tell you exactly how to take greatest advantage of its newest numbers. Write Joe Calcutt for special personal advice concerning any machine listed here.



## MILLS THRONE OF MUSIC

The latest and greatest of all phonographs. Mills Throne of Music, ablate with colorful catalin and immense glass keyboard selector. Plays 20 records. Single coin slot accepts nickels, dimes, quarters. A thrilling beauty!



## MILLS SMOKER

Do you want a small machine, very quiet, and exceptionally fast? Try Smoker, it's an automatic payout with token jackpot, \$70 each box, wood cabinets.



## MILLS CHROME BELL

The first Bell ever to give an automatic payout of two when a cherry shows on the first reel. All other combinations standard. Beautiful all chrome front.



## MILLS BROWN FRONT

The best of today's money makers. All drill proof; has new knee action stop levers, and new forged club handle; easy to operate. A great buy.



## MILLS VEST POCKET BELL

Fits in everywhere. Weighs only 15 pounds; complete automatic Bell payout; quiet, and exceptionally small, only 7 inches x 8 inches by 7 inches. Mostly averaging \$10 to \$12 a day for operators.



## MILLS SQUARE BELL

A beautiful floor console, with new short lever type of handle; chrome skill field, and brilliant illumination. A complete jackpot Bell.



## MILLS FREE PLAY 1-2-3

1 ball or 5 balls. Shoot the ball to turn the reel payouts on bell combinations in the form of free trips of Dial, which allow further play.



## MILLS HAND LOAD

The Hand Load Jackpot on the nickel play machine has minimum contents of \$5.00. Pays out automatically. Completely metered. Drill-proof with all new features.

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