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The Billboard

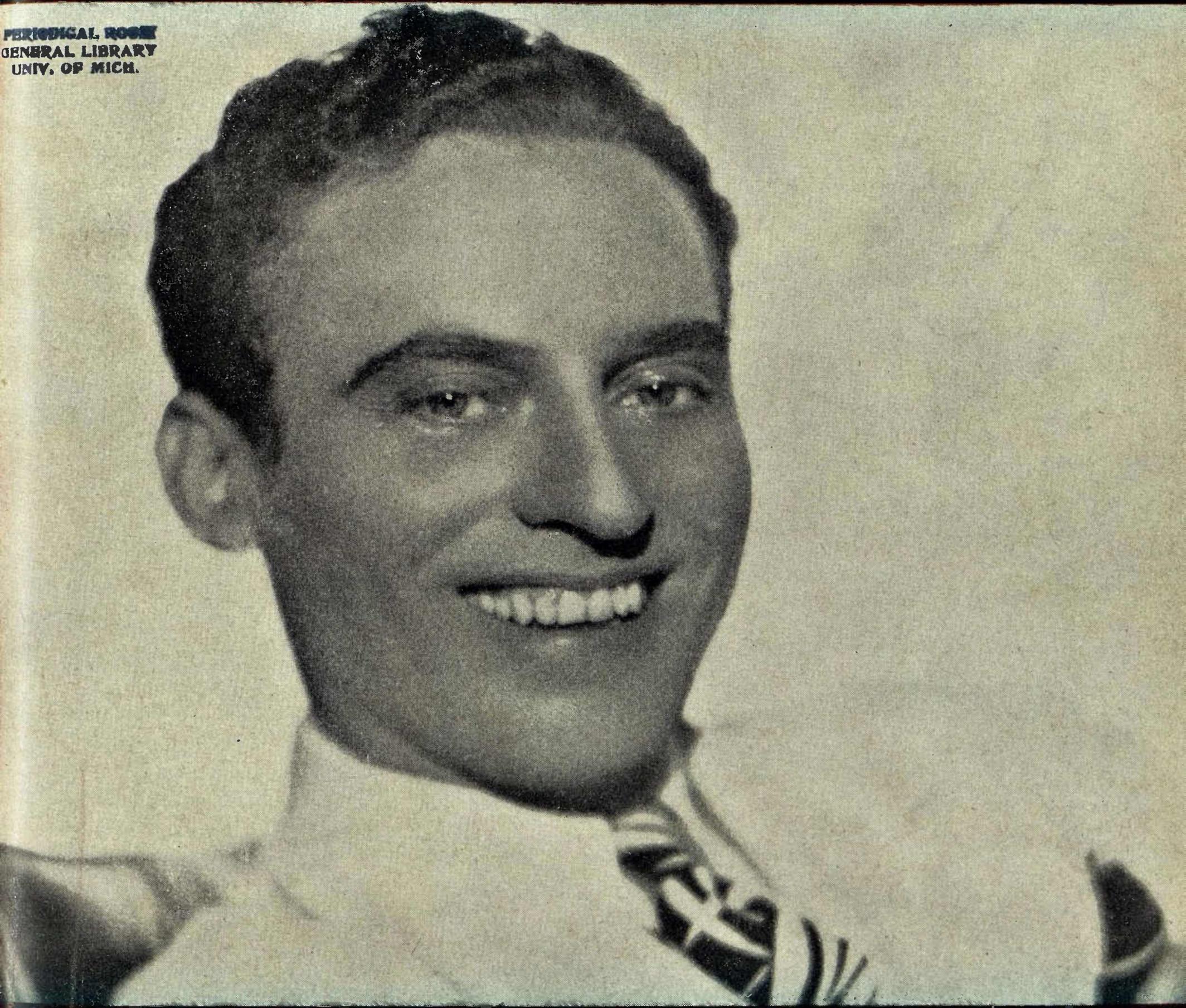
The World's Foremost Amusement Weekly

MARCH 9, 1940

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ART KASSEL

And His 'Kassels in the Air' Orchestra

Opening Eleventh Annual Engagement Bismarck Hotel, Chicago, March 24

Management: Music Corporation of America

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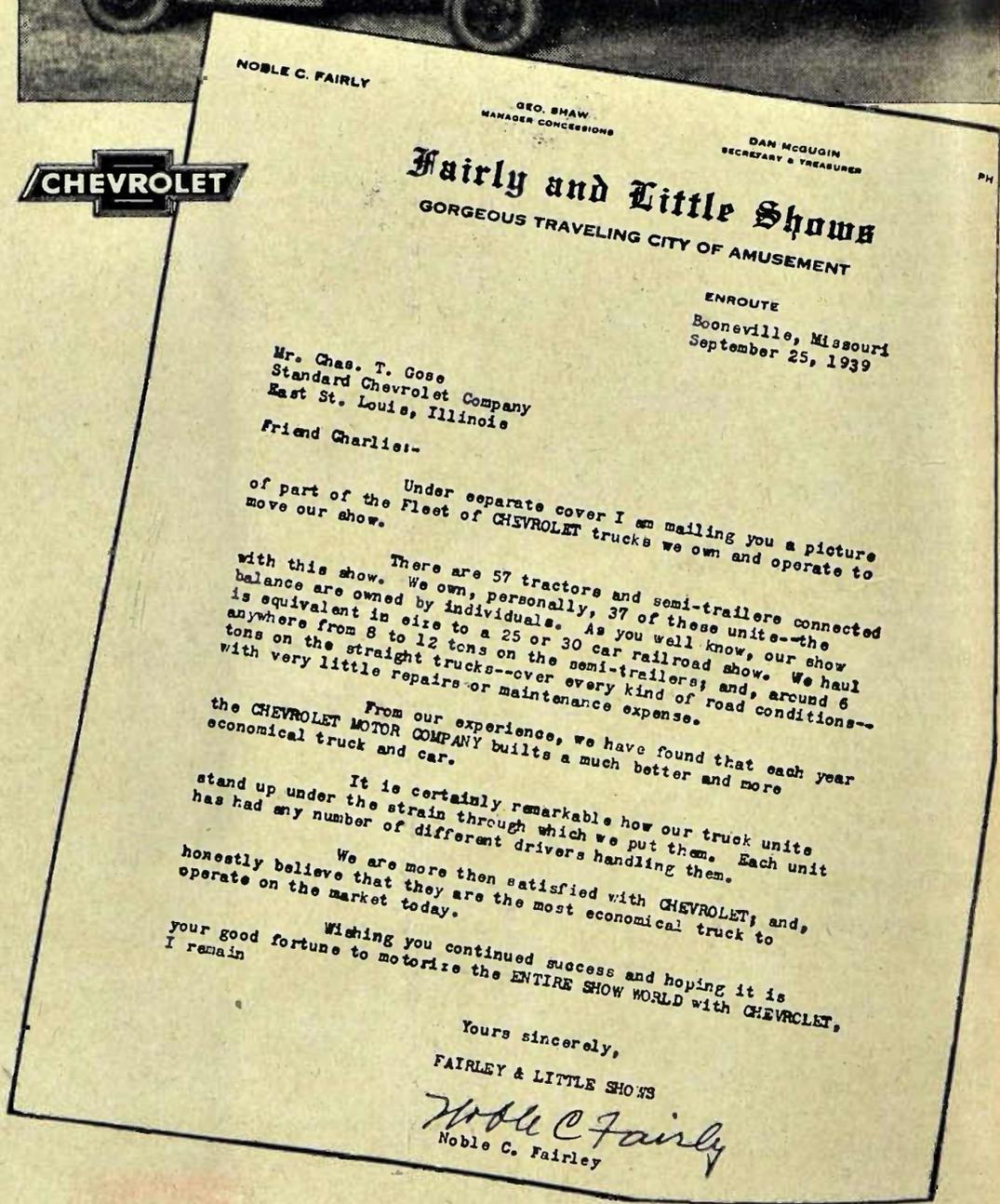
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GEO. SHAW
MANAGER CONCESSIONS

DAN MCGUGIN
SECRETARY & TREASURER

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GORGEOUS TRAVELING CITY OF AMUSEMENT

ENROUTE
Booneville, Missouri
September 25, 1939

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Yours sincerely,

FAIRLY & LITTLE SHOWS

Noble C. Fairly
Noble C. Fairly

DESIGNED FOR THE LOAD—POWERED FOR THE PULL

The Billboard

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No. 10

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1940

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BANDS ASK TOP MONEY

Good Crops Make Prospects Okeh For Shows in N. D.

BISMARCK, N. D., March 4.—Circuses, carnivals, tent shows and other forms of traveling entertainment should find cash registers in North Dakota tinkling more steadily and heavily next summer than any other year since 1930.

For the first time since 1932, farmers of North Dakota had good crops in 1939. Most of them stored their wheat and the steady rise in price has added millions of dollars to their pockets. Under the government's loan program alone, more than 36,000,000 bushels are still in storage.

The Ninth Federal Reserve District reported North Dakota has the brightest business spot in the Northwest. Other business indices indicate the State will be a ripe field for business harvest this summer.

A survey by the League of Chamber of Commerce Secretaries indicates that plans for fairs, rodeos and other forms of outside entertainment already are double those of a year ago.

Ice Show Market Expands on Coast

SACRAMENTO, Calif., March 2.—Ice shows were introduced to two more spots on the West Coast within the past month, one market being the large arena type, and the other the small tank productions for hotel rooms. The added outlets are the local Ice Palace and the Hotel Olympic, Seattle. Initial performances of the new type of entertainment clicked with both publics.

Here, in spite of competition from a Shrine-sponsored circus (Polack Bros.), Dr. Arthur Brandt's *Ice Parade of 1940*, the first of its kind here, played to large houses in a 10-day engagement at the new Ice Palace, February 9 to 19. Line-up included team of Irma Thomas and Orrin Mahkuss; Henry Lie, stilt skater; a 24-girl skating line backed up several fancy ballet acts, and a hula number. Production was staged by Judy Garrett.

The rink opened February 6 as the first skating surface ever offered here. Raymond Sleeper, of Hollywood, is general manager.

A group of local business men, including George Hollenbeck, A. R. Merkeley, Robert Schwab and Roy Hahn financed the project.

SEATTLE, March 2.—The Hotel Olympic, leading hostelry here, has inaugurated an ice show (muck) policy in its Georgian Room and Olympic Bowl. Current show, *Flirtation on Ice*, under direction of Val Raset, comprises nine skaters, Betty Atkinson, the Murray Twins and a chorus of six. Archie Loveland and his band accompany the ice-dancing twice nightly. Dinner shows are in the Georgian Room. Midnight entertainment follows in the Bowl.

San Francisco's Dreamland, which will house the *Ice Follies* again this year, is now called Winterland Auditorium.

Roy Shipstad, co-producer and star of the *Ice Follies*, was reported ready to leave New Haven General Hospital this week to rejoin his troupe in St. Louis. He had become ill three weeks ago when the unit played New Haven.

WASHINGTON, March 2.—The Shipstad & Johnson *Ice Follies of 1940* in an eight-day return engagement at the Riverside Stadium pulled a sock \$70,000, almost equaling the gross hung up when they played here for three weeks in No. (See *ICE SHOW MARKET* on page 27)

Articles on Federal Income Tax Available

The *Billboard* ran a series of three public accountant and theatrical tax articles by Herbert Leves, certified expert, last February, explaining requirements and privileges of theatrical folk in making out their federal income tax returns for the year.

Since there have been no important changes in the law since then, *The Billboard* is not reprinting the articles. But readers who would like to secure a copy should write to *The Billboard*, Dept. IT, 1564 Broadway, New York.

ASCAP Raps Radio's Tactics

NEW YORK, March 4.—In a bitter and strongly worded statement American Society of Composers, Authors and Publishers today condemned the recent arrest of Gene Buck and the entire tactics of the broadcasting industry. ASCAP statement was in the form of a resolution adopted at a special meeting in New York.

Statement "vigorously condemns the outrageous and unwarranted arrest . . . and the whole defamatory attack of the radio industry upon American composers and authors which has been studiously developed during the past eight years and consistently pursued."

Thanking Gov. Roy E. Ayers of Montana for refusing to let a State become party to a private commercial controversy, the statement said that A. J. Mosby, of KGVO, Missoula, Mont., was the complainant and that no user of music in Montana has paid for the music for three years. It was also pointed out that every court in the land, including the Supreme Court, has upheld ASCAP's position.

The National Association of Broadcasters was charged with "attempts at intimidating and terrorizing" ASCAP by a campaign of anti-ASCAP literature and vilification by public statements and Buck's arrest. The NAB, despite approval of the ASCAP formula and licensing system, "fomented and persuaded the federal government to bring an anti-trust suit against the society," the statement charged. This suit was adjourned at (See *ASCAP RAPS* on page 19)

Plenty of Tourists in Mexico But Little Work for Yank Acts

By HAROLD HUMPHREY

MEXICO CITY, March 2.—Despite the unusually brisk tourist biz in this Latin American metropolis, it still does not spell riches to American talent.

Native customs are the chief contributing factor to this situation, notwithstanding the weight added on the other side of the scale by an increased number of tourists. This is particularly true in the night club field here, where most of the spots use only a native ork. These places satisfy the desires of the majority of Mexican diversion seekers, who like their night life composed of strictly late suppers and dancing.

A few larger local spots carrying floor shows would probably drop out of sight were it not for the tourist trade. Only other nitery entertainment here are the marimba orks and occasionally a Mexican dance pair. They are confined, however, to native spots frequented mostly by males and are more on the risque side.

Prices They Quote to Theaters Range Downward From \$12,500

NEW YORK, March 2.—According to a list of salaries submitted to vaudeville bookers, leading attractions, including band and film names, are asking salaries still way up in the heavy money, despite bookers' and theater owners' claims that grosses are not what they used to be. According to this survey, which quotes asking prices for vaude attractions a year ago and today, bookers' chief headache continues to be bands. Situation has been eased somewhat by current box-office value of film names, as grosses rolled up by them have not been as brutal as some attributed to name bands. Whereas some of the bookers feel name bands have reached their peak in box-office value and are due for a slide, others claim the past year has seen a general increase in salaries of name bands. Bookers also claim that dance teams have gone up, that novelty acts may still be obtained "reasonably," and that there is a growing demand for variety units. Bookers feel that if units again come into vogue the trend will probably be a chief factor in easing the strain of depending on name bands.

Prices quoted in this story are all "asking prices." While many of the attractions actually obtain asking prices, others are often forced to play for considerably less. List of salaries asked is considered a good barometer, generally, of comparative box-office value of the different attractions.

Way up in the top band brackets this past year have been Fred Waring, Kay Kyser, Glenn Miller, Horace Heidt, Benny Goodman and Artie Shaw. Waring asks for \$12,500 net a week, plus fares and sleepers, for 28 shows. Others mentioned all fall into the \$10,000 class. Miller's Band is about three years old and a year ago he was not even a semi-name. In addition to his high theater salary, he now grabs up a batch of shekels on his Chesterfield commercial. He is currently at the Paramount Theater. Kay Kyser, who a year ago was being quoted at \$12,000, is probably making more money today despite a drop of two Gs in his theater price. Has a commercial and has made a film and will make another soon. Horace Heidt unit has come up from a quotation of \$8,500 a year ago, the rise

being attributed in part to his radio show, *Pot o' Gold*, and successful theater and hotel dates and records. Benny Goodman's asking salary is the same as last year, the old master being a standard top bracket draw. Shaw, who departed from the music business some months ago amidst an atmosphere of mystery and contention, will probably find himself hotter than ever when he resumes.

Saturation Point

Bookers feel that under existing conditions the top name bands have reached salary saturation point on theater dates, the theaters being unable to pay more and still make money.

Following the leaders are Tommy Dorsey, Cab Calloway, Ted Lewis, Rudy Vallee, Guy Lombardo, Eddy Duchin and Phil Spitalny, all at \$7,500. Dorsey has been fairly stable at this figure. Tucker, reportedly, was getting \$1,500 in night (See *BANDS WANT PLENTY* on page 9)

Gooding Again Gets Ohio State Midway

COLUMBUS, O., March 2.—After some competitive bidding, the midway contract for the 1940 Ohio State Fair here has been awarded to Floyd E. Gooding, general manager of F. E. Gooding Amusement Co., of this city.

Gooding rides have been on the State Fair midway for a number of years. In accord with the aims of the new fair management to present a larger and more attractive annual, the Gooding equipment will be augmented this year.

"We will furnish a much larger midway than usual," said Manager Gooding, "and it will include 25 riding devices."

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NEW ANGELS OGLE LEGIT

Radio, Agency Funds May Revamp B'way's Booking, Producing Set-Up

NEW YORK, March 2.—Financial structure of the legitimate theater may undergo major changes in the next couple of years thru the influx of financially stable interests from other branches of show business. The new vitality thus far emanates from the booking end of the business, with leads being taken by Music Corp. of America, the National Broadcasting Co.'s artist bureau, and the Columbia Broadcasting System's concert bureau. The Legitimate Theater Corp. of America, also an outgrowth of a concert booking enterprise, is renewing its package booking of legit shows next season to add to this general hyping by sources other than those which have dominated Broadway financing for many years.

Program being mulled by MCA is varied. Foremost is consideration of plan to back shows. Question of whether MCA could be both agent and employer-producer at the same time would be solved by establishment of subsidiaries. Besides the income, the agency would be able to build talent.

That MCA is going in for legit angeling is attributed to several factors. Legit is the backbone of show business, and in London, it is claimed, it is not uncommon for agents to back plays, with about eight of the current London numbers having that kind of support. The MCA has not committed itself on how much money—if any—it intends investing in legit, it is estimated that the layout, which may attract other large talent agencies, could assure Broadway from 12 to 15 more produc-

tions a season. Reality of such a plan would do much to end the lament over withdrawal of picture companies from Broadway productions because of the Dramatists' Guild contract.

In addition to the Broadway angeling, MCA has in mind a summer stock circuit. Agency would set up several legit companies featuring picture names. Venture would service MCA's talent under contract when things are slack in Hollywood, and try out new plays. There is a possibility that the office may set up scholarships in connection with its summer companies to help new talent.

Experiments with condensed versions of legit by the NBC artist bureau continue. The first tryout in Stamford, (See RADIO AGENCY FUNDS on page 15)

Paris Shows Pull Crowds; Plenty Are Now Open

PARIS, Feb. 17.—Thruout the city, 260 movie houses, 30 legit theaters, 27 music halls and vaude spots, two indoor circuses, seven concert salons and night spots too numerous to count are operating and attracting huge crowds. The only thing restraining more houses from opening is lack of males for house operation and stage talent.

To ease the theatrical situation as it existed during the first days of the war, the government brought considerable pressure to bear on the military authorities to accomplish the release of many artists and technical workers who had been mobilized. This was, primarily, so as not to lose ground in the film industry. As pictures were completed, actors were allowed to accept stage work, and slowly the theatrical industry has been able to improve and, one by one, reopen about 30 per cent of the closed houses.

That entertainment endeavors were appreciated by the government is shown in the number of houses at present operating as compared with 1914-'18. In 1918, a few film houses, seven legit theaters and two music halls, the Folies-Bergere and Mayol, both headlining American talent, constituted the only entertainment open to the general public.

Pitt Finds Minor Coward

PITTSBURGH, March 2.—Carnegie Tech junior Edward Hunt shows some slight tendency to ape Noel Coward in *No More Marriages*, first full-length original play produced in nine years by the nation's pioneer dramatic school.

His plot is inconsequential. Actress and husband-actor return to Bucks County home after six years touring. She fears middle-age, seeks an outlet for her vanity in admiration of young ambitious playwright with few scruples and a huge desire for star's backing of his magnus opus. Hubby hopes to win back affection he thinks he is losing by plotting affair with maid, playwright's girl friend hopes to win back his love by appealing to ideals, butler hopes to win maid by chivalry, audience hopes play will speed up after promising first act. The right boys and girls get together at final curtain, when troupers discover they're not really married, but are in love.

Hunt's dialog is pretty good, Douglas McLean's direction deft, George Kimberly's staging effective. *Morton Frank.*

Rabbits and Votes

BELLEVILLE, Ill., March 2.—The Great Chandu, magician, secured an unusual engagement the other day. He will furnish the entertainment following the campaign speeches of A. L. Bedel, who is running for the Democratic nomination for congress in the 22d district. Bedel's rival is Henry N. Frees, former vaude and circus juggler and clown.

States Bedel: "With Frees able to stand, walk and talk on his head, juggle and perform all other kinds of acrobatics, I might be outclassed."

Pennsy Forcing Booking Licenses On Radio Stations

PHILADELPHIA, March 2.—Outcome of huddle between Anthony C. Sharkey, booking license investigator here for the State Department of Labor, and William Douglas, director of the Division of Licensing, will determine what legal action the State will take to force all bookers to procure the \$100 yearly license.

Problems include radio stations booking talent without license. Sharkey said "two or three stations had better take out licenses in a hurry or it will be just too bad."

Fire will also be directed at New York agencies booking here. Plan is to warn local spots that they must book thru licensed local agents or out-of-town agencies only, on threat of losing their own entertainment license if booking otherwise.

Action will also be taken against bookers spotting strip and sexy acts. Sharkey said agents booking nudes would be refused renewal of license. Such action, however, is not directed against the burly houses, however.

"Bergere" Heads Boston Grosses

BOSTON, March 2.—Clifford Fischer's *Night at the Folies Bergere* drew top business for the week in Boston despite keen competition. Four Hub houses were open during the past stanza—first time in several weeks.

Night at the Folies Bergere (Opera House). Tickets from \$1 to \$2. Lush \$19,000 for first week (10 shows). Special mat skedded for tomorrow (3).

Tallulah Bankhead proved a good attraction in *The Little Foxes* at the Colonial for the first of three weeks' appearance. Most of the 1,643 seats were filled at all shows, with tickets from \$1.10 to \$3.30.

Despite Walter Huston's name, biz was poor for *A Passenger to Bali*. Grossed about \$8,000 for first nine days. Will stay another week. Tickets from 55 cents to \$2.75.

The road company of *Margin for Error* closed with a fair gross of \$7,500 in the 1,480-seat Plymouth. Tickets were 55 cents to \$2.20.

"Bali's" First Act Trouble; Stays in Hub Another Week

BOSTON, March 2.—Ellis St. Joseph's *A Passenger to Bali*, starring Walter Huston, is being held over for another week at Shubert despite one of the worst weeks of the season. The play is still being rewritten, and much apparently will be changed before it reaches Broadway.

Huston is cast as an ardent troublemaker—or, as one of the characters describes him, "a dictator in search of a country." He buys passage on the Roundabout, and when he is refused permission to land at any port gradually usurps authority on the vessel.

Still ragged in spots, particularly in the first act, *Passenger* has a forceful third act, heightened by excellent typhoon effects. The first act still drags, and it is here that most of the work will have to be done. Supporting Huston are Colin Keith-Johnson and William Harrigan.

Stiff opposition and a snowstorm of passes didn't do the gross any good. *Kaplan.*

Thru Sugar's Domino

WHILE it is not exactly the easiest job in the world to tackle we believe that Local 802 of the AFM should have accomplished something by this time on the matter of cleaning out the foul-smelling breeding places in its jurisdiction where hotel managers cut themselves a piece of band cake as tribute for a booking. We are convinced that the toprankers at the Local are honestly trying to put an end to the vicious racket. Yet in a situation of this kind results are what count; honest intentions are not worth a tinker's dam. If the officials of the Local have not been able to get as far in their efforts to rout the grafters as they should because their administrative resources are limited, heroic measures should be adopted because the reputation of the important AFM branch is at stake; as well as its security. By heroic measures we mean calling on the carpet every suspect in Inquisition style and giving them the works like never given before. If nothing happens after that we will be convinced that Jack Rosenberg's Local has done everything in its power. And we shall also be satisfied that even a strong union like the AFM cannot rectify certain undesirable conditions if its own members haven't got the guts to co-operate for their own good and that of the band industry.

WHEN more wholesome impulses guide us we derive a vicarious pleasure from applauding publicity achievements that are of a nature that hardly permit treatment by a scrivener catering to a public interested in the morbid and sensational. This, coming to think of it, should be the major object of a trade paper commentator. Which is by way of acknowledging our respect and admiration for an unspectacular fellow who has been doing a spectacular job. Harry Mandel is the lad we mean and he is the press, advertising and exploitation head of RKO Theaters.

Harry has been connected with the Keith, Albee, Moss and allied theater enterprises for more years than it takes to age good whiskey. He used to be the press mogul when Ben Moss operated his own theaters. When Moss exited from the KAO picture Harry remained with the parent circuit and he has done nothing more nor less since than attend to his job. Perhaps a little more at that. Which amounts to doing just a little more work and with just a little more thoroughness than the average employee of a large corporation. They passed over Harry plenty of times. In the days of not very long ago they used to have more shakeups in RKO than you could shake a stick at. But Harry continued to plod along and had more time to do his work than most of his confreres because he wasted no vital energy on political maneuvering. The crowned heads rose and fell and Harry kept on plugging because each of the in-again-out-again-Finnegan boys found him to be a capable assistant; a good feller to have round.

It began to look as if Harry would never get a real break. But a day came and with its dawning came Harry's glory. He was given the key job. He accepted it with the same dead-pan earnestness that he has accepted every responsibility that has ever been given him. Harry has been doing a sensational job at his new desk these last two years. He has infused his office with a spirit, drive and morale that it has never had in all the time that we have watched its operations. We doubt whether Harry will stop where he is. Not that we expect him to push himself. We feel that the dam has been broken and the rush of waters will soon begin. This was meant to be a piece about Harry Mandel but a bow ought to be taken by John J. O'Connor, general manager of RKO Theaters, who found in his own backyard the flower that his predecessors had been seeking for so long with safaris to every part of the theater map.

WHILE we are warbling on the theme of unsung heroes we'll dash off a few bars for the king of them all, Charley Cantor. If you're not on radio's inside you might wonder who this guy (See SUGAR'S DOMINO on page 53)

ART KASSEL

(This Week's Cover Subject)

KASSEL abandoned the idea of becoming a professional commercial artist when he proved to himself that he could make good money leading a band. Shortly after the World War he organized four of his musical high school friends and landed a job in a small hotel on Chicago's South Side. Being a natural-born composer, he used many of his original tunes, which boosted the stock of both his band and his compositions. He soon augmented his four-piece combination and launched it successfully in the Midwest.

Chicago has been particularly good to Kassel, having played lengthy engagements at the Congress, Morrison and Bismarck hotels. He proved so popular at the Bismarck 11 years ago that he has been coming back there once every year since. During his four-month stay at the Bismarck in 1939 he upped the Walnut Room's grosses 25 per cent.

Kassel plays the sax, sings and generally makes himself useful in entertaining the patrons. He firmly believes that people go to a night club or hotel to dance, and he keeps that in mind every minute he fronts his group.

His songs, "Doodle-Do-Do" and "Hell's Bells," among others, have been in the hit class and are still popular. Other hits authored by Kassel include "Around the Corner," "When We Meet Again," "Sobbin' Blues" and "Dolores."

Kassel appeared in many leading hotels and clubs thruout the country and has proved a favorite among leading colleges. He has been featured on several commercial radio programs, having worked for such sponsors as Shell Oil, Elgin Watch Co., Lucky Strike and Bromo-Quinine. He has been making records consistently and is currently cutting waxes for the Bluebird label.

The band is managed by Music Corp. of America.

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FOREIGN SCRIPT REVENUE

Despite War, European Stations Buying More U. S. Yarns; S. A. Up

NEW YORK, March 2.—Indications are that radio writers will reap an increasingly large monetary take with the European and South American markets opening up. According to Joe Koehler, of Script Library Service, 700 independent stations in the United States are using over a million scripts a year, the figure given as a conservative estimate. In addition, Europe is increasing its use of U. S. scripts, despite the war, and South America offers a great potential market which has so far been tapped only to a slight extent.

Some American stations use as little as two scripts a day, but this minimum is by no means average, and even on basis of two the figure comes to about 500,000. Stations like WLW, Cincinnati, may go as high as 35 a day. A new station in Salem, Mass., WESX, which began operating about six weeks ago, has been putting on about eight scripts per day. Considered, therefore, that estimate of more than a million is conservative.

In the United States, about 10 script

organizations are servicing the radio field. Pay averages \$10 to \$15 for a half hour show, it is stated.

The European market for American translations is scrambled, some countries are increasing use of American stuff and in 1940 should pay royalties of about \$25,000 to American writers. South America in 1940 will pay an estimated \$10,000, and in the future much more.

Europe, for the most part, wants translations of dramatic serials, or half-hour one-shots. Latter are complete dramas. Use of so-called "entertainment spots" is also spreading in Europe and South America, particularly such items as *What Is It?*, *Minute I. Q.'s*, *Spy Tests*, *Brain Teasers*, etc.

Brazilian stations will for the first time soon offer a series of American drama and Venezuela is planning extensive use of translations. Up to this year, only S. A. stations to use American material was Radio Caracas. Federal government in Washington tried to place scripts cuffs in S. A., but was not successful. Cuba and Puerto Rico have always been a good market for American stuff.

Blood 'n' Thunder

In both S. A. and Cuba, type of drama wanted is mystery thriller—full of action and the bloodier the better. Motion pictures designed for S. A. consumption throw in a couple of extra murders, and ditto the radio fare. Daytime serial drama is considered useless for the S. A. market, owing to difference in American and South American conception of family life. American housewives may like to listen to love triangles, stories of divorces and second husband problems—the fiber of American daytime drama—but this material is poison to the South American.

Australia is opening up for American scripts, owing to the Australian government's restrictions on importation of American transcriptions, Anzac country used to buy up n. g. American disks to such an extent that it was considered the closest paradise for American manufacturers. Import duty is too tough now. As a consequence, Anzac stations are buying much American scribbling. They like dramatic series rather than complete plays, in quarter-hour doses.

Canada has always been a consistent user of American material on both the BBC and the indies. Country tried to encourage its own writers, but local market is so small that it does not offer much incentive. About 80 per cent of production there is based on American scripts. Canada, like other countries, has become more entertainment spot conscious. One of the specific reasons is that certain products are restricted in their radio advertising to use of mere names. It cannot be said, for instance, that "Hercules beer is a grand beer." It can simply be said, "Hercules beer presents." Under such regulations, entertainment spots are considered very good.

European market for translations has been showing activity. Station IRN in Brussels has just bought a series of half-hour dramas. Two Holland stations, VARO and VARA, and also stations in Switzerland are using American material translated in two languages, French and Flemish. Sweden and Denmark get American material from the networks. Palestine, too, uses American writings.

England uses very little. France has wanted American material, but has had trouble in coming to terms. Radio Luxembourg used plenty of American scripts when it was broadcasting to England.

European money situation is tough, payment coming in late owing to war conditions. Poland, just before the war, was sold a series of whodunits by Script Library. Nazis came in a couple of weeks later and money was never forthcoming. There is supposed to be a demand for U. S. scripts in Germany, but money cannot be sent out of the country to pay for them.

NBC Is Ready for Launching Of Tele Promotion Campaign

NEW YORK, March 2.—Boom for television use of talent seems set, an NBC spokesman said this week, stating that within a few days NBC will embark on its long-anticipated promotion campaign involving greater studio production and a one-third cut in the cost of RCA receivers. Statement was made following decision of the Federal Communications Commission allowing limited commercial operation of television after September 1.

Development marks a milestone in the pioneering of television. NBC had been on tenterhooks lest the commission hand down an adverse decision following recent hearings and investigation. Pending decision, NBC's plans had been stymied, with certain interests putting pressure on the commission to clamp down on anything that might "freeze" tele in its present development. With limited commercialism now okeh, wheels will move very rapidly and a formal statement of policy by NBC-RCA will be made soon.

NBC, which has been pioneering in tele at tremendous cost, stated Saturday (2) that it is most enthusiastic about the FCC decision and regards it as progressive move. It is understood that currently NBC and RCA are conferring on details for the big splurge.

Plan to put over tele to the public will involve not only use of more and better talent, but a budget for an ad campaign. The net is now broadcasting about 16 hours weekly. RCA plant at Camden, N. J., already has a batch of receivers set for distribution at cut prices.

WASHINGTON, March 2.—Limited commercialization of television after

September 1 has been offered to the radio industry by the Federal Communications Commission, but only at the cost of being labeled a risky venture. Before the okeh the commission took several shots at the new medium (See NBC LAUNCHING TELE on page 8)



WE'RE ON OUR WAY TO THE HOTEL PRESIDENT

THE TOPS IN HOTEL VALUE IN NEW YORK CITY

Send for Special Theatrical Rates

DAILY RATE FOR 1 or 2 PERSONS ROOM with BATH and RADIO...

\$2.50

48th ST. West of B'way - N.Y.

★ TOP BILLING . . .

"Tops" for your dollar in New York is the Empire—modern 700 room hotel overlooking Lincoln Square. Many rooms at \$2.50 single, \$3.50 for two, with private bath. Served by 11 transit lines, only 5 minutes from Times Square. Restaurant, laundry and valet prices to fit your budget.

And if you're here for four weeks or longer, you'll want to take advantage of the Empire Residential Plan—\$9 per week for room with private tiled lavatory and toilet; generous rooms with private bath from \$10.50 single, \$12 per week for two. Send for booklet "H."

No rate increase for World's Fair

HOTEL EMPIRE

BROADWAY at 63d St., — NEW YORK
"At the Gateway to Times Square"
EDW. B. BELL, General Manager

FAIRS—CIRCUS—CARNIVALS
ORCHESTRAS • REVIEWS
ACTS • SPORTS

SHOW PRINTING
100 - 1 sheets \$5
14 x 22 - FLASHY WINDOW CARDS HEAVY CARDBOARD

POSTERS OF EVERY DESCRIPTION

CARDS
Of every size, heralds, etc., for all occasions, special designs for your show, quick service, low prices, write for samples.

METROPOLITAN PRINTING COMPANY
1326 VINE ST. - PHILA. - PA
SEND FOR FREE ROUTE BOOK

FINANCIAL BACKING

Established organization with prominent sponsors, forming youth productions principal cities. Real profit possibilities. Few thousand required. YOUTH OF NEW JERSEY, Box 133, care Billboard, 1564 Broadway, New York.

OUT OF WORK ?

Discouraged?—You Needn't Be! Send 25c for "How To Get a Good Job"—honest, practical pointers—inside tips—that have worked for others and should work for you. J. BAN-NICK, Box 55-A, Harper Stn., Detroit, Mich.

MIDGETS WANTED

3 Male, 3 Female, under 30 years. Talent preferred, not necessary. Submit real photo. Good personality. State age, height, weight. Experienced; free to travel; no carnival work. Long-time contracts if qualified. Write MAXWELL, Mayfair Hotel, Pittsburgh, Pa.

CLASS OF SERVICE
This is a full-rate Telegram or Cablegram unless its deferred character is indicated by a suitable symbol above or preceding the address.

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WHEN TRAVELING EASE THE ANXIETIES OF THOSE AT HOME BY SENDING DAILY WESTERN UNION TOURATE TELEGRAMS. . . . ONLY 35c FOR THE FIRST FIFTEEN WORDS TO ANY WESTERN UNION POINT IN THE UNITED STATES.



LEARN BY OUR HOME STUDY METHOD
Good Positions Are Always Available for Those of Ability and Professional Training.

THERE'S \$\$ IN THE MUSIC FIELD

waiting for the good musician. Send for free booklet describing courses. Check course you are interested in: Piano, Normal Piano, Voice, Violin, Trumpet, Mandolin, Clarinet, Organ, Guitar, Accordion, Saxophone, Banjo, Harmony, History of Music, Advanced Composition, Public School Music, Sight Singing, Ear Training, Choral Conducting. LOW TUITION — EASY PAYMENTS. Advance as rapidly as you wish.

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1270 SIXTH AVENUE
RADIO CITY • NEW YORK

STOCK TICKETS
ONE ROLL . . . \$.50
FIVE ROLLS . . . 2.00
TEN ROLLS . . . 3.50
FIFTY ROLLS . . . 15.00
100 ROLLS . . . 29.00
ROLLS 2,000 EACH
Double Coupons,
Double Price.
No C. O. D. Orders
Size: Single Tick., 1x2"

Amusement Park as well as TICKETS all kinds of

Manufactured with your own special printing and Stock Tickets in assorted colors and designs. Ask for our prices.

THE TOLEDO TICKET COMPANY, Toledo, O.

SPECIAL PRINTED
Roll or Machine
10,000 \$ 6.95
30,000 . 9.85
50,000 . 12.75
100,000 . 20.00
1,000,000 . 150.50
Double Coupons,
Double Price.

NBC'S NEW AUDITION SETUP

Network Ends Indiscriminate Trials for Dramatic Talent; Starts School a la Hollywood

NEW YORK, March 2.—National Broadcasting Co. has drastically revised both its policy on auditioning dramatic radio talent and its method of auditioning this talent. New plan became operative this week and will fully get going in a few days. Most important policy change is that from now on NBC will not audition any person who believes he can act, as has been done in the past. From now on NBC will first determine that the auditionee has had actual theatrical experience. Another vitally important phase of NBC's new policy towards dramatic talent is that the network is taking steps to develop new talent it finds thru its auditions and will, in effect, follow Hollywood picture companies who have been maintaining "talent schools" for some years.

Change in NBC's policy is best explained by the statement, "In the past we (NBC) considered the audition was for the applicant. From now on, the audition is for the company." Actually, however, talent will benefit by the change. Heretofore any Joe Doakes who requested an audition was heard. Not only did this system mean an enormous expense to NBC, but it also meant that many applicants without any talent whatsoever were given false hopes as to their theatrical future, merely because they had been given an audition.

Effective with its policy revision NBC has put Albert N. Williams in charge of its auditions, with Marjorie Loeber as his assistant. Williams, formerly on NBC's producer staff, will not only hear preliminary auditions with Miss Loeber, but will handle the development of the talent, or the "talent school." When NBC figures an actor shows talent and promise, he will be given coaching in general microphone performances, assigned parts in audition plays and then heard by NBC's full staff of directors. This means a major saving in time, since the directors used to listen to talent individually. Directors will still do their own casting. There had been a rumor that Williams would do all casting. This system of giving the auditionees a part in a play is a major improvement in the method of handling radio talent, since it not only eases the psychological strain but enables the actors to show off their abilities under better conditions.

As talent scout for NBC, Williams will take actors under his wing and see that they do not undertake roles or dialects for which they are not suited. By giving the applicants who pass the preliminary tests suitable audition material, NBC is easing another burden for the actors.

Indiscriminate auditions for would-be radio actors not only meant that thousands were heard annually by NBC, altho there was no hope of an acting

future for them, but it also meant that the good actors suffered because of their inclusion with the amateurs. Selective auditions which NBC will now conduct mean that the greater attention given to promising players will stop them from making many mistakes which otherwise could not be corrected.

One of radio's trite sayings to new talent has been, "Go out and get some experience," but to do so was often impossible. The NBC school will help alleviate that condition confronting talent with promise but little chance to acquire polish and experience.

Until the new policy became effective, reportedly as the idea of Wilfred S. Roberts, NBC's recently appointed production head, the network felt that maintaining a wide open door on auditions was a good-will gesture to the public. Feeling is now otherwise, since many auditionees burnt at the network when they were given tests and nothing happened. Chain execs are also said to feel that public service does not necessitate the large expenditures involved in the wide open policy.

CBS Signs Baker

NEW YORK, March 2.—Columbia Artists, CBS artists' bureau subsidiary, thru its head, Herbert Rosenthal, has signed a management contract covering radio only with comedian Phil Baker. Heretofore Baker has been handled for radio by the William Morris office or by A. & S. Lyons. Morris office still retains Baker for other fields. Comic's last commercial was for Dole Pineapples.

Consolidated Gas Spots

NEW YORK, March 2.—Consolidated Gas of New York is setting up a spot campaign featuring Arthur Boran on a transcription series. Spots range from a minute to two or three, with Boran doing a semi-comedy character called "Speedy Heat." Ernest Cutting set the deal.

What's in a Name Asks Putnam— (George) of Second Putnam (Geo.)

NEW YORK, March 2.—Shakespeare's famous question, "What's in a name?" has been given a good workout within the past few months by two announcers named George Putnam. The situation is still not settled. According to Jack Gross, attorney for one of the two Putnams, the following events took place. Gross' Putnam started as an an-

nouncer several years ago on CBS, one of his jobs being a news broadcast for Campbell Soups. The CBS Putnam then quit the network to free-lance, one of the jobs he landed being a Transradio spot on WOR. Some time after the CBS Putnam quit, the other George Putnam went to work as an announcer at NBC. From then on the going got tough and complicated.

After the CBS Putnam had quit his network job, Campbell Soup decided to have a news show on NBC, put the wheels in work and started auditioning announcers. Before the auditions were completed, it is alleged, the name George Putnam was seen on the list, and, it is further alleged, this Putnam was taken for the CBS Putnam and was engaged forthwith. The sponsor did not know then that the announcer engaged was not the same who had handled the Campbell Soup show at CBS. Gross states, and since then the NBC Putnam has, as a consequence of the NBC news shows, obtained two other jobs for the same firm.

The CBS Putnam then took the problem to his counsel, Gross, whose first step was to write the Federal Communications Commission to see if announcers and performers could be given protection on their names. The FCC answered that the project was indeed worthy but that the Communications Act does not give the FCC such jurisdiction. Gross

Gag

NEW YORK, March 2.—Latest yarn going around radio concerns the announcer who, when he started speling for those little liver pills, got into the habit of taking them. He took them for 15 years, then died of natural causes.

But after he died they had to take out his liver and beat it to death.

Indies Favor Direct ASCAP Deal; Name Tompkins BMI Mgr.

NEW YORK, March 2.—According to E. C. Mills, of the American Society of Composers, Authors and Publishers, many small independent stations have made known to ASCAP their feeling that the National Association of Broadcasters is network-dominated. Therefore, says Mills, the independents feel that they cannot expect from the NAB approval of any music licensing formula unless it be one which would continue to be favorable to the nets at the expense of the independents.

New contract which ASCAP is reported to be readying for radio is to be presented to the ASCAP board at its next meeting this month. Mills states the contract is by no means definitely set, but says that ASCAP opinion is distinctly to the effect that, "Whatever sum radio pays, a much greater proportion should be paid by the nets and a smaller share by the independents than has been the case during the past seven years." According to letters received by ASCAP, indie claim they do not want to be bound by the NAB and prefer to make their own licensing arrangements.

Broadcast Music, Inc., this week announced appointment of Merritt E. Tompkins, formerly vice-president and general manager of G. Schirmer, Inc., as general manager of BMI.

Office of Schwartz & Frohlich, ASCAP attorneys, has not as yet taken any court action against Montana broadcasters in the arrest of Society's president, Gene Buck, in Phoenix, Ariz., recently. It was stated previously that ASCAP would probably sue on grounds of false arrest and that 110 and possibly more infringement suits were pending against Montana broadcasters.

New News Boom; WOR Adds Spot To Heavy Sked

NEW YORK, March 2.—Interest in the European war and the coming elections in the United States is accountable for a boost, expected on most radio stations, of time devoted to news broadcasts. Typical of the impetus in news shows is WOR's schedule, which now has an average of two hours and 20 minutes devoted to news each day and which, starting next week, will get an additional 10 minutes per day. WOR's new news program, 10 minutes each afternoon preceding the broadcasts of the Brooklyn Dodgers baseball games, will be jointly sponsored by Bristol-Myers and North American Accident and Insurance, with Sidney Walton doing the speling.

According to authoritative information, one of the reasons for the inception of the pre-baseball news period, in addition to the value of the time spot, is the fact that much European war news is expected available at this time that will not be available for the preceding WOR news spot at 12:30. Reason is the difference in time between Europe and America, plus the fact that censorship delays make war stories unavailable for the noon-time spot, but available for the later one.

WOR's week-day schedule of news is now quite heavy. Starts at 8 a.m., 11 a.m. for 15 minutes, 12:30 for 15 minutes, the baseball spot for 10 minutes, 6:30 p.m. for 15 minutes, 11 p.m. for 15 minutes and 1:55 a.m. for five minutes. In addition, Gabriel Heatter and *Confidentially Yours* alternate at 9 p.m. for commentary and inside news; Raymond Gram Swing does 15 minutes of commentary three nights a week at 10 p.m., with Major Leonard Nason and Paul Schubert each having one night for military and naval war commentary; Fulton Lewis Jr. does Washington commentary at 10:15 p.m. nightly and John B. Kennedy and Wythe Williams alternate at 7:15 for commentary.

This list does not include *Oddities in the News*, farm news or sports news, which the station also carries. Most of the news shows are sponsored, accounting for a large chunk of revenue.

NEW YORK, March 2.—Two WOR news program sponsors are expanding, effective with renewals put thru this week. Philco Radio has already added Boston to its Wythe Williams program and Mutual Broadcasting System is trying to clear additional stations. McKee Albright is the agency. White Owl cigars, with Raymond Gram Swing on three stations, is also trying to get time on 17 additional MBS stations.

Sinclair Refining Co. has taken three weekly news programs over CBS, starting April 3, the 15-minute broadcasts to originate in different European capitals. Columbia's foreign correspondents will do the speling, list including Ed Murrow and Eiland Echlin from London, Eric Sevard and Tom Grandin from Paris, Miss Marvin Breckenridge from Amsterdam, Larry Leseur from R. A. F. headquarters in France, Bill Shirer and Russell Hill from Berlin, Cecil Brown from Rome; Ed Hartrich, Helsinki; Frank Stevens, Bucharest; W. R. Wills, Tokyo, and Al Warner, Washington. Elmer Davis, Bob Trout or Linton Wells will do a summary from New York.

Federal Advertising Agency has the account.

argued that inasmuch as corporations must file names with the secretary of state in which they conduct business to prevent confusion, announcers and radio actors should do the same.

Gross also states that, while both Putnams are using their right names, the NBC Putnam is George A. Putnam. The attorney has written George A. Putnam to ask him to come to his office to discuss and possibly settle the problem.

Neither announcer is the publishing George Putnam. The publishing George Putnam is George P. (for Palmer) Putnam.

SMALL-TIME BEHAVIOR

The recent arrest of Gene Buck, president of the American Society of Composers, Authors and Publishers, on a warrant issued in Montana at the behest of a group of broadcasters from that State, shows better than any words can the extent of the frenzy which has seized, permanently it seems, this anti-ASCAP group. For only a frenetic and frantic judgment could bring a group of business men to act in such a way. Gene Buck's reputation is spotless and for him to have been subjected to the humiliation of an arrest, simply because he is the president of ASCAP and because ASCAP and the radio industry are having a business squabble, is disgraceful.

There isn't a day in the week in the business activity of the United States that doesn't record compromise between antagonistic groups. Only a fanatic acts and believes otherwise, and despite the organization of Broadcast Music, Inc., by the National Association of Broadcasters, radio executives admit that 'way down deep they feel the ASCAP thing will be settled in good time, that a compromise will be reached and that the name-calling has been silly and puerile.

The arrest of Buck and the insult to him it represents can only bring scorn upon those who engineered it.

Radio Talent New York

By JERRY LESSER

A CONFUCIUS say forwarded by PETER DONALD, whose *Light Up and Listen* series, originally signed for 25, now is in its 300th performance. Here 'tis: "An executive in the agency is worth two in the control room!" . . . How about starting our own radio proverbs. I'll print with credits all that are sent to me. . . . ARNOLD MOSS, DON MACLAUGHLIN and SID CASSEL open in *The Fifth Column*, after having commuted daily by plane from Boston, where the play had its tryout. . . . FLO GOLDEN, actress wife of author DON BECKER, is shopping around for a farm. . . . JANE MEREDETH, radio actress, played the lead in *The Apostle Play*, presented at Christ Church last Wednesday. JANE is Rina Fletcher on the *Ellen Randolph* series and Marian Creighton on *Amanda of Honeymoon Hill*. . . . ELEANORE POWERS is now playing Amy on the *Goldbergs*. . . . PHYLLIS CREORE, radio actress, is now singing at the Biltmore with the Sleepy Hall Band. Uses the name of PHYLLIS JEANNE.

barked the box office man, "you couldn't get two tickets for the show tonight even if you owned it." "I do," retorted Gable, who does own a part of it. "Well, what I said still goes," answered the ticket man. . . . Frank Novak, who titles his band "Musiccreators," will attempt to prove it by giving each of his players a solo spot during his WEAJ Tuesday night programs. Novak boasts that his band is an all-star aggregation and rates individual attention.

LOUIS KATZMAN, musical director of L WINS, has left for a week's rest in Atlantic City. During his absence the orchestra will be under the direction of organist HENRY SYLVERN. . . . PHIL LORD organization has signed KNOWLES ENTRIKIN to adapt FAITH BALDWIN's writings for radio. . . . JOAN WINTERS, of *Girl Alone*, is a spare time nurse. Her two youngsters both have chicken pox. . . . I hear Armour has bought a new program featuring EDDIE HOWARD, LOU ADRIAN's Orchestra and SID SIMONS, cosmetician and make-up artist. . . . That ED BYRON's *What's My Name* has been handed a renewal . . . that *Columbia Workshop* will be aired from Hollywood once each month and from N. Y. the remaining weeks . . . that MARY BOLAND, ABE REYNOLDS, dialectician, and BILL WRIGHT, character actor, will guest on RUDY VALLEE's inaugural program March 7 . . . that heavy colds have bedded more Chicago radio actors this winter than ever before . . . that there was a time when JOAN BLAINE was a nurse in a Colorado mining camp . . . that MIKE ROMANO, now on *Girl Alone*, was an assistant State's attorney . . . that announcer BOB TROUT once drove a taxi . . . that JOHN MACINTYRE once punched cows for a living.

Lanny Ross moves to five times a week following "Amos 'n' Andy" for Campbell soup. . . . Looks like the beginning of the end for NBC's "Horse and Buggy Days." Program, kicked around for the past two years, now has no dramatic spot, reverting to just the ordinary orchestra plus a singer type. . . . Bill Tuttle, producer of "Big Sister," wanted to take his aunt to see "Life With Father." She was in New York for just a day and Bill couldn't even get tickets from a speculator. Determined to get tickets, he asked Martin Gable to get him a pair of seats. "It's a cinch," answered Gable as he picked up the phone. Calling the box office, he asked that two seats be left in the name of Bill Tuttle. "Listen,"

Chicago

The *Girl Alone* script is stressing realism these days. JUNE TRAVIS, BETTY WINKLER and PAT MURPHY will have to do a broadcast on an airplane. . . . HAL CULVER, WLS announcer and baritone, is confined to bed because of a throat ailment. PAUL NETTINGER is doing his air stints. . . . JANET HUCKINS is the new scribe for Arnold Grimm's *Daughter*, MARGARET SANGSTER throwing off the yoke in order to devote all her time to magazine writing. . . . EDDIE PEABODY has been renewed for the *Barn Dance*. . . . HUGH STUDEBAKER is cutting records for JIMMY WHIPPLE'S dramatic correspondence school. . . . FRANKLIN MACCORMACK, of *Caroline's Golden Store*, is healing bruises. Another auto crashed into his. . . . GLENN TAYLOR, announcer in WIND Chicago studios, deserves a medal for 6½ hours of endurance announcing when a power failure in Gary, which

pitched the Indiana studios into darkness, forced him to keep the pot boiling.

Soprano Bernice Rickman left the "Northerners" to be married. The J. Walter Thompson agency is searching for a replacement. . . . Edwin Eugene Hartrich Jr., CBS news representative in Helsinki, is a former Chicagoan. He's only 28. . . . Joe Emerson honored George Cole Stebbins, world-famous hymn writer, with an all-Stebbins program on his 95th anniversary. . . . Carlton Kadell, Terry Burke in CBS serial "Right to Happiness," made his radio debut as a crooner of romantic ballads. . . . Bruce Kamman, who as Professor Kaltenmeyer titillates children and Townsendites in equal measure, is looking for new and different travel information to incorporate in his "Kindergarten" programs.

NBC Hikes Income Over 1939 Record

NEW YORK, March 2.—NBC's income graph continued to show considerable increases over the record-breaking year of 1939 in the income shared during February of this year. NBC's total revenue for last month is \$4,132,084, a climb of 10.2 per cent over February of last year. Of this total the NBC Red scored \$3,226,983. The Blue's revenue was \$905,101. Red income for February, 1940, is 8.5 per cent over last year, and the Blue's is up 17 per cent. Total revenue for NBC's two networks for 1940 is already a whopper \$8,537,292, a gain over last year of 9.7 per cent. Last year for its first two months NBC had a total of \$7,782,595.

Reverse Twist

PHILADELPHIA, March 2.—First of the foreign language broadcasts to be Anglicized gets under way this week at WHAT, riding across the board 9:30 a.m. daily. Henry Potter, editor of *The Jewish World*, local foreign language daily, and for the past seven years heard

on WPEN as "Uncle Henry," moves over to WHAT to handle a *Jewish Varieties* show entirely in English. It's a half-hour stretch of music and comment, using live talent, and will be sold to sponsors on a participating basis.

WMCA's Critical Review

NEW YORK, March 2.—WMOA is setting up a new wrinkle in radio dramatic criticism whereby, on the day after a Broadway show opens, excerpts from the reviews written by the dramatic critics on the New York dailies will be read. Station will not have its own drama viewer, as in the past.

Irene Rich to Serials

CHICAGO, March 2.—After a private check-up on the listening audience, H. W. Kastor & Sons decided to continue a serial policy for Irene Rich's Saturday night Welch Grape Juice story. Formerly the 15-minute program consisted of one shot, but when agency changed its policy with *Glorious One*, serial story by Pauline Hopkins, the CAB rating took the considerable leap of one point and in the third week of February took a further jump of .9 of a point.



Dr. I. Q.

The Mental Banker

NOW FEATURES

“MARS”

THE BAR

A BAR WITH TOASTED ALMONDS BY THE MAKERS OF MILKY WAY

Be sure to send in the wrapper from a "MARS" bar with your entry for the "Right and Wrong" portion of the Dr. I. Q. program. As usual, the box top from a box of 24 Milky Ways will qualify you as an entrant in the Biographical sketch contest, but only a "MARS" bar wrapper will be accepted with the "Right and Wrong" entries.



Be sure to listen in to Dr. I. Q. every Monday night over the NBC network—6 P.M. PST, 7 P.M. MT, 8 P.M. CST, 9 P.M. EST.

\$? \$? YOU CAN WIN TOO \$? \$?

Ethyl's Coast Shift Puts Kostelanetz on a Bike

NEW YORK, March 2.—Shift of the Ethyl gas show with Andre Kostelanetz and his orchestra and Tony Martin to the Coast, starting next week, is being made to enable Martin to fulfill picture contracts. Show stays there at least eight weeks.

However, Kosty will really have to skedaddle while out West, since on April 23, 25 and 28 he plays concerts with his wife, Lily Pons, in Minneapolis, Denver and Chicago.

Colgate, CFRN, in Libel Suit

EDMONTON, Alta., March 2.—Sunwapta Broadcasting Co., Ltd., operator of Radio Station CFRN, Edmonton, and Colgate-Palmolive-Peet Co., Ltd., sponsor of a news broadcast over the station, were named as co-defendants in a \$10,000 libel action started in Supreme Court here. Action, started on behalf of John Stott, manager of the Edmonton Co-Operative Fur Farm Supplies, Ltd., is based on a report made in a radio news broadcast of a speech in the Alberta Legislature in which a member made charges concerning the administration of the department of agriculture, the minister of agriculture and the plaintiff.

"Name Three"

PHILADELPHIA, March 2.—A new wrinkle in telephone surveys was conducted this week by WDAS for Nathen Fleisher, Jewish news commentator heard nightly. Being a foreign language program, a general telephone check was out of the question. As the next best bet to gauge the listening audience, station's Jerry Stone fashioned the poll so that a telephone call was made to every "Cohen" listed in the telephone directory.

Every variation of the name "Cohen" was rounded up, including Kohn, Kahn, Cohan, Coen, etc. Of 10,025 Cohen calls made, 49.3 per cent were bending an ear at the time to the Jewish news commentator.

MBS Tries Hand At Negro Program

NEW YORK, March 2.—*Sheep and Goats*, an all-colored revue headed by Richard Huey, debuts over WOR and the Mutual net Wednesday (13) from 8-8:30 p.m. There will be a male quartet, and tunes will be both spirituals and boogey-woogey stuff.

Huey, Negro actor, runs a Harlem restaurant and a Negro theatrical booking office. Audience will be all-Negro also.

Past attempts at all-colored radio shows have not been very successful.

When the Spirit Moves You—Listen to

The GOLDEN GATE QUARTET

and their

DEEP SOUTH SPIRITUALS

ON THE AIR

Mondays-Wednesdays-Thursdays 3:15-3:30 P.M.

★

Sundays 5-5:30 P.M. on CBS Coast to Coast

ON BLUEBIRD RECORDS

He Said He Could Calm the Ocean
Everytime That I Feel the Spirit
Noah

IN NITE CLUBS

Appearing Nightly CAFE SOCIETY, New York City

Canaries May Be Latest To Get Mechanical Kick, Reviewer Fears

"Singing Canaries"

Reviewed Sunday, 1-1:15 p.m. Style—Novelty. Sponsor—Hartz Mountain Products Co. Agency—George H. Hartman Co., Chicago. Station—WOR (Mutual network).

This program, sponsored by Hartz Mountain Products, makers of bird food and bird accessories, has a batch of canaries who warble their brains out. This is one way—and probably as good as any—of escaping from the musicians' union's scale. Show has its sinister side, too, for not only are the performers paid off in birdseed, but the performance is transcribed for broadcast over Mutual stations—original tongsling taking place at WGN, Chicago. Obviously a case of cutting in on canary employment, situation raises subtle jurisdictional problems with socio-biologic implications.

An organist, Helen Westbrook, accompanies the birds, who, according to announcement, sang such items as *Swanee River*, a Franz Lehar medley and others. We are not quite sure whether the birds really delivered these tunes, but Miss Westbrook did, and the general melange was rather pleasant.

Announcer plugged Hartz Mountain birdseed and introduced the different canary "soloists." They just blew their brains out.

Record, not the birds' voices, seemed rough occasionally. *Ackerman.*

"Problem Lady"

Reviewed Wednesday, 10:30-10:45 a.m. Style—Social Service Interviews. Sponsor—Linco Distributing Co. Agency—Gourfain-Cobb. Station—WJJD (Chicago).

Virginia Lee, who has been successful in the past with *Virginia Lee and Sunbeam* on a network hookup and the *I Want a Job* stunt aired locally, comes forth with a somewhat less laudable effort in imitation of *Good Will Hour*. Of course, being only a quarter-hour local shot, it is conducted with less fanfare and ballyhoo, and perhaps for this reason carries less prestige, dignity and impression of authority in the advice offered the subjects.

Miss Lee as the Problem Lady is the font of human wisdom, the oracle of conservative morality, mentor of the vacillating victims of temptation. On show caught she dispensed dubious guidance to a mother on how to straighten out her wayward son, to a young female breadwinner on how to cope with the problem of an amorous boss, to a distressed young husband on how to throw off the yoke of a domineering mother-in-law. Her solutions to the problems of social pathology are inoffensive, innocuous and insignificant. She draws upon the encyclopedia of established morality for her advice to victims who, by the very nature of their difficulties, are in no position to do the "right" thing no matter how much they so desire.

There is room for air offerings of social service problems, but they should be presented by bona fide authorities in an authoritative manner, rather than as hoked-up sentimental tommyrot intended to commercialize on human misery.

Commercials are too frequently squeezed in between cases, announced magnanimously, and at the same time incongruously, bestowing upon the social sufferer a free sample of Linco, as the product were the real solution to their woes. *Modell.*

"Pepper Party"

Reviewed Sunday, 6:30-7 p.m. CST. Style—Music and sports. Sponsor—Dr. Pepper Company. Agency—Tracy-Dawson-Locke, Inc. Station—WWL (New Orleans, Dixie network).

In its fourth season over special Dixie net from Atlantic thru Texas, program covers most of area south of Mason-Dixon stripe. Show moves along in peppy manner, with only two one-minute commercials in its favor. There is a five-minute break for local sportscasting. Fair swing music by Jack Sherman's Ork, accompanied by singing of two groups, Three Cats and a Canary and Men of Notes, plus the Lady of Lyrics. Sherman

plays in quick tempo, but otherwise has only ordinary ork. Both singing groups ring the bell.

A talker of the rapid-fire type, Henry Dupre as WWL's local caster keeps his listeners on edge of their seats wondering just when he'll stumble over his words. His casting covers a wide range of events of interest to this area and he has plenty of following. He upholds tradition of Pepper party.

Commercials are well handled by Hal Thompson. Program originates in studios of WFAA, Dallas. *Muth.*

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 a one-time program review is inadequate for a production that varies each time it is presented.

GEORGE ZACHARY, producer of the *Elery Queen* series on CBS (Sunday night, 10-10:30 p.m.), showed that the program can be done in half an hour; that it can and will hold interest in its reduced form and, finally, that the series is probably the best whodunit offering in radio. For the first 36 weeks, as a sustainer, the show was an hour, but it was recently bought by Gulf gas as a half-hour show, and CBS is wise to experiment with the 30-minute construction before sponsorship begins. However, there is considerable tinkering to be done, and the writers, FRED DANNY and MANFRED LEE, certainly the ones most affected by the loss of time, still need further chance, apparently, to experiment. The first story after the pruning, about a murder taking place in a veteran's home, was not only overly episodic but not especially strong as a mystery. The deft production, however, made up for other weaknesses.

Among other troubles of the story two of the characters taxed the imagination. One was a brutal attendant in the home and the other was his principal charge, a Civil War vet allegedly nuts. The parts were difficult to play—partly because they were so overwritten—and the performances showed it. But the others, HUGH MARLOWE in the lead, SANTOS ORTEGA, TED DE CORSIA et al., are first-rate. LYNN MURRAY'S music is extremely helpful.

When the show goes commercial the guest "armchair detectives," invited to studio to see if they have solved the mystery, will probably be names. But it should first be made certain that the guests are good in this direction; else they add nothing to the enjoyment of the show and generally clutter up the place. They did on this show. *J. F.*

B-S-H Looks Around

CHICAGO, March 2.—No successor has been named to replace Kirby Hawkes, who will leave the radio department of Blackett-Sample-Hummert March 15 to handle daytime radio for Benton & Bowles, New York. It is reported the radio department will be divided and placed under the direction of several executives, with no one person in charge of all radio activities.

NBC LAUNCHING TELE

(Continued from page 5)
by declaring that much was desired in television today.

FCC officials declared that, "at present no system of television is generally accepted as completely acceptable." There was fear expressed that its action in granting limited commercialization might lead the public into buying more receivers than would be good. In an attempt to stem such a development, the FCC stated that nothing should be done to encourage a large public investment in receivers because technical advances may make them obsolete in a short time. Referring to the millions invested in television so far, the commission added that "it will be realized, however, that the loss to the public by premature purchase in a rapidly advancing field might in a relatively short period exceed many times the present

Advertisers, Agencies, Stations

By PAUL ACKERMAN

NEW YORK:

THE boys are still snickering over what happened on A. L. Alexander's *Arbitration Court* on WIIN. A beautiful gal with her mama showed up, and mama took the mike and explained that something was wrong. It seems the gorgeous blonde—who spoke beautifully too—had no boy friends. New York was a cold, cold city. Temperature of WHN's Al Simon, meanwhile, was definitely rising, Mr. Simon being in the control room while all this was going on. He was stalled from humanitarian deeds by the flood of phone calls from gents who were willing and anxious to take a chance with Miss X. . . . Fred Weber, of Mutual, to Florida with his wife for one week. This is Weber's first vacation in five years. WOR's Ted Streibert to Nassau and Yankee net's John Shepard III to Florida. . . . J. Walter Thompson's Danny Danker has sold Wrigley on renewing the Gene Autry show on CBS. . . . *Junior G-Men*, sponsored by Gottfried Bakeries, went on WHN Monday (4). Program was on WOR for three years and then off the air for 18 months.

Ted Collins has obtained exclusive radio rights to the writings of Louis Bromfield, and a series of 15-minute scripts on Bromfield's *The Green Bay Tree* is available. . . . Wally West, of NBC Press, had his play, *The Laughing Duke*, performed by the NBC Radio Guild Saturday (2). . . . Dan Tuthill, of NBC Artists Service, elected a director in the New York Advertising Club. . . . John Babb, of NBC Artists, flopped under a train last week but it was not moving and he's okeh. . . . Herb Swope, of CBS, in Florida. . . . Jack Johnstone has signed a new contract with the Biow Co. which permits him to do free-lance writing and production. . . . Lenox Lohr, of NBC, will speak at the Advertising Club dinner, March 27, occasion being the club's 35th anniversary. . . . Sid Fox, manager of KDYL, Salt Lake City, in town at NBC.

Date for *Kaltenborn's switch to NBC* has been set. He does three quarter-hour periods a week for *Pure Oil* beginning May 28. . . . Paul Hietmeyer, manager of KLO, Ogden, in town from Washington. . . . Kate Smith program goes to

Coast for the last two weeks of April. Young & Rubicam planned to take "We the People" out there but this is off. . . . George Bryson, Y. & R.'s contact man for Sanka and Jello, back from Bermuda. . . . Crowd of 37,000 turned out in Flint, Mich., to see Dave Elman during the "Hobby Lobby" contest promotion. . . . WJEF, Hagerstown, has become Mutual's 120th affiliate. . . . Joe Laurie Jr. goes on "Comedy By" over WOR March 22. . . . Ralph Dumke has turned actor and is now in "Life Begins." . . . Joan Tetzel has been cast for the legit production, "Liliom." . . . Bobby Bach begins a new show over WNEW Monday (4), a musical quiz, with a jury including Leonard Feather and Milton Gabler. . . . Dick Brooks' new show, first announced in *The Billboard*, goes on the air Tuesday under the title "Excerpts and Postscripts." . . . Carol Bowers, assistant to Bernice Judis, flew to Florida last week. . . . Bob Hawk may be the emcee on a current net variety show, in addition to his stint on "Name Three."

CHICAGO:

Blackett-Sample-Hummert had Ma Perkins and other artists record an amusing satire on Henry Selinger and played it at the farewell luncheon given him last week. . . . All WLS biggies are out of town: Glenn Snyder, vice-president and manager, in Washington; Bill Cline, sales manager, in New York at a meeting of the sales managers' division of the NAB, and Burridge D. Butler, owner of *Prairie Farmer*, in Phoenix nursing his arthritis. . . . Jack Bridge-water, formerly with Joseph Katz Agency, Baltimore, has transferred to H. W. Kastor & Sons as account executive. . . . Swift & Co. planning a pretty extensive air campaign on ham and several tests on lard. . . . Neisser-Meyerhoff has sent Loretta Galvin to New England to take over Hal Burnett's duties for a few weeks while he lines up 13 new mayors in 13 new towns for the Wrigley home talent show. . . . Jim Kane, CBS publicity chief, is in New York celebrating parenthood. Offspring is a girl. . . . NBC is planning to install its chimes on the roof of the Merchandise Mart.

Hollywood and Los Angeles

By DEAN OWEN

WILL OSBORNE and ork go into the new Casa Manana in Culver City with air time over KHJ-Mutual network. . . . Orson Welles heading west, whisks and all. . . . Glenhall Taylor, producer of *Silver Theater*, planed to New York. He may be assigned the reins of new Don Ameche show. . . . Six Hits and a Miss from the Bob Hope show have been signed by Universal for musical spot in new Bing Crosby flicker, *If I Had My Way*. . . . No announcer will be used in the new Vallee show. Commercials will be worked into the script via the comedy route. . . . *Texaco Theater* will be around for an additional 13 weeks. Sponsor inked for an addi-

tional stanza this week.

Mann Holtner, head of Lennen & Mitchell's radio department, in for confabs relative to new *Old Gold* show. . . . Charles Whitmore, owner of *Visalia's KTKC*, in town for look-see along with Charlie Scott, station manager. . . . Bing Crosby copped laughs on the *Kraft* show with his ear muff gag last week, but the sudden burst of guffaws was a mystery to the listeners. . . . Haven MacQuarrie is back in town with his "Marriage Club," after a visit to New York.

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total cost of research." Stations known as Class 11 outlets will be licensed by the FCC for the telecasting of regular program service. A minimum of 10 hours per week will be required, and the operators may receive compensation for the program costs of production but not for the time sold on the air.

A ruling has been made by the commission that each program must be preceded by the announcement: "This is a special television broadcast made by the authority of the Federal Communications Commission for experimental purposes."

Despite the strong warning on the sale of receivers, the FCC hastened to say that its statement should not be construed as an expression of a lack of confidence in the future of television. Television is a mighty achievement, the commission declared, and its pioneers have made great advances. "We feel that, potentially, television is of tremendous value to the public generally," the officials added.

NAME BANDS WANT PLENTY

Several New Clubs In Dallas Plan To Feature Name Orks

DALLAS, March 2.—Three new dine and dance spots are planned for the summer; two former dance clubs are to be remodeled; one nitery has shuttered and two have changed managements.

Nick DeGeorge and Sam Ventura, owners of the Italian Village Cafe, will build a large club north of the city to feature name bands seven nights a week.

Fred Richardson is to build a large outdoor dance place to add to his present winter spot, the White Rock Show Boat. Two-story construction will be used, along typical boat style. Floor will accommodate 1,500 dancers and operate seven nights a week.

For third new spot plans are drawn but owner's name withheld. It will be an all-year amusement place which will probably be located at Fair Park and will use the Fair Park band shell, but remodeled and air conditioned. Curtis Sanford, promoter of the Dallas Cotton Bowl, New Year's football classic, is mentioned with the club's management. Operators plan name bands and big floor shows. Members of Dallas Chamber of Commerce started such an enterprise last summer but failed to raise sufficient cash. Private interests have taken over.

Baker Hotel's Peacock Terrace, shuttered for the past three years, will be revamped and reopened with name bands late in May.

Dick Wheeler and Joe Landweer will enlarge their Plantation Club to accommodate 2,700. Reopens May 15, with Ted Weems' Ork penciled in. The same management will open its new Houston night club, the Plantation, May 17. Spot will accommodate 3,000 dancers.

Club Ciro, newest local spot, shuttered last week because of failure of management, Texas Amusement Corp., to pay Larry Kent's Band. Abe Weinstein and Pappy Dolson, owners of Abe's and Pappy's Club, may reopen the spot.

Dorsey, Krupa Sub For Miller at Para

NEW YORK, March 2.—Tommy Dorsey, Gene Krupa, Charlie Barnet and Dick Stabile have stepped in to pinch-hit for Glenn Miller at the local Paramount Theater since the opening of the current show last Wednesday due to Miller's being rushed to Mt. Sinai Hospital for treatment for sinus.

Miller was still in the hospital today. The theater management expects him to join his band early next week. Show is in for two weeks, with the Andrews Sisters on the same bill.

The band was led by one of its musicians first show opening day, with Dorsey leading the next four shows and Krupa the last show. Dorsey was in for the first three shows Thursday, with Krupa handling the last two performances. Tommy took the first three, Gene the next two and Barnet the last show yesterday. Today Dorsey led the first and Krupa the second, with business so heavy that it looked like a seven-show schedule.

Admission price was raised 10 cents Wednesday morning and the house seems to be heading for a heavy gross.

Maker of Men

NEW YORK, March 2.—Music Corp. of America, during the past few years, has been a nice jumping-off place for a number of its younger employees. Gerard Barrett and George Gengell are road managers for Harry James and Sammy Kaye, respectively; Leo Carey is in the talent and booking department at the Stan Zucker office; and Ted Johns is road manager for Bob Crosby.

All four had relatively unimportant jobs in the local MCA office prior to blossoming forth.

Play, Jimmy, Play

RICHMOND, Va., March 2.—Jimmy Livingston, maestro and composer, is determined to keep strictly in the music groove hereafter. While playing at the John Marshall Hotel here recently Livingston stepped to the mike and announced that Adolph Hitler had been killed, according to reliable sources. A second announcement from the band stand denied the first, and was a terrific anti-climax for the diners and dancers. The "reliable" source had been a local radio station. Livingston is still an okeh band man—but he's sworn off newscasting forever.

Clinton Switches To Bluebird; New Shaw Ork on Victor

NEW YORK, March 2.—By the time April rolls around release lists of Victor and Bluebird records will show two important switches. Label shifts involve Larry Clinton and Artie Shaw, the former dropping down from the 75-cent Victor label to the 35-cent Bluebird disks, the latter preeming his new ork on the more expensive platters as a change from his previous wax work with his former crew on Bluebird.

Clinton has been on Victor since he started his own band several years ago, and this makes the first time he will be available in disk form at 35 cents. Shift will be made in a month or so, after the release of two or three more Victor disks cut by the band this week. Shaw's label change, on the other hand, marks his initial venture as a 75-cent recording artist. His new ork records its first sides Monday (4) on the West Coast, knocking out six numbers.

Outfit Shaw will record with also marks a considerable change for him. Group has 31 musicians, the conventional brass, reed and rhythm sections augmented by a 13-piece string contingent and a sizable woodwind section. Whether Shaw will use this large crew as a regular thing for his much-touted comeback is a moot question at the moment.

Orrin Tucker Pulls 7,000

MILWAUKEE, March 2.—Orrin Tucker, playing the Variety Club's charity ball in the Auditorium here February 26, attracted 7,000 fans at \$1 a head. Affair was heavily publicized, with Capt. J. D. Henderson, band master of the Vocational school, who gave Tucker his first sax when Orrin was only 14, on hand to greet the leader.

American Recordings Swinging Paris Away From Martial Music

PARIS, March 2.—One of the booming enterprises in war-time France is, oddly enough, the swingeroo industry. Excess taxes added since the opening of hostilities, taking over 50 per cent of dance hall gates, have had a contrary result to that which was predicted, and new converts are being added to the large mass of veterans flocking to the dance floors of all France.

During the four years of the World War, dancing here was to all intents and purposes dead, but in 1919 France experienced the greatest dance craze it had ever known.

Jazz, introduced by discharged-in-France American Negroes, became an instant success, and any location large enough to accommodate six people became a "Jazz Palace," the only class spots could afford an American band. Colored bands were particularly in demand.

Outbreak of the current war and President Roosevelt's warning to Americans to return home started an exodus of musicians and leaders, who, since 1937, had introduced French dancedom to swing, which was becoming even more popular than post-World War jazz.

5 Orks Ask 10Gs a Vaude Week, 8 Others in the \$7,500 Class

(Continued from page 3)

clubs and \$2,500 in theaters before he made his click with *Oh, Johnny, Oh*. MCA is reported to have asked \$12,000 for him for a week at the New York Paramount. He is set for the Waldorf-Astoria, and missed out on a big haul in theater dates when the Palmer House in Chicago picked up a four-week option, leaving him only one week for theater or one-nighters.

Cab Calloway (\$7,500), according to vaude bookers, is a consistent draw and is especially liked by the theater circuits. This past fall he made outstanding grosses playing the local Brandt time. Calloway some time ago had slipped some, but his recording of *Jumping Jive* was in-

strumental in giving his a b-o. hypo. Lombardo and Vallee are established at \$7,500, but have not been playing many theater dates. Ted Lewis, who works vaude very consistently, played the State last week and his salary has not varied much.

In the \$6,500 asking category are Shep Fields, Bob Crosby, Abe Lyman, Louis Armstrong, Duke Ellington, Ben Bernie and Sammy Kaye. Fields was very big about three years ago, slipped on account of lacking network time and booking trouble, and is now coming back. Important in his comeback is the fact that he made one of the better recordings of *South of the Border* for Bluebird.

Bob Crosby, now asking \$6,500 a week in vaude, was quoted at \$7,500 about one year ago. He still manages to do well, what with his Camel commercial, etc. Lyman, too, apparently slipped one grand in asking salary. Armstrong's vaude price is the same. Duke Ellington has come up one grand from a year ago—his asking price then being \$5,500. Bernie is about the same, and Kaye is up about \$500 over a year ago. Hal Kemp is another standard ork attraction whose price varies little from year to year.

Paul Whiteman and Glen Gray's Casa Loma Band are in the \$6,000 asking price category now. Both these maestri dropped, Whiteman and Gray being quoted by bookers last year as asking for \$8,500 and \$7,500 respectively. Gray, however, has made some outstanding recordings for Decca, including *I Cried for You* and *Sunrise Serenade*.

5G Bracket

Larry Clinton is quoted at \$5,500 and immediately following in the \$5,000 bracket are Buddy Rogers, Ozzie Nelson with Harriet Hilliard (Miss Hilliard not being with the band right now), Will Osborne, Gene Krupa, Jimmy Dorsey and Ella Fitzgerald.

Last year Clinton was priced from \$5,500 to \$6,000 and is now back at the first figure. Jimmy Dorsey last year had climbed from \$4,500 to \$6,500 and is now asking for five grand. Ella Fitzgerald, with the Chick Webb Band, is asking as much as the Webb-Fitzgerald combo did, and is now shouldering the burden of the billing herself. When she first took over, the outfit was billed as Ella Fitzgerald with Chick Webb's Band.

Krupa blossomed out quickly after his separation from Benny Goodman and now asks \$5,000 for vaude. Ozzie Nelson unit was priced at the same figure last year, and Will Osborne has come up from the \$4,500 to the \$5,000 asking bracket.

Also asking as high as \$5,000 are Russ Morgan, Richard Himber, Vincent Lopez, Henry Busse, Blue Barron and Al Donahue. Donahue changed his style from society schmaltz to swing this fall and has become a more showmanly stage outfit. He has also boosted his stock via one-nighters.

Other vaude asking prices are Jimmie Lunceford, \$4,500; Fats Waller, \$3,500; Ina Ray Hutton, \$3,500; Joe Venuti, (See BANDS WANT PLENTY on page 10)

Three-in-One

NEW YORK, March 2.—Cab Calloway is set to do some high-class hopping around on Easter Monday, March 25. At one minute past midnight that morning he starts a four-hour session at a dance in Danville, Va., the late starting time being necessary because of a no-terping-on-the-Sabbath ruling in that hamlet. Winding up at 4 a.m., he jumps the 72 miles to Winston-Salem, N. C., for a luncheon dance between 11 a.m. and 3 p.m.

Then comes another 70-mile jaunt which takes the ork into Durham, N. C., for a dance skedded to begin at 9 p.m.—provided, of course, that the hi-de-ho king and his lads don't fall apart some time before then.

Gluskin Put on 802 Unfair List

NEW YORK, March 2.—First attorney-band manager to run afoul of Local 802, AFM, to the point of being placed on the unfair list is Johnny Gluskin, former personal manager and lawyer for Tommy Dorsey and Jack Teagarden, who now handles the managerial reins on Mitchell Ayres, Johnny Magee and Ray Kinney. Putting Gluskin on the unfair list came this week at the end of a month's period of grace given him by the union to pay \$1,500 to the Teagarden band, which sum was allegedly owed the musicians by Gluskin for record dates. Teagarden's complaint to the 802 trial board resulted in the ruling in his favor.

Gluskin claims to have been handling union business for his ork properties since being placed on the unfair list, despite the fact that the local's action prevents him from managing bands. He was disposed to minimize the seriousness of the union's action, claiming that he would probably get things straightened out in a talk with prexy Jack Rosenberg. He admits to owing the Teagarden crew about \$700, but feels that "the band owes me \$27,000," the sum he claims to have invested in the outfit.

With the expiration of the month's time allowance and with no payment forthcoming from Gluskin, Teagarden informed the local that he would assume the debt to his musicians. Leader, however, declared himself bankrupt a couple of weeks ago, claiming liabilities of \$45,000 and assets of \$160.

With the departure of the music-smiths a substitute was found in American recordings, and since the reopening of dance halls last November, Parisian swing fans have come to know the names of all the American orks, and each maestro has his following.

Statistics on the sale of various hits are not available in France, with *The Billboard's* local correspondent therefore making a personal survey which took him to dance spots in various sections of Paris for a straw vote on favorite orks and songs. All prominent name bands in America were given the nod at least once, but leading the selection of the Parisian jitterbug was Artie Shaw, who polled 18 per cent of those quizzed, other leaders ranging from 1 to 10 per cent. Dorothy Lamour was tops in the field of fem chirpers making platters.

Song preferences were so varied it was impossible to form an idea just which were favorites. Anything their preferred maestri produced was what they wanted. Probably the most interesting point was that during the entire survey not once was the name of any French ork put forward as a favorite, tho they are making platters.

Written in the Stars

NEW YORK, March 2.—In case anyone ever has wondered how some of the songs that are published and loosed upon an unsuspecting public get that way, the answer may be found, at least partly, in astrology and numerology.

Gerun Moore, savant of the stars and the numbers (neither the Hollywood nor the policy kind) and foreteller of the future to many in the music biz, has among his customers quite a few music publishers who, so the grapevine says, refuse to handle a ditty unless Moore gives them the go-ahead signal.

Cocktail Units in Demand in Chi But Few Are Available

CHICAGO, March 2.—A scarcity of available cocktail combinations prevails in this area. The condition is expected to become more acute after Lent, when the demand for small combos will be heavier. Independent bookers feel that the situation is due to managerial contracts signed by the leading combinations with the large band agencies, which make them, as a result, available only when those offices don't keep them busy. All but a few of the better groups are under exclusive contracts with the biggies, particularly Music Corp. of America, and they are free to work club dates for other offices only during loafing periods.

A way out for the independents is to build new groups. Charles Richter, of Kenneway Corp., has been filling dates with his own combos, picking up two to four good musicians and whipping a unit in shape. As a rule these groups hold together for single shots only, unless the result is effective enough to merit serious consideration from the booker.

Bill Wilson, new guide of the Frederick Brothers cocktail unit department here, also complains of the lack of good available combos. He has been combing the field for fresh units and, when he considers them worthy, he has been inking them to exclusive booking agreements.

Dick Kuhn and his Music
VOCALS BY MARCELLA HENDRICKS

71st Week
HOTEL ASTOR, N. Y.
Broadcasting Over Mutual Network
DIR: MUSIC CORP. OF AMERICA

PANCHITO
and His Rhumba Orchestra
2nd Year
VERSAILLES, N. Y.
Dir.: WM. MORRIS AGENCY

CHICAGO'S SWING KING
On Tour
Walter Barnes
HIS CLARINET AND HIS 15-PIECE ORCHESTRA
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Open for One Night or Steady Engagements
Rita Avery, Vocalist
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Orchestra Notes

By DANIEL RICHMAN

Broadway Bandstand

FREDERICK BROTHERS MUSIC CORP. cracks its first New York spot when **RED NICHOLS** goes into 52d street's famed Famous Door, following Will Bradley in about five weeks . . . the Pennies will be there a month and a half.

GRAY GORDON takes up the musical cudgels at the Hotel Edison's Green Room when **BLUE BARRON** pulls out next month. . . . **GEORGIE AULD** is the second maestro within a week to lay down his baton for a seat in the **TOMMY DORSEY** contingent, **BUNNY BERIGAN** having been the first. . . . Auld's stepping into the Dorsey sax section writes fins, at least for the nonce, to the career of the band that was once headed by Artie Shaw. . . . Georgie thus winds up a batoneering career that lasted only a few months and that was something more or less thrust upon him. . . . Berigan's departure from the stick-waving ranks, however, comes after several years of ork leadership. . . . **KAY FOSTER**, who chirped the ditties for Auld, moves over to the **TONY PASTOR** fold, and **LES ROBINSON**, ex of the Auld crew, finds a place with Benny Goodman. . . . **BEN COLE** heads westward to join his old boss, Artie Shaw, on the Coast and resumes his road manager duties . . . the Essex House band stand may be **TOMMY TUCKER'S** after Dick Stabile leaves the end of March . . . add endurance champions: **EDDIE DAVIS**, who started his fifth year as the music-maker at Larue's swank East Side nitery, February 22. . . . **CHARLIE BARNET** leaves the Lincoln Hotel's Blue Room the 21st for six theater weeks, including the local Brandt Circuit, returning to the hostelry for the summer, with the Hotel Sherman, Chicago, scheduled as the next stop after that. . . . **JAN SAVITT** may come back to the spot during those six Barnet-less weeks. . . . **NANO RODRIGO** closes shortly at the Havana-Madrid to tour for a month, with La Conga set for him on his return. . . . **JERRY BLAINE** locates at the new Hollywood Restaurant (not to be confused with the old Hollywood Restaurant which is now Ripley's Believe-It-or-Not Odditorium) indef. . . . **BOBBY PARKS** is at Monte Proser's Beachcomber. . . . **RED NORVO** broke up his band this week, but it's not quite as final as it sounds . . . he'll go on fronting a combination, but it will be a smaller one than previously . . . he's starting to ready the new outfit now. . . . **STUFF SMITH** returns from the Coast to go into the Hickory House on the 8th for a run.

Chicago Cacophony

JACK McLEAN winds up his current run at the Trianon Ballroom March 22 for a tour of one-nighters. . . . **BENNY GOODMAN**, who worked at the Chicago Theater last week with a crippled hip, canceled several other theater and one-night dates and took off for Hot Springs, Ark., and a rest. . . . **EDDY HOWARD**, Dick Jurgens' star vocalist and co-author of *Careless* and a couple of other sizable hits, left the band to go out on his own . . . he's presently doing radio work locally and plans to front an outfit of his own a little later on, carrying a Music Corp. of America banner. . . . **JIMMY McPARTLAND** starts four weeks of Saturday and Monday night appearances at the Hotel Sherman on the 9th. . . . **TOASTY PAUL** concludes his Hotel Graemere run March 22. . . . **GLENN GARR** has a little date of six months at the Melody Mill, starting April 19 . . . his vocalist-wife being ill, **BOYD RAEBURN**, currently at this spot, is scouting around for a substitute canary. . . . **WALTER BARNES**, localite swingster, has been touring his ork thru Florida with a nice degree of success. . . . **ANDREW KARZAS**, operator of the noted Trianon and Aragon ballrooms, has temporarily traded the Windy City for the sunny sands of Palm Beach . . . while a wandering Chicagoan, **CRESS COURTNEY**, of the William Morris Chi band department, returns to the homeland after attending home office conferences in New York.

And Points Midwest

HERBIE HOLMES has been signed for four weeks at the Niccollet Hotel, Minneapolis, starting March 23. **Frederick Brothers** now book both of

Memphis' hotel ork spots, with **RAY HERBECK** going into the Peabody the 22d and **COL. MANNY PRAGER** going strong at the Claridge. . . . **FRAN MEEKIN** is going to be at the Wisconsin Roof Ballroom, Milwaukee, for the next half a year. . . . **BILL AKIN** and his Continental Four continue at the Hotel Martin in Sioux City, Ia., until April 1. . . . **WALTER POWELL** joins up with the Donald Novis unit, starting March 9 in Richmond, Ind. . . . **BILTMORE BOYS**, presently regaling the customers at Philadelphia's Hotel Philadelphian, begin a monther at the Washington Hotel, Indianapolis, April 17. . . . **MILT HERTH** trio is at Paul Penny's Old Vienna, Cincinnati, for the same period of time, as of last Friday (23). . . . **CARL LORCH** gets a holdover at the Lookout House, Covington, Ky. . . . after a week at Detroit's Greystone Ballroom beginning the 10th, **JACK SPRATT** takes his crew on two weeks of one-nighters . . . originally set for a pair of weeks at the Joyland Club, Lexington, Ky., **HERB COOK'S SWINGHEARTS**, 10-piece gal combo, are now in their 12th week at the spot. . . . **BETTY ELDER** wields the stick over the outfit.

Eastern Echoes

ART MOONEY takes over at the Hotel Ben Franklin in Philadelphia March 21 indefinitely, with **TERRY SHAND** following him at Albany's New Kenmore Hotel on March 5. . . . **AL DONAHUE** goes into the Raymor Ballroom, Boston, March 9, for a week and then switches over to the Hotel Brunswick in the Hub City the 23d for a monther . . . the **FOUR ACES** are strolling at the City Club in Erie, Pa. . . . **GENE KRUPA** is pacted for a repeat engagement at Frank Dailey's Meadowbrook, Cedar Grove, N. J., coming in May 21 . . . a return date within two months would seem to constitute a record for that mecca of name bands. . . . **FLOYD MILLS** makes the Rehoboth Indian Beach Club, Rehoboth Beach, Del., his exclusive band-stand property again this summer, booked in for an encore May 30 until September 2 . . . the **KOLKER BROTHERS** ork, at the Esquire Club, Baltimore, has a sax section made up of the brothers Kolker—Marty, Sid and Joe—which makes it practically unanimous. . . . **MARIA KARSON'S MUSICALES** close March 4 at Washington's Mayfair Cafe and open seven nights later at the Fort Hayes Hotel, Columbus, O. . . . with vaudeville returning to the Carman Theater, Philadelphia, this week, **LOUIS BASIL** leaves the Holm Theater there to resume his Carman stand with **ROGER KORTLAND** getting the music-making call at the Holm. . . . **JERRY DELMAR** keeps her gal band indef at McGee's 15 Club, Philadelphia. . . . **THE TOPPERS** take over the band stand at Irvin Wolf's Rendezvous, Philadelphia, the Spirits of Rhythm continuing. . . . **DUKE JOHNSON** locates at Murray's Rainbow Room, Atlantic City, N. J.

Of Maestri and Men

GUS BINOVA, clarinet player, has left Teddy Powell's Band to have a go at batoneering himself. . . . **DUKE ELLINGTON** starts recording for Victor under his new contract in Chicago March 6, cutting eight sides. . . . **NICHOLAS MATTHEY**, in his second year at New York's Casino Russe, goes most wand wavers one better by conducting two orks at the spot . . . not at the same time, however. . . . **BERT LOWN** gets the band-stand call for the July, August and September months at the Copa Cabana Hotel in Rio de Janeiro. . . . **IRVING FIELDS** brings his crew into the Greenwich Village Casino, New York, March 7. . . . **FRANK NOVAK**, who has always been partial to ocarinas in his dance bands, claims to be organizing 100 boys in a sweet potato ork for a world's fair engagement this summer in the interests of a musical instrument firm. . . . **JERRY FODOR** is at Fischer's Casino, Detroit . . . in addition to fronting his own band, **LEW LADD** is now heading the ork department for Jack Finck, of the Metropolitan Theatrical Agency. . . . **LOU CLANCY** followed Blue Steele into the Top Hat Club, Wichita Falls, Tex. . . . **JACK TEAGARDEN** takes in the March 22 week at the Roosevelt Hotel, Jacksonville, Fla.

Paging Raymond Scott

PHILADELPHIA, March 2.—Songwriting efforts of the local tune-smiths slant to the screwy side. Inspired by a recent illness, Joseph Shreibman, WDAS musical director, scribbled an epic that gets itself called *Chlorinated Blues*. Haines Jamison, who managed to include a lick of songwriting in his 16 years with the Integrity Trust Co., composed a love ditty entitled *Trust In My Integrity*.

And then there's Dr. William B. Richter, songwriting-dentist, who wrote *Strawberries* especially for the WCAU Children's Hour sponsored by Horn & Hardart, only to have it canceled. The sponsor wanted the tune for commercial tie-ups, but couldn't get strawberries because of Florida frosts.

Kirk Good With \$1,034

HENDERSON, Tex., March 2.—Andy Kirk played to 940 persons at the Cooper Club here February 23 to gross a neat \$1,034 at \$1.10 a head. Take was held down a bit by steady rain the night of the dance.

BANDS WANT PLENTY

(Continued from page 9)
\$3,000; Happy Felton, \$2,750; Mal Hallett, \$2,500; Milt Britton, \$2,250.

Quotations on Venuti, Waller and Britton are about same as last year. Lunceford, however, has gone up one grand, owing in part to the success of his recording, *Tain't What You Do*. Hallett has dropped about \$500. Felton has come up some.

In addition to names and prices above, a number of bands of the newer crop have been coming up. Jan Savitt, for instance, was priced at \$3,000 last year and is asking much more now. Also on the upbeat are Bob Chester, Woody Herman, Will Bradley, Bob Zurke and Charlie Barnett. Lawrence Welk has been building in the Midwest, and ditto Dick Jurgens and Tiny Hill. Frankie Masters has also made good progress, owing in part to success of his Vocalion records and to click of the tune, *Scatterbrain*, which he co-authored.

Film Name Prices

Prices for film names—including names traveling with a unit—show considerable variation. Mae West unit, which toured about a year ago, was priced at \$12,500 as a package show booked by William Morris Agency. Martha Raye unit has been asking \$6,500, and Tony Martin \$4,500. Original Dead End Kids and Jane Withers are asking \$3,500, as is Bill Robinson. Robinson took something of a jump owing to his publicity in *The Hot Mikado*, which successfully played on Broadway and at the World's Fair. Other film name prices are Three Stooges, from \$2,500 to \$3,000; Henry Armetta, \$2,000; Lola Lane, \$1,500; Marie Wilson, \$1,500, and Edmund Lowe, \$1,250.

Andrews Sisters were getting around \$1,500 a year ago and are now getting \$2,500. Salary boost is credited in part to their Chesterfield commercial and continued success on Decca recordings.

The Ink Spots, practically unknown a year ago, are now in the \$2,000 class in vaude, owing to radio and record sales. Chief record item was their disk of *If I Didn't Care*.

Sheet-Music Leaders

(Week Ending March 2)
Acknowledgment is made to Maurice Richmond's Music Dealers' Service, Inc., and Ashley Music Supply Co., of New York; Lyon & Healy; Carl Fischer, Inc.; Gamble Hinged Music Co. and Western Book and Stationery Co. of Chicago.

Position	Last Wk.	This Wk.
1	1	Careless
2	2	Indian Summer
4	3	At the Balalaika
5	4	Darn That Dream
3	5	In an Old Dutch Garden
6	6	All the Things You Are
7	7	Faithful Forever
9	8	Do I Love You?
8	9	Oh, Johnny, Oh
12	10	Confucius Say
13	11	To You, Sweetheart, Aloha
	12	It's a Blue World
11	13	The Little Red Fox
	14	The Gaucho Serenade
14	15	When You Wish Upon a Star

Music Items

Songs and Such

NEW NUMBER in the musical *Three After Three*, currently on a tryout tour prior to a New York opening, is *Give, Baby, Give*, by Irving Gellers, Otis Spencer and Gladys Shelley.

Stranger in Heaven, new ballad by Lanny Grey, gets an air introduction from Sammy Kaye. George Hogan, NBC announcer, turns composer with *I've Remembered To Remind You*.

Bob Schafer, Tom Fowler and Paul Denniker placed *I'll Never Cry Over You* with Leeds Music. Gerald Griffin, Abner Silver and Al Bryan have *Let's Pretend* being readied by Silver's and Willie Horowitz's firm.

Artie Jones and Harry Jentes landed *I Fell All Over Myself* with ABC Music and *Wild Maraccas* with E. B. Marks. Clyde Hagar, who 22 years ago wrote *That Wonderful Mother of Mine*, now follows it up, a little belatedly, with *That Wonderful Father of Mine*.

Jules Loman and Mary Schaeffer have turned out a new one captioned *In a Little Flower Shop*. Miss Schaeffer also supplied the music for *You Little Heartbreaker, You*, to lyrics by Walter Kent and Al Hoffman. Red Star Music releasing.

Frank Capano's Tin Pan Alley Music Co., of Philadelphia, will release *Tears for Souvenirs*, which he fashioned from his *Tears*, hit ballad of a decade ago.

Joe Frassetto, WIP, Philly radio station maestro, introducing *More Than Ever*, new tune scribbled by Viola Lewis, erstwhile vaude performer. Dr. Clay Bolland and Moe Jaffe collabed on *The Philadelphia Story*, to be used in the picturization of the Katharine Hepburn stage play.

The Rockefeller Foundation is donating \$20,000 to the New School of Social Research for a two-year study of music in film production. Hans Eisler, German composer now a refugee, will conduct the study, with assistance from members of the New York Philharmonic Orchestra. New musical forms, instrumentation materials, relation between dialog and music and orchestration problems will be experimented with. Eisler will also compose a couple of 40-minute sequences of original music, applying to existing pics any new principles unearthed in the experimentation.

Publishers and People

CHARLEY GORDON goes with Sam Coslow's new music firm. Harry Bernie leaves an ABC music contacting berth for a similar job at Bregman, Vocco & Conn.

Harry Link left for a couple of months on the Coast this week. Ben Edwards is working on, for Paull-Pioneer, the late Milton Weill's *Just Another Dream of You, Dear*, which Wayne King recently waxed.

Isham Jones is back in the songwriting picture with *I Knew You When You Were Just a Dream*, collabbing with Gene Willardson. Ronnie Kaye joins up with Larry Spier, Inc., as a contactor.

Sylvan Spiro takes charge of the Chicago office of Santly-Joy-Select, while Bill Coty goes to Hollywood for the firm and Jack Mass comes into New York as professional manager in that S-J-S office.

Irving Siegel, who has penned plenty of ditties himself, takes a gander at the business end of things as the new professional manager of Popular Music Co.

Fabian Andre recorded four of his own descriptive compos for Columbia in Chicago last week. Titles are *A Windy Day on the Outer Drive*, *The Maid With the Slight Swiss Accent*, *Pedigree on Pomander Walk* and *Vintage '29*.

DETROIT PIC BRIGHT

Life Begins at 70

NEW YORK, March 2.—William Guggenheim, aged 70, is not too old to pen a romantic tune. Together with Abner Silver, Mr. Guggenheim, of the mining family, knocked off a ditty titled *You're a Glamour Girl*. Silver's firm is publishing.

Cuba Office Result Of Robbins' Vacash

HAVANA, Cuba, March 2.—Jack Robbins, head of the music publishing house bearing his name, as well as the firms of Miller Music and Leo Feist, Inc., came down here a couple of weeks ago for a rest and a vacation. But when he left for New York last week he had opened a Robbins branch here, signed up a few Cuban composers and snared a couple of dozen rumbas and congas for his firm.

Local office was set up for the purpose of getting new material of the Latin American genre, which is becoming increasingly popular in the United States. Among the songs Robbins brought back with him is the biggest current hit here, *No Te Import Saber*, by Rene Touzet, local ork leader. Number is a ballad, or to give it its proper designation, a cancion.

Akron Dance Biz Outlook Also Good, But Fort Worth Suffers

This concludes a check-up made by The Billboard regarding general ballroom conditions in key dance promotion centers and the outlook for this year as seen by prominent ballroom operators. General feeling among promoters as revealed in the check-up is one of optimism, based upon business increases ranging from 25 to 40 per cent in some spots, notably Kansas City, Mo., and Lincoln, Neb.

DETROIT, March 2.—Ballroom business here is looking much better than in the past two or three seasons. Present business is above that of a year ago, despite the Lenten season, and indications are that the trend toward increased employment in the automotive and related industries here is giving ballrooms a new spurt.

Typical is the report of Fred Haines, managing the Graystone, one of the largest local dansants, that business is 25 per cent better than a year ago. Attendance is now averaging about 8,000 for four nights a week. With average admission running 55 cents, this means a present weekly gross of \$4,400.

At the Arcadia, another large spot, conditions are much the same, with attendance about 8,000 weekly, but an average admission of 40 cents holding the gross to about \$3,200. At the Grand Terrace attendance is about 5,000 weekly, 40-cent average admission grossing \$2,000.

Summarizing dance business conditions and prospects, Haines said, "Business was pretty good in 1937 but dropped off considerably in 1938. We expected it to get better all the time, but it failed to. In 1939 it slumped again until September, but it has been picking up ever since, so that our business is now slightly better than the high 1937 level. Detroit being an industrial city, we depend largely upon the earnings of the working man. It is my belief that after the Lenten period we are going to see quite a spurt in business, which will keep up for the balance of the year."

Similar conditions were reported from other local ballrooms, with the Grande showing about 10 per cent ahead of a year ago. This spot, with average 40-cent admission, is averaging 5,000 dancers a week during the regular season. Manager Paul Strasburg expressed a general opinion in saying, "I look for a good summer."

AKRON, March 2.—In the three years' existence of Summit Beach ballroom here, the only barometer of dance biz in this vicinity, 1937 showed up better than 1938 or 1939; Lew Platt, managing director of the dansant, revealed. Industrial conditions in the district, best in some years that summer, were responsible for the profitable season, he said.

1938 and 1939 were about on a par, with Clyde McCoy and Artie Shaw, in two appearances each, largely helping to make 1938 profitable. Frank Dailey, Sammy Kaye, Blue Barron and Cecil Golly all did well in 1939, and with consistently big Mondays 1938 and 1939 ended about the same. Thursday night dancing classes and various promotions sanded in 1939.

"Ballroom business was, of course, much better back in the heyday from 1925 to 1930," Platt said. "The return of legalized liquor, with the subsequent springing up of so many small beer places and cafes, has hurt dance business considerably in recent years. I believe, tho, that most alert operators will fare okeh in 1940. If industry does not slacken too much most ballrooms in Northeastern Ohio should end the summer on the right side of the ledger."

"Some of the mid-bracket bands, such as Golly, Ace Brigode, Jimmy Richards, Ralph Webster, Ray Herbeck, Jack Coffey, Johnny Martone, Arden Wilson, Baron Elliott, Art Mooney and the Coquettes, are extremely popular and are well known to local dancers, and I believe they will prove good bets for ballroom here this summer. I believe most ballroom operators will agree that the proper attractions, whether top names or middle-bracket bands, together with good promotion and advertising, will assure ballroom profits. A few operators try to force cheap bands on their patrons, do very little advertising and then wonder why their business has slipped."

FORT WORTH, Tex., March 2.—The outlook for ballrooms here is very (See DETROIT PIC BRIGHT on page 13)

Songs With Most Radio Plugs

"Leanin'" Leaps to Lead; "Starlight" in Big Jump

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

Position Last Wk.	This Wk.	Title	Publisher	Plugs	
				Net	Indie
—	1	Leanin' on the Ole Top Rail.....	Feist	41	9
10	2	Starlit Hour (M)	Robbins	37	16
2	3	Careless	Berlin	26	20
8	3	I've Got My Eyes on You (F).....	Crawford	26	20
6	4	It's a Blue World (F)	ABC	25	23
7	4	Gaucha Serenade	Remick	25	20
8	4	When You Wish Upon a Star (F).....	Berlin	25	15
4	4	Darn That Dream (M).....	Bregman, V. & C.	25	10
9	5	Indian Summer	Witmark	23	21
6	6	In an Old Dutch Garden.....	Harms	21	8
5	7	Ooh, What You Said (M).....	Mercer	20	10

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

1	8	Do I Love You?	Chappell	18	13
10	8	On the Isle of May	Famous	18	9
7	9	Confucius Say	Olman	17	14
3	9	Say Si Si	Marks	17	12
13	10	Wind and Rain in Your Hair.....	Paramount	16	12
10	11	What's the Matter With Me?.....	Shapiro-Bernstein	15	12
9	12	All the Things You Are (M).....	Chappell	14	14
14	13	Little Red Fox (F)	Feist	13	10
15	14	Make Love With a Guitar	Witmark	12	9
14	14	Pinch Me	Shapiro-Bernstein	12	8
14	14	Angel	Robbins	12	8
10	15	One Cigaret for Two	Ager	11	10
16	15	Ma, He's Making Eyes at Me.....	Mills	11	6
—	15	Too Romantic	Famous	11	1
14	16	In the Mood	Shapiro-Bernstein	10	14

FABIAN ANDRE AND HIS ORCHESTRA

COLUMBIA RECORDINGS
(Original Compositions)

"The Man Who Came to Rhumba"
"The Maid With the Slight Swiss Accent"
"Waltz Night at the Savoy"
"Dance of an Ear of Corn"

WATCH FOR EARLY RELEASE DATES!

"A Dance Concert
In The
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PUMP ROOM
AMBASSADOR EAST,
CHICAGO

Back for an
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WILL BROADCAST NBC 6 NIGHTS WEEKLY

DIRECTION: MUSIC CORPORATION OF AMERICA

Bands on Tour

Advance Dates

GEORGE HALL: Loew's State Theater, New York, March 7 week; New York University, New York, 16; Hotel New Yorker, New York, 17.

GRAY GORDON: 20th Century Theater, Buffalo, March 7 (week); Stambaugh Auditorium, Youngstown, O., 16; Ceramic Theater, Liverpool, O., 17; Mishler Theater, Altoona, Pa., 18; Grand Theater, Huntington, Pa., 19; Orpheum Theater, Connellsville, Pa., 20; Hotel New Yorker, New York, 24; Lakeside Park, Barnesville, Pa., 25.

HOWARD WOODS: Flatbush Theater, Brooklyn, March 7 (week); Windsor Theater, Bronx, N. Y., March 14 (week); Carlton Theater, Jamaica, L. I., 21, for four days.

DUKE ELLINGTON: Colonial Theater, Detroit, March 8 (week).

JACK TEAGARDEN: The Citadel, Charleston, S. C., March 8-9; Roxy Theater, Atlanta, 14-17.

JIMMIE LUNCEFORD: Broadway Pier, San Diego, Calif., March 8; Arrowhead's Garden Ballroom, San Bernardino, Calif., 9; Shrine Auditorium, Los Angeles, 10; Sweet's Ballroom, Oakland, Calif., 11-12; Auditorium, Eureka, Calif., 13; McElroy's Ballroom, Portland, Ore., 14; Lund's Ballroom, Tacoma, Wash., 15; Trianon Ballroom, Seattle, 16-18; Armory, Bellingham, Wash., 19; University of Idaho, Moscow, Ida., 20; Auditorium, Boise, Ida., 21; Rainbow Rendezvu, Salt Lake City, 22-25; Auditorium, Denver, 26; Denham, Theater, Denver, March 27 (week).

MAL HALLETT: Warner Theater, West Chester, Pa., March 9.

JIMMY JAMES: University of Kentucky, Lexington, Ky., March 9; Good Samaritan Hospital, Cincinnati, 25; Mercers Ball, Netherland Plaza Hotel, Cincinnati, 30; CYO Ball, Hamilton, O., April 5; Rotary Club, Lima, O., 24.

WOODY HERMAN: Greystone Ballroom, Detroit, March 10; Book-Cadillac Hotel, Detroit, 23; Trianon Ballroom, Toledo, 24; VPI Cotillon Club, Blacksburg, Va., 29-30; Cape Girardeau, Mo., April 5; Hill School, Pottstown, Pa., 26.

JAN SAVITT: Majestic Theater, Johnstown, Pa., March 11; Columbia Theater, Sharon, Pa., 13; Butler (Pa.) Theater, 18; Warner Theater, Morgantown, W. Va., 19; Loyola College, Baltimore, May 3; Purdue Memorial Union, La Fayette, Ind., 24; Kemper Military School, Boonville, Mo., 22; Tufts College, Medford, Mass., June 17.

JIMMY DORSEY: University of Alabama, Tuscaloosa, Ala., March 13.

JOE VENUTI: Kansas State College, Manhattan, Kan., March 16; Coliseum, Sioux Falls, S. D., April 4-6.

PAUL PAGE: Castle Farm, Cincinnati, March 16-17.

EDDY DUCHIN: Arcadia Ballroom, Providence, March 23; State Theater, Hartford, Conn., March 29-April 1.

BARNEY RAPP: University of Indiana, Bloomington, Ind., March 23.

LITTLE JACK LITTLE: Modernistic Ballroom, Clinton, Ia., March 25; Paramount Theater, Anderson, Ind., 26.

GLENN GARR: Log Cabin, Allentown, Pa., March 25; Armory, Chrisfield, Md., 26; Cotillon Club, Spartanburg, S. C., 28; North Carolina State College, Raleigh, N. C., 30; Armory, Binghamton, N. Y., April 5.

CAB CALLOWAY: Cat and the Fiddle, Asheville, N. C.; Od' Fellows' Temple, Wilmington, Del., April 5.

COUNT BASIE: Loew's State Theater, New York, March 28; Armory, Trenton, N. J., 29.

HAROLD SHAW: St. Agnes Ballroom, Chicago, March 30.

ANDY KIRK: Howard Theater, Washington, April 5.

GLENN MILLER: Bucknell University, Lewisburg, Pa., April 5; Sunnybrook Ballroom, Pottstown, Pa., 6; Virginia Military Institute, Lexington, Va., 12-13; Valencia Ballroom, York, Pa., 15; University of Virginia, Charlottesville, Va., 19-20; Penn State, State College, Pa., May 3; Temple University, Philadelphia, 6; Carnegie Tech, Pittsburgh, 9; William and Mary College, Williamsburg, Va., May 31-June 1; Memorial Hall, Annapolis, Md., 3; Alcazar Ballroom, Baltimore, 4.

BEN BERNIE: Ziegfeld Club Dance, Hotel Waldorf-Astoria, New York, April 6.

GLEN GRAY: Temple University, Philadelphia, April 8.

BLUE BARRON: Palace Theater, Cleveland, April 19 (week); Loew's Capitol Theater, Washington, May 10 (week); Loew's Theater, Richmond, Va., May 17 (week); Loew's Theater, Norfolk, Va., May 24 (week).

The Reviewing Stand

Jose Manzanares

(Reviewed at the Merry Garden, Chicago)

MANZANARES, a little Latin with a broad smile, leads a steady outpouring of pure West Indies rhythm which gets under the skin and makes you want to rumba whether you know how or not. Music is all rumba, conga and tango, native style, which means practically all rhythm and no melody in the conventional sense of the word. The predominant sound is the rattling of the maracas, which the leader keeps jiggling as a sort of pace-setter.

There is a gayety about the music that is not present in the ordinary swing band, if the spirit of the terpers is any criterion. The rhythm goes over big with the customers. Manzanares does a good job but could undoubtedly do an even better one with an all-native band.

Instruments consist of maracas, Cuban marimba, bass, two clarinets which infrequently are dropped for saxes, trumpet, accordion, piano and bonga-bonga (African drums). *Modell.*

Neil (Sonny) Fontaine

(Reviewed at the Walton Roof, Philadelphia)

THE SON of Evan Burroughs Fontaine, a singing star of an earlier day, Neil is a newcomer in ork ranks, this his first stand. He is a stellar singer in his own right, and his good looks make a fetching front.

Band is geared for the smoother syncos, with the right mixing of the livelier rhythms to make it equally effective for dining and dancing. No slave to style, band picks its way among all types of tunes. Instrumentation gives plenty body to the melodies, taking in three sax, two trumpets, trombone, two fiddles with one a guitar double, and three rhythm. Selections all blend well, arrangements are smooth, without over-burdening figures. Most selections are done in medley fashion.

Outfit is just as strong in the song-selling department. In addition to Fontaine's rich and tutored bary on the ballads, Adele Allen and Betty Ann Shor add the fem solo chirps. Latter is a tiny, cute mite, and pipes socko for the rhythmic ditties. Miss Allen gives swell story body to the ballad songs. Maestro's youthful enthusiasm and nonchalance go far in enhancing the band's impression. *Orodenker.*

Cecil Kristal

(Reviewed at the Windmill, Natchez, Mississippi)

PERSONABLE, diminutive Kristal leads a band composed of youngsters whose music, after only nine months of working together, shows much promise. Ork is definitely pleasing, going in mostly for swing but delivery sweet stuff just as effectively.

Personnel is two sax (one of them Kristal, who also plays clarinet), trumpet, piano, drums, bass and guitar. Leader specializes in swing, does some fine hot vocals and his own arranging. Vocal balladry is supplied by trumpeter Jimmie Wingfield and saxist Jack Mundell. Latter works well in trio with Wingfield and bass fiddler Homer Rice. *Case.*

Sleepy Hall

(Reviewed at the Hotel Biltmore, New York)

WHAT with the maestro's sobriquet—in-lieu-of-a-first-name and his use of *Sleepy Time Gal* as a theme, it's difficult not to describe this outfit as a very tired band. The description, however, is not made facetiously, and it would be just as apt if the ork's nomenclature were not shot thru with comatose connotations. If Hall's idea is to produce relaxing, restful music, he does his job too well—arrangements and their interpretation pass the relaxed mark into something approximating exhaustion.

Slightly unorthodox instrumentation of three violins, four reed, trumpet, trombone and four rhythm (plus Hall's occasional electric banjo picking) seems to be capable of some nice dance music in the hotel supper room style, but it never gets a chance to come out into the open. Except for spasmodic flashes, rhythmic lift and instrumental sparkle are nil, which puts listenability and danceability at a premium. On the credit side is a good blend from the fiddle

section on ballads, but it's a mistake to let the strings clutter up the arrangements of the rhythm tunes. More adroit scoring and the substitution of lift for listlessness are the two most urgent requirements of this outfit.

As front man Hall makes a nice appearance but handles himself with the same enervation that engulfs ork and customers alike. Rumbling tone produced by his electric banjo isn't much help, but he doesn't use it often. Vocals are also weak, only Phyllis Jeanne showing anything along this line. Warbling efforts of guitarist Paul Dillon, fiddler Ford Harrison and trombonist Johnny Cook are slightly sad. *Richman.*

Rudy Bundy

(Reviewed at the Turnpike Casino, Lincoln, Neb.)

WITH arrangements calling for reed-produced belltones for occasional modulations, ork's three saxes-clarinets, three brass and four rhythm are pinned to Bundy's clarinet, which is more than lukewarm. Crew has been together a year, but it's only in the last couple of months that it has gotten down to the last word in salability.

Whole band comes in for frequent spotlighting, altho a trio composed of Bundy, Dick Bixby, piano, and Sammy Runyon, vocalist, plus a comedy two-some, Blxby and Runyon, does most of the mike stuff. Electric guitar, vibes and regular guitar beating are handled by Paul Helvey, but his biggest job is off the stand doing all the arrangements. *Oldfield.*

Howard Reynolds

(Reviewed at Frank Palumbo's, Philadelphia)

IT'S MUSIC with a snappy tang for both show and dance that is desired here, and Reynolds dishes out both adequately. One of a sax section of three, the maestro is further surrounded by trumpet, bass, drums and piano.

Boys are devoted to the snappy syncos. There's plenty of sock to their ensemble work, with the sax-maestro, trumpet and piano for the get-offs. Dance mood is varied with the ballads, but they're held in restraint, lads raring to get at the next number, which is invariably a stomperoo.

Band is hampered in appearance because of the setting provided, being crowded on a side platform because of the theater-cabaret character of this nitery. No vocals. *Orodenker.*

Carlos Molina

(Reviewed at the Colony Club, Chicago)

MOLINA, veteran Latin tune dispenser who was originally imported into the Windy City from the West Coast back in 1933, is still concentrating on rumbas and tangos. While his library has a generous supply of pop tunes, they are there only for relief from the Latin strains. Outfit is okeh for intimate, class niteries attracting discriminating dance couples.

Molina's current instrumentation has four fiddles (including his own), three rhythm, three sax and one brass. The native maracas and claves are on hand for the south-of-the-border tunes, handled by the leader and any other man whose instrument is not in use at the moment. Of considerable help during these sessions is Willie Rodriguez, drummer, who pounds away with effective results.

Bob Ramos, formerly with Henry King, handles the vocals, turning in a good song-styling job on both Spanish and American numbers. Outfit could use a native fem vocalist for additional color and decoration. *Honigberg.*

Gordon Attracts 3,500

ROANOKE, Va., March 2.—Gray Gordon shattered dance attendance records here February 22 when he drew a crowd of 3,500 at the local Police Protective Association dance. Admission was \$1. Attendance figure bettered by at least 1,500 any previous turnout for this annual affair.

RAN WILDE holds over at the Schroeder Hotel, Milwaukee, until March 20, following which the band starts an engagement at the Netherland Plaza Hotel, Cincinnati. Rollie Ische Ork, featuring singers Lee Darren and Mark Steger, booked for the Home Show opening March 9 in the Milwaukee Auditorium for an eight-day stand.

Review of Records

By M. H. ORODENKER

Vocalion Varieties

LABEL offers many niceties for the needler's fancy—mostly on the righteous rhythm side with some sides not too righteous. Most interesting item is offered by Jack Jenney, his superb trombone slides painting a beaut tone picture for *City Light*, an impressionistic piece by the impressionable Alec Wilder. Frank Sherman gives it story body. Compo is Jenney's identifying theme. Compliments the couplet with *I Walk Alone*, pop ballad with a blues overtone.

Another disk desirable is Ginny Simms, who sings to better advantage on her own than when heard with Kay Kyser. Songbird lends charm in her tonsil treatment to a couplet comprising *Ooh! What You Said from Three After Three* and the consecration of Tchaikovsky's familiar *Andante Cantabile*, which takes on a new lease as *On the Isle of May*.

For forthright fox-trotology, Al Donahue tempts the dancing tootsies with new dressing for the oldie *Temptation*. And on the flip-over, *Pinch Me*, which makes you wanna hear Bonnie Baker instead of Paula Kelly, despite her stellar singing. In the same musical mood, Frankie Masters makes his music count for a couplet of *I've Got My Eyes on You* and *I Wanna Wrap You Up*; and George Hall, with Dolly Dawn in a sentimental singing mood for Walter Donaldson's oldie, *At Sundown*, and *Faithful to You*. (See REVIEW OF RECORDS on page 75)

Blue Barron No Go For Chi Blackhawk

CHICAGO, March 4.—Deal between CRA and Blackhawk Cafe, staunch MCA account, for the services of Blue Barron to follow Ozzie Nelson is off, due to Barron's great popularity in theaters and on one-nighters. Barron has several profitable theater dates set after closing at the Edison, New York, March 23, including a \$4,000 week at the Palace, Cleveland, and a \$4,250 date at Loew's State, New York.

Otto Roth, Blackhawk operator, set MCA's Bob Crosby to follow Nelson for four weeks, but is still dicker with CRA for Barron to follow Crosby. Bob Sanders, CRA manager here, doubts whether it will be accepted in favor of a more profitable one-night tour. Unless Roth contracts for another CRA band, Bob Chester will follow Crosby.

Moore Big With \$1,231

CANTON, O., March 2.—Carl (Deacon) Moore, on his first visit to Moonlight Ballroom here, jammed the dansant on February 22, with 2,462 persons at half a buck a copy. Crowd was one of the largest in several years.

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Heidt Claims "Pot O' Gold" Keeps the Home Fires Going

DES MOINES, March 2.—Horace Heidt, who has created quite a rumpus with his *Pot o' Gold* radio show, considered in direct competition to movie bank nights, told *The Billboard* here this week that he felt it was only right to "keep the home fires burning once a week."

"There has been a lot of talk about how we are keeping people out of movie houses on Tuesday nights," Heidt said, "but it seems all right to me for people to stay in and try a little home life once in a while."

The leader mentioned that he is scheduled to make a picture this fall for producer James Roosevelt, with the remark that "apparently he thinks it all right." The pic will have the same title as the air show.

Denying any intention of creating competition to film bank nights, Heidt said apparently some theater operators think he laid awake nights trying to figure out a program for bank night competition because he had never won one.

He indicated that because "Washington officials" are worried about the "lottery" angle the present program is likely to have a patent on the idea. He said some local stations are using a similar idea.

Kyser's \$3,500 Shatters High Mark at Jacksonville

JACKSONVILLE, Fla., March 2.—Kay Kyser's gross of \$3,500 at a dance in Hotel Roosevelt here last Saturday (24) topped all name orks who have appeared here this season, among whom have been Buddy Rogers, Hal Kemp, Henry Busse and George Hall. Kyser drew 2,000 people to the shindig.

The hotel is bringing back Kyser for a return date March 8, but will stage the dance at the County Armory, where the floor can accommodate 2,500 persons. Tariff of \$1.10 per has been set.

DETROIT PIC BRIGHT

(Continued from page 11)
gloomy, mostly because of the growing popularity of several hundred taverns that have opened in the past couple of years, gradually eliminating the big dancers. Local ballroom operators see no sign of relief in the near future.

Venetian Ballroom and the Crystal Ballroom, swellest terp palaces locally, have been closed for several years except for seasonal celebrations. The Danceteria Ballroom and the Casino Park Ballroom on Lake Worth, near here, are the only spots operating this winter and they are open only on Saturday nights until spring.

According to Sully Montgomery, manager of the Danceteria, ballroom biz here is further hurt by the fact that Fort Worth is strictly a "Saturday night town" and it hardly pays the ballrooms to spend money all week for just one big night.

Business at the Casino Park in 1939 was reported about 32 per cent above 1938, mainly because of the bargain admission-price policy put into effect by Manager George Smith for the name bands featured here. 1939 prices ranged from 75 cents per person Saturday nights to 40 cents per on week nights, the lowest prices ever charged by a ballroom of this type in this section. The outlook for the Casino is more promising, since it enjoys its greatest popularity during the hot months and since its biggest competitor, the open-air Show Boat, is shuttered apparently permanently.

The Danceteria uses local bands throughout the year, but the Casino books names during the park's summer season and local bands in winter.

MONTGOMERY, Ala., March 2.—Bad weather held Hal Kemp, playing at the Auditorium here February 21 under sponsorship of the local Chi Sigma Chi, down to an attendance of 1,200 at \$1.50 per at the gate, \$1.25 advance.

"Tuxedo Junction" Looks Like New Phono Sensation

NEW YORK, March 2.—As Glenn Miller's waxing of *In the Mood* passes its 14th week as one of the strongest records along the automatic phonograph network, his newly released version of Erskine Hawkins' *Tuxedo Junction* is starting to climb to where it may shortly be a competitor to *Mood*.

For further details on the progress of these numbers and others popular in the music machines turn to page 74 and the Record Buying Guide in this issue of *The Billboard*.

No Raise in Scale For Fair Tootlers

NEW YORK, March 2.—Local 802, AFM, this week concluded an engagement with the New York World's Fair in which it was agreed that scale for musicians at the fair would be the same as scale in Metropolitan New York spots. Local 802's classification system varies for clubs, legit and other show business fields and is divided into A, B, C and D categories.

Agreement was reached amicably by both parties, 802 prez Jack Rosenberg stating that "not a single book price will be raised." Fair agreed to employ only union musicians, and contract calls for joint commission to arbitrate any dispute that may arise.

Last year, agreement upon scale for the fair was attended by much bitterness, 802 asking for double A scale and claiming there would be no chance of the fair having the scale lowered. Current negotiations include, of course, musicians in name bands and musicians in organizations appearing under fair auspices.

'Rainbow' Wins Amer. Acad. 'Oscar' as Best Pic Song

HOLLYWOOD, March 2.—Annual award of the Academy of Motion Picture Arts and Sciences for the best pic song of the year, made at the organization's dinner and "Oscar" presentations this week, goes to *Over the Rainbow*, by E. Y. Harburg and Harold Arlen.

Tune was part of the score of Metro-Goldwyn-Mayer's *The Wizard of Oz*, for the entire scoring of which Herbert Stothart, Metro musical director, won this year's award.

New Terp Fee for Wis. Town

WHITEWATER, Wis., March 2.—The local common council has adopted an ordinance providing for a \$2 license fee for public dances staged here. Measure prohibits dances between 12:30 a.m. and 8 a.m., prohibits children under 16 from attending dances unless accompanied by parent or guardian, and does not permit the use or presence of any liquor at such affairs. Violators are subject to a fine.

Chicago Ballrooms Go South of the Border in a Flurry of Rumba Stunts

CHICAGO, March 2.—Current popularity of rumba music, noted particularly in Eastern cities, is growing apace in dance spots here, according to the latest promotions of the Merry Garden and the Aragon ballrooms.

Since the beginning of the year, Sunday nights have been devoted to Latin-American rhythms at the Merry Garden, with Jose Manzanares making the music. Harry Rice, co-manager of the spot, reports that Rumba Night was begun in response to a great number of requests from his patrons. Now he has over 5,000 rumba addicts on his list. Interest in the dance is stimulated by contests and lessons.

At the Aragon, Thursday nights are known as Rumba Nights. Every third dance is a rumba, conga or tango. Emil Garber, p. a. for the Andrew Karzas ballrooms, said that the Aragon's rumba night, too, was instituted at the request of patrons. A ballot of 4,000 votes indicated a predominant leaning toward this type of rhythm. The night selected is an off-night, when the arm's-length-away technique of the rumba terpers

Selling the Band

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

Stroller Showmanship

PROMOTION punches aren't for the big bands or name bands alone. Attention is directed to the ingenuity of Augie Roberts' cocktail combo, the Fiddlers Three, who have had special window display boards made up, size 14 by 22 inches, which they place in music stores in the towns touched in their strolling. Boards are made of heavy corrugated paper and framed with chromium trimmings.

Top lettering reads: "Hear the Fiddlers Three, nationally known trio, featuring —," which leads to the open slot enabling the music merchant to insert titles of the current Hit Parade tunes being pushed over the sheet music counter. Bottom row lettered: "Now appearing —," with the bottom slot allowing for another card giving the details of the trio's current engagement in town.

Such display cards are a pushover for music dealer co-operation.

Interest is also being shown by the band booking offices in promoting the interests of the big-little bands. Promotional aids planned by Music Corp. of America for its big bands are standardized, and now comes some deserving attention to the little combos.

All the MCA branches are covering bar, cocktail lounge, grill, cafe and ballroom operators with a handy reference booklet. In album form, it gives photo and description of all the syncos for sippers being sold by the office.

Stanley Mal, manager of Bill Carlsen's Band out Chicago way, successfully puts the cart before the horse. Instead of having Carlsen hancock scraps of paper during the evening, Mal passes out photos of the band leader and featured vocalists at the door.

Special Nights

JACK WARDLAW sends along a series of specials for each night of the week, effectively promoted during a recent stand at King & Prince Club at St. Simons Island, Ga.

Monday dancing was sold as "Special Surprise Night" with no advance bally on the feature. Thus, one Monday found a "barn dance" setting, another found the dansant converted into a "Nut Cub." Other "surprises" gave a night in Chinatown, a Bowery Ball, a night in Paris and a night in Harlem, with a colored show added. Tuesday was "Prize Night," with gifts usually on tie-ups with local merchants.

Wednesday was played up as "Sweet-heart Night," admitting ladies free. Orchestra's repertory on that night emphasizes the theme. Thursday was "Search for Talent Night," with dancers getting out on the floor to sing, dance, recite or play musical instruments. Winners were judged by audience applause, with prizes awarded.

Friday featured "Collegiate Night," with

school banners, college and fraternity songs making the atmosphere, along with jam session formation on the band stand. Saturday was "Special Guest Artist Night," with a special act being brought in. Sunday dancing starting at midnight, the evening becoming a "Midnight Moonlight Dance," with the invitation to "dance to your favorite tune by the light of a Southern moon."

It must be getting kind of monotonous to recipients of free records from band leaders. Seems that almost every maestro is sending out sample platters to music machine operators and radio stations.

A more ingenious way to promote by platters would be to get up special disks for exploitation purposes and let the prospective record buyers buy the regular releases. The cost is about the same and the extra attention would justify any additional expenditure.

For instance, instead of mailing a regular release, a test record could be personalized with an announcement after an opening theme, with a photo of the maestro as the identifying label. A follow-up letter framed in let's-get-acquainted-fashion would clinch the impression.

Bundy \$600 at Turnpike; Little \$520 at Pla-Mor

LINCOLN, Neb., March 2.—Rudy Bundy and Tiny Little monopolized the music picture here last week-end (23-25). Rudy was booked in three days at the Turnpike Casino (25-55 cents), and the take was a good \$600.

Little, the one band for which Mrs. Matt Kobalter, Pla-Mor manager, jumps the price from 25 to 40 cents per person, took \$520 on two days, which is ultra-fancy.

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Orchestra Routes

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

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

A
Acces, Four: (City Club) Erie, Pa., nc.
Akin, Bill: (Martin) Sioux City, Ia., h.
Albert, Bill: (Bartlett Club) Rochester, N. Y., nc.
Alpert, Mickey: (Cocoanut Grove) Boston, nc.
Andre, Fabian: (Ambassador East) Chi, h.
Angels: (Bertolotti's) NYC, nc.
Angularo, Ed: (Earl Carroll) Los Angeles, nc.
Apollon, Al: (Atlanta Biltmore) Atlanta, h.
Arias, Don Ramon: (London Chop House) Detroit, nc.
Arnez, Desi: (La Conga) NYC, nc.
Axtell, Billy: (Silver Dome) Marinette, Wis., nc.
Ayres, Mitchell: (St. George) Brooklyn, h.

B
Bardo, Bill: (Trocadero) Henderson, Ky., nc.
Barnet, Charlie: (Lincoln) NYC, h.
Barron, Blue: (Edison) NYC, h.
Barry Bros.: (Top Hat) Union City, N. J., nc.
Bartal, Jeno: (Piccadilly) NYC, h.
Basie, Count: (Southland) Boston, c.
Baum, Charles: (St. Regis) NYC, h.
Becker, Howard: (Henry Grady) Atlanta, h.
Becker, Saxe: (Top Hat) Phila, ro.
Beltran, Oscar: (Belvedere) NYC, h.
Berman, Lew: (Rainbow Room) Washington, D. C., nc.
Bernie, Ben: (Taft) NYC, h.
Bestor, Don: (Capitol Theater) Flint, Mich., 10-12; (Greystone Ballroom) Detroit, 13-15-17.

C
Biltmore Boys: (Philadelphia) Phila, h.
Binder, Max: (Del Rio) Washington, D. C., nc.
Bingham, Jack: (Al Tarlecki's Cheerio Room) Bridgeport, Pa., nc.
Blanco, Pedro: (Embassy) Phila, nc.
Bonick, Lewis: (Fox and Hounds) Boston, re.
Bono, Richard: (Statler) Cleveland, h.
Booris, Al: (Tremont-Plaza) Boston, re.
Borr, Misha: (Waldorf-Astoria) NYC, h.
Bradley, Will: (Famous Door) NYC, nc.
Bragale, Vincent: (Dempsey-Vanderbilt) Miami Beach, Fla., h.
Brandwynne, Nat: (Waldorf-Astoria) NYC, h.
Breese, Lou: (Chez Paree) Chi, nc.
Brigode, Ace: (Merry Garden) Chi, b.
Bruno, Tommy: (Firenze) NYC, nc.
Bundy, Rudy: (Pla-Mor) Kansas City, Mo., b.
Burton, Henry: (Oaks) Winona, Minn., nc.
Bush, Eddie: (Seven Seas) Hollywood, nc.
Busse, Henry: (Roosevelt) New Orleans, h.

D
Calloway, Cab: (Riverside) Milwaukee, t.
Captivators, Three: (Netherland Plaza) Cincinnati, h.
Carlin, Johnny: (Kugler's Arcadia) Phila, re.
Carlsen, Bill: (Coliseum) Sioux Falls, S. D.
Carlyn, Tommy: (Westwood Gardens) Richmond, Va., nc.
Caruso, Marty: (Belmont) Miami Beach, Fla., nc.
Cavallero, Carmen: (Statler) St. Louis, h.
Chaslor, Hal: (La Maze) Los Angeles, c.
Charles, Sonny: (San Carlos) Pensacola, Fla., h.
Chester, Bob: (Raymor) Boston, b.
Chiquito: (El Morocco) NYC, nc.
Clarke, Buddy: (Park Central) NYC, h.
Clinton, Larry: (Sherman) Chi, h.
Clinton, Larry: (Sherman) Chi, h.
Clyde, Harvey: (Chateau) Chi, nc.
Cole, Melvin: (Harry's New Yorker) Chi, nc.
Coleman, Emil: (Ciro's) Hollywood, Calif., nc.
Collins, Jay: (Sherman's) NYC, re.
Colono, Emil: (Leon & Eddie's) NYC, nc.
Conde, Art: (Albans Hofbrau) Addisleigh Park, L. I., re.

E
Continental, The: (Monte Cristo) Chi, re.
Contreras, Manuel: (Henry) Pittsburgh, h.
Cook's, Herb, Swinghearts: (Joyland Park Club) Lexington, Ky., nc.
Courtney, Del: (Rice) Houston, h.
Craig, Francis: (Hermitage) Nashville, Tenn., h.
Cromwell, Chauncey: (Stuyvesant) Buffalo, h.
Crosby, Bob: (New Yorker) NYC, h.
Crusaders, The: (Congress) Chi, h.
Cugat, Xavier: (Chase) St. Louis, h.
Cullen, Russ: (Pall Mall Room) Washington, D. C., cb.
Cummins, Bernie: (Van Cleve) Dayton, O., h.

F
Damerel, George: (Sherry Netherland) NYC, h.
Danders, Bobby: (Gay '90s) Chi, nc.
Datska, Yasha: (New Russian Art) NYC, re.
Davis, Paul: (Martin's Tavern) Lima, O., nc.
Davis, Eddie: (Larue's) NYC, re.
Daw, Freddie: (Madura's) Hammond, Ind., b.
Del Rossi, Alfred: (Morgan's Hall) Camden, N. J., b.
Demetry, Denny: (Club Royale) Detroit, nc.
De Rosa, Tommy: (Club Holland) NYC, nc.
De Vodi, Don: (9 o'Clock Club) NYC, nc.
DiBert, Sammy: (Powaton Club) Detroit, nc.
DiPardo, Tony: (Jefferson) St. Louis, h.
Donahue, Al: (Lafayette College) Easton, Pa., 8.
Donack, Peter: (Horseshoe Bar) NYC, cb.
Dorsey, Tommy: (Meadowbrook) Cedar Grove, N. J., cc.
Dorsey, Jimmy: (State-Lake) Chi, t.
Downer, Bill: (Nightingale) Washington, D.C., nc.
Duchin, Eddy: (Palace) Cleveland, t.
Duffy, George: (Child's Spanish Gardens) NYC, re.
Duke, Jules: (Tutwiler) Birmingham, h.

G
Eby, Jack: (Royal Palm) Miami, nc.
Eldridge, Roy: (Manhattan Center) NYC.
Ellis, Joe: (Queen Mary) NYC, re.
Engel, Freddy: (Circle Inn) Latham, N. Y., nc.
Farmer, Willie: (New Goblet Inn) Albany, N. Y., cb.
Felder, Johnny: (Plaza) San Antonio, h.
Fields, Irving: (Greenwich Village) NYC, nc.
Fisher, Buddy: (Trocadero) Evansville, Ind., h.
Fisher, Mark: (Nappo Gardens) Chi, nc.
Fiske, Dwight: (Savoy Plaza) NYC, h.
Fitzgerald, Ella: (Roseland) NYC, b.
Flindt, Emil: (Paradise) Chi, b.
Fomeen, Basil: (Belmont Plaza) NYC, h.
Fonda, Frank: (Fifth Ave.) NYC, h.
Fontaine, Sonny: (Walton) Phila, h.
Foster, Chuck: (Biltmore Bowl) Los Angeles, nc.
Francis, Benita: (Oasis) Seattle, nc.
Franzelli, Gregoire: (Pierre) NYC, h.
Frederick, Fritz: (Smart Spot) Haddonfield, N. J., nc.
Freedley, Bob: (Troc) NYC, nc.
Freeman, Bud: (Kelly's Stables) NYC, nc.
Frml Jr., Rudolph: (Providence-Biltmore) Providence, h.
Fulcher, Charles: (Bon Air) Augusta, Ga., h.

H
Gagen, Frank: (Statler) Cleveland, h.

G
Garber, Jan: (Victor Hugo's) Hollywood, Calif., nc.
Garr, Glenn: (Syracuse) Syracuse, h.
Gasparre, Dick: (Terrace Club) Miami, nc.
Gaston: (Monte Carlo) NYC, cb.
Gates, Bill: (Cedar Wood Log Cabin) Malaga, N. J., nc.
Gilbert, Jerry: (Cawthon) Mobile, Ala., h.
Glass, Billy: (Pastor's) NYC, nc.
Goad, William: (Chateau Ensley) Birmingham, h.
Godoy Conga Band: (Leon & Eddie's) NYC, re.
Golly, Cecil: (Donahue's) Mountainview, N. J., ro.
Goodman, Benny: (Paramount) Cedar Rapids, Ia., t.
Gordon, Al: (Frolic Club) Albany, N. Y., cb.
Graffolier, Frenchie: (Club 100) Des Moines, nc.
Grange, Judd: (Versailles) Hollywood, Fla., nc.
Grant, Bob: (Savoy-Plaza) NYC, h.
Gruber, Norman: (Plaza) Corpus Christi, Tex., h.

H
Hahn, Al: (Coronado) St. Louis, h.
Hall, George: (Brunswick) Boston, h.
Hall, Sleepy: (Biltmore) NYC, h.
Hamilton, George: (Beverly-Wilshire) Los Angeles, h.
Hamilton, Bob: (Majestic) Long Beach, Calif., b.
Harris, George: (Bradford) Boston, h.
Harris, Phil: (Wilshire Bowl) Los Angeles, re.
Hauck, Happy: (Chez Ami) Buffalo, nc.
Haviland, Dick: (Talk o' the Town) Peoria, Ill., nc.
Hawkins, Erskine: (Savoy) NYC, b.
Hays, Billy: (Cadillac Tavern) Phila, cb.
Heen, Bob: (Bellevue Biltmore) Belleair, Fla., h.
Heidt, Horace: (Orpheum) Minneapolis, t.
Helman, Dave: (Warwick) Litzitz, Pa., h.
Henderson, Horace: (5100 Club) Chi, nc.
Herbeck, Ray: (Biltmore) Dayton, O., h.
Herron, Bob: (Moose) Dodge City, Kan., b.
Herth, Milt, Trio: (Old Vienna) Cincinnati, re.
High, Chester: (Paul Lyden's Cellar Bar) Youngstown, O., c.
Hill, Tiny: (Tantilla) Richmond, Va., b.
Himber, Richard: (State) NYC, t.
Hoagland, Everett: (Waldorf-Astoria) NYC, h.
Holmes, Miller: (Gym) University, Miss., b.
Hope, Al: (Park Lane) NYC, h.
Hopkins, Bob: (Chez Paree) Omaha, nc.
Horton Girls: (Roman Gardens) Potsdam, N. Y., nc.

I
Howard, Hal: (Trianon) Ocean Park, Calif., b.
Huarte, Julian: (Marta's) NYC, cb.
Hugo, Victor: (Little Rathskeller) Phila, nc.
Irwin, Marty: (Churchill Tavern) Pittsburgh, re.

J
Johnson, Johnny: (Shelton) NYC, h.
Johnson, Bill: (Cozy Corner) Detroit, nc.
Jones, Kaye: (Westwood) Little Rock, Ark., nc.
Jones, Emperor: (Brick Club) NYC, nc.
Juneau, Tommy: (Show Boat) St. Louis, nc.
Jurgens, Dick: (Aragon) Chi, b.

K
Kaahue's, Johnny, Royal Hawaiian Quartet: (Gibson) Cincinnati, h.
Kara, Peter: (Laurel-in-the-Pines) Lakewood, N. J., h.
Karson, Maria, Musicales: (Mayfair) Washington, D. C., c.
Kaspar, Gordon: (Shawnee) Springfield, O., h.
Kavelin, Al: (Baker) Dallas, h.
Kay, Herbie: (Cleveland) Cleveland, h.
Kaye, Sammy: (Commodore) NYC, h.
Keith, Carl: (Primrose) Newport, Ky., cc.
Kellm, Milton: (Delmonico's) Phila, nc.
Keller, Leonard: (Bismarck) Chi, h.
Kendis, Sonny: (Athletic Club) Detroit, nc.
Kennedy, Jimmy: (Paris Inn) San Diego, Calif., nc.
King, Russell: (Steve's) NYC, nc.
King, Henry: (Plaza) NYC, h.
King, George: (Edgewood) Albany, N. Y., nc.
Kirby, John: (Trocadero) Hollywood, Calif., nc.
Kish, Joe: (Vine Gardens) Chi, nc.
Klyde, Harvey: (Chateau) Chi, b.
Koons, Dick: (Mayflower) Washington, D.C., h.
Korn Kobblers: (Darling) Wilmington, Del., h.
Kraft, Joe: (Crescent Log Cabin) Gloucester Heights, N. J., ro.
Kraus, John: (White Way) Atco, N. J., h.
Kristal, Cecil: (Windmill Club) Natchez, Miss., nc.
Krupa, Gene: (Fiesta) NYC, re.
Kuhn, Dick: (Astor) NYC, h.

L
Ladd, Lew: (El Rancho) Chester, Pa., nc.
Lake, Sol: (606 Club) Chi, nc.
Lang, Teddy: (Swing) NYC, nc.
Lande, Jules: (St. Regis) NYC, h.
Lane, Jimmy: (Mandalay) Los Angeles, nc.
Lane, Eddie: (Bossert) Brooklyn, h.
Lang, Sid: (Hi-Hat) Chi, nc.
Lang, Lou: (White) NYC, h.
Lanza, Joe: (Penn-Atlantic) Atlantic City, h.
Lansberry, Hal: (Show Bar) Forest Hills, L. I., c.
LaPlante, Lylle: (Pony Club) Ft. Lauderdale, Fla., nc.
Lapp, Horace: (Royal York) Toronto, Ont., h.
Layne, Lesse: (Barney Spinella's) Staten Island, N. Y., nc.
Lazin, Charles: (Club Oasis) Detroit, nc.
Le Baron, Eddie: (Rainbow Room) NYC, nc.
Lemish, Bert: (Stamps) Phila, nc.
Leonard, Bob: (Sports Circle) Hollywood, nc.

L
Levant, Phil: (Gibson) Cincinnati, h.
Livingston, Jerry: (Deshler-Wallick) Columbus, O., h.
Locke, Floyd: (Tune Town) St. Louis, b.
Lombardo, Guy: (Cocoanut Grove) Los Angeles, h.
Long, Johnny: (Chez Ami) Buffalo, nc.
Lopez, Vincent: (Strand) Lansing, Mich., 10-13, t.
Lorch, Carl: (Lookout House) Covington, Ky., nc.
Lowe, Bert: (Lenox) Boston, h.
Lozito, Joseph F.: (Amphitrite) Ft. Lauderdale, Fla., h.
Lucas, Clyde: (Statler) Detroit, h.
Lyman, Abe: (Royal Palms) Miami, Fla., nc.
Lynn, Bert: (La Conga) Hollywood, nc.

M
McCarty, Bob: (Broadway Manor) Louisville, nc.
McCoy, Clyde: (Stanley) Pittsburgh, t.
McCreery, Howard: (Stevens) Chi, h.
McFarland Twins: (Blue Gardens) Armonk, N. Y., nc.
McGee, Johnny: (Strand Theater) NYC, 8; (Ambassador Hotel) NYC, 13.
McGrane: (Diamond Horseshoe) NYC, nc.
McIntire, Lani: (Lexington) NYC, h.
McKinney, William: (Plantation) Detroit, nc.
Macias, Pete: (Lounge Riviera) Washington, D. C., nc.
Mack, Buddy: (Roumanian Village) NYC, nc.
Madriguera, Eric: (Jung) New Orleans, h.
Magee, Sherry: (Village Barn) NYC, nc.
Malneck, Matty: (Beachcomber) NYC, nc.
Malvey, Hal: (Lou's) Asbury Park, N. J., nc.
Mandella, Frank: (Armando's) NYC, nc.
Manuel, Don: (Gig Galleaux) Peoria, Ill., nc.
Marcelino, Muzzy: (Wilshire Bowl) Los Angeles, nc.
Marcello, Bernie: (Club Weseman) Wichita Falls, Tex., nc.
Mario: (Pastor's) NYC, nc.
Mario, Don: (Music Bar) NYC, nc.
Marsala, Joe: (Fiesta) NYC, b.
Martin, Bobby: (The Place) NYC, nc.
Martin, Lou: (Leon & Eddie's) NYC, nc.
Martini, Pinkie: (Agostini) Atlantic City, h.
Marinero, Joe: (Park Lane) NYC, h.
Marvin, Tommy: (Grande) Detroit, b.
Marvin, Mel: (Nu Elms) Youngstown, O., b.
Masters, Frankie: (Roosevelt) NYC, h.
Mathay, Nicholas: (Casino Russe) NYC, nc.
Maul, Herbie: (Silver Moon) Pueblo, Colo., nc.

M
Maus, Stewart: (Capitola) Capitola, Calif., b.
Meadows, Frankie: (Swing Club) NYC, nc.
Meehin, Fran: (Wisconsin Roof) Milwaukee, b.
Messner, Johnny: (McAlpin) NYC, h.
Meyers, Jack: (Book-Cadillac) Detroit, h.
Miguel, Don: (Gaucho) NYC, nc.
Miller, Fritz: (Ritz-Carlton) Atlantic City, h.
Miller, Glenn: (Paramount) NYC, t.
Miller, Gene: (Thomas Jefferson) Birmingham, h.
Mitchell, Frank: (Silver Dollar Bar) Baltimore, c.
Molina, Carlos: (Colony Club) Chi, nc.
Monchito: (Stork Club) NYC, c.
Monroe, Vaughn: (Dempsey - Vanderbilt) Miami Beach, Fla., h.
Morand, Jose: (La Conga) NYC, nc.
Morris, George: (Whirling Top) NYC, nc.
Morton, Ray: (Warwick) NYC, h.
Moye, Doug: (Ship Ahoy) New Rochelle, N. Y., nc.
Munro, Hal: (Lowry) St. Paul, h.
Murphy, Larry: (DuPont) Wilmington, Del., h.
Murray, Charlie: (Stork Club) NYC, nc.

N
Nelson, Ozzie: (Blackhawk) Chi, nc.
Newell, Dick: (Ocean Beach Pier) Clark's Lake, Mich., b.
Noble, Leighton: (Statler) Boston, h.
Nobel, Ray: (Palace) San Francisco, h.
Nottingham, Gerry: (Bal Tabarin) San Francisco, nc.

O
O'Brien & Evans: (Corner Grill) Connersville, Ind., re.
Ohman, Phil: (Trocadero) Hollywood, Calif., nc.
Oliver, Fred: (Warwick) NYC, h.
Oliver, Eddie: (Hollywood Beach) Hollywood, Fla., h.
Olsen, George: (Capitol) Scranton, Pa., 7-9, t.
Olson, Hem: (Country Club) Coral Gables, Fla., nc.
Osborne, Will: (Casa Manana) Culver City, Calif., nc.
Ovando, Manuel: (Dempsey's) NYC, re.
Owens, Harry: (Roosevelt) Hollywood, h.

P
Pablo, Don: (Palm Beach) Detroit, nc.
Page, Paul: (Pla-Mor) Kansas City, Mo., b.
Palermo, William: (La Marquise) NYC, nc.
Panchito: (Versailles) NYC, nc.
Panchio: (La Martinique) NYC, nc.
Parker, Roll: (Little Ritz) Norristown, Pa., c.
Parrish, Charlie: (Casa Grande) Berwyn, Md., nc.
Pastor, Tony: (Barney Rapp's) Cincinnati, nc.
Patterson, Roger: (Yacht Club) Phila, nc.
Paul, Toasty: (Graemere) Chi, h.
Perry, Ron: (Bossert) Brooklyn, h.
Peters, Bobby: (Van Cleve) Dayton, O., h.
Pettl, Emile: (Savoy-Plaza) NYC, h.
Pierre (New Russian Art) NYC, nc.
Pliner & Earle: (Blackstone) Chi, h.
Powell, Walter: (Athletic Club) Flint, Mich., cc.
Prager, Col. Manny: (Claridge) Memphis, h.
Prima, Louis: (Hickory House) NYC, nc.

P
Pullo, Ben: (Joyland) Boston, nc.
Q
Quartell, Frank: (Colosimo's) Chi, nc.
Quintana, Don: (El Chico) Miami Beach, Fla., nc.
R
Raeburn, Boyd: (Melody Mill) Chi, nc.
Ramos, Ramon: (Ambassador) NYC, h.
Rasmussen, Don: (Metz) Wausau, Wis., nc.
Ravazza, Carl: (Sir Francis Drake) San Francisco, h.
Ravel, Don: (Dixie Lee's Old South) NYC, nc.
Raymond, Harry: (Presbyterian College) Clinton, S. C., 8-9.
Raymond, Nicki: (Coq Rouge) NYC, nc.
Read, Kemp: (Stonebridge) Tiverton, R. I., h.
Reichman, Joe: (Mark Hopkins) San Francisco, h.
Renard, George: (Greenwich Village Casino) NYC, nc.
Resh, Benny: (Bowery) Detroit, c.
Revel, Arthur: (El Morocco) NYC, nc.
Reynolds, Howard: (Palumbo's) Phila, cb.
Rinaldo, Nino: (885) Chi, nc.
Ritz, Case: (Ritz) Bridgeport, Conn., b.
Rivero, Attilio: (La Conga) Hollywood, nc.
Roberts, Bill: (Cosmopolitan) Denver, h.
Roberts, Red: (Coral Gables) Lansing, Mich., cc.
Roble, Chet: (Ye Olde Cellar) Chi, nc.
Rodrigo, Nano: (Havana-Madrid) NYC, nc.
Roesch, Al: (Village Garden) Atlantic City, c.
Rogers, Buddy: (Capitol) Wilkes-Barre, Pa., 7-9, t.
Rollini, Adrian: (Piccadilly) NYC, h.
Roth, Eddie: (Alabam) Chi, nc.
Rudolph, Jack: (Jungle) Youngstown, O., nc.
Rudy's: (Gypsy Camp) NYC, cb.

S
Sabin, Paul: (Ritz Carlton) Atlantic City, h.
Sanabria, Juanito: (Havana-Madrid) NYC, nc.
Sanders, Roy: (Villa Atlantiqua) Palm Beach, Fla., nc.
Saunders, Red: (Club Delisa) Chi, nc.
Savitt, Jan: (Savoy) NYC, 10, b.
Scales, Carlton: (Mayfair) Amarillo, Tex., nc.
Schrag, Benny: (Garden) Spokane, Wash., b.
Schroeder, Gene: (The Pirates Den) NYC, nc.
Scoggin, Chic: (Heidelberg) Jackson, Miss., h.
Scott, Ivan: (Trocadero) Hollywood, nc.
Sharkey, Bill: (Troc) NYC, nc.
Sheppard, Eddie: (Old Mill) Pennsauken, N.J., ro.
Sherr, Jack: (9 o'Clock Club) NYC, nc.
Siegel, Irving: (Bill's) Miami, nc.
Siry, Larry: (Mon Paris) NYC, nc.
Smith, Otis: (Wind Mill) Natchez, Miss., nc.
Sousa III, John Philip: (Paxton) Omaha, h.
Spivak, Charlie: (Pennsylvania) NYC, h.
Steel, Blue: (Taylor's 400 Club) Fort Worth, Tex., nc.
Stefano's Hawaiians: (Beachcomber) NYC, nc.
Steiber, Ray: (El Dumbo) Chi, nc.
Stern, Sammy: (Oasis) Detroit, nc.
Stipes, Eddie: (Bank Bar) Toledo, O., nc.
Stoefler, Wally: (Belvedere) Baltimore, h.
Straeter, Ted: (Pefe's Monte Carlo) NYC, nc.
Strong, Benny: (Park Plaza) St. Louis, h.
Sudy, Joe: (Bath Club) Miami, Fla., nc.
Sullivan, Joe: (Cafe Society) NYC, c.
Sylvio, Don: (Bertolotti's) NYC, nc.

T
Tan, Jimmie: (Kaufman's) Buffalo, nc.
Tanella, Steve: (Willowmere Inn) Union City, N. J., nc.
Taylor, Sandy: (Lantz's Merry-Go-Round) Dayton, O., nc.
Terry, Frank: (McVan's) Buffalo, nc.
Thoma, Wit: (Bat Gormly's) Lake Charles, La., nc.
Thomas, Hark: (Commodore) Detroit, nc.
Thompson, Lang: (Wm. Penn) Pittsburgh, h.
Thornhill, Claude: (Shalimar) Newark, nc.
Tisen, Paul: (Commodore) NYC, h.
Tomlin, Pinky: (Tune Town) St. Louis 12-14-15-16, b.
Torres, Dick: (Continental) Kansas City, Mo., b.
Tovaro, Pedro: (Henry) Pittsburgh, h.
Trace, Al: (Ivanhoe) Chi, nc.
Trovato, Salvatore: (New Yorker) NYC, h.
Trumbauer, Frank: (Roberts) Muncie, Ind., h.
Tucker, Orrin: (Palmer House) Chi, h.
Tucker, Tommy: (Strand) NYC, t.
Turk, Al: (Oriental Gardens) Chi, re.

U
Unell, Dave: (Club Alabam) Chi, nc.
V
Varallo, Johnny: (President) Atlantic City, h.
Varrell, Tommy: (Barrel of Fun) NYC, nc.
Varzos, Eddie: (St. Moritz) NYC, h.
Vasquez, Walter: (Rainbow Room) Asbury Park, N. J., nc.
Vera & Her Ramblers: (Eagleville) Eagleville, Pa., h.
Vocallions: (Marine Grill) Detroit, nc.

W
Wald, George: (Brown) Louisville, h.
Wallace, Don: (Vesta Del Lago) Wilmette, Mich., nc.
Wardlaw, Jack: (Wayne Theater) Waynesboro, Va., 7-8; (Randolph-Macon Women's College) Lynchburg, Va.
Warney, Leo: (Monte Carlo) NYC, nc.
Warren, Arthur: (Boca Raton Club) Boca Raton, Fla., nc.
Watson, Leo: (Onyx) NYC, nc.
Weems, Ted: (Edgewater Beach) Chi, h.
Weiler, Curt: (Embassy) Phila, nc.
Weeks, Ranny: (Adolphus) Dallas, h.
Welk, Lawrence: (Rice) Houston, h.
Wendell, Connie: (Ace of Clubs) Odessa, Tex., nc.
Wharton, Dick: (Bellevue-Stratford) Phila, h.
Whiteman, Paul: (Shubert) Cincinnati, t.
Widmer, Bus: (Riverside Park) Phoenix, Ariz, b.
Wilde, Ran: (Schroeder) Milwaukee, h.
Williams, Sando: (Astor) NYC, h.
Williams, Griff: (Netherland Plaza) Cincinnati, h.
Williams, Hod: (Rainbow Grill) Hollywood, Fla., nc.
Wilson, Teddy: (Golden Gate) NYC, b.
Winton, Barry: (Rainbow Grill) NYC, nc.
Witkowski, Franciszek: (Polish) NYC, re.

Y
Young, Ben: (Northwood Inn) Detroit, nc.
Young, Roland: (Lombard's) Bridgeport, Z
Zahler, Al: (Log Cabin) Trenton, N. J., nc.
Zarin, Michael: (Roney-Plaza) Miami Beach, Fla., h.
Zikes, Leslie: (Chez Ami) Buffalo, nc.
Zinder, Max: (Del Rio) Peach Cross, Bladensburg, Md.
Zito, Horacio: (Belmont Plaza) NYC, h.
Zollo, Leo: (Benny the Bum's) Phila, nc.

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

Radio, Agency Funds May Revamp B'way's Booking, Producing Set-Up

(Continued from page 4)

Conn., with *Kiss the Boys Goodbye*, brought mixed reactions, pointing out to the sponsors the necessity for "family type" shows in the hinterland. The office is also seeking tie-ups with radio. The same cast which would present the legit in the local movie house would also perform on the radio, so that the theater booking would be plugged on the air. If this can be achieved, the theory goes, the bureau would find it easier to book theaters and get better percentages on bookings. NBC is feeling out college towns on the idea of the condensed adaptations, believing that competent casts in recent Broadway hits will draw without names on the bill. If these theories do not pan out, NBC will toy further with the idea before letting it drop. Bureau has been encouraged, however, by offers from the legit managers who see in the enterprise added income.

There seems to be agreement that this project, along with those of CBS and the LTCA, will have enough co-operation from the picture circuits so that that old bugaboo of the legit road—lack of houses—would no longer exist. Screen companies have manifested interest in the propositions and a willingness to participate. Last year a dozen of them bought the Gallo shows for about 32 houses in the Midwest.

CBS's interest in the legit is as yet limited to booking. Contrary to reports that the idea has been scuttled, the concert bureau indicated that discussion of the plan had merely been interrupted when some execs were out of town. However, talks are scheduled for resumption next week.

When Fortune Gallo returns from Florida this week he expects to start work on next year's productions for the LTCA. To his first year's stab will wind up about \$40,000 in the red, he is of the opinion that losses were almost entirely because his shows had been released as pictures while he had them on the road. His second tour will probably consist of three shows of more ancient vintage. Casts will be headed by a player associated with one of the leads. Such a plan is evolved from the success the company experienced with the Eva Le Gallienne productions of *The Master Builder* and *Hedda Gabler*.

Effects of these efforts to stir up legit may become pronounced on managers, actors and the United Booking office. The latter might lose ground, with co-operation between the picture houses and the talent bureaus of NBC, CBS and LTCA creating competition for UBO houses. CBS, NBC and LTCA have their own booking facilities established for concert purposes.

Managers might be reduced in

numbers, but would in some cases get added backing.

Actors and playwrights have much to gain, of course, by the added productions and extended runs of plays and the increase in number of road tours.

Chi Expects Seven More

CHICAGO, March 2.—While three solid hits are reaping the harvest here, no less than seven additional attractions are announced for early arrivals. Three of these shows go into the Erlanger, where on Saturday (24) *Three After Three* closed a mildly successful four-week run. Show was in the pre-Broadway revamping stage all along and had cast trouble, including the illness of Mitzi Green, who dropped out early last week. Earl Carroll's *Vanities* goes in for a week, opening tomorrow, followed March 11 by Helen Hayes in *Ladies and Gentlemen* and on April 15 by Katharine Hepburn in *The Philadelphia Story*. The Selwyn, faring mildly for the fifth

week with *Thanks for My Wife*, brings in Paul Muni in *Key Largo* April 1 for three weeks, while the Auditorium returns to legit April 17 with Vivien Leigh and Laurence Olivier in *Romeo and Juliet*. The remaining two newcomers will be stationed in the Grand Opera House, which is still packing them in with *Abe Lincoln in Illinois*, winding up its hit run of 11 weeks March 30. April 1 will mark the return of Katharine Cornell in *No Time for Comedy*, followed April 14 by *Streets of Paris*.

The other two solid hits continue—*The Man Who Came to Dinner* at the Harris, and *Life With Father*, which caught on sensationally at the Blackstone.

Pure Boston

BOSTON, March 2.—Within an hour after the Clifford Fischer production of *A Night at the Folies Bergere* City Censor John Spencer had ordered changes made. After the first act, Spencer left his seat and told A. G. Munro, local Shubert manager, that the gals must put on more clothes. He also objected to one line in the first act and insisted that it be cut. Spencer said further violations would result in suspension or closing.

Cash customers were surprised at the mildness of the show.

Theater Talk

By SHERLING OLIVER

Lines and Business:

Once again theater people are agitating for a government-subsidized theater. For 20 years, until her death, Minnie Maddern Fiske lobbied and labored to create such an organization, her plea being that we were the only civilized country in the world without a national theater. Her lack of success was the great disappointment of her life.

Two such plans are now afoot. Bob Porterfield, who founded the Barter Theater, is huddling with the Rockefeller Foundation, seeking help on an idea with self-supporting features that should stymie the political opposition that killed the Federal Theater.

Theater Arts Committee also has a plan. Under the chairmanship of Lloyd Gough a committee of approximately 150 is preparing a mass meeting to whip up interest. Should TAC's plan consist mainly of a revival of the Federal Theater Project, under whatever label, however, its political sledding will be exceedingly tough.

Prompts and Cues:

Herbert Hoover, of the Finnish Relief Fund, has decided to allow contributions so ear-marked to be spent for guns and ammunition instead of for non-combatant relief. Upon inquiry, however, a Fund spokesman officially stated that funds received from stage and screen benefits are not to be so used. This is for the record.

Bits and Pieces:

SALLY LEONARD is now MRS. EDWARD EVERETT HALE III. . . . JIMMY DURANTE planes in from the Coast the 15th to rehearse *Keep Off the Grass*, a revue laid in Central Park. RAY BOLGER AND NAN RAY are signed, and MARY SMALL is a possibility. MORT LEWIS, of radio, wrote most of the sketches. . . . EDITH MEISER helped out on the refugee revue, *Reunion in New York*.

Inconsistencies: From Poor Richard's Almanac: "Tis hard for an empty bag to stand upright!" From a statement by William Fulton Kurtz, after a study of Benjamin Franklin's bank accounts: "He was overdrawn at least three days out of every week."

EDDIE ALBERT'S letters read like telegrams. . . . TED HUSING has stage companies nuts about bowling. You can find members of *DuBarry*, *Life With Father*, *Hellzapoppin* and *Margin for Error* at the Capitol Bowling Alleys any night. GEORGE ABBOTT and HAL LE ROY are the champions.

The Collector's Record Shop has reprints of recordings by famous stage stars of 50 years ago. Among the best are JOE JEFFERSON in the Mountain Scene and the Return Home Scene from *Rip Van Winkle* and SARAH BERNHARDT in *La Samaritaine*. Soon available will be ELLEN TERRY in her Shakespearean roles. A series by

COQUELIN is due from France when the war permits. A new process makes it possible to retranscribe these old records with remarkable clarity. Soon we youngsters won't have to wonder what styles in acting were like in those days. Private collections of old recordings are being searched out and re-pressed.

NAT DORFMAN'S son IRVIN is a tennis champion. He recently won the National Boys' Doubles and the Metropolitan Junior Singles. . . . SHEILA BARRETT joins EDDIE DOWLING as entertainer at the Cabinet's dinner to F D R on March 4. . . . You can buy one of the Thousand Islands for \$67. . . . OLLIE BARBOUR, for two years director at Mt. Kisco, has kissed the theater good-by. He's directing radio. . . . DAY TUTTLE, now directing the little theater at Washington, will not be in on Mt. Kisco next summer. . . . On its fifth visit to Baltimore (not noted for being a strong show town lately) *Tobacco Road* grossed \$13,500 in a week. The back-country saga's grosses invariably jump on return visits. . . . More good news for road audiences and the theater in general. It is quite possible that KATHARINE HEPBURN will extend her tour in *Philadelphia Story* thru next season. . . . *Two on an Island* is the story of struggle and heartbreak a boy and a girl experience in their efforts to get on in the New York theater. The girl who showed us to our seat is an ambitious young actress who must work to stay in New York—and ushering is as close to the stage as she can get. Does she envy the actors on the stage? Not a bit. "I learn from watching them," she says. . . . Movie scouts should take a look at handsome GALE WOODWORTH at the American Academy of Dramatic Art. . . . From A. E. MATTHEWS at the Garrick Club, London: "The only plays doing business here are musical. The soldiers don't want drawing room comedy." . . . SELENA ROYLE and EARLE LARRIMORE will try out *The Master of Gad's Hill* in the summer spots. . . . CHARLES COBURN is lining up a flock of film stars for his Mohawk Drama Festival. . . . LAURENCE OLIVIER and VIVIEN LEIGH say they are playing *Romeo and Juliet* for pleasure, not for profit. Maybe this attitude helps to explain the magnificent success of these two. . . . STORRS HAYNES, WILL GEER, ERIC WALZ and BOB PORTERFIELD have just completed the narration on a documentary film, *Men and Dust*. FRED STEWART composed the music for it. It's a swell job.

Contest:

LUIS VAN ROOTEN, now in radio, spends his "mike waits" streamlining proverbs. To date: "Let him who is without sin among you be the first to stone the cast." "People who live in glass houses pay their bills." "A cut in time saves the sponsor money." "Evil to him whose acting stinks." If you can

New Bernstein Play Produced in Paris

PARIS, Feb. 10.—Marking his 40th year of playwrighting, Henri Bernstein presents his new drama, *Elvire*, with Elvire Popesco in the title role, at the elegantly decorated Ambassadeurs. The play shows what Nazi oppression does—and fails to do—to an Austrian refugee countess. The story was written before the general European conflict.

Elvire is not a propaganda piece, for the topical background appears incidental to the heroine's emotional dilemma, nor is tragedy laid on with too heavy a brush. Except for some third-act emoting it is only suggested by Elvire's experience with a lawyer who hops from romance to romance.

In her efforts to remain in Paris despite a decree ordering refugees to concentration camps, Elvire enters the lawyer's life. A prospective divorcee whom the fickle lawyer intends to marry, suddenly decides to remain as she is. The man of law takes this as a veritable cataclysm and bursts in on Elvire in her humble room to pour out his grief. Elvire, too, breaks down, because she has just learned of her husband's death in a Nazi concentration camp. At this, the midway point, it seems that misery loves company and that's that. To right the wrong the lawyer suggests marriage and is gently refused. To show his heart is in the right place he gets her a job with an editor friend who, in love, offers his hand and citizenship. This is also refused, and we see the countess packing her grips to become a second Nelly Bly in a neutral country.

The chief role is made to order for Mme. Popesco with her quaint central European mannerisms. Henri Rollan, the fickle lawyer; Julien Carette, the heart-of-gold editor, and Jeanine Crispin, the divorcee, are all excellent.

C. M. Chambers.

Palmerton Sets Me. Stock

PORTLAND, Me., March 2.—Maine Civic Theater, formerly Keith's, is definitely set to open March 25 with stock under the Guy Palmerton management, it was announced here today by Harry T. Smith. Smith said that Palmerton had leased the theater for an indefinite period. It was planned, he said, to operate about 10 weeks and, at the end of that time, if business was satisfactory, to continue.

The Maine Civic Theater was started in the fall with a considerable flourish after being dark more than a year. The venture, however, was a distinct flop, and bad taste left by previous situation will have to be overcome by Palmerton.

Review Percentages

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

"Another Sun"—6%

YES: None.
NO: Waldorf (Post), Lockridge (Sun), Anderson (Journal-American), Ross (World-Telegram), Coleman (Mirror), Watts (Herald-Tribune), Atkinson (Times).
NO OPINION: Mantle (News).

"Leave Her to Heaven"—6%

YES: None.
NO: Lockridge (Sun), Atkinson (Times), Coleman (Mirror), Anderson (Journal-American), Ross (World-Telegram), Waldorf (Post), Watts (Herald-Tribune).
NO OPINION: Mantle (News).

top any of these send them in. We'll print the five best, with credits. And if the winners can catch us, we'll buy each a drink.

American Academy Students Offer "Pride and Prejudice"

NEW YORK, March 2. — The Helen Jerome dramatization of Jane Austen's *Pride and Prejudice* was offered last Friday at the Empire Theater by the American Academy of Dramatic Arts. The pacing was slow, but most of the large cast gave nice performances, tops among them being Jean Brewster, who, as Elizabeth Bennet, did excellent work thru-out. Robert McKey did a fine job with Mr. Bennet, tho his Southern accent gave a novel touch to the portrayal of an English gentleman; while Padget Shaw did her best work so far in the part of Lydia, and Frances Madsen, as Mrs. Gardiner, and Audrey Roberts, as Lady de Bourgh, also rate praise for their character work.

Phyllis Avery was a very sweet Charlotte; Barbara Wright pointed her lines too obviously as Lady Lucas; and we wonder what Eileen Devers would have done in the part of Mrs. Bennet if there hadn't been a prompter in the wings. Hope Bulkeley was just adequate as Jane, while Lance Clarke was a dashing Fitzwilliam and Horton Heath a good Wickham.

Richard DeMott's performance as Collins was good, but his best scene was spoiled by an obvious piece of business with a handkerchief that left those who were not his classmates cold. Gale Woodworth was much too heavy as the gay blade, Darcy, and Robin Clapp too retiring as Bingley. Others in the cast were Nevin deTurk, Patricia Harvey, Jim Van Campen, Barbara Hayes, Dorothea Wills and Peggy Baylor. M. A. B.

New Plays on Broadway

Reviewed by Eugene Burr

LONGACRE

Beginning Tuesday Evening, February 27, 1940

LEAVE HER TO HEAVEN

A play by John Van Druten, starring Ruth Chatterton. Directed by Auriol Lee. Settings designed by Watson Barratt, built by Turner Scenic Construction Co., and painted by Louis Kennel. Press agent, Tom Weatherly. Assistant press agent, Howard Newman. Stage manager, Jack Daniels. Presented by Dwight Deere Wiman.

Madge Monckton Ruth Chatterton
Robert Ewen Edmond O'Brien
Mr. Monckton Reynolds Denniston
Dr. Collins Francis Compton
Mr. Henstridge A. G. Andrews
Mrs. Henstridge Esther Mitchell
Grace Henstridge (Hen) Hilda Plowright
Morgan Edmond Stevens
Davis Guy Spaul
Martin Reardon Neil Fitzgerald
Mrs. Lake Bettina Cerf
David Eldon Gorst
First Officer J. Malcolm Dunn
Second Officer William Packer
Mr. Rolleston Franklyn Fox
Mrs. Williams Margaret Moffat
Mr. Williams Harry Sothorn
Rogers Lowell Gilmore
ACT I—London. A Spring Evening. ACT II—Westcliff-on-Sea. Scene 1: Afternoon. Two Days Later. Scene 2: The Same Evening. Scene 3: Late the Same Night. ACT III—London. Scene 1: Two Weeks Later. Scene 2: Six Weeks Later. Scene 3: Two Days Later.

Miss Ruth Chatterton, who has been away from Broadway for 15 years and away from the legitimate theater for 12 (she toured in *West of Broadway* in 1928), returned Tuesday night in Dwight Deere Wiman's production of John Van Druten's *Leave Her to Heaven*, which was presented at the Longacre Theater. By the time the final curtain fell it seemed as tho she'd been with us at least as long as she'd been away.

Miss Chatterton enacts a storm-tossed woman of 40 who has an affair with her 20-year-old chauffeur, tries to take the rap for him when he murders her husband, is acquitted when she changes her plea at the tearful request of her son, and kills herself thereafter because the lad she loves is condemned to die and her own life is "misconstrued" by the world. As may be gathered, Miss Chatterton is called upon to go thru, to coin a phrase, an emotional gamut, a task she assumes with a zest and enthusiasm that she falls to share with the audience. An exponent of the throw-it-at-the-gallery or green-spotlight school of acting, she passes from coy love-making to tearful terror, from lush kindness to distraught despair, with the reticence of an artillery barrage and the sincerity of a press release. On one or two occasions she almost slips into moments of belief and effective emotion, but she quickly recovers, remaining to the end every inch an actress. There's never the slightest chance of mistaking her creation for a human being.

Aiding in this nostalgic reminiscence of a bygone theatrical mode is the direction of Auriol Lee, which seems to have been done via long-distance telephone. So hysterical is the group action, so loosely is the play allowed to sprawl, that one sometimes wonders whether Miss Lee didn't pick up the wrong script by mistake and go on under the impression that she was doing *Sweeney Todd, the Demon Barber of Fleet Street*.

As may be gathered from the emotional adventures of its chief character, Mr. Van Druten's play is also something less than world-shaking. He presents his woman as an easy-going, kind, lovelorn and middle-aged nymph battering herself against her dumb and rather sullen chauffeur in an act-long tete-a-tete; and then goes into the events leading up to and those leading down from the murder, with the "heroine" getting drunker and drunker (a scene played by Miss Chatterton in the best manner of the vaudeville comedy drunk), falsely crying out that she's guilty. The last act shows her in jail, being convinced by her young son to change her plea; the chauffeur as he gets news of his own conviction; and the woman again, seeking refuge with friends, distraught over her lover, "mis-

understood" by the world, going out somewhat inexplicably on a balcony to stab herself. It's all so pointless and phony that it seems to have been written not by Mr. Van Druten, but by an old mimeograph machine from a movie office. A program note crediting Miss F. Tennyson Jesse with aid seems like a case of passing the buck.

The author's only claim to imagination is that he avoided writing the big courtroom scene that's usual in this particular brand of tripe. He'd have shown more imagination, tho, if he'd avoided writing the whole play.

In any Van Druten drama the dialog is really just a springboard for the talents of players and director; and tho nothing under the sun or under o spotlight could have made *Leave Her to Heaven* anything but a bad play, it took the efforts of Miss Chatterton and Miss Lee to make it altogether ridiculous. This time, tho, even Mr. Van Druten's dialog helps: things like the chauffeur's somewhat garbled statement of his passionate reactions; a reporter's description of the woman's suicide, in which he says she stabbed herself "again and again," or Mr. Van Druten's effort to characterize the woman by having her say "what I call" thruout the dialog—which is what I call a meaningless and annoying phrase.

Miss Lee's direction lets others besides Miss Chatterton run wild, with Edmond O'Brien seeming like a wounded and rather resentful bull as the chauffeur, with Eldon Gorst hysterically overacting the son, and with Esther Mitchell showing monumental inadequacy as an old lady. Among the better performances, which come as oases of welcome relief, are those of Hilda Plowright, Edmond Stevens, J. Malcolm Dunn, A. G. Andrews, Reynolds Denniston and Francis Compton.

But their combined efforts can't do much with a play that has Miss Chatterton overacting a woman who ends by stabbing herself "again and again." When the final curtain falls you don't know whether she's ham or hamburger.

NATIONAL

Beginning Friday Evening, February 23, 1940

ANOTHER SUN

A play by Dorothy Thompson and Fritz Kortner. Staged by Fritz Kortner. Setting designed by Ben Edwards, constructed by Nolan Brothers, and painted by Jules Laurents Studios. Press agents, Leo Freedman and Lewis Harmon. Stage manager uncredited. Presented by Cheryl Crawford.

George Berndt Hans Jaray
Maria (His Wife) Celeste Holm
Sergei Volkonsky Leo Bulgakov
Cuglielmo Benedetto Marshall Bradford
Susan Van Ryn Kate Warriner
Cliff Jackson Herbert Rudley
Christina Lenz Johanna Hofer
Pastor Reisinger McKay Morris
Professor Friedman Erwin Kalser
Franzie Adrienne Gessner
Von Bendow Arnold Korff
The Action Takes Place in the Living-Room of a New York Furnished Apartment.

ACT I—Late Morning. Winter of 1938.
ACT II—Scene 1: Some Months Later. Scene 2: Three Days Later. ACT III—A Few Weeks Later.

After all, Dorothy Thompson is a columnist, and no one need be too surprised if she finds herself somewhat at sea amid the choppy tides of playwriting. But her *Another Sun*, which Cheryl Crawford presented at the National Theater last Friday night, was co-authored and directed by Fritz Kortner, who was well known in the theater in the old country, and of whom solid theatrical knowledge might have been expected over here. It might have been expected, that is, except by those who were unfortunate enough to see Mr. Kortner some years ago in a cinematic tidbit entitled *Abdul the Damned*, in which he acted both like mad and like an uncured ham—a memorably ridiculous performance. This reporter, having seen *Abdul the Damned*, expected the worst.

And the worst was forthcoming at the National. For Miss Thompson, *Another*

Sun was a promising if ineffective first effort; for Mr. Kortner, particularly in his capacity as director, it was just too bad.

Miss Thompson and Mr. Kortner, writing of refugees from European dictatorships assembled in New York, chose an interesting, sympathetic and timely characters, a group with which much might have been done. They observed them clearly if not very deeply, and set out to use them as mouthpieces for a ringing statement that the democratic ideal goes on, despite oppression, despite setbacks, despite personal obstacles. But the facility of their observation, coupled with its lack of depth, makes most of the characters types rather than people; and the authors' idea of plotting seems simply to

(See ANOTHER SUN on page 58)

Battle Creek House Rebuilt

BATTLE CREEK, Mich., March 2.—Bijou Theater is being closed March 17, to be completely rebuilt as a new 1,300-seater. House is a unit of the Butterfield Circuit and will be equipped for vaude as well as legit.

BROADWAY RUNS

Performances to March 2, Inclusive.

Dramatic	Opened	Perf.
Another Sun (National)	Feb. 23	11
Burning Deck, The (Elliott's)	Mar. 1	3
Juno and the Paycock (revival) (Mansfield)	Jan. 16	55
Leave Her to Heaven (Longacre)	Feb. 27	7
Life With Father (Empire)	Nov. 8	134
Male Animal, The (Cort)	Jan. 9	63
Man Who Came to Dinner, The (Music Box)	Oct. 16	160
Margin for Error (Plymouth)	Nov. 3	139
My Dear Children (Belasco)	Jan. 31	32
Night Music (Broadhurst)	Feb. 22	12
Philadelphia Story, The (Shubert)	Mar. 28/39	391
See My Lawyer (Adelphi)	Sept. 27	182
Skylark (Morosco)	Oct. 11	166
Time of Your Life, The (Guild)	Oct. 25	150
Tobacco Road (Forrest)	Dec. 4/33	2653
Two on an Island (Hudson)	Jan. 22	48
When We Are Married (Lyceum)	Dec. 25	80
Musical Comedy		
DuBarry Was a Lady (46th St.)	Dec. 6	102
New Hellzapoppin' (Winter Garden)	Dec. 11	96
Pins and Needles (Windsor)	Nov. 27/37	976
Reunion in New York (Littell)	Feb. 21	13
Too Many Girls (Imperial)	Oct. 18	148
Two for the Show (Booth)	Feb. 8	28

From Out Front

By EUGENE BURR

Last week it was hinted hereabouts that the silly season—the season of little groups and minor entertainment in out-of-the-way corners—might occasionally turn out to be fun. This week comes somewhat unexpected verification.

Last Sunday (25) in the little theater at the Barbizon-Plaza a young and small group calling itself the Prevue Players presented *Othello*—a greatly abbreviated *Othello*, done in modern dress no less, conceived and adapted by Lloyd Bridges. The Prevue Players are directed by Burton Bowen and Martha Mitchell, and the *Othello* cast was entirely composed of young actors who have made no appreciable mark upon the granite front of Broadway. That, frankly, seemed hardly an encouraging set-up—a cut version of a classic, done in modern dress by a group of young performers.

But the Prevue Players' *Othello* turned out to be the best *Othello* I have ever seen.

That, honestly, is no overstatement. The play was trimmed down to essentials of a story of love and jealousy and hate, with almost all the extraneous matter, that usually makes it so unwieldy and ineffective, ruthlessly trimmed away. Mr. Bridges' imaginative conception brought the play home to the audience by presenting it on the apron, on steps leading down to the auditorium, and even in the aisles. The direction was solid and beautifully effective. And the cast gave a series of really magnificent performances—performances that shine and sparkle compared with anything we've had on Broadway all season. Modern dress or costume made no difference; the playing was so superb that you were transported into whatever realms the players chose to take you. It's just another proof that costume and scenery are merely aids in (but never integral parts of) real theater.

Throwing the play practically into the audience's lap wasn't as wild as it may sound; it served merely to make the tragedy more intimate and more forceful by catching the customers themselves in its scope. Thus, the opening scene in the Prevue Players' version is before Brabantio's house, with Iago and Roderigo running down the aisles to tell him his daughter has married the Moor—and the audience is literally as well as figuratively taken up by the action. And in the senate scene the customers, willy-nilly, are forced to play the part of senators, with the speeches aimed directly at them and thus brought home forcibly and without any need for the obvious "staging" that usually kills the effect of the scene.

As for the cutting, it is for the most part excellently done. In the second half it may be a bit too drastic—anyone unacquainted with the play might wonder at *Othello's* sudden transitions of mood and feeling, and fall to understand why he should be so easily swayed. There should be, I think, more transitional material; but if Mr. Bridges wants to argue about it I'm perfectly willing to settle for his version as is.

As for the acting, it was frankly amazing. Mr. Bowen presenting a dignified, sensitive, beautifully spoken *Othello* who was far more believable than any other Moor I've ever seen. Paul Tripp, by playing up Iago's hate in the first half, permitted himself to play it down in the second, and so made the immensely difficult second-half scenes splendidly convincing—devoid of their usual melodramatics and therefore triply effective. Annie Ross's Desdemona was a luminous, lovely, outstandingly able acting job; and so, for that matter, were all the other performances—George Evers' excellent Cassio, John Adams Patterson's finely read Duke, Gertrude Breen's Emilia, Theodore Paul's Roderigo, Robert Donley's Brabantio and Robert Leicester's Montano.

If this corner were a producer the Prevue Players' *Othello* would be playing a limited three or four-week engagement on Broadway right now.

When John Steinbeck's *Of Mice and Men* was transferred to the screen I wondered what it would be like without the useless filth that turned the stage version into a verbal cesspool and allowed titivated critics to plaster it with the sacrosanct label of "realism." It might be, I figured, vastly improved. But a visit to the Roxy, where it is currently playing, proves that it is not.

At the Roxy it turns out to be merely dull, squalid and filled with saccharine. The odd and revolting sadism that turns one's stomach in all of Steinbeck's work is still present; the characters, magnified by the screen, seem even phoner and more overdrawn than they did on the stage; and the central story of Lennie and George is still a dull and bathos-choked hunk of banal sentimentality.

Burgess Meredith does an excellent job as George, and some of the camera shots are magnificent. But the piece itself, padded and softened and made even less believable than before, still seems like Elsie Dinsmore taking delight in a blood-bath.

This corner at the moment is giving three cheers and one cheer more for the well-bred captain of *The Times* dramatic page—Brooks Atkinson, to be specific. For Mr. Atkinson, among all those of us who have professed to take delight in Gilbert and Sullivan, was the only one to remember that Thursday (29) was the date of the wedding of Fredric and Mabel. Fredric and Mabel, as I hope you don't have to be told, couldn't get married in *The Pirates of Penzance* because Fredric's birthday fell on February 29, and he wouldn't be out of his 21-year indentures until 1940—61 years after he first stepped on a stage to sing duets with Mabel.

Mr. Atkinson feels that, even tho Fredric is 82 years old now (he was 21 in 1879), he kept the date on Thursday. Mr. Atkinson said so, charmingly and at length, in his Sunday column, and also over the air on a special CBS program on the day of the wedding itself.

Many, many thanks to Mr. Atkinson for remembering the date. He deserves as many congratulations as Fredric and Mabel.

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SPRING TERM BEGINS APRIL 1st

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

N. Y. Paradise Resumes April; Riviera May 16

NEW YORK, March 2.—The recently shuttered Midnight Frolic, scene of the previous failure, the Paradise, will reopen early in April as the Royal Palm and will be managed by Mario Tosatti, currently operating the La Conga.

The new Royal Palm will be decorated with a Tahitian motif and will feature a French cuisine. The cost of conversion is estimated to be \$30,000. George Raft, pic player, is reported bank-rolling the venture.

Ben Marden's Riviera, across the bridge in Fort Lee, N. J., will reopen Thursday, May 16, for the summer and fall. Marden, now directing the Gran Casino Nacional in Havana, closes that spot March 10 and will return here to prepare the Riviera opening. He plans a Cuban-style show and may bring in some Cuban talent. Carl Erbe will again press agent.

Leon and Eddie's here has again forged ahead as a money-maker and claims that the week ended February 25 grossed \$8,500 more than the previous record week in its 11-year history.

Wivel's Restaurant, which uses floor shows and a dance band, has leased its entire building for 10 years and plans to expand.

International Casino is still dark and last week the cocktail lounge also closed. It had been open for luncheon. The American Guild of Variety Artists, which helped the cast collect its third-week salaries, originally covered by checks some of which bounced, admitted that efforts to collect salaries for the

Blackout Relief

LONDON, Feb. 14.—Largely a result of the war, stage, vaude and night club productions are making a feature of nudity and strippers.

Prominent among the latter are Denise Vane, Marquee, who works seven veils, and Pamela Saxby. In addition to appearing at individual spots, these three are competitors in a strip contest put on by another club, patrons being supplied with ballots.

Another being featured in vaude is Arimand Banu, snake dancer.

Blackouts Oust Late Floor Shows

LONDON, Feb. 10.—No more midnight floor shows at Grosvenor House while war blackouts prevail. Show is put on once only at 10:30 p.m., but facilities for dancing continue until midnight, with regular extensions until 2 a.m. Current show has Paddy Browne and George Latour with Mae Townsend.

Piccadilly Hotel stages floor shows at 10 and midnight, present company being Robert Harbin, Newman Wheeler and Yvonne, Les 10 Filles Charmantes.

London Casino presents three shows each night at 8:30, 10 and midnight. Featured with Jack Harris and band are Max and Harry Nesbitt, Mariora, Cliff Cook, Navarre, Grace Draper, Hughie Diamond, Elva Clare and Desda Kumari, roller-skating stripper.

fourth week, as provided for in the AGVA contract, have failed.

AGVA, N. Y. Agents Negotiate; 10 Pct., 3-Year Rep Limit; Arbitration, Standard Pacts

NEW YORK, March 2.—American Guild of Variety Artists' deal with the Artists' Representatives' Association is set to be ratified at the ARA meeting scheduled at the Edison Hotel Monday (4). An ARA committee met with Hoyt Haddock, AGVA executive secretary, Wednesday and worked out a deal subject to the approval of its members. The deal calls for agents handling AGVA members only, ARA members getting an AGVA license, drawing up of a standard contract between agent and performer, setting a 10 per cent maximum commission, forming an arbitration committee for agent-performer disputes and a cancellation clause permitting performers to break the agreement if a stipulated amount of work is not obtained.

It is expected that the ARA meeting will oppose the clauses calling for agents to pay \$25 for an annual AGVA license. Kicks are also expected on AGVA's demand that the performer be permitted to cancel if the agent assigns the performer's business to anyone in the office who doesn't meet the performer's approval. More trouble is expected on the clause pertaining to artists' representation contracts.

Music Corp. of America has already beefed about the length of the contracts. MCA is reported asking that acts be signed for a minimum of five years. AGVA has indicated it may compromise its original demand of a one-year pact to allow a maximum of three years. Despite MCA's beef, it is believed MCA will ride along with the other agents. AGVA is confident that AAAA will back it in this issue.

No trouble is anticipated on the clause that all benefits on which agents send out talent be cleared by the Theater Authority.

Deadline for ratification has been set for March 10. Both AGVA and ARA expect an okeh despite the beefs that will be registered. The ARA committee working out the details consisted of I. Robert Broder, attorney for the ARA; William Morris Jr.; Harry Pincus, who represented William Kent, ARA president now vacationing; Sam Shayon, Mark Leddy and Herman Bernie.

AGVA, according to Haddock, is planning a Pittsburgh branch. The United Entertainers' Association, an indie union in Philly, ratified affiliating with AGVA at a meeting Tuesday (27).

The meeting with Broadway theater execs which was to have been held this week is still off. The performers' union hopes to get the execs to meet them next week. AGVA claims contact with all local vaude theaters except Brandt and RKO.

Indications are that AGVA may tackle individual houses if the meeting fails to come off soon. The Apollo in Harlem settled the AGVA strike for a pact calling for a \$40 weekly minimum for principals and a \$30 scale for chorines, with \$5

extra if they solo. Rehearsals have been limited to 14 hours weekly.

Despite the co-operation of Joseph N. Weber, American Federation of Musicians' president, who notified AGVA he will order union bands employing acts to hire only AGVA members, Local 802 has been cold towards a working agreement with AGVA. A meeting with Jack Rosenberg, 802 head, failed to produce any results.

AGVA claims promises of co-operation from the Hotel and Restaurant Employees' International Alliance and from John J. Sullivan, secretary of the New York Hotel Trades Council.

BOSTON, March 2.—Raymond Pike was elected president of the AGVA local at a meeting held Sunday (25) at the Hotel Touraine. Tom Senna, executive secretary of the local, presided.

Others chosen are William Dunlay, first vice-president; Charles Naples, Queenie Dunedin, Charles Brett and Cappy Capozzoli, vice-presidents; Bertram Wilson, recording secretary; Lou Morgan, treasurer. The new advisory board consists of Carl Andre, Joseph Bourdini, Angeline Lawson, Eddie LaVerne, Mabel Lorraine, Alan Norman, Charles Rozella, Charles Saltus, William Sardell, Nina Shepard, Danny Fitz and Evelyn Lewis Andrews.

Over 100 votes were cast, including several absentee ballots. A resolution denouncing curbstone bookers was also adopted.

Philly Clubs Still Fight Liquor Board

PHILADELPHIA, March 2.—In eight appeals from orders of the State Liquor Control Board penalizing niteries for asserted law violations, Judge McDevitt reversed or modified board decisions in seven cases. License revocation of the Embassy Club was altered to a 60-day suspension.

The only case in which the board was upheld was against the East End Club. The board refused a new license and the judge concurred.

Other niteries getting penalty modifications included the Neptune Club, Cadillac Tavern, Titanic Cafe, Midway Inn and John Post's.

New El Paso Club

EL PASO, Tex., March 2.—Castle Cabaret, new local club, opened January 31 with a floor show presented by Edward Lindlof, manager.

Billy Richards and Hotcha Hinton, en route east from California, opened on indefinite engagement. Tex Hall and his Hollywood Cowboys and Bat Brown's 12-piece Negro orchestra also at the new club.

Dubuque Club Burned

DUBUQUE, Ia., March 2.—Leiser's Garden's, night spot, was destroyed by fire January 27, with loss estimated at \$35,000. Mrs. Olive Leiser, owner, is making plans to reopen temporarily until a new building can be erected.

Ten persons were employed at the gardens.

Detroit Cafe Adds Show

DETROIT, March 2.—Hund's Cafe is adding entertainment for the first time. Dick Tolentino's Orchestra is playing for supper dancing, with the Old-Timers singing.

Spot, formerly known as Cohn's, was taken over a few months ago by Herbert Hund, who runs the Northwood Inn, roadhouse.

New Club in Madison

MADISON, Wis., March 2.—Pat O'Leary observed the formal opening of his Parkside tavern here week ago last with entertainment by the Cardinal Quartet. Spot boasts a new 50-foot bar, colorful cocktail stools and indirect lighting. Freddie Reed, singer and pianist, opens today.

Club Talent

New York

LILLIAN CARMEN was forced to cancel her booking at Leon and Eddie's because of illness. Al Siegal and Joan Merrill are consequently staying on. . . . JIMMY VERNON is leaving for Havana to book talent for La Martinique. Dario, operator of the spot, is back from Florida. . . . CARLOS AND CARITO are doing a return at the Belmont Plaza Hotel.

MARCELLA MANN, singer, moved from Ernie's in Greenwich Village to Radio Frank's.

JACKIE RICHARDS is the new emcee at the Swing Club. . . . SERGIO DE KARLO is set at the La Conga for four weeks. . . . SHERMAN BROTHERS AND TESSIE are in their second week at the Shore Road Casino, Brooklyn. . . . THE DE MERRANVILLES, at the Casino Russe, have been signed until May 29.

Chicago:

BILLY GRAY and Jerry Bergen return to Colosimo's Cafe next week. . . . DORRAINE AND ELLIS, new song team, go into the Edgewater Beach Hotel March 15.

Philadelphia:

STORK CLUB brings in the Three Peppers. . . . BEN ALLEY, making his air comeback on WFIL, is also singing at Castle Cole Cafe at near-by Norristown, Pa. . . . GRAY AND ARLENE HARLOWE bring their rhythm dances to McGee's Club 15. . . . JACK SPANGLER, comic, makes his local bow at Viking Cafe. . . . JOAN BARRIE is the new Yacht Club songstress. . . . AL BERNIE and Frank Paris' Marionettes new at Jack Lynch's, with Romo Vincent and Gracie Barrie holding over.

Atlantic City:

BILL SANDERSON added to Pat Gallagher's Cafe. . . . ARMEN CAMP, radio singer, making his local bow at the Round the World Room of Hotel President. . . . BILL MARTIN added at Benson's Cafe. . . . FRED AND LEA ECCLES are bringing in a pre-season floor show for their Village Garden Wonder Bar, with Monty Brooks, emcee; Eleanor Shade and Popsy.

Here and There:

VAN HOLDEN, comedy juggler, closed three weeks at the Hollenden Hotel, Cleveland, January 28.

STELLA ROYALE, midget, after four

weeks at Nappo Gardens, Chicago, is being held over there. . . . RENEE LARKS has completed 13 weeks at Club Flamingo, Orlando, Fla., where she is carded to remain for the remainder of the season. . . . VIRGINIA SHANNON opened at McVan's Club, Buffalo, February 12, for an indefinite run.

TONI LANE, singer, staying an extra two weeks at the Club Bali, Miami Beach, Fla. . . . ROD DRIGO AND FRANCINE back East after engagements in Florida and Havana.

FRANK, WILMA AND RAY, dancers, are again at the Club Esquire, Toronto. . . . WALLY BLAIR is still at the Rainbo Grill, Hollywood, Fla., emceeing a show containing Lem Braley, Musical Scottie, Montrose and Pearl and Lorraine Abbott. . . . PEGGY WADDELL AND VALDA LAMARR, after two weeks at the Cave Inn, Luling, La., go into the Club Dargo, New Iberia, La.

ROSE MARIE opens at the Tic Toc, Montreal, February 26, for two weeks. She follows at the Little Rathskeller in Philly for another fortnight and then the Parkway Cafe, Brooklyn. . . . ANN HOWARD didn't miss a day when she opened February 15 at the Queens Terrace, Astoria, L. I., following her close at New York's Royal Box the previous night.

FRANK PARIS is in the new show at the Walton Roof, Philadelphia, February 26. . . . HANYAN AND IRENE ST. JEAN, after a stay at the Hour Glass, Newark, shuffle off to Buffalo for two weeks. . . . HANK LEWIS is still emceeing at Matteoni's, Stockton, Calif. Show now includes Earl, Fortune and Pope, Smoky Joe and Don Amato.

VALLEY AND LYNNE have been held over at Getz's Supper Club, Baltimore. . . . KALAN AND MARIAN are being held indefinitely at Castle Farm, Cincinnati.

BOBBY LEONARD emcees the show at the Wonder Club, New Orleans, which includes Teddy and Yvonne, Teddy Cook, Francis Parker, Giggles and Bertie LePage. . . . VAL SETZ opened at the Neil House, Columbus, O., February 19. . . . PIERRE AND RENNIE CHARISE, following a three-week run at Hotel George Washington, Jacksonville, Fla., played the Ansley Hotel, Atlanta, until February 26. . . . SALLIE SAWYER, after nearly two years in the East, has returned to Midwestern dates for Betty Brydon, of Detroit.

HENNY YOUNGMAN opened Tuesday (27) at the Carousel Club, Miami, Fla., for a two-weeker with options, following Benny Fields. Youngman came in from Earl Carroll's niterie in Hollywood.

The Broadway Beat Night Club Reviews

By GEORGE SPELVIN

ALTHO Raymond Massey ran off with all the notices for his fine performance in the title role of the film version of *Abe Lincoln in Illinois*, those in the trade are going around raving about the job done by Ruth Gordon as his wife—one of the most beautiful, sensitive and lovely performances in years, they say, and for the most part passed over by the film critics. . . . Note on why the road may not return: When the revival of *Easy Virtue* played Columbus, O., the cast was in the theater in costume before either players or audience knew that the theater had been cited for a minor building law violation and the performance for the night would have to be canceled. The violation was fixed by the following day—but the show lost the receipts of one of its scheduled performances. . . . Sumner Welles' peace trip to Europe is driving a lot of legit actors nuts. Every time they see the name "Welles" in flaring headlines they figure that Orson is in again. . . . Frankie Masters, whose band is at the Essex House, claims that his outfit has the most novel introduction method of all. Instead of blowing bubbles or singing titles or doing something equally tricky, Masters just says, "This is Frankie Masters' Band playing."

Palomo, singing guitarist at the Brevoort, is an honest entertainer. One night, to open his stint, he tried a Spanish tune that carried him into the upper registers—way up. Two attempts to reach the high spots turned out unhappily, so he told the crowd the selection was too high for him and picked a tune his size. . . . Usually after an encore Dave Hacker, of The Hackers, comedy dance team, gives out with a speech in carefully garbled French, but they took three encores at one show at the State last week, and Ted Lewis brought the femme half of the team out for the "thank you." If she seemed a bit shy and confused it was only natural, because it was the first time in the team's five-year history that she had spoken from the stage. . . . A couple of the performers on Jimmy Walker's opening show over WHN obviously tried to curry favor with the ex-mayor. One of them, for instance, sang Walker's own song, *In Our Little Part of the Town*—and at that did better than most of those on the show.

Charles W. Zerweck, p. a. of the Show Bar and Bermuda Room, Forest Hills, which was destroyed by fire February 9, has been named for a similar spot with the Kew Gardens Hotel. . . . Dr. Solomon Balsam, who has written drama reviews for various newspapers, will act as consulting editor for Burstein & Chappe, book publishers. . . . Not to be outdone by the tab version of *Kiss the Boys Goodbye*, legit show, that played Stamford, Conn., last week, a burly-vaude unit played Springfield, Mass., under the billing of *Kiss the Girls Goodbye*. . . . Jim O'Neill is auditioning monkeys in search of one to replace the pet that electrocuted itself while on a curiosity tour of the mechanism in Jim's radio. There are a couple of good ones in *Night Music* he might look over. And that's not a crack at the Group Theater acting company; these are really monks. . . . There are quite a few famous people leading bands on the WNEW late-hour *Dance Parade*. The leader at the Brick Club, whose billing is Dr. Horse and his Pork Chops, claims his real name is Napoleon Bonaparte. And Christopher Columbus leads the band at the Elks' Rendezvous in Harlem.

Talent Agencies

JACK DEAN, formerly of the act of Brown and Dean, is producing church, school and club amateur shows thruout New England. Dean and Dick Parker, writer, are working on a variety show for Regis Club of Stratford, Conn.

JACK BERTELL, of Columbia Artists, New York, set Medrano and Donna to open at the Hollywood Hotel, Hollywood, Fla., February 28. Also The Hartmans to open at the Detroit Athletic Club April 15. One-nighters for Maxine Sullivan and Alice Marble are also being lined up, starting about April 1. Miss Marble

will probably go into the Colony Club, Chicago, on that date.

HARRY DELL, New York, has been handling night club bookings alone since his associate, Dorothy Lee, left for Florida last November.

DANNY GRAHAM, of the CRA act department in Chicago, set Little Jack Little and band into the State-Lake, Chicago, week of March 29.

New Milwaukee Spot

MILWAUKEE, March 2.—Steve and Harold Wesela opened their Oasis Club here January 31. Bert Bailey and his Brown Buddies furnish the music.

JACK CHAPMAN

AND HIS ORCHESTRA

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JUNE BROOKS

"A MODERN BALLERINA"

NOW ON ELEVENTH WEEK
COLOSIMO'S, CHICAGO

THANKS TO RAY LYTE AND DAVID P. O'MALLEY

Colony Club, Chicago

Lent and the "cold" epidemic are in full swing here, and cobwebs are in evidence again around the cash registers of many local spots. The Colony, distinguished near North Side dine-and-dance spot operated by Nick Dean and Suny Goldstone, is taking it on the chin too. While the new talent layout is comparatively less expensive than the early season shows, it is still a heavy nut to meet these dull nights.

And Carlos Molina's Band, currently on view, is not the top attraction to withstand the Lenten hazards. As a rule, the Colony has been importing new and freshly publicized faces. Molina has been at the Stevens Hotel and more recently at the Villa Moderne, and follows on the heels of the stronger Xavier Cugat.

Musically the band fits nicely, playing soft, sweet rhythms and plenty of rumbas and tangos. Molina's fiddle is active in almost every number. Vocals feature Bob Ramos, good song stylist.

Half-hour shows, repeated thrice nightly, feature three acts. Carmen Montoya, attractive Mexican dancer, opens with a couple of casanet routines spiced with native movements.

Steve Evans tries out his theater act on cafe audiences, but the laughs were more widely spaced at this viewing, due to the poor turnout. His stuff is good, tho, for intimate environs of this sort. He starts off with Joe E. Brown and Hugh Herbert impersonations, hobbles into his Polish drunk and winds up with his Mussolini skit.

Lydia and Joresco, polished dance team, close. They are smooth and capable, as evidenced in their execution of tricky lifts and spins in both slow and fast numbers. Did four turns, the last being a cute novelty danced to a music-box tune.

Lupe, billed as an interpreter of the original *La Conga*, did not appear at this show. Carmen Miranda, the Latin personality from *Streets of Paris*, will double here starting April 14, when the musical opens in the Loop.

Spot caters to the better spenders, with a minimum of \$2.50 (\$3.50 Saturdays and holidays) prevailing. To keep the small change boys away from the bar, the minimum for a drink is 50 cents, including cokes.

Sam Honigberg.

Old Vienna, Cincinnati

This intimate basement retreat, which spent its infancy as just another downtown dine-and-dance spot, has in the last two years taken its place among the town's top-ranking niteries. Credit for the spot's rejuvenation goes to its manager, Paul Penny, who gives his patrons the kind of entertainment they want.

Spot uses no floor shows, with Penny buying his bands more for their entertainment value than their ability to bang out dance melodies. As a result, Old Vienna draws from the better-spending mob rather than those who find comfort in a coke. The room has garnered its healthiest returns from such combos as Buddy Fisher's Ork (his comedy crew, not his latest swing combo), Freddie Fisher's Schnickelfritzers and Carl (Deacon) Moore's entertaining band. With such outfits as these on tap it was almost a rarity to see a couple on the dance floor, the customers being content to inhale a Scotch and delight in the comedy antics of the bandsmen. In fact, on most nights the dance floor was given over to tables to accommodate the overflow crowd.

Old Vienna is open for luncheon, dinner and supper sessions nightly, except Sunday. Its food prices and drinks are in the popular brackets. Cuisine and drinks are quality, with service topnotch. Never a cover or minimum. Since invoking the policy of using traveling attractions, the spot has had no business worries. Turnaways on the average of two nights a week are commonplace.

Milt Herth Trio made its bow here February 23, following in Lee Erwin's Orchestra, a better-than-average local combo. The Herth lads are Jack Conner, drums, marimba and xylophone; Marty Jacobs, piano, and Milt Herth, manipulator of the Hammond organ. Dancing has seen a comeback at Old Vienna with the appearance of the Erwin Ork and with the current stay of the Herth Trio. The latter crew is destined to cut a neat figure here. In for four weeks, the trio bowed to a healthy opener and on its second night pulled its first turnaway throng, repeating the trick last

Tuesday (27). Relief outfit is another trio, made up of R. D. Wilber, clarinet; Bob Sattler, bass, and Tony Walberg, piano and accordion. The lads beat out the more torrid tunes and turn in a good job.

Special features, involving audience participation for prizes, augment the regular band sessions several nights a week. The Arthur Murray Dancers, Jack Hoag and Audrey Malloy, put on their exhibition and contest Wednesday nights.

Betty Kapp handles Old Vienna's advertising and publicity. Bill Sachs.

Brevoort Hotel, Brevoort Supper Club, New York

This recent addition to night life is in effect a duplicate of Le Ruban Bleu, being guided by Herbert Jacoby, who also manages the Reuban Bleu.

Lent notwithstanding, the club appears to be doing a sprightly biz since its opening February 8. Patronage is elderly, and the heavily carpeted floor does not permit of dancing. Most of the music is by Julius Monk, who intros the acts and serves as manager when Jacoby is away.

The talent gives out in the classic and semi-classic vein. There is no set floor show, the acts doing their turns in rotation after each 15-minute session of music.

Vera Sanoff, a Russ thrush whose forte is French and Viennese ballads, is a looker and sings nicely, altho her pipes are thin. Norbert Faconi is an excellent fiddler, selecting pieces that require a great deal of digital dexterity. Did a swell job on Roumanian and Hungarian folk dances.

Palomo, a guitarist, knows how to handle the box, but is weak on vocals. The two-piano team of Livingston Gerhardt and Virginia Morley work the classics with authority. Aileen Cook, who completes the entertainment corps, was enjoying her night off when the spot was caught.

Ed Dukoff pres sagents. Joe Cohen.

Harry's New Yorker, Chicago

A review of this Loop spot operated by Charles Hepp and Dave Branowar can be little more than a treatise on Ralph (Cookie) Cook, the nut comic who started here inauspiciously last fall and drew a run-of-the-season contract. Sharing these latter honors are Winnie Hoveler and her well-trained line of girls, whose inventive routines are generally a highlight of the floor shows.

These two are augmented with four acts, changed every four to six weeks. The unpredictable Cook is made to order for this spot. He can handle late hour hecklers with dexterity and continue with his lunacy—gags, dancing and magic—ad infinitum.

The Hoveler opening and closing numbers are a decorative Chinese magic novelty and an aerial routine in which three of the six girls work on trapezes suspended from the ceiling.

Jack and Jill Warner, cute tap dancing kids, frolic thru three refreshing sight numbers. It is a good appetizer for an early spot, both their work and personalities easy to watch.

Joanne Jordan, singer, impressed with a series of tunes. The kid displays promise of turning into an individual stylist, once she gets more suitable arrangement and experience. There is an extremely pleasant quality about her delivery.

The Martingales, mixed adagio pair, worked hard in a single number that has its share of tricks and poses, and Mlle. Jeanne (Jean Louise), stripper, does some interpretive parading, displaying a shapely figure.

Mel Cole and his band play the shows

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(three a night) and dance sessions. The Mark Talent Trio, strolling instrumentalists, and Dorothy Johnson, clever table singer, liven up the intermission. No cover. Prices reasonable. Fred Joyce is the p. a. Sam Honigberg.

Frank Palumbo's, Philadelphia

Pat Rooney, celebrating his 50th year in show biz and still spry at 68, headlines this favorite Latin Quarter cabaret, reintroducing the dance routines that made him one of the most beloved stage attractions. Wows 'em no end here with his soft shoe to *The Daughter of Sweet Rosie O'Grady* and his inimitable impersonation of Joe Frisco doing an impersonation of Rooney.

Giving it the aura of a full-fashioned vaude bill, Palumbo's is designed along theater-restaurant lines, with full stage and raised floor. Cardello and his Canine Mimics are another show-stopper. Pups (6) poke fun at the Hollywood luminaries, giving the act a sock finish with equilibrium stunts.

Also outstanding is Johnny Leary, personable chap with potent pipes for tenoring Irish and pop ballads. Is strong on looks and also emsees in expert fashion.

Cosmo and Anita for the conventional ballroom choreographies and Marie Lattell for the pop singing round out the bill, both being well received. Frances-Allis Dancers, line of eight lovelies, gives the revue big-time production settings.

Show is well paced and pleases no end in its two nightly performances. Howard Reynold's crew of seven dispense the swiny rhythmpations for show and dance, patrons doing their stepping on the stage as well as the floor. The Blackbirds, sepia threesome, keeps things tuneful in the cocktail lounge.

Frank Palumbo is ever the gracious host. Milt Shapiro is the press agent.

M. H. Orodener.

Crisis, New York

Several entertainers, either musicians or singers, keep things lively in Marie Dumont's intimate club on Sheridan Square.

Bobbie Todd is new here. She's a former band vocalist and band leader who is a blond looker of the luscious type and sings rhythmic tunes and ballads competently. Had a bad cold the night reviewed. Tommy Lazarro is also new and sings and pounds the piano, doing all right.

Still here is Kay Dare, a young woman strumming a guitar or playing the piano while singing special lyrics. Her repertoire is amazingly extensive and her delivery is perfect for an intimate spot. Olga Sylvan is still at the piano, rippling off pops, requests and classic numbers. A sure hand at the ivories. Harriet Britton, soprano, was off the night caught.

And, of course, there's Marie herself, who entertains favorite customers with endless patter and who occasionally gives in to persuasions to sing *My Man* and *My Bill* in tearful fashion.

Paul Denis.

Boston Has First Triple Floor Show

BOSTON, March 2.—Lou Walters, manager of the Latin Quarter Club, inaugurated a new policy of three floor shows nightly, the first time a major local spot has given more than two shows. Third show is run at 1 a.m.

Step is Walters' third pioneering move of the season. Began by using 24-sheet advertising, utilizing 15 boards. Second was addition of chorus boys to the line for the first time in local history.

Manitowoc Club Resumes

MANITOWOC, Wis., March 2.—George (Nipp) Metzger opened his remodeled La Fiesta nitery February 24, featuring Harold Jolke and his band.

Station Uses Club Acts

MANSFIELD, O., March 2.—With the appointment of Red Allen as manager of WMAN, night club talent playing this area has been getting a break.

Acts at the Ringside and the Graystone have been getting not only spot announcement breaks but are getting paid for their radio chores over that station.

Agency Asks City To License Agents

SEATTLE, March 2.—Due to the request of the Bert Levey Circuit, a booking agency license is being considered in local official circles. A proposal that theatrical agencies be licensed was filed with the city council thru a firm of solicitors at the instance of the Levey agency.

As set forth in the formal petition to the city, the Levey office "suggests that a city ordinance governing theatrical book agencies, patterned on State laws which we understand exist in the States of New York, Illinois and California, requiring payment of a license fee and the posting of a surety bond, would be for the public interest as well as the protection of responsible people engaged in that business."

Fire at Hot Spot

SPRINGFIELD, Ill., March 2.—Fire, following an explosion of undetermined origin, destroyed the So-Ho Club Wednesday, owned by Joseph Maero. Loss was set at \$50,000. Several were overcome by smoke.

Musician August Rusch reported destruction of a \$500 viol.

New Orleans Changes

NEW ORLEANS, March 2.—In the Vieux Carre section here, Martin Burke, operator of Martin Burke's Club, has taken over management of the Bourbon street nitery.

At Shreveport Gladys Yates is new manager of the 41 Club, city's only full-time club. Miss Yates has been active in operation of niteries in Louisiana and Arkansas for several years.

Cafe Marguery Now Lounge

PHILADELPHIA, March 2.—Cafe Marguery at Hotel Adelpia is being remodeled as a cocktail lounge. Manager Howard Hohl will use a strolling unit and intine entertainment.

Hotel's roof, converted into an Hawaiian Room last summer, remains intact and will light up as soon as the hot spell hits.

Another Philly Spot

PHILADELPHIA, March 2.—Another local hotel brings in after-dark music and entertainment, Max Schwartz converting the dining room at Alan Hotel into a Jungle Room.

Lenny Ross is emcee, with Sunny Marsden, acro dancer; Snowball, sepia comic; Patsy Williams, songstress, and the Junglers for the show and dancing.

Acrobat Hurt in Club

TRENTON, N. J., March 2.—Stephen Gmitterina, acrobatic dancer, was injured in attempting a flying somersault at the Applegarth, near-by roadhouse at Hightstown, during the floor show February 5.

He was taken here to St. Francis Hospital with a possible skull fracture.

Jung Hotel Closing Room

NEW ORLEANS, March 2.—With Wayne King booked for nine nights, which started January 29, Tulane Room of the Jung Hotel announces closing indefinitely after Mardi Gras night. The darkening of the spot leaves only one local Class A club, the Hawaiian Blue Room.

Club Continues Films

PORTLAND, Ore., March 2.—Paul Schneiderman, who operates Paul's Music Hall, has had such success with the showing of silent movies at his night spot that he is going to continue them indefinitely. The old-time flickers, a policy inaugurated several weeks ago, are in addition to the four-act floor show.

Irene Castle Unit Set

CHICAGO, March 2.—Irene Castle McLaughlin, former member of the famed Vernon and Irene Castle dance team, will be featured in a new unit to be produced by Ralph Thomas Kettering Jr. While it has not been decided whether she will dance in the show, her work will include style comments during a mannequin parade. Show is slated to play vaude houses, including the Chicago here. CRA is booking.



'Hitler's Friend' Tag Kept Her Jobless; Sues for a Million

NEW YORK, March 2.—Miriam Verne, tap dancer who played Europe just before the war broke out and who received international publicity for performing before Hitler and other Nazi leaders, has filed suit for \$1,000,000 in New York Supreme Court against Time, Inc.; the New York Mirror and *The Journal-American*.

Thru her attorney, Gustave Simons, she claims stories and pictures in *Life* magazine and the two daily newspapers depicted her as a friend of Hitler and, consequently, injured her reputation, making it impossible to find work, and also injured her social relationships.

Miss Verne played the Village Barn night club here in December, her first date in this country since her return from Europe three months previously. She complained then to *The Billboard* that she was told by local bookers that they wouldn't book her because of the stories about her friendship with Nazi leaders. Miss Verne said that newspapers had deliberately misquoted her and made it appear that her performances in Berlin were linked to personal friendship for Hitler.

Philly Nitery Ops Fight Curfew Laws

PHILADELPHIA, March 2.—In reviving the defunct Cafe Owners' Association, local nitery owners have decided to raise a war chest to lobby for favorable legislation to change the curfew laws. After-hour sales have resulted in many suspensions of liquor licenses, the wave of suspensions forcing the cafe owners to band together.

However, feeling is that it will be an uphill fight to get thru a change in the closing-hour laws. Already the Philadelphia Retail Beverage Dealers' Association, group of tavern ops using no entertainment, has signified its intentions of fighting any change in the law, figuring that later hours would make it more attractive for night-lifers to patronize the entertainment spots.

Bon Air Operator Indicted in Chicago

CHICAGO, March 2.—Fate of the Bon Air Country Club, Wheeling, Ill., hangs in balance, Operator William R. Johnson having been indicted by the Federal Court yesterday for an alleged attempt to evade payment of income taxes for three years, 1936 thru 1938.

For the last two seasons the Bon Air has been rated one of the leading summer night clubs in the Midwest. It used both name bands and elaborate floor bills. Reopening date this year has been originally for late in May.

Names for Pittsburgh

PITTSBURGH, March 2.—The Ed Sullivan unit is booked for the Stanley week of April 5. Edmund Lowe, Morton Downey and Clyde McCoy's Band are in this week, and Dixie Dunbar next week with Maurice Spitalny's Orchestra.

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★ Broadcasting Over WNEW

Glenn-Jenkins Ask Cotton Club 5Gs; Decision Reserved

NEW YORK, March 2.—Glenn and Jenkins, colored comedy team, accused the Cotton Club of breach of contract Thursday (29) in the New York Supreme Court. The court reserved decision after Glenn and Jenkins testified that they had a "run of play" contract in the last Cotton Club show and that they were discharged in May, whereas the show did not close until September.

Glenn and Jenkins originally filed their salary claim with the American Federation of Actors and later had Alpert and Levin, attorneys, file suit.

Herman Stark, Cotton Club manager, testified, claiming the discharge was justifiable. Glenn and Jenkins are asking for \$5,000.

New Club at Houston

HOUSTON, March 2.—With old-time entertainment, Hangar Cabaret opened Wednesday at the Municipal Auditorium under management of Emery D. Williams, who formerly operated the cafe at the airport. Construction cost is estimated at \$50,000.

Cover charge is 55 cents week nites and 75 cents Saturdays. At present, club is using an electric organ and a Novachord.

Relatives Seek John Burke

CINCINNATI, March 2.—In a wire received at *The Billboard* this week, Elizabeth Long, 2311 Penn avenue, Pittsburgh, asks that anyone knowing the whereabouts of John Burke, of the song and dance team, Mark and Clay, and formerly with the Juggling Burkes, notify him that his brother, William Burke, 1837 Crescent street, Pittsburgh, is dying and to come home at once. John Burke is also known as Jack Danger.

ASCAP RAPS

(Continued from page 3)

the request of the government without verdict. When this was not successful the NAB tried to legislate against ASCAP and bring free music. Some 30 anti-ASCAP bills were introduced in that many States. It was claimed one was vetoed by Frank Murphy, then governor of Michigan, and another by Governor Miles of New Mexico. Other bills are now being contested, and Tennessee and Nebraska bills have been declared unconstitutional.

Statement concluded by pointing out the importance of music to broadcasting schedules, commercial and sustaining.

Good B'way Takes; Miller, Andrews Head for \$55,000

NEW YORK.—Broadway vaudefilers the last week generally played to good business, none of the houses showing bad grosses and a few of them showing a considerable increase over the previous week's take. Weather during the week was okeh for theaters.

Strand, with highly publicized *Magic Bullet* on the screen and Tommy Tucker's Band on stage, did a very nice \$48,000 for week ending Thursday (29). Bill is being held over. Previous to *Bullet*, Strand's gross had been \$30,000 for the fourth week of *Fighting 69th* and Paul White-man, this bill having hit a total of \$168,000 for its four-week run.

Music Hall jumped to a nice gross of \$85,000 with *Abe Lincoln in Illinois*, ending a week's run Wednesday (28). Show is being held over, together with stage bill including Loper and Barratt, Earl Lippy, Three Oxford Boys, Robert Regent, Hilda Eckler and Paul Haakon. MH's previous take was a very bad \$57,000 with Hedy Lamarr pic, *I Take This Woman*.

Loew's State, too, took a turn for the better, Ted Lewis Band show bringing a gross of \$24,000 for the week ended Wednesday (28). Appearance of Jimmy Walker on the stage Monday as emcee of the WHN Opportunity Hour, plus pic, *Light That Failed*, probably helped some. State got off to a good start Thursday (29) with new bill including Richard Himber Orchestra, Estelle and Leroy, Al Norman, Dick Don and Dinah and John Gallus, plus pic, *His Girl Friday*. State's previous was \$18,000 with *The Farmer's Daughter*, John Boles, Frank Galy, Ciro Rina and Frank Conville.

Paramount, with Dorothy Lamour on the stage and *Sidewalks of London*, grossed a good \$35,000 for the second week, ended Tuesday (27). Bill took \$43,000 the first stanza. New show, Glenn Miller Band and Andrews Sisters and *Seventeen*, which opened well Wednesday (28), should do an estimated \$55,000. Opening day take was \$8,600.

Roxy grossed a not so good \$32,000 for the second week of *Of Mice and Men*, ended Thursday (29), as contrasted with \$52,000 the first week. Stage layout included Peters Sisters, Peg Leg Bates and Three Swifts. New bill, which opened Friday (1), includes Shirley Temple pic, *The Bluebird*, and Rufe Davis, Shayne and Armstrong and Fred Roper's Lilliputians. House was not so good. Stage show will probably be held over and a new film brought in Friday (8).

Bacon 76C, Dahl 8G Big at Philly Fay's; Socko 10G at Carman

PHILADELPHIA.—Faith Bacon, opening Thursday (29) at Fay's Theater and heading her own revue, is good to make a hit of \$7,600 for the week. Surrounding bill includes Red Donahue and Uno, the Radio Ramblers; Deval, Merle and Lee; the Vanderbilts, and the house line of 16. Screen supports with *The Big Guy*.

Edith Rogers Dahl and the *Girls in the News* unit came near reaching for the house record with \$8,000 for the week ended Wednesday (28). Bill included Freddie Lightner and Roscella, Frank and Jean Hubert; Bryant, Rains and Young; the Royal Duo, and the house line. *The Mexican Spitfire* on screen.

Carman Theater, returning to vaude ranks Friday (1) to make for the second week-stand in town, had the SRO sign out for all shows over the week-end. Promises to hit \$10,000 for the week, which will top the season's high registered by a Major Bowes unit. Initial show includes the Liazeed Troupe; Charles Carrer; Mann, Dupree and Lee; Nash and Evans, the Herzogs and Louis Basil's house band, with *My Girl Friday* on the screen. On the basis of first money, Manager Frank P. Ackley is holding over the bill for a second week.

Fay's Down to 5G

PROVIDENCE.—Fay's, for week ended February 22, grossed \$5,000 with pic, *Oh, Johnny* and stage bill including Harry Rose Variety Gambols, Jean Devereaux, Gibson and Co. and Romano Brothers. Previous bill grossed \$6,100. Average is \$6,500.

Vaudefilm Grosses

Fidler Unit Best Gross in Month in Pittsburgh; 18Gs

PITTSBURGH.—Jimmy Fidler's *Hollywood Revue* with six film players and *Earl of Chicago* on the screen, week ended February 28, held Stanley up to slightly above-average \$18,500 in a week of slightly below normal takes at all downtown theaters except the Warner, where *Gone With the Wind* drew \$27,200 in its fifth week.

Featuring Fidler in two pseudo broad-casts of Hollywood gossip from a center-stage mike, with Fidler and Michael Whalen sharing emcee duties; the revue presented torch songs by Mary Healy; an aria and *Over the Rainbow* by Edith Fellows; a dance by Olympe Bradna in her first public terp performance since her Broadway night club turn a few years back; a scene from *His Girl Friday* by Helen Mack; brief dialog skits by Fellows and Whalen, Mack and Whalen, Healey and Fidler; a jitterbug routine by Healey and Peter Lind Hayes and a flock of satiric impersonations of radio and film personalities by Hayes that stopped the show.

Benny Davis' *Stardust* unit on the stage and *The Light That Failed* on the celluloid failed to click for the Stanley week ending February 22. Favorable newspaper notices were unable to lift the gross above \$13,500, which was about \$3,500 below an average take.

Week before Benny Goodman's Orchestra and Gloria Day, plus *Rulers of the Sea*, pulled about \$16,500, while the preceding stanza, Andy Devine, the Four Franks, the Five Elgins, the Cappa Barra Ensemble and Eddie White, with *Shop Around the Corner*, grossed \$15,500.

Buffalo Grosses Fair; No Stage Names for Lent

BUFFALO, March 2.—With the pre-Easter slump much in evidence, vaude-film houses are lying low and taking no great losses despite reduced takes at the box office.

The Buffalo opened week of March 1 to good public reception with *Grapes of Wrath*, a strong attraction on screen, and D'Artega conducting the house ensemble, the Eight Ben Yost Varsity Singers, Peggy Stewart, Gertrude Lutzi and Meyer Balsom on stage. Gross is expected to run about \$12,500.

For week ended February 29 the Buffalo went below average for the first time in months. *Broadway Melody of 1940* on screen was not a strong draw, and D'Artega and ensemble plus Ben Yost Varsity Singers in their first week, Helen Daniels and Gertrude Lutzi were the stage entertainment. Gross was well below anticipations with \$11,800, contrasting to the top takes of around \$21,000 for the previous two weeks.

The Buffalo does not at this time expect to bring in attractions until Easter.

The Century, which is still sustaining on double features, until its new line-up of names (starting March 7) goes into action, is holding its own. For eight days ending February 28 house did \$8,000 with *Swiss Family Robinson*, *Saints Double Trouble* and *Siege of Poland*. This is one grand below average week. For week of February 29, on the new Thursday opening schedule, house started out very well, with standees on hand the first two days. *Vigil in the Night* should pull around \$10,000, according to manager Dick Kemper, especially coupled with *Isle of Destiny* pic. Opening one day ahead of other houses now helps draw at Century without doubt.

Gray Gordon and band and large variety show are set for March 7 week, with two other shows to follow in before Easter.

Bowes 8G in K. C.

KANSAS CITY, Mo.—Major Bowes' unit, Stubby Kaye, emcee, grossed a swell \$8,000 at Barney Joffee's Tower Theater week ended February 29. Last week, Don Bestor did 85C. House average is \$6,000. Pic, *High School*.

Spitalny Strong \$19,500 in Boston

BOSTON.—Phil Spitalny and his all-girl band pulled a neat \$19,500 for week ended February 28 at the RKO-Boston in the second of the house's "Shows of the Month." No outside acts were used with the band.

Pic was *Big Guy*.

B. Goodman \$10,000 At Lyric, In'ap'lis

INDIANAPOLIS.—Lyric, with Benny Goodman on the stage for the week ending February 23, grossed \$10,600 as against house average of eight grand. Pic, *Wolf of New York*.

House did \$12,200 previous week with Dick Powell on stage and pic, *Return of Dr. X* on screen.

Melba-Henshaw Hit Camden Towers Par

CAMDEN, N. J.—Melba, headlining the show at Towers Theater, just about hit house par with \$6,700 for the week ended Thursday (29). Cast included Bobby Henshaw, Joe Dorris, Charles Timblin, Jed Dooley and Audree Evans and the house line of a dozen ponies. Screen sported *The Fatal Hour*.

Spokane Near 2G Despite Snowstorm

SPOKANE, Wash.—The winter's worst snowstorm failed to keep vaudeville fans away from the Post Street the week-end of February 23-25, the gross being \$1,950, \$200 over average. Acts were Rutons' Dogs, Grey and Kathleen, Betty Benn, Charles and Helen Stone and Linn Mayberry. Pics were *Night of Nights* and *Sued for Libel*.

Palomar's \$5,800

SEATTLE.—Palomar, for the week ended February 23, grossed \$5,800 with Katherine Ellis heading the stage bill and *Castle on the Hudson* on the screen.

Previous week the house did \$5,700 with Conway and Lee on the stage and *South of the Border* and *Rio* on the screen. Average is \$5,000.

Vaudeville Notes

THE DUFFINS closed a four-week run at the Bismarck Hotel, Chicago, last week and go east for the first time in four years to fill a week's stand at the Earle, Washington, opening March 15.

PORTAGE THEATER, Chicago, is using five acts Sundays and, according to Manager Jack Norris, doing well. House will continue with this combc policy, tossing in an occasional flesh bill Wednesdays.

EDDIE LEONARD is a patient at the French Hospital in New York.

BOB SLAVIN, of the old minstrel team of Slavin, McNish and Johnson, is also ailing at the same institution.

OLSON AND JOHNSON say they have inked a contract with Warner to make a film along the lines of *Hellzapoppin*.

PEGGY TAYLOR was robbed of belongings valued at \$500 at the close of her engagement at the Palace, Cleveland. The items, including her wardrobe, were left in her car.

KERMIT DART, former agent, is now managing and booking the Lyric Theater, Indianapolis. BILL CHURCH has been forced out of his dancing act by doctor's orders. As soon as his heart ailment permits, he hopes to come back in talking parts. He asks friends to contact him thru the Cincinnati office of *The Billboard*.

SMITH, ROGERS AND EDDY join the Don Bestor unit with Nick Lucas on the Butterfield Circuit.

A. L. DAURO, former Cincinnati booker, has rejoined Jack and Jane West to reorganize their former hoofing turn. As *The Three Demons*, they are currently touring the Kemp houses in the South with E. M. Calvert's *Egyptian Follies*.

"Wrath" Off in Chi; J. Dorsey Tops 16Gs at State-Lake

CHICAGO.—Lent and strong opposition from picture temples (particularly *Gone With the Wind* at the Oriental and Woods and *Northwest Passage* at the United Artists) are headaches to the two combo houses this week. The publicized *Grapes of Wrath* started poorly at the Chicago March 1. Stage revue has been clipped to four acts, headed by Ada Brown and Gali-Gali, to make additional shows possible, but the younger set is staying away from this screen version of John Steinbeck's book. Unless biz picks up during the week not more than \$30,000 will be realized, which is below expectations.

Week ended February 29, Benny Goodman and band and *Shop Around the Corner* on screen wound up with a disappointing \$29,000, some three grand below the average gross.

State-Lake is doing comparatively better this week (1-7) with Jimmy Dorsey and band, with *The Night of Nights* on screen, the leader's Sherman Hotel's followers boosting take to good \$16,500. Combo of Art Kassel, Luis Alberni and Mills Brothers, plus *The Amazing Mr. Williams* on screen, chalked up dandy \$17,500 week of February 23.

Milwaukee Gives Raye Healthy 14G

MILWAUKEE.—Martha Raye and her revue connected for a \$14,300 take at 30, 40, 55-cent admissions at the Riverside Theater the week ended February 29. Show included the Gracella Dancers, the Four Lazanders, Senor Wences and Jack Williams. Average business at 25, 30, 35-cent admissions is \$7,000. Pic, *Double Alibi* (Univ.).

"Kiss" Unit One Of Best in Sp'd

SPRINGFIELD, Mass.—*Kiss the Girls Goodbye*, a fast-stepping good-quality stage unit, packed them in at the Court Square Theater here last week and proved one of the season's best drawing cards, according to Manager Don Barhydt.

Featured were Honey Bee Keller, Jessie James, Stark and Dawn, Pinto and Della, Boobie Faye, the Flying Whirls and a line of 20 Honey Girls.

Movie was *Music in My Heart*.

Apollon, Roberts Weak in Dayton

DAYTON, O.—Long absence from the city told its tale at the Colonial box office last week, where Dave Apollon and his show, with Beverly Roberts as added feature, drew only \$6,800 against a weekly average of \$9,000 and a high of more than \$11,000 the week before by Martha Raye. This in spite of the fact that critics declared Apollon's show the best in many weeks.

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WM. McNALLY
81 East 125th Street, New York

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

(For Orchestra Routes, Turn to Music Department)

Acts-Units-Attractions Routes

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

EXPLANATIONS OF SYMBOLS

a-auditorium; b-ballroom; c-cafe; cb-cabaret; cc-country club; h-hotel; mh-music hall; nc-night club; p-amusement park; ro-road house; re-restaurant; s-showboat; t-theater. NYC-New York City; Phila-Philadelphia; Chi-Chicago.

Adams & Cora (Cocoanut Grove) NYC, h. Adams, Johnny (Howdy Club) NYC, nc. Aileen & Bobby (Travelers) Wilkes-Barre, Pa., nc. Alan & Anise (Cotton Club) NYC, nc. Alexander & Santos (Chicago) Chi, t. Alexander & Santos (Chicago) Chi, t. Allen, Roberta (McAlpin) NYC, h. Allen, Vicki (Royale) Detroit, nc. Aloha, Lei, Troupe (Victoria) NYC, h. Alvarez, Alda (La Conga) NYC, nc. Alvaro & Mercedes (El Chico) NYC, nc. Amador, Michael (Embassy) Phila, nc. Ambrose, Ruth & Billy (Pal) Cleveland, t. Anderson, Dolores (Rainbow Room) NYC, nc. Andre, Lynn (Imperial) Detroit, nc. Andrea, Andree (Cadillac) Phila, nc. Andrellita (Bowery) Detroit, nc. Andrews Sisters (Paramount) NYC, t. Andrews, Jo (Gibson) Cincinnati, h. Aroher, Gene (Shoreham) Washington, D.C., h. Argentina Mia (Club Gaucho) NYC, nc. Armstrong, Joe (Stamp's) Phila, nc. Arnez, Desi (La Conga) NYC, nc. Ash, Flo (Saks Show Bar) Detroit, c. Ashburns, The (Bismarck) Chi, h. Austin, Bertie (Cawthon) Mobile, Ala., h. Avalons, The (Shrine Circus) Minneapolis 4-9. Avon Sisters (Gibson) Cincinnati, h.

Bachelors, Four (Biltmore) NYC, h. Bailey, Bill (Stamp's) Phila, nc. Baker, Bonnie (Palmer House) Chi, h. Banks, Sadie (Old Roumanian) NYC, nc. Barclay, Irene (Barney Gallant's) NYC, nc. Barrett, Shiela (Drum) Miami, Fla., nc. Barrett, Roy (Shrine Circus) Minneapolis 4-9. Barrie, Juanita (606) Chi, nc. Barry, Tom (Queen Mary) NYC, nc. Barr, Weldon (Empress) Victoria, B. C., h. Bartell, Lee (Hi Hat) Chi, nc. Barth, Ruby (Hollywood) NYC, nc. Batchen, Birdie (Palumbo's) Phila, nc. Bates, Lulu (Diamond Horseshoe) NYC, nc. Beasley, Ann (La Martinique) NYC, nc. Beauchaire, Pierre (Parisien) NYC, nc. Beckwith, Babs (Pierre) NYC, h. Bell's Hawaiian Follies (Gem) Kannapolis, N. C., 8; (Rogers) Shelby 9; (Capitol) Atlanta 10-12; (Opera House) Abbeville, S. C., 13, t. Bennett, Larry (Primrose) Newport, Ky., nc. Bennett, Ethel (Old Roumanian) NYC, nc. Berke, Irving (Rainbow Inn) NYC, nc. Bernard, Ben (Gay '90s) NYC, nc. Bernard, Lil, & Flo Henrie (Alabama) Chi, nc. Bert & Bertie (Cat & Fiddle) Cincinnati, nc. Besser, Joe (State-Lake) Chi, t. Blake, Jimmy (Walton) Phila, h. Blakstone, Nan (Le Ruben Bleu) NYC, nc. Blaine, Dorothy (Bertolotti's) NYC, nc. Blair, Joan (Biltmore) NYC, h. Blanche, Jean (885) Chi, nc. Bleu, Mary (Mattioli's) Stockton, Calif., nc. Bodan, Margot (Gypsy Camp) NYC, nc. Boeck, Al "Rags" (Orpheum) Spokane, Wash., 7-10, t. Bongor, Art (Bowery) Detroit, nc. Bonick, Lewis (Fox & Hounds) Boston, nc. Booth, John (Schroeder) Milwaukee, h. Boshner, Dora (Russian Kretchma) NYC, nc. Bowan, Sybil (Strand) NYC, t. Boweryettes (Bowery) Detroit, nc. Bradley, Betty (St. Moritz) NYC, h. Braggs, John (Steve's) NYC, nc. Brett & Young (Joyland) Boston, nc. Bridon, Louise (Radio Franks) NYC, nc. Britton, Harriet (Crisis) NYC, nc. Brooks, Peggy (Howdy Club) NYC, nc. Brooks, June (Colosimo's) Chi, nc. Brooks & Bruce (Parkway) NYC, nc. Brown, Ada (Chicago) Chi, t. Brown, Cleo (Tin Pan Alley) Chi, nc. Brucettes (Lookout House) Covington, Ky., nc. Bruder, Rudy (Weber's Hofbrau) Camden, ro. Bruno, Anthony (Latin Quarter) Boston, nc. Bryant, Betty (Coq Rouge) NYC, nc. Buck & Bubbles (Cadillac) Phila, nc. Buckmaster, John (Algonquin) NYC, h. Byrd, Muriel (Belmont Plaza) NYC, h. Byrnes, Jimmie (Blackhawk) Chi, nc.

Caldwell, Edith (Statler) Boston, h. Callahan, Jack (Primrose) Newport, Ky., nc. Callahan Sisters (Palace) Cleveland, t. Cardello (Palumbo's) Phila, nc. Carlisle, Charlie (Bowery) Detroit, nc. Carmen, Lillian (Leon & Eddie's) NYC, nc. Carpenter, Imogene (Weylin) NYC, h. Carrell, Helene (Lexington) NYC, h. Carroll, Janet (Latin Quarter) Boston, nc. Carroll, Helen (Latin Quarter) Boston, nc. Carter & Bowle (Barney Gallant's) NYC, nc. Carter, Rochelle (Swing Club) NYC, nc. Carthe, Dan (Leon & Eddie's) NYC, nc. Cascade, Billy (Bertolotti's) NYC, nc. Cassandra (Chez Harry) NYC, nc. Cathon, Jean (Versailles) Washington, D.C., nc. Cerf, Alyse (606 Club) Chi, nc. Chandler, Grace (Pat Toole's) Wilkes-Barre, Pa., nc. Chords, Three (Loew's Capitol) Washington, D. C., 8, t. Clain, Marcella (Whirling Top) NYC, nc. Clare, Lola (Dutkin's Rathskeller) Phila, nc. Cole, Johnny (Mayfair) Boston, nc. Cole, Frank & Peggy (Barn) Warwick, R. I., nc. Collegians, The (Stanley) Pittsburgh, t. Collette & Barry (Park Plaza) St. Louis, h. Collins, Nikki & Vicki (Hi Hat) Chi, nc. Colomo, Aurelia (Weylin) NYC, h. Conly, Jon (Paris Inn) San Diego, Calif., nc. Connelly, Frances (La Marquise) NYC, nc. Conway & Parks (Kit Kat) NYC, nc. Cook, Ralph (Harry's New Yorker) Chi, nc. Cook, Aileen (Brevoort) NYC, h. Cook, Verna (Brown Derby) NYC, nc. Cooper, Jerry (Earle) Washington, D. C., t. Corbett & Loraine (Chez Ami) Buffalo, nc. Cordano & Corinne (Harry's New Yorker) Chi, nc. Corliss, Jack (Radio Franks) NYC, nc. Cornett, Alice (Colony Club) Chi, nc. Cortes, Mapy (The Beachcomber) NYC, nc.

Costello, Diosa (La Conga) NYC, nc. Costello, Ramona (Imperial) Detroit, nc. Costello & Lennon (Trocadero) NYC, nc. Courtney, Leonora (Swing Club) NYC, nc. Covert & Reed (Warwick) NYC, h. Craig, Reginald (Earl Carroll's) Hollywood, nc. Cristiani Troupe (Chicago) Chi, t. Cummings, Don (Pal) Cleveland, t. D'Acosta, Lina (Le Ruban Bleu) NYC, nc. Dagmar (606) Chi, nc. Dancing Debs, Three (Colonial) Dayton, O., t. Daniels, Betty (Mattioli's) Stockton, Calif., nc. Daniels, Mary Ellen (Morrison) Chi, h. Daniels, Muriel (Westminster) Boston, h. Dare, Kay (Crisis) NYC, nc. Datska, Jascha (New Russian Art) NYC, nc. Davis, Glory (Stuyvesant) Buffalo, h. Davis, Rufe (Roxy) NYC, t. Davis, Roy (Colonial) Dayton, O., t. Dean, Shirley (Lookout House) Covington, Ky., nc. De Flores, Wilfred (Bismarck) Chi, h. DeFlores, Felipe (Rumba Casino) Miami Beach, nc. Degenau & June (White) NYC, h. De La Conde, Zedra (Havana-Madrid) NYC, nc. De LaPlante, Peggy (Jimmy Kelly's) NYC, nc. De Marcos (Royal Palm) Miami Beach, nc. De Marris Sisters (Imperial) Detroit, nc. De Meranvilles (Casino Russe) NYC, nc. Del Carmen, Maria (Club Gaucho) NYC, nc. Del Gray Girls (Imperial) Detroit, nc. Del Rio, Diane (Latin Quarter) Boston, nc. Dell, Lillian (Torch) NYC, nc. Delmar, Armand (Cat & Fiddle) Cincinnati, nc. De Mayos (Dutkin's Rathskeller) Phila, nc. Denise, Diane (Royale) Detroit, nc. DeRoy, Esther (Blue Lantern) Detroit, nc. Dick, Don & Dinah (State) NYC, t. Dinaro, Dolores (Morocco) Detroit, nc. Dione, Valerie (LaCava) NYC, nc.

Donnelly, Harry (Bill's Gay '90s) NYC, nc. Dooley Twins (Gold Coast) NYC, nc. Dorita & Valero (El Chico) NYC, nc. Dowling, Elaine, Girls (Colosimo's) Chi, nc. Downey & Reed (St. George) Brooklyn, h. Downey, Ray (St. George) NYC, h. Downey, Morton (Stanley) Pittsburgh, t. Doyle, Helen (Yacht Club) Phila, nc. Drayton & Kathleen (Hillcrest) Odessa, Tex., nc. Drew, Charley (Taft) NYC, h. Dubrow, Herb (Walton) Phila, h. Duc, Dorothy (La Marquise) NYC, nc. Duchess, Evelyn (31 Club) Astoria, L. I., nc. Dumont, Marie (Crisis) NYC, nc. Duquesnes (Bowery) Detroit, nc. Durant, Diana (Club 15) Phila, nc. Durant, Jack (Capitol) Washington, D. C., t. Dustman, Edith (Book-Cadillac) Detroit, h. Duville, Jacqueline (Palumbo's) Phila, nc.

Night Club and Vaude Routes must be received at the Cincinnati offices not later than Friday to insure publication.

Eames, Wally (Gay '90s) NYC, nc. Ebony Eight (Radio Franks) NYC, nc. Edward & Angela (Silver Lake Inn) Clementon, N. J., ro. Edwards, Joan (Shubert) Cincinnati, t. Edwards & Arden (Leon & Eddie's) NYC, nc. Eleanor (Silver Lake Inn) Clementon, N.J., ro. Ella & Elio (La Conga) NYC, nc. Elin, Marita (Trocadero) NYC, nc. Embassy Boys (Biltmore) Atlanta, h. Emil & Evelyn (Weber's Hofbrau) Camden, ro. Ernie & Osie (Kit Kat) NYC, nc. Errolle, Martha (St. Moritz) NYC, h. Estelle & Papo (Havana-Madrid) NYC, nc. Estelle & LeRoy (State) NYC, t. Estes, Del (Minuet) Chi, nc. Evans, Fred, Girls (Chez Paree) Chi, nc. Evans, Bobby (Cotton Club) NYC, nc. Evans, Dale (Chez Paree) Chi, nc. Evans, Steve (Colony) Chi, nc. Everhardt, Chet (Royale) Detroit, nc. Everett & Conway (Show Box) Seattle, nc.

Faconi, Norbert (Brevoort) NYC, h. Fagan, Nutsy (Hughes 1-11 Club) NYC, nc. Fanslau, Connie (606) Chi, nc. Farrell, Bill (Place Elegante) NYC, nc. Fawn & Jordan (St. Moritz) NYC, h. Faye, Gladys (Jimmy Kelly's) NYC, nc. Fayne & Foster (Lotus) Washington, D.C., nc. Fazloli, Bernie (Cocoanut Grove) Boston, nc. Fields, Shep, & Orch. (Colonial) Dayton, O., t.

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Finnell, Carrie (606 Club) Chi, nc. Flippen, Jay C. (Leon & Eddie's) NYC, nc. Fontasia (Rumba Casino) Miami Beach, nc.

Forest & Rilda (Bowery) Detroit, nc. Foster, Gae, Girls (Roxy) NYC, t. Foster, Gae, Girls, Sixteen (Earle) Washington, D. C., t. Frakson (Waldorf) NYC, h. Frances-Allis Dancers (Benny the Bum's) Phila, nc. Frances & Madeleine (Round Room) NYC, nc. Francine, Ann (Plaza) NYC, h. Francis, Benita (Oasis) Seattle, nc. Franey, Dot (Book-Cadillac) Detroit, h. Franz, Ernst, Continentals (Place Elegante) NYC, nc. Frazee Sisters (Continental) Miami Beach, Fla., nc. Frazer, Bill (Blue Lantern) Detroit, nc. Frederick & Yvonne (Blackhawk) Chi, nc. French, Eleanore (1 Fifth Ave.) NYC, re. French Follies (Orpheum) Spokane, Wash., 7-10; (Roosevelt) Grand Coulee Dam, Wash., 11-12; (Mercy) Yakima 13, t. Froeba & Bourne (Torch) NYC, nc. Froman, Jane (Earle) Washington, D. C., t. Futran, Eduourd (Bal Tabarin) NYC, nc.

Gale, Betty (Shelton) NYC, h. Galante & Leonardo (Lookout House) Covington, Ky., nc. Galli Galli (Chicago) Chi, t. Gallodoro, Al (Shubert) Cincinnati, t. Gallus, John (State) NYC, t. Garcia, Lucio (La Conga) NYC, nc. Garcia, Chiquita (Imperial) Detroit, nc. Gardell, Tess (885) Chi, nc. Gardner, Marcelle, & Willa Runyan (Minuet) Chi, nc. Garr, Eddie (Sunny Isles) Miami Beach, nc. Gary, Gwen (Book-Cadillac) Detroit, h. Gasca Bros., Three (Albany) Albany, Ga., 6-7; (Palace) Jacksonville, Fla., 8-10, t. Gates, Bob & Maxine (Oasis) Detroit, nc. Gerhardt & Morley (Brevoort) NYC, h. Gifford, Moya (Biltmore) NYC, h. Gilbert, Ethel (Gay '90s) NYC, nc.

Gilford, Jack (Cafe Society) NYC, nc. Gilroy, Bill (Seven-Eleven Club) NYC, nc. Giovanni (New Yorker) NYC, h. Glover, Ralph (Seven-Eleven Club) NYC, nc. Glover & Lamae (Palmer House) Chi, h. Golden Gate Girls (Massion) Baltimore, nc. Golden Pair (Shoreham) Washington, D. C., h. Gomez, Vincente (Le Ruban Bleu) NYC, nc. Goodling, Sally (Brick) NYC, nc. Granoff, Bert (Neptune) Washington, D.C., nc. Green, Margie (Belmont) Miami Beach, nc. Green, Bennett (Mother Kelly's) Miami, Fla., nc. Greer, Jane (Spatola's) Phila, re. Grey, Winnie (Chateau Moderne) NYC, nc. Guerlaine, Annette (La Cava) NYC, nc.

Haddon, Harriette (St. Regis) NYC, h. Hadley, Jane, Dancers (Bismarck) Chi, h. Hager, Clyde (Diamond Horseshoe) NYC, nc. Hale, Chester, Troupe (National Casino) Havana, nc. Hall, Cliff (Bellevue-Stratford) Phila, h. Hall, James (Black Cat) NYC, nc. Hallman, Florence (Delmonico's) Phila, re. Handler, Shirley (Colosimo's) Chi, nc. Hannon, Bob (Shubert) Cincinnati, t. Harrington, Pat (Club 18) NYC, nc. Harris, Russ (Baker's) Jacksonville, Fla., nc. Harris, Marcia (Rainbow Inn) NYC, nc. Harris, Claire & Shannon (Capitol) Washington, D. C., t. Harrison Sisters (Biltmore) NYC, h. Harrison, Spike (Bill's Gay '90s) NYC, nc. Hart, Gloria (Blackstone) Chi, h. Hartley, Elsie (Place Cafe) NYC, nc. Hartmans, The (Earle) Washington, D. C., t. Hasburgh, Rabana (Radio City) NYC, mh. Havin, Bee (Blue Lantern) Detroit, nc. Hawaiians, Three (La Cava) NYC, nc. Hayes, Peter (Grace Hayes Lodge) Hollywood, nc. Hayworth, SeaBee, Revue (Broadway) Fayetteville, N. C., 6; (Carolina) Wilson 7; (Carolina) Goldsboro 8; (Carolina) Lumberton 9; (Paramount) Concord 11, t. Heasley Twins (St. Regis) NYC, h. Heat Waves, Three (Queens Terrace) NYC, nc. Heffer, Hal (Spatola's) Phila, re. Hendricks, Marcella (Astor) NYC, h. Henrique & Adrienne (Cadillac) Phila, nc. Henry, Dorothy (Leon & Eddie's) NYC, nc. Herbert, Grace & Charles (Bertolotti's) NYC, nc. Herne, Patricia (Chateau Moderne) NYC, nc. Higgins, Peter (Commodore) Detroit, nc. Hild, Dorothy, Ballet (Chicago) Chi, t. Hildegarde (Savoy-Plaza) NYC, h. Hill, Don (Sandra's) Detroit, nc. Hilton, Frankie (Hilo Club) Battle Creek, Mich., nc. Holiday, Billie (Ernie's) NYC, nc. Honnert, Johnny (885) Chi, nc. Hope, Pat (Woodruff) Watertown, N. Y., h. Hope, Glenda (Pastor's) NYC, nc. Horvath, Louis (Gypsy Camp) NYC, nc. Hot Shots, Four (Earl Carroll's) Hollywood, nc.

Howler, Winnie, Girls (Harry's New Yorker) Chi, nc. Howard, Joe E. (Diamond Horseshoe) NYC, nc. Howard, Ann (Queen's Terrace) Woodside, L. I., nc. Howard, Johnny (Royale) Detroit, nc. Hubert, John (Fifth Ave.) NYC, h. Hubert, Frank & Jean (Paramount) NYC, t. Hunter, Grady (Mayflower) Jacksonville, Fla., h. Hunter, Julia (Kit Kat) NYC, nc. Hutchins, Harriet (Queen Mary) NYC, nc. Hutton, Marian (Pennsylvania) NYC, h.

Irwin, Ross (606) Chi, nc. Isles, Stephen (Gay '90s) NYC, nc. Jackson & Nedra (606 Club) Chi, nc. Jackson, Stone & Reeve (Lido) NYC, nc. James, Anita (Imperial) Detroit, nc. Jamison, Bonnie (St. Paul) St. Paul, h. Jarvis, Sammy (Book-Cadillac) Detroit, h. Jason, Jay (Morocco) Detroit, nc. Jayne, Estelle (Motor Bar) Detroit, c. Jean, Mitzl & Sarana (Palumbo's) Phila, nc. Jeanne, Phyllis (Biltmore) NYC, h. Jeanne, Mlle. (Harry's New Yorker) Chi, nc.

Jackson & Nedra (606 Club) Chi, nc. Jackson, Stone & Reeve (Lido) NYC, nc. James, Anita (Imperial) Detroit, nc. Jamison, Bonnie (St. Paul) St. Paul, h. Jarvis, Sammy (Book-Cadillac) Detroit, h. Jason, Jay (Morocco) Detroit, nc. Jayne, Estelle (Motor Bar) Detroit, c. Jean, Mitzl & Sarana (Palumbo's) Phila, nc. Jeanne, Phyllis (Biltmore) NYC, h. Jeanne, Mlle. (Harry's New Yorker) Chi, nc.

POLLY JENKINS And Her PLOWBOYS CRITERION THEATRE, Bridgeton, N. J. For bookings address personal representative, JOHN SINGER, 48 W. 48th St., N. Y. C.

Joel & Annette (606) Chi, nc. Johnson, Lucille (Diamond Horseshoe) NYC, nc. Jones, Marion (State) Columbus, O., re. Jones, Owen (Leone's) NYC, re. Jones, Darlene (Stamp's) Phila, nc. Jordan, Joan (Harry's New Yorker) Chi, nc. Joyce, Connie (Belmont Club) Miami Beach, nc. Julian & Marjorie (Royale) Detroit, nc. Julian, Don & Marjory (Royale) Detroit, nc.

Kall, Chandra, & Javanese Dancers (Villa Venice) Miami Beach, Fla., nc. Kalmus, Bee (Belmont Club) Miami, nc. Kavan, Alice (State-Lake) Chi, t. Kaye, Danny (La Martinique) NYC, nc. Keller, Greta (Algonquin) NYC, h. Kellerman, Mimi (La Martinique) NYC, nc. Kennedy, Chic (Lookout House) Covington, Ky., nc. Kerr, Jack (Fourteen) NYC, h. Kiess, Ann (Park Central) NYC, h. King, Charlie (Gay '90s) NYC, nc. King, Bob (885) Chi, nc. Kruger, Jerry (Mother Kelly's) Miami, Fla., nc.

La Chones (Bowery) Detroit, nc. Lambert, Preston (Royale) Detroit, nc. Lane, Edwards & Allen (Belmont) Miami Beach, nc. LaPlaya Dancers (Rumba Casino) Miami Beach, nc. Lassen, Sigrid (Penthouse) NYC, nc. LaToure, Nita (Paramount) Atlanta, t. Lauren, Vicki (606 Club) Chi, nc. La Vail, Ines (Colosimo's) Chi, nc. La Verde, Leon (Howdy) NYC, nc. Lawlor, Terry (Royal Palm) Miami Beach, nc. Lazier, Freda (Morocco) Detroit, nc. Leary, Gordon (Book-Cadillac) Detroit, h. Leary, Johnny (Palumbo's) Phila, nc. Lee, Bob (Wivel) NYC, nc. Leon & Mace (Continental) Miami Beach, Fla., nc. LeRoy, Del (Frontenac) Detroit, nc. Leslie, Mona (Marty Burke's) New Orleans, nc. Leslie Sisters (Dutkin's Rathskeller) Phila, nc. Letrees, The (Earle) Washington, D. C., t. Lewis, Dorothy (St. Regis) NYC, h. Lewis, "Hank" Henry (Matteoni's) Stockton, Calif., nc. Lewis, Joe E. (Continental) Miami Beach, Fla., nc. Lewis, Buddy (Book-Cadillac) Detroit, h. Lewis, Ralph (Lenny & Daffy's) Cleveland, nc. Libuse, Frank (Diamond Horseshoe) NYC, nc. Lit, Bernie (Silver Dollar) Baltimore, c. Lita, Jai (606 Club) Chi, nc. Little, Little Joe (Benny's Inn) Hornell, N. Y., nc. Lloyd, George (Le Ruban Bleu) NYC, nc. Lodge, Doris (Pastor's) NYC, nc. Logan, Jacqueline (Rainbow Inn) NYC, nc. Lola & Andre (Embassy) Phila, nc. Long Jr., Nick (Strand) NYC, t. Lopez, Pepito (Mon Paris) NYC, nc. Lord, Carole (606 Club) Chi, nc. Lorraine, Billy (Gay '90s) NYC, nc. Lott, Myra (Oasis) Detroit, nc. Louise & Mitchell (Boulevard Tavern) Elmhurst, L. I., nc. Lowe, Watterson (Weylin) NYC, h. Lowe, Hite & Stanley (Strand) NYC, t. Lucas, Estrellita (Seminole) Jacksonville, Fla., h. Lydia & Joresco (Colony) Chi, nc. Lynn, Ethel (Boulevard Tavern) Elmhurst, L. I., cb. Lynn, Ginger (Dutkin's Rathskeller) Phila, nc. Lynn, Betty (606) Chi, nc.

McCabe, Sara Ann (Roney-Plaza) Miami Beach, Fla., h. McLean, Dolly (Pastor's) NYC, nc. McCoy, Elena (Jimmy Kelly's) NYC, nc. MacFarlane, George (Village Brewery) NYC, nc. McHale, Jimmy (Westminster) Boston, h. Mack, Bob (Benny the Bum's) Phila, nc. Mack, Ernie (Nut) NYC, nc. Madison, Rudy (Bill's Gay '90s) NYC, nc. Magley, Pearl, Girls (Primrose) Newport, Ky., nc. Mangan Sisters, Four (Diamond Horseshoe) NYC, nc. Mann, Marcella (Ernie's) NYC, nc. Manning & Class (U. S. Music Hall) NYC, t. Mansell, Margie (Imperial) Detroit, nc. Mara & Maralynne (Cocoanut Grove) NYC, h. Marcano, Grupo (El Chico) Phila, nc. Markoff, Gypsy (Waldorf) NYC, h. Marlenn & Michael (Rainbow Grill) NYC, nc. Marr, Patsy (Floridian) Miami Beach, h. Marsh, Lita & Jerry (Athletic Club) Milwaukee, c. Martel, Arthur (Bob Berger's) Boston, re. Martell, Louise (London Chop House) Detroit, re.

(See ROUTES on page 60)

THE VANDERBILT BOYS Week of March 8th TOWER THEATRE, CAMDEN, N. J.

Paramount, New York

(Reviewed Wednesday Evening, Feb. 28)

Glenn Miller's Orchestra opened here without its leader in his accustomed spot, sinus trouble taking him to Mt. Sinai Hospital. At the show caught Tommy Dorsey was filling in. Paul Douglas, CBS announcer on Miller's Chesterfield commercial, emceed the first show. Dorsey and Gene Krupa pinch hit on subsequent shows.

Dorsey, of course, is recognized as the best trombone player in the country, and in this respect he fits in perfectly, since Miller is likewise a topnotch slip-horn player. Dorsey commented he was having a lot of fun, "with no rehearsal or pay roll worries. Besides, this is a great band. My daughter Patsy listens to Glenn's records all day long." Filling in for the ailing maestro—who is burdened with a three-time-a-week commercial and a hotel booking, was a rather moving gesture and one which should add luster to the subbing leaders.

Only outside acts with the band are Fritz and Jaan Hubert and the Andrews Sisters. Hubert's standard drunk routines were nicely taken. Vocal work is done by Marion Hutton and Ray Eberle, neither of whom is an especially good soloist, Miss Hutton has a semi-nut delivery, bouncing her noggin around. Eberle sings with practically no gestures and not much more voice, but his style has captured the jitterbugs and they wanted more. When Dorsey said he'd be back, some of the bugs hollered, "That's what you said before." How many shows they sat thru is anyone's guess, but it won't help the gross.

Singing Andrews Sisters clicked, as they always do, and seemingly there is no audience reaction in connection with their recent publicized domestic troubles. However, tunes they sang, *Si, Si Si*, *Beer Barrel Polka* and *Ciribiridin*, could have been improved. Despite their close

Vaudeville Reviews

association with *Polka*, they have other and far less hackneyed songs in their repertory.

Miller's orchestra and its place in the band world today is no news to anyone. The group went thru a number of their standards, *In the Mood*, a classy version of *Londonderry Air* (a repeat from his last Paramount show, as was *In the Mood*), *Little Brown Jug* and others. *Tuxedo Junction*, also played, is on its way to becoming another Miller classic, and will probably replace *In the Mood*, as the j-bugs' favorite. The reed section is still the greatest around today, exemplified by their work, among others, in *Londonderry Air* and *Beautiful Ohio*. Tex Benecke, of the sax section, works effectively in a vocal with Miss Hutton.

With all respect to Dorsey, a band show is never right without the actual leader there. Incidentally, Dorsey, in addition to his superb trombone playing, did a congenial, easy-going and good humored emcee.

Picture is *Seventeen*, a good team-mate for the stage show.

Jerry Franken.

State-Lake, Chicago

(Reviewed Friday Afternoon, March 1)

Jimmy Dorsey and band, who recently completed a profitable engagement at the Sherman Hotel, are headlining an agreeably entertaining show in this bargain house. The boys dish out a healthy brand of swing, commercial and palatable, playing both pop tunes and the standards that have been closely associated with the Jimmy Dorsey outfit. The leader makes an unpretentious appearance and is constantly on the job either emceeding, conducting or pitching

in with good sax and clarinet solos.

Band opens with a lavishly arranged swing tune and dives into a lively arrangement of *John Silver*, an unorthodox musical concoction that spots a couple of the men in individual tootling sessions. Alice Kavan blond tapper, is also in the groove with a jitterbug routine that has a strong circle-of-turns wind-up.

Helen O'Connell, cute warbler, stopped the show. She has looks, voice and an attention-holding delivery. Started with *What's the Matter With Me?*, then *A Wubber Dolly* (which is a highlight in the latest Dorsey screen short) and was handclapped back for *All of Me* and *So a Lover Is Blue*.

Buddy Schutz, the drummer, gets his inning in *A Man and His Drums*, satisfying the jitterbugs, and Joe Besser, with his straight man, Lou Tracy, follow to hold up the comedy spot. Besser has been here several times before and has yet to fail to tie up the show. His overgrown-kid nonsense fits his bulky personality, and in Tracy has a fine straight for the act. For an encore, Besser brings back Tracy to baritone *Donkey Serenade*, which nets a good hand.

Bob Eberly, the band's popular baritone, holds his own in this late spot with *Indian Summer*, *All the Things You Are* and *Body and Soul*. Dorsey next plays the intricate *Flight of the Bumble Bee* on the sax (taking only two breaths to do it), his magnified shadow spotlighted on a special backdrop for added novel effect. Another swinger for the finale sends the young patrons home strutting in the aisles.

Biz good end of first show opening day. On screen, *Night of Nights* (Para.)

Sam Honigberg.

Stanley, Pittsburgh

(Reviewed Friday Evening, March 1)

Vet troupers form a fast-moving bill this week, with Clyde McCoy, Morton Downey and Edmund Lowe making up in showmanship what layout lacked in variety and numbers. Altho one of the smallest shows here in some time, the 50 minutes present solid entertainment excepting some of Lowe's slightly blue repartee with an unannounced girl partner, and the McCoy Band version of *You're the One* immediately following the screen star's appearance.

Curtains parted with a brassy *Tear It Down*, bandsmen taking brief spot shots and McCoy handling the lyrics. Wayne Gregg, no heavyweight as to style but a good-looking lad with a pleasing voice, delivered *Gauche Serenade* and *I Found You, Loved You, Lost You* in ballad vein.

The Four Collegians, three men and a gal, almost stopped the show with 'steen variations of somersaults. Lassie took care of announcements and mike work and held stick for partners to jump over—backward, frontward, sideward. They accommodated sensationally.

Improved since their last visit here, the band's Bennett Sisters scored with a rhythmically lowdown *Don't Look Now*, spiced between choruses by a few dance steps. Not so socko but mighty acceptable, partly because of the trio's footlight charm, was *Bluebirds in the Moonlight*. They joined Gregg on a showy *Mutiny in the Nursery*, abetted by McCoy's too few notes on "the world's smallest trumpet."

After a miscellaneous patter about his years in pictures, Lowe spiels into a routine self-styled "An Illustrated Lecture on How To Make Love and Influence Women." His friendly delivery and a capable red-headed sidekick won favor immediately, but the audience reception slightly cooled as the gags became more and more akin to the dialog in vogue at the burlesque house a few blocks away. The personable film actor has a whale of a good idea in his skit, but for Pittsburgh family audiences needs a little soap and water. On his finish band was revealed again, blowing away on *You're the One*, weakened by the musicians deftly but colorlessly chorusing, and by the Bennetts repeating their knee-bend gestures again.

Drummer Davey Gray went to town on *Limehouse Blues*, effectively backgrounded by the orchestra. At times he sounded and even looked like Gene Krupa.

Morton Downey carried the house with him by an ingratiating chuminess as well as his willingness to sing and sing and sing. His first set, well liked judging from the hand but perhaps just a step too far behind the current Hit Parade, included *Have a Little Fun, Careless, All*

the *Things You Are* and *South of the Border*. His peak came with *Christopher Robin Says His Prayers*, English ballad sung to his own piano accompaniment on a darkened stage. His wind-up, the traditional *When Irish Eyes Are Smiling* and *Mother Machree*, is still aces with the customers.

Noticeable was insufficient solo work by McCoy; commendable, the band's smooth musicianship.

Max Adkins' house orchestra held the pit. On screen, *Vigil in the Night* (RKO). First night show almost capacity.

Mort Frank.

Riverside, Milwaukee

(Reviewed Friday Afternoon, March 1)

From the opening *Minnie the Moocher* to *Boogie*, the concluding song and dance novelty, Cab Calloway's show is made to order for the jitterbugs. Revue opens strong, with Cab doing the vocal, followed by *Avalon* by the ork. Cab then goes into his newest number, *Chop, Chop Charley Chan From China*. Chu Berry, tenor saxophonist, does a neat job on *Tea for Two*. Only deviation from the Harlem syncopation is *All the Things You Are*, played on the sweet side, with ork's pianist handling the vocal in a commendable manner.

Cozy Cole, drummer, goes to town on *Paradise*, while jitterbugs in the audience whoop it up for the next bit, *Jumpin' Jive*. The Cab Jivers, five boys from the band, cut capers with *Back Home in Indiana* while Cab dons his tux.

Calloway handles the vocal nicely in the next number and joins in some fast stepping with the Rhythm Roustabouts, two gals and three boys.

A girl in white does a swell tap dancing job. She gives way to a novelty offering, *The Ghost of Smoky Joe*, with Cab again holding the spotlight and the five dancers working in the background.

The Three Chocolateers, said to be the originators of the *Peck-It* dance, offer comedy relief and reap nice applause. Their performance is fast and furious, in keeping with the tempo of the revue.

Sister Tharpe, singer of spirituals, goes over with a bang. She has a lusty voice which goes good with such hymns as *Oh, Rock Me* and *That's All*.

Whole cast participates in final number, announced by Calloway as a new dance hit. Solo tap dance number moved up earlier in the show, which runs about an hour, may help give it better balance. As presented, all dancing, except for Calloway's stepping, is concentrated in last half of show.

House sparsely filled when caught. Pic, Cafe Hostess. (Col.)

H. C. Brunner.

Loew's State, New York

(Reviewed Friday Evening, March 1)

State's layout has some good talent, and with okeh second-run pic, *His Girl Friday*, should do a fair gross for the week. Richard Himber's Band is playing the bill, with Estelle and Leroy and Al Norman the top acts. House was doing nice business when caught.

Himber is a good musician and his orchestra delivered pleasing numbers. Arrangements are all in good taste, and in addition to generally solid musicianship, ork has a few instrumentalists who occasionally do standout solos. Vocalist Marion Shaw, however, sang only one number and was not particularly impressive.

John Gallus, novelty turn, opened. Gallus does a number of silly things which seemed to please the State audience. He plays a clarinet while juggling a ball on the instrument. Then

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two balls. Last half of his turn is more sensible, and is taken up with working a string of marionettes with one hand, while simultaneously playing a clarinet with the other. A rather cute piece of business and much more noteworthy than his juggling accomplishments. Went off well.

Dick, Don and Dinah, two boys and one girl, offered a good knockabout turn with comedy and acro value. Do nice shoulder stand work, and novelty acro with a large rubber ball. One stunt left the girl hanging to a corner drape minus a prop wooden leg—may be an oldie, but is still a solid laugh-getter. Trio could have encored but did not.

Class of the show was Estelle and Leroy, a magnificent ballroom team. Opened with a waltz, followed with an eccentric number and closed with a Brazillian Maxixe. Couple's work is beautiful to watch, combining talent, showmanship and taste. Girl wore a white gown, Leroy wore tails, both making a very smart appearance. Without a doubt, this is one of the outstanding ballroom turns working today.

Al Norman, dancing comedian, did a very good laff and dance turn. Opened with gags, followed with a nut session depicting how various types of people sleep, and went into eccentric dancing. The sleeping bit, with a prop bed on stage, was pure lunacy. As an eccentric comedy hooper, tho, Norman was outstanding, his footwork really killing the audience. Aided the show, too, by coming on for a brief bit of hoofing nonsense with Dick Himber at the close.

Himber played the bill nicely, and in addition injected comedy with his satirical Parade of Bands. During this, Himber made use of grotesque masks depicting various maestros.

Paul Ackerman.

Roxy, New York

(Reviewed Friday Evening, March 1)

Show this week is designed strictly for juvenile consumption. Marquee has Shirley Temple's pic, *The Bluebird*, and stage fare for the tots is headed by Rufe Davis and Fred Roper's Lilliputians, midget troupe.

The concession to the grown-ups is Shayne and Armstrong, a dance pair up to snuff on ballroomology. The team has a facile technique easy on the eyes, and is fair at comedy. In their encore, the male dons a mustache to do a boy-meets-gal impression as the etiquette of the '90s demanded. Good hand.

Rufe Davis gets a good share of the applause with his vocal effects. Davis does especially well with his versatile larynx, giving imitations of trains, babies, a sax, airplane and outboard motors. Best number is his *Mama Don't Allow*, in which he does impressions of various musical instruments and winds up with tap dance effects. Exits to a nice hand.

The midgets have flash act that moves along nicely. This turn is paced by Ronnie Street, emcee, who gets by in spite of corny material. Street has an engaging Cockney accent and much personality. Altho he gives the acts a good build-up, he is much too obvious in soliciting applause. His best contribution is a vocal duet with Mary West, a cute item. The pair exit jitterbugging. Other warbler is Edith Rollason, who does nicely with *My Hero*. Elsie May Lewis works an iron-jaw act, swinging Babette Ledair and Sadie MacDonald by her teeth, while nearly all the others contribute to standard formations. Have a good bicycle routine.

The Roxettes, as usual, are tip top. One number has them combining with the midgets. Gae Foster femmes do a stilt-walking routine with the half-pints do military formations.

Plenty of seats available when caught. Joe Cohen.

Chicago, Chicago

(Reviewed Friday Evening, March 1)

Because of the length and importance of the picture (John Steinbeck's *Grapes of Wrath*), the stage show is only 30 minutes long and is given slight recognition. Opening day's business indicates that the picture may attract good houses

evenings, but will not draw matinee shoppers. A stronger in-the-flesh bill, topped by a good name, might have resulted in a better box-office combination thruout the day.

Four acts and Dorothy Hild's line on hand. The Christiani Troupe (five men and one woman), ace tumbling and spring-board act, open. It's a fast and clever turn, with a generous share of difficult three and four-high somersault tricks.

Ada Brown, the copper-colored warbler who has been absent from the Loop environs for a couple of years, was a comparative disappointment. She discarded her mammy outfit for a dinner gown, which does not go with her style of work, and for the entire turn brushes off oldies, including *Comes Love*, *Laziest Gal in Town* and *Some of These Days*. Stays on for the production number of *Oh, Johnnie*, during which the 12 line girls in short red velvet costumes and fur muffs, which later become full-

(See VAUDEVILLE REVIEWS page 27)

Philly's First Ice Floor Show Opens

PHILADELPHIA, March 2.—For the first time on any nitery floor in these environs, Harvey Lockman brings in an ice show for his Delmonico's, supper club. With a skating rink installed by Caskey and Crawford, an *Ice Frolics* of 1940 opened Thursday (29), headed by "Sandy" Johnson and including a skating line of three, Charlyss, Gerry and Lois.

Regular floor show continues in addition to the ice revue, including Pat Chandler, Lee Bartell, Serge Flash, Park and Lane and Milton Kellem's Band. Both shows booked by Tony Phillips.

Plan is to make the rink a permanent fixture, with afternoon sessions to be instituted to permit patrons to skate as well as dance.

Gillman Heads AAA; To Deal With AGVA

NEW YORK, March 2.—Barnett Gilman was elected president of the Associated Agents of America at a meeting Monday in Jane Gray Studios. Hymie Goldstein was named vice-president; Sid Rheingold treasurer, and Oscar Gold financial secretary. Board of governors consists of Lady San Mei and Harry Carlin.

The group seeks to establish a united front among night club bookers in dealing with night club operators and performers. Gillman will begin negotiations with Hoyt Haddock, AGVA executive secretary, for an agreement.

DeKalb Resumes 1 Day

CHICAGO, March 2. — John Benson, booker, reports Anderson's Egyptian Theater, DeKalb, Ill., will return Sunday vaude March 24, using five acts and pictures. Vaude has been on and off the last couple of seasons.

Benson is also booking Anderson's St. Charles Theater, St. Charles, Ill.

1-Day Back March 31

BRIDGEPORT, Conn., March 2.—The Sunday vaude that has been playing the Loew-Poli-Lyric Theater (Hirst burlesque) house, booked thru Arthur Fisher, closed Sunday (25) after 16 weeks. It is expected to resume Sunday, March 31, according to house manager Lester Al Smith.

To Hypo Vaude Drive

DETROIT, March 2.—Fred Schader, former publicity man at the Fox Theater here, has been appointed to a similar post at the Colonial, now the only local vaude theater. Manager Ray Schreiber plans more extensive advertising emphasizing stage shows rather than the dual films.

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Brandt Booker Claims Only 2 Red Weeks in 26

NEW YORK, March 2.—According to Arthur Fisher, booker for the Brandt Theaters, vaude policy has been successful to the extent that only two weeks out of the past 26 have gone into the red.

Fisher is now booking three of the four houses which originally formed the Brandt vaude time. Houses, the Flatbush, Brooklyn; Carlton, Jamaica, and Windsor, Bronx, will drop vaude for the summer about June 1 and will resume in September. There is a possibility that one or more houses will be added, depending upon local conditions.

Set for the Brandt time are the Three Stooges, March 7, and Charlie Barnet Orchestra, March 28.

Chicago Has 90 Of 101 Licensed Illinois Agents

CHICAGO, March 2.—The latest record at the local bureau of Private Employment Agencies, Department of Labor, indicates that 101 theatrical ganecy licenses have been issued in the State of Illinois. Some 90 of these offices are located in the Chicago area. The latest to secure licenses include Lou Bolton and Manny Gotthelf.

While booking-without-a-license complaints are at a comparative minimum, several accusations are still being received weekly by Chief Inspector W. Frank Walkowiak.

Atlanta Split Week

ATLANTA, March 2.—The Roxy Theater has begun a split-week policy, changing Sundays and Thursdays.

Initial show on the split week was Eddy Duchin and his band. The Capitol Theater, L & J vaude house, is also contemplating a change in policy and had last week a *South American Revue* for four days and a film for the other three days, but the complete program change is still being worked out.

"Hit-Run" as Unit

NEW YORK, March 2.—After the completion of its run at the Mayan Theater, Los Angeles, *Hit and Run*, a musical, will be pruned down to a vaude unit and will begin touring. The show is paced by Cliff Nazzaro. Charles Allen will book.

Union City 3 Days

NEW YORK, March 2.—The Capitol, Union City, N. J., which has been playing one-day vaude, is now using Friday to Sunday vaude. Still booked by Irving Barrett.

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

For FILMS

JOAN EDWARDS — a distinctive song stylist who, by combining voice, style and personality, punches a song over regardless of where she's singing —theaters, night spots or recordings. She'd undoubtedly fit into the Hollywood musical picture with ease. Last caught with Paul Whiteman's Band at the Strand Theater, New York, where she socked over handily.

MARIA PICHLER—lovely youngster now appearing in *Reunion in New York*, revue at the Little Theater, New York, with a cast composed of young players from Vienna. Has a charming personality, sings and dances capably and does a fine job reading lines despite the language barrier. Accent isn't very great and lends a cute piquancy to her readings. She should screen beautifully.

PAUL LINDENBERG — another young Viennese refugee, also appearing in *Reunion in New York*. An excellent comic, he has caught the tempo and technique of American performing and is doing a standout job. In this case, too, the slight accent is hardly an obstacle. Could handle a wide variety of accent parts in films, both comedy and character.

More Names for Detroit Colonial; Davis Show 9Gs

DETROIT, March 2.—Series of attractions has been booked by Sol Berns for the Colonial Theater to keep up the current increase in business.

Last week's business, with no outstanding names on the bill, ran \$7,100. Scat Davis plus the Five Co-Eds head current show which will gross between \$9,000 and \$10,000.

Bookings set include Andree Andrea and *Flying Down to Rio* revue next week, Duke Ellington Orchestra and Harlem Revue, *Wake Up and Cheer* revue, the Three Stooges and Clyde McCoy Orchestra; also Ted Lewis and Martha Raye.

Emphasis is strongly on revue style of stage shows.

Goodale Unit in Midwest

CHICAGO, March 2.—George Goodale, West Coast producer, came in with a new unit, *Hollywood Variety Revels*, which breaks in on the Gus Sun Circuit at the Indiana Theater, Richmond, Ind., Saturday (9). Other dates set include the Madison, Mansfield, O., and Auditorium, Newark, O. Line-up has Walter Powell's Band, Donald Novis, Judy Starr, Andriani Brothers and Meta Carlyle. Dirk Courtenay is ahead.

Detroit Spot Goes Negro

DETROIT, March 2.—Main Street Club has switched to Harlem revue policy.

Show has Joe E. Brown as emcee with Dave Wilborn's Harlem Orchestra. Opening show features Irene Sutton, singer; Brown and Brown, tapsters; Bee Lorenza, dancer, and Little Lena, soubret.

Meroff Loses 3 Days Due to "Poppin" Suit

WILKES-BARRE, Pa., March 2.—A two-day newspaper campaign went for naught here this week when the Benny Meroff unit, which has been slapped with a temporary injunction from using the name of *Hellzapfire*, and the Capitol Theater agreed to cancel the three-day stand scheduled this week-end.

Meroff came in from near-by Scranton, where his unit played three days at the Capitol and announced that rather than embarrass local people who were afraid to get involved in the court matter started by Olson and Johnson, of *Hellzapoppin*, the unit would not insist on playing.

As result the Count Berni Vicci unit was scheduled to fill the vacant spot, with the theater getting swell publicity for the Thursday opening.

Featuring John Boles, Anita Louise and Happy Felton's Band, the Capitol did a near-capacity business February 22 to 24.

Vaude Kept Out of Detroit First Runs

DETROIT, March 2.—Vaudeville's return to a major Detroit first-run theater appears improbable this season. One reason is the excess number of feature films awaiting first-run showings here.

With the stronger films which will fill major Detroit screens in the next few months, there will be no incentive to turn to vaude.

Cuffo Doubling Banned By Pittsburgh Stanley

PITTSBURGH, March 2.—Acts appearing at the Stanley Theater will be denied permission to appear in night clubs during their engagement.

During the past press agents for the William Penn Chatterbox, Yacht Club and Harlem Casino have been capitalizing on stage talent by inviting them in for a feed as honor guests, then turning the spotlight on them. Most of the vaude folk like the attention but the theater objected to the newspaper advance buildup given the guest appearance.

New Fire Rulings Close Conn. Houses

NEW HAVEN, March 2.—New fire regulations put into force by the Connecticut State Police have caused Leo Bonoff to abandon vaude shows at the Saybrook and Madison theaters, and Michael Daly to cancel flesh at the Plainfield. Amateur shows will also be affected by the ruling.

The Loew houses will, however, be able to continue at the older Poli houses here and in Bridgeport, Meriden and Waterbury.

The new regulations demand fireproof proscenium construction between stage and audience and asbestos curtains.

Akron Vaude Held Back

AKRON, March 2.—After the most consistent run of units in several years Palace here has returned to first-run duals. The house has some units penciled in this month and April, but not as frequent as during the holidays and thru January.

New Club in Beaumont

BEAUMONT, Tex., March 2.—Neptune's Supper Club, located on the Port Arthur Highway, opened last week-end Ray Hummel's Ork of 10 pieces opened an indefinite stay.

New Club in Muskegon

MUSKEGON, Mich., March 2.—W. A. Valley opened the Club Cheerio here, using a band and floor show. Tommy Sacco, of Chicago, supplies the shows, which include a team and two singles. Changes made weekly.

Philly Club Reopens

PHILADELPHIA, March 2.—Max Behman relights the Blue Room at the Latimer Club this week. Will have Jean Sargent, songstress, with Tommy Monroe as emcee. Also Barbara Bradley and a rumba band.

Theater Man Learns About Bookings From Broadcast

LINCOLN, Neb., March 4.—Eight days before scheduled to open here with one of his units, Major Bowes announced on the radio that one would play this city but he didn't know which theater. Was a surprise to all managers—when calls started coming in, because they hadn't heard about it.

Suddenly Bob Huffman, city manager for the J. H. Cooper-Lincoln Theaters Corp., found the unit was his and stuffed it into the Lincoln.

3 Paris Vaude Houses Manage To Put on Shows

PARIS, Feb. 1.—Continued good bills are being presented at the Circus Medrano to capacity audiences. Topping the current program is Professor Christy, producing music from the air with a contraption of his own invention. Another illusionist, Rocroy, shares top spot. Other good numbers are Dorita, Liberty horses; Mirielly, sensational kid aerialist; Bill and Arnaut, the trained canines; Garzoni, ace juggler; Renee Plat, Nandy and Jacqueline Figus, dancing trio; the Fratellini Brothers, with Iles and Loyal, all clowning, and the usual announcer, Recorder.

The Bobino and European, both popular nabe spots, have inaugurated another policy during this "gold-rush" era when talent is doing the dictating. The houses endeavor to secure one name each week and pick up any talent to round out a program. Current bill at the European has Georgius for the second repeat in four weeks, holding the center of the stage for 90 minutes with patter, gags and song, splitting the time with six femme warblers.

At the Bobino is much overworked Nadia Dauty, who left the opera for the vaude field. She gives the audience a magnificent soprano voice and racy patter.

Babb Sets Northwest Houses

SEATTLE, March 2.—Kroger Babb, handling the booking and exploitation for Sollie Childs' *French Follies* unit, has lined up 35 days in the Northwest. Since opening in Richmond, Va., last September, the unit has played the South, Southwest and up the West Coast.

The Northwest tour, which began Sunday (25) at the McDonald Theater, Ore., will take the troupe as far north as Vancouver, B. C., and will include one and two-day stands in most of the principal cities in the territory. Babb left here this week for Salt Lake City and Denver.

Circus Acts Set for Nitery

CAMDEN, N. J., March 2.—John Weber's Hofbrau at the Central Airport has modified its floor policy to include circus acts. Brought in are the Four Sidneys, of Ringling Brothers. Other available big tent acts will follow.

Davis New Gibson Manager

CINCINNATI, March 2.—Randall Davis took over the managership of the Gibson Hotel Tuesday, succeeding H. Fuller Stevens, who resigned as general manager to manage the Adolphus, Dallas. Davis has been assistant manager of the Gibson for three years.

Barberton Club Continues

BARBERTON, O., March 2.—Barberton Taproom has been sold to Mr. and Mrs. Al Williams, who are continuing floor shows. Current program consists of Wayne and Barbara, Vic Puree, Latley Sisters, Blodgett and Dorsae and Johnnie Burk.

Floor Shows at New Club

DES MOINES, March 2.—Opening of Club 100, February 8, brought the return of flesh acts to local night life. Dave Fidler, operator of the spot, expects to continue top acts with change weekly on Mondays.

Magic

By BILL SACHS
(Communications to Cincinnati Office)

AFTER more than four months in Singapore the Great Nicola still doesn't know whether he is ever going to recover his invaluable equipment which lies in the hold of the steamship Sirdhana at the bottom of Singapore harbor. He has encountered all sorts of difficulty in trying to recover the equipment or get some sort of settlement. Inquiry at the steamship office brought him the reply that the company had abandoned the ship and cargo to the London Salvage Co. and that it is now the salvage company's property. Nicola was told that if he wanted to get back his stuff, in the event the ship was raised, he would have to buy it. Mr. and Mrs. Nicola are contemplating starting home before long. . . . JOHNNY PLATT is back in the Windy City after winding up a three-week engagement at the Oasis Egyptian Room in Sioux City, Ia. . . . BILL BAIRD has returned to his home in St. Louis for a brief stay after a fortnight's stand at the Netherland Plaza, Cincinnati. The Cincy magic lads were loud in their praise of Baird's smart turn, his slick billiard ball manipulations drawing the most favorable comment. Bill uses the 2 1/4-inch balls. . . . RUSSELL SWANN closed in the Cafe Lounge of the Savoy-Plaza, New York, February 29. It marked his third engagement there. . . . SAN ANTONIO MAGIC CLUB tossed a shindig in honor of Mr. and Mrs. Harry Blackstone at the home of Dr. William H. Gill, during the Blackstone show's recent engagement at the Majestic Theater in that city. . . . PAUL MCWILLIAMS and his new bride, Constance Brooke, are currently touring the South with their bag of tricks. . . . GEORGE W. STOCK, dean of Cincinnati magicians, is preparing to leave that city after 75 years residence to enter the Masonic Home, Springfield, O., with his wife, Bertie. Cincy magi tendered him a gala farewell party Sunday of last week (25) and *The Cincinnati Times-Star* of February 29 devoted a column to telling of Stock's many years in magic. . . . JOHN SNYDER JR., national president of the IBM, who recently had been telling friends that he wouldn't consider running for a third term, has had a change of heart and will definitely take over the post for another year at the IBM convention in June. Pressure from the IBM membership was so great that John couldn't quit.

HOWARD ROBINSON, who spent the last two weeks in the Cincinnati sector, doubling between the Primrose Country Club, Newport, Ky., and local theater and private dates, opened Monday (4) at Palm Gardens, Columbus, O., booked by Jack Middleton, Cincy agent. Robinson recently concluded a fortnight's stand at the Tampa Terrace Hotel, Tampa, Fla. . . . MONTREAL MAGIC BOYS are arranging a powwow in honor of one of their most popular confreres, Sid Levine, who is leaving Montreal, after residing there for 40 years, to take up permanent residence at Gaspe Basin, Que. . . . PAUL STADELMAN and his vent pal, Windy Higgins, have just finished out a string of return dates in Southern Illinois and this week begin a tour of Tennessee houses. Paul infos that theaters playing flesh attractions are quite numerous in Illinois and that it's the best State he's ever played, both from a standpoint of attendance and salaries paid. . . . SPENCER A. STINE typewrites that Hubert the Magician gave two performance at the Seat Pleasant, Md., High School February 27 to healthy business. . . . EARL N. MILLER, known as Moon Mullins on the old Thurston show and now firmly entrenched in his home town of Rochester, N. Y., is anxious to read a line here on some of the former Thurston showfolk. . . . EL DORADO breaks in his revamped magic turn with a three-day showing, March 6-8, for the PTA at Kokomo, Ind. . . . WINSTON H. FREER, the "Mysterious Stranger," was the feature of the seventh annual magic show presented recently by the Wizard Club of Chicago. Others on the bill were Jack Herbert, emcee; Dick Mossey, LeCardo, Alexander, Philip Foxwell, Bob King and Tiny, Tung Pin Soo, Wilfrid DuBois, George T. Purves and Ralph Cook. Joe Berg again had charge of show arrangements. . . . HENRI LA TENA, touring Eastern Canada with his mystery unit, reports business as okay dokey. . . . TUCKER KEY is (See MAGIC on page 27)

Hirst Unit Review Co-Eds on Parade

(Unit 18-B)
(Reviewed at Troc Theater, Philadelphia, Wednesday Evening, February 28)

Frank Bryan shapes up another fast-moving production. And with Johnny Kane directing the scenes, unit has all the necessary ingredients. Again it's the comics that count, Frank X. Silk and Johnny Barry. Silk, in his familiar tramp character, romps thru the sketches and satisfies no end. Barry, as the bowery dude, makes the same impression, altho he resorts to bluer material. Evelyn Brooks does yeoman work as the flippant foil, with the strippers lending line reading to the sketches.

Charles Harris and Denny Lyons handle the conventional straight roles adequately enough, with Lyons also tenoring the ballet song stories and adding a well-received ventriloquist specialty. Uses the standard wooden dummy, and material is all double entendre. Makes the finish socko in having the McCarthy sing and whistle.

Peggy St. Claire, familiar figure on local nitery floors, is the added specialty for the ballet numbers, doing acro dance dandies for *Poppies* and *Dance of the Capes* in the first act, and for a *Black and White* ballet in the second. Her contortions are the only refreshing moments in the production scenes, settings and costumes being faded in comparison with the other units caught here. Chorus of 12 ponies and six show strutters does little that's commendable other than padding the *Parade*.

Carrot-topped Leone Thurston; Cleo Valentine, a fetching brunet, and topbilled Marie Cord, ballied as a "Gypsy Rose Lee" doubler, make the customary undraping evolutions. All up to standard, with Marie prefacing her peeling with ballad singing that arrests the attention.

Added specialty is Ford Mason, young expert on the harmonica. Announces self as former member of the Borrah Minnevitich gang, playing the latter's theme, *Study in Rhythm*, along with musical impressions of Goodman and Ellington. Mastery of the instrument is complete.

Merrick Valinote directs the trench tootlers. Biz brisk when caught. Georgia Sothern tops the next unit in.

M. H. Orodanker.

Midwest Unit Review "Vaniteasers"

(Reviewed Saturday Evening, February 24, at the Grand Theater, Canton, O.)

Replete with novelties and fast-paced is this 10th Midwest unit to play this theater this season.

While "Scarlett" Kelly is topbilled, the Screwy Ryans, knockabout trio on the order of the Ritz Brothers, really stopped the show several times during their two acts. Vic Plant was the principal comic for the week-end presentation.

Cyclonic redhead Scarlett Kelly came back to town the second time in six weeks. Her disrobing number is a whirlwind affair and her billing "the fastest thing on heels" is no exaggeration.

Vic Plant is one of the best comics to play here this season, and his hospital scene is one of his funniest. He makes up well as a woman and got plenty of laughs in the role of a chambermaid. The Three Ryans don't really get warmed up until they take over the stage for themselves and then it's 15 furious minutes of knockabout antics. Their mike scene is tops and bowed out only after a half dozen encores. George Corwin is a capable straight.

Miss Collette is a smooth strip worker, winning long and loud applause. Patricia Perry and Jeannine are other peelers, but do nothing out of the ordinary.

Ruth Belknap, of the chorus, steps out to do two violin solos, which were well received. Production numbers were on par with past bills and the chorus routines continue to improve. Wardrobe again this week is spic and span.

House's lower floor nearly filled at the end of the first show Saturday night.

Rex McConnell.

NEW YORK, March 2.—Triboro Theater, local burly house, will close after tonight's performance. No reopening is planned until September.

House is managed by Charles Murray and operated by Harold Minsky and Izzy Hirk. Normally employs a 16-gal line and 11 principals.

Join the Army—and Get Free Publicity

BRIDGEPORT, Conn., March 2.—June Taylor, featured stripper with the *Lovely Lassies* unit at the Loew-Poll Lyric last week, garnered great publicity for herself when, following a bet with house manager Lester Al Smith, she outfitted herself in men's clothing and endeavored to join the army.

Everything went well until the recruiting officer asked her to strip. Item made local papers, with one sheet, *The Sunday Herald*, using a row of pictures.

Umbrella Over Head Not Enough Covering for Nude

PHILADELPHIA, March 2.—An umbrella used by a nitery dancer for her Chamberlain routine might have hid her nudity—only this little gal held the protective covering over her head.

That was the complaint of a State Liquor Control Board agent who testified Thursday (29) at a hearing that the midtown Young Men's Club, intimate spot, presented improper entertainment. Charge was taken under advisement.

Youngstown Burly Resumes

YOUNGSTOWN, O., March 2.—Dark again for five days, Grand Theater, playing stock burlesque, reopened Friday (23) with a new company, which includes Akulah, featured dancer; Ann Boyd, Jean Guest, Helene Devon, George B. Hill, Bob Mallory, Earl Root, Whitey Frazer. New scenery was installed.

House will continue its grind policy, with usual midnight show Saturdays. Lower prices are also in effect.

Dayton, O., Dropping Burly

DAYTON, O., March 2.—With the current week's attraction, *Harlem on Parade*, colored revue, the Mayfair brings its burlesque season, the first under the Hirst banner, to a close. House will be given over to old-time revivals in pictures for six weeks before boarding up for the summer.

Seattle Ministers Urge Revoking of Burlesque License

SEATTLE, March 2.—Ministerial interests have again descended on the Rialto, last burlesque stand on First avenue, where three burly houses operated about a year or so ago. Public hearing was held this week on the shows and operation of this house, which recently went under management and ownership of Mr. and Mrs. B. D. Breitenstein.

Because public hearing on revocation of the Rialto's license, on charges of scanty attire, suggestive lines, bumps and blackouts, was held only before license committee, and because Mrs. Breitenstein is in Idaho, the hearing must be held again March 13.

Rosenberg Bookings

NEW YORK, March 2.—Phil Rosenberg's bookings: For the new Hirst show, *Co-Eds on Parade*, which opened February 18 at the Troc, Philadelphia, Billy Hagan, Max Coleman, Harry Bentley, Jackson and Sevier, Sam Gould, Patricia Margan, Ginger Waldron and Mickey Pearl. For *Swing and Sway*, that opened February 25, same house; Frank X. Silk, Johnny Barry, Evelyn Brooks, Charles Harris, Denny Lyons, Leone Thurston, Louise Rogers, Peggy St. Clair, Ford Mason and Marie Cord.

For extra-attraction dates, March 2, Marlane, St. Louis; March 3, Dian Rowland, Baltimore; Valerie Parks, Washington; Hinda Wassau, Pittsburgh; Georgia Sothern, Philadelphia; Amy Fong, Newark; Diane Logan, Gladys Clark, Union City, and Marie Cord, Boston. Also February 24, Jean Mode, Dayton, O.; February 25, Paul Rich, Newark, N. J.; Rubberneck Holmes, Boston; Sahji, Washington, and Georgia Sothern, Pittsburgh.

Helen Colby, Leonora Jackson and Otto Eason joined in Baltimore February 25. Jeryl Dean goes to Detroit March 2 and St. Louis March 9.

SEATTLE, Wash., March 2.—Newly redecorated, the Spinning Wheel, under new management, is inaugurating a floor show policy.

Burlesque Notes

(Communications to New York Office)

NEW YORK:

GINGER WALDRON celebrated a birthday March 9 backstage of the Howard, Boston, and later in a local nitery.

ANNETTE ROSS replaced Romaine at the Eltinge March 1. Romaine left to join a new Hirst Circuit show, *Ridin' High*, that opened at the Troc, Philadelphia, March 3, with Foster and Jacobs, Harry Levine, Ben Hamilton, Melanie LeBeau, Joan Rydell and Wyn and Hurwyn, and with Georgia Sothern featured.

Stinkle and Shorty opened at the Star, Brooklyn, March 1. . . . BOBBY BIRCH, straight, recently back from the Miami, Fla., Temple Theater, replaced Phil Stone at the Republic March 1.

Stone, who completed a record 14 months at the Republic, joins an association of press photographers. . . . CASINO, Pittsburgh, broke box-office records February 12 week with Ann Corio headlining, according to the local dailies. Extra shows were the order over the week-end. . . . LLOYD MULLER, operator of the Claridge Hotel, was tendered a birthday party March 2 at the Cotton Club by burly celebrities. This after a trip to the Gayety, Boston, to call on Eddie Lynch, Patsy Ginger Johnstone and others.

NATALIE CARTIER, producer, late of the Century, Brooklyn, engaged to put on two new Hirst shows. Then to round out ensembles at the Lyric, Bridgeport, Conn., which reopens with burly stock March 25. She leaves in May for Los Angeles. . . . NOMA, dancer, opened at the Republic February 23. . . . LEE BREWSTER, tallest of the Eltinge eye-fuls, celebrated a birthday February 26 with Helen Barry and Becky Osborne baking the cake. Princess Pearl Chadwick celebrated her's February 22 and Jackie Roberts will March 22. . . . PAULA LIND moved from the Republic to the Star, Brooklyn, opening March 1. Replaced by Mickey Dennis.

EDDIE LYNCH writes from Boston: "Think I have set some kind of a record as a chorus producer. At the Plymouth, Worcester, Mass., am using a line of 12; at the Capitol, Pawtucket, R. I., another 12; at the Court Square, Springfield, Mass., still another 12, not forgetting the Gayety here, with eight showgirls and 12 dancers. Altogether 56 girls are employed in these E. M. Loew houses. More theaters to follow. No strips are used." . . . LEROY, comedy magician, left the Republic February 22 for six weeks of vaude set thru Eddie Sherman, to start March 4 at the State, Baltimore. . . . CHARLES L. COHN, former burly advance man, with Joe Solly as partner, is now in possession of the Jacques Theater, Waterbury, Conn., once a profitable burly spot. Plans are for a new policy, dramatic stock, beginning March 25. . . . SISSIE FLOOD, dancing chorine at the (See BURLESQUE NOTES on page 27)

CHICAGO:

GREENMAN AND DeARCA are opening on the Midwest Circuit at the Globe, Boston, March 8, replacing Lewis and Fine. . . . BUSTER LORENZO is closing at the Grand Opera House, St. Louis, March 7, and is returning to the Coast. His wife, Marion Morgan, is continuing in burlesque. . . . ANN HENDRICKS is currently featured at the Empress, Milwaukee. . . . WILLIE GORDON is opening in the same show. . . . AT THE RIALTO here the week of March 8: Bob Ferguson, Mary Murray, Irving Harmon, Ted Kent, Jack Coyle, Petite Carroll and Lillias Karins.

Girls WANTED Girls

Models for Posing Show. Youth and figure essential. Experience unnecessary. Thirty weeks' contract. Send photo. State age, weight, type, etc., to BOB EDWARDS, 412 W. Hanna, Tampa, Fla.

Letters on Old Toms Arouse Much Interest Among Billyboy Readers

Riverhead, N. Y.

Editors *The Billboard*:

I have read the letters about *Uncle Tom's Cabin* with great interest. There were three two-car Tom shows playing the Middle West in 1919, namely Burk's, Terry's tent show and Reaver & Kelly's railroad show. Burk's cars were lettered Burk's Hippodramatic Shows. The Terry show had an 80-foot top with a 40-foot middle and a dramatic end; 15 lengths of seven-tier blues; 400 reserved chairs; a fine band of 18 pieces, a 10-piece orchestra and a five-piece colored drum corps. The personnel consisted of 42 people. W. G. Dickey and E. D. Terry were the owners and managers, and J. C. Admire was general agent, with seven people on the advance.

The Burk show had a 60-foot top with three 20-foot middles; 14 lengths of eight-tier blues and reserved chairs in the center. Personnel consisted of a 10-piece band, 10 workmen, four women, a little girl for Eva and a chef. Total 30 people with advance. Miles Berry was general agent. Show carried 13 ponies, three pony colts, three great Danes, two baggage horses, one menage horse and a donkey. The show belonged to C. E. Beyerle, a banker of Pine Bluffs, Wyo., and it was operated by J. C. Walker and E. C. Olson.

The Reaver & Kelly show's big top was a 60-footer, with two 30-foot middles and a 15-foot dramatic end. We had an excellent band of 18 pieces. Company consisted of 35 people. Most of the workmen were ex-circus canvasmen and it moved like Barnum. The show had an excellent season. The Railroad Administration took over all available passenger equipment in 1920. It was impossible to lease cars and we couldn't afford new ones, consequently I turned my interest over to Harry Kelly, and he and F. M. Shortridge put out the show on wagons under the title of Lockerby Bros.' *Uncle Tom's Cabin* and enjoyed several successful seasons. They changed it to a dog and pony circus and failed.

The season of 1919 the Terry show grossed \$42,938.67 in 22 weeks and closed with a profit of \$12,482.99. The show never netted less than \$10,000 and did net as much as \$15,000. The Terry show was organized February 19, 1890. After Dickey's death in 1922, Mrs. Dickey offered me her half interest for \$10,000. Later she and Terry went to trucks and continued to do well until his death, when the show was taken off the road.

I am convinced that the time is ripe for a Tom show comparable to the shows

I have written about. Like Billy Blythe, whose letter appeared in the February 3 issue, I haven't the capital or I would start framing a show at once.

VERNON REAVER.

Muskegon, Mich.

Editors *The Billboard*:

I have been reading with much interest all the write-ups about Tom shows and I, too, would like to see them on the road again. Opening with Mason Brothers in Johnsonburg, Pa., in 1925, I spent several summers with some of the finest Tom and *Ten Night* performers. Of the managers still living are Tad and Marie Haromunt and Tom Aiton, and of the producers, John Ellis is one of the best.

I often hear of Burt and Lucille Stoddard and daughter June. And there are Lou and Amy LeClerc way out in sunny California. Billy Blythe has his own little stock company in New England. Tad and Marie Haromunt have been off the road for at least 10 years and are now located in or near Middletown, O. I often wonder about the old friends, Gib Orser, Tom Jivanne, T. I. Fahl and Dape Livingston.

I loved dearly the old melodrama, and prided myself in my wardrobe of Little Eva, in the lines too, and my make-up for that part. Eva St. Clair was always my favorite.

WANETA LANE.

Fort Covington, N. Y.

Editors *The Billboard*:

I have read with interest the articles regarding that grand old play, *Uncle Tom's Cabin*, and memories of those good old Tom days. I am a non-professional but a dyed-in-the-wool circus and rep fan and sure would like to see *Uncle Tom* revived, but not like the Tom shows that played Northern New York from 1919 on with an old rag and a three-piece band. If they could have gotten away with it they would have doubled *Uncle Tom* and little Eva. If

some of the real old Tommers could have come back and seen this grand old play robbed of its glory and fame they would have fell back in their graves, shocked to death.

The youngsters of today know nothing of *Uncle Tom's Cabin* because their parents have become disgusted with the late Tom shows. But I believe a live manager with a flashy and clean outfit, a street parade, a good band, lots of paper and a good cast could do good business.

The Tom shows that I recall from the late '90s to 1910 were Witherell's, from Burke, N. Y.; John F. Stowe, Andrew Downie McPhee, Hargrave's and Stetson's. They all had a good parade and a fine band, and the equipment was in A-1 shape. Personnel of the show was all well dressed and neat.

One date I can recall definitely. On Monday, June 30, 1902, Andrew Downie McPhee played our town. J. C. Cavanaugh was No. 1 agent and H. L. Easlick second agent. They had a swell show and did a fine business. The last Tommer I saw was presented here by Doc Morgan, who had a company of 14. That was in November, 1904. George E. Pickering was ahead of the show and the cast included the following: Doc J. Morgan, of med show fame; Mr. and Mrs. E. R. Zaranos, Emma Hess, Nettie Paul, T. A. Long and baby, Al F. Wheeler, M. E. Ashley, Harry McClellan, L. A. Bemis, Harry Gates, Bud Buckley and Joe Chapman. From that date on the Tommers that I saw I am trying to forget, but they are hard pills to swallow.

I would rather see the Tom show buried deep in the earth than have it mocked and mimicked the way it was in the last days of its existence.

DICK CAPPIELLO.

Rep Ripples

BEN AND LILLIE HEFFNER, formerly with the Heffner-Vinson Show, will this season troupe with the Blue Ribbon Shows, carnival organization, where Ben will look after banners, paper and publicity. Sid Lovett, popular rep show agent and advertising man, will go over to Blue Ribbon with the Heffners to look

Endurance Shows

(Communications to BILL SACHS, Cincinnati Office)

Rainbo Gardens Has 8 Left; Coliseum Drops to 4 and 1

CHICAGO, March 2.—Eight teams remain in the Rainbo Gardens contest here at the 1,536-hour mark. Two elimination features, a 15-minute sprint and a 45-minute treadmill, are in force nightly. Still pounding the boards are Billy Willis and Ruthie Carroll, Louie Meredith and Patsy Patterson, Johnnie Reed and Mildred Moore, Duffy Tarantino and Tilly Sweet, Jimmie and Minnie Firenze, Whitey and Margaret Helm, George Bernstein and Leona Barton and Marve Ellison and Gladys Maddox. All are sponsored.

Johnny Reed went into the ice Tuesday night (20) for a 41-minute stay, topping Marge Helm's 39-minute and 40-second interment. Staff remains intact, excepting the addition of Larry DeCarrado as trainer.

At this writing four couples and one solo are struggling along in the southside Chicago Coliseum contest.

Peoria Gets Jitter-Thon

PEORIA, Ill., March 2. — Jitter-Thon Endurance Derby is slated to get under way here late this month, with Maxie Capp as managing director. Show will play Fernwood Gardens, which has a seating capacity of 4,000. Peoria has a drawing power of 300,000 within a radius of 10 miles.

DEAN ENGLISH inks from Jackson, Mich., where he has been driving a taxi since the Hagerstown, Md., show, that he would like to read notes here on Bill and Elsie McQuade, Cliff and Francis Show, Johnnie and Marie Groves and Clyde Strickland.

BARBARA HELEN GEORGE infos that she is now residing in Stamford, Conn.

HAL J. ROSS reports that his Tucson, Ariz., contest is playing to capacity houses each night and that the matinees are also holding up their end. Hal hands an orchid to his latest organization, saying it is the finest he has had in his 12 years in the business.

"HAVE BEEN one of your readers for some time and enjoy reading the endurance show articles," writes Al Potter from Peoria, Ill. "I'm like you. Why don't promoters and contestants send in more news? Most all of them buy *The Billboard* to read about the walkathons and their friends and what they are doing, yet, in return for the information, don't send in anything about themselves. I have never walked in a show, but have been interested for several years. This summer, if I can find a good show, I will join it, so I can learn the ropes.

"THIS IS SHACKLES, Handcuff King, who worked in the Worcester, Mass., marathon with Mickey Sheehan, Stan West and Phil Murphy; also with George L. Rudy, Fred Crockett and in Beaumont and Houston, and with King Brady and in P. W. Johnson's walkies," cards Charles Horrell from New Orleans, where he is working at the World's Fair Museum. Charles would like to know via the column if Mickey Sheehan is still in the walkie game and looks for news from those who have worked with him in the past.

WRITING FROM Hollywood, Fla., Sammy (Wholesale) Howard infos that he is working there as a singing waiter.

after the billposting chores. . . . ARTHUR C. ANDERSON is presenting a 16mm. picture show before Swedish societies in New England. He supplements the show with a talk. . . . A. W. BRICE, former owner of Brice's Comedians, is operating thru Louisiana with a trailer museum. . . . ADRIAN SHARPE, Iowa rep operator, is spending the cold months in San Diego, Calif. . . . BENNY WULL-KOTTE, with the Bryant Showboat in Cincinnati the last three summers, has opened with his ork, the Dixielanders, at Twin Lanterns in North College Hill, Cincy suburb. He recently concluded a 17-week stand at Cincinnati's Kemper Lane Hotel. . . . VAUGHN FAMILY TRIO (Aunt Ada, Jerry and Gaylord), former repsters, are heard twice daily from Carter's Chickery, Eldorado, Ill., by remote control over WEBQ, Harrisburg, Ill. They are carded to remain there until June 1.

MACK D. FERGUSON, late of John R. Van Arnham's Radio Funmakers, recently worked an amateur show with college students for Byron Gosh at the New Mills Theater, Morehead, Ky. The Gosh troupe is now in its 16th week in Kentucky theaters. . . . ERNEST W. IRISH has a talking picture show working schools and churches in Western Massachusetts and Connecticut. . . . E. F. HANNAN has written a mystery bill, *Spirit at Large*, for the Henri LaTena unit operating in Northern New England and Canada. . . . EARL WEATHERFORD Tent Show, readying for the new season at its quarters in Zolfo Springs, Fla., is slated to crack the season in South Georgia late in March. Weatherford will feature his magic, and "Snowball Billy" Rimmer will hold down the comedy. . . . AT A FAREWELL PARTY held recently at the winter quarters of the Frank C. Keith and Leo Thompson shows at Fort Smith, Ark., the following guests were present: Frank C. Keith, Arla Keith, Max Holloway, Art and Ruth Holloway, Capt. Frank Holloway, Bessie Mae Dawson, Charles McDaniels, Doc George, Dinah Ward, Dan and Babe Sherwin, of the Babe Sherwin Players; Mr. and Mr. Leo Thompson, Buddy Morris, Daisy Thompson, Daniel A. Thompson and B. Edward Thompson. The Keith and Thompson shows begin their season around March 15. Bessie Mae Dawson joins the Sherwin Players, who open in April at Cushing, Okla.

EDITH AND JIMMY ERIXON, now circling with the Dennis Players, have signed for the canvas season with the (See REP RIPPLES on page 61)

Where Is "Slim" Vermont?

CINCINNATI, March 2.—In a communication received by the local office of *The Billboard* this week Roy Balger, of 1906 Richard street, Dayton, O., asks us to aid in the search for his brother, Charles (Slim) Vermont, well-known black-face performer. Balger explains that their mother passed away recently in Dayton. Vermont, active in the rep, tab and vaude fields in the past, practically dropped from the picture some four years ago. There have been rumors of his death, but *The Billboard* hasn't been able to verify these reports. When last heard from by the repertoire editor, Vermont was with Reno's Funmakers, tent opry operating in the South. Balger last heard from his brother from Key West, Fla. Anyone knowing the whereabouts of "Slim" Vermont is asked to communicate with the repertoire editor of *The Billboard* or his brother.

JITTER-THON ENDURANCE DERBY FERNWOOD GARDENS PEORIA, ILLINOIS OPENING THURSDAY, MARCH 28

UP TO
\$2,000 IN PRIZE MONEY—\$2,000

Want flash Entertaining and Sprint Teams. We have a good weekly proposition, plus the prize money. This is a TOP-NOTCH PRODUCTION, including a personnel that is capable and interested in the benefits of the contestants. Some Help wanted: Moon Mullins, Lenny Paige, Hal Brown, Bill Stien, King Brady, Palooka Bros., Johnny Agrella, Mickey Brennan, Earl Clark, "also" Nurses, Trainers and a good Sign Painter. SAVE YOUR money and save ours. NO COLLECT WIRES or LONG DISTANCE CALLS. Write AIR MAIL LETTER to "KING JOY AMUSEMENT CO.," Fernwood Gardens, Peoria, Ill., or MAXIE CAPP, Managing Director. P.S.: This contest being staged by an old reliable endurance promoter.

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Now Spring Catalog Ready for Mailing. New Prints. Serials, War Pictures, Westerns, Horror, Gangsters and other types. 35mm Talks. New silent print on Ten Nights in a Barroom, complete with Front. 80-Watt P. A. System. We trade. Friendship, Ohio.

WANT FOR MUSICAL REVUE

(One Niter—Under Canvas)
Musicians, Chorus Girls, Producing Comic, Straight Man, Young Girl Torch or Blues Singer, Novelty Acts. Those who double given preference. State lowest salary. Billy McQuaid and Slim Morgan, write. Write or wire (pay your own) CHARLES UNDERWOOD, Patterson Hotel, Valdosta, Georgia. P.S.: Want to buy Small Piano, Scenery, Costumes and Reserved Seat Chairs.

PARTNER WANTED

For one-night stand vaudeville-picture show under canvas. Prefer showman with complete outfit. Large seating capacity; projectors equipped with 35mm. sound. Have feature attraction that will fill tent nightly, netting \$500 weekly profit. Will invest dollar for dollar or its equivalent. Unless you have above outfit or \$1,000, don't answer. Address: BOX D-61, care *The Billboard*, Cincinnati, O.

FOR SALE

COMPLETE DRAMATIC SHOW—45x90' Tent, 10' Wall, Poles, Stakes, Chairs and Blues, Marquee, Proscenium, Scenery, two Trucks, perfect condition, \$700.00 cash complete.

CARL KENNEDY SHOW TENT HOUSE, 1140 E. Illinois Ave., Dallas, Texas

Will Compensate Anyone Furnishing Positive Information

AS TO PRESENT WHEREABOUTS OF WILLIAM WEISTER,

whose professional or stage name was William Hamilton. About 1924 to 1928 operated or was connected with some character of traveling tent show which played in Texas, Oklahoma, Nebraska and neighboring states. Have not heard from or of him since 1928. If he is dead will pay liberally to learn when and where he died. This information is not sought to cause him any trouble or injury, but I have news of interest to him.

VINCENT C. GIBLIN, Attorney

804 Ingraham Bldg.,

Miami, Florida

Roadshowman Goes to College, Gives Shows for Student Body

WEISER, Ida., March 2.—George Oliver Smith, local roadshowman, is continuing his non-theatrical activities while attending college at Boise. He not only shows film but has established a reputation as a producer and cameraman. He is planning to hitch-hike to Southern California this summer to make a film of that territory.

Smith, 18, started his roadshow activities at the age of 13. Since then he has "graduated" as a real operator and has shown films in his Little Theater, giving two shows an evening to accommodate the crowds.

College, he says, is no barrier to an operator. He bundled up his 16mm. equipment and took it with him to school. Films made on the campus of fellow students, athletic events and pep meetings are claiming interest and are also profitable.

When questioned regarding his activities, Smith said: "The one thing I am thankful for is that I got over the hard spots while I was a kid. I found that I could make money with the equipment I had and that I did not need to wait until I could afford expensive projectors and cameras. The time to start making

films is when you have time to devote to this work. That is what I did and it's working out fine."

Smith produced *The Happy Farm Woman*, featured at the University Extension Women's vacation camps. He also has made shots of the Golden Gate Exposition. These are in color and Smith lectures as the films are shown.

William Bitzer Stricken

NEW YORK, March 2.—William Bitzer, cameraman who made *The Birth of a Nation* and now consultant on 16mm. at the Museum of Modern Art, was stricken at his desk Sunday (25). He was removed to St. Luke's Hospital.

VAUDEVILLE REVIEWS

(Continued from page 23) length figures of men, are featured in a breezy novelty.

A fairly funny ballet satire is presented by Alexander and Santos, with the assistance of Doris Claes and Leslie Davis. The funniest bit is a number by the two men, one of them in the part of a teacher and the other in a tux and ballet skirt in a take-off of a pupil. Nice sight stuff.

Gali Gali, Egyptian magician, did a good job with his unusual turn, highlighted with the appearing and disappearing chicks. Latter trick is a great patron-participation stunt, both in theaters and night clubs. He is a hard and fast worker.

Line closes with a modernistic version of a Latin number, turning the trains of their gowns into capes. Flashy routine.

Business good last show opening day. Entire bill slated to hold over a second week. *Sam Honigberg.*

Carman, Philadelphia

(Reviewed Friday Evening, March 1)

After an impasse of three months, George T. Graves, managing-director of this North Philadelphia house, settled differences with the musicians' union to pave the way for the return of flesh in conjunction with film fare. Despite screen support from *My Girl Friday* (Col.), Resident Manager Frank O. Ackley attributed the standee biz to vaude's return and held bill over for a second week.

Initial bill is a five-act run and, despite lack of variety, all turns turned in a sock performance. First on is the Liazeed Troupe, Arabian acrobatic act, comprising seven males and two fems, specializing in spectacular pyramid formations for two and three-alls and eccentric nip-ups and flip-overs. Standout is formation where single male supports the other six.

Wind-up act also has the big top aura in the trapeze and rope stunts of the Herzogs, five Viennese fems, making this their first showing on these shores. Standout is the fifth fem coming up from the audience for breath-taking antics on the swing.

Deuce spot holds Charles Carrer, juggler, using a cocktail bar for manipulations. Clinches the impression in juggling the ingredients on a tray to make 10 cocktails simultaneously.

Mann, Dupree and Lee, two males and a gal, follow with rhythmic stepology in musical comedy style. Male's solo eccentric snaky dance finds best favor.

Next-to-shut act presents another dance team more in keeping with tastes

of these ticket-buyers. It's the mixed eccentric hoofing team of Nash and Evans. Male member, a dude wrangler gushing with hayseed to make the homey gags count while twirling the lasso, keeps the audience's enthusiasm intact.

A musical setting of major proportions is provided by Louis Basil, returning to the trench with 10 tootlers. Maestro emceeds bill from the pit mike. Show runs an hour, including ork's *Hungaria* overture. *M. H. Orodenerker.*

MAGIC

(Continued from page 25)

playing Georgia theaters after a trek thru Alabama, where he says he bumped into a grand guy in the person of Dr. S. B. Hopkins, with the pair whiling away many happy hours together. Key also enjoyed a recent visit with Max Terhune. Business in the South has been fair, Tucker relates, but he can't say the same for the weather.

ICE SHOW MARKET

(Continued from page 3)

vember. The difference is explained by fact that bad weather last fall together with the newness of ice shows and unfamiliarity of the Stadium contributed to low sales. However, the city welcomed the show like returning home-folks. Local papers gave full-page picture spreads, sport cartoonists devoted art to featured performers, local radio stations gave free time for interviews with the artists and Washington society groups, who form their own skating clubs, made the show a festive occasion.

Weather Hurts Box Office

SYRACUSE, N. Y., March 2.—Half of the 4,000 attendance at the opening of the *European Ice Revue* at the Coliseum on the New York State Fair grounds, February 21, was papered. The remaining admissions paid 40 cents for general locations and 85 cents for reserved seats. The second night bad weather and absence of passes cut down the crowd.

CHICAGO, March 2.—Arthur M. Wirtz, ice show producer, and his wife, together with Sonja Henie and her mother, are leaving next week for a six-week vacation in Honolulu.

Ice Carnivals Use Pros

HERSHEY, Pa., March 2.—Seventh annual midwinter Ice Frolic at Hershey Ice Palace, March 15 and 16, will highlight professional entertainers, including Erna Anderson, figure skater; Rosemary Stewart and Robert Densch, figure pair, and Alfred Trenkler, comic.

PHILADELPHIA, March 2.—At the 21st annual ice carnival sponsored by the Philadelphia Skating Club at the Arena tonight (2), professional performers included Edi Scholdan, Joan Tozzer, Bernard Fox and Jane Vaughn.

BURLESQUE NOTES

(Continued from page 25)

Galety, was moved February 22 to the Columbus Hospital, suffering from double pneumonia. . . . GAY KNIGHT back to the Republic, and sister, June Marsh, ditto to the Galety, after a lengthy Los Angeles stay. . . . LOUISE CLAYTON doubled in an acro dancing specialty and in the front line at the Republic last week. . . . PHIL SILVERS, now in Hollywood, was signed to a term contract by MGM. His first job will be with Mickey Rooney and Judy Garland in *Strike Up the Band*.

ALYNE PAYNE, showgirl on the

The Billboard

Founded by W. H. DONALDSON

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Vol. 52 MARCH 9, 1940 No. 10

Hirst Circuit, was used to advantage for emergency strip-tease peels when stars become ill, as in the cases this season of Dian Rowland and Margie Hart. . . . IRENE (GOO GOO) TANNER celebrated her 10th birthday anniversary at her home February 10. Goo Goo is the daughter of Kitty, showgirl at the Republic, and Billy, comic. . . . PAL BRANDEAUX, producer, left the Million-Dollar Pier, Miami Beach, Fla., to accept a Coast engagement, and took with him Leon Murray, singer, and Virginia Curtis, showgirl. . . . FOLLIES, Los Angeles, has in its latest roster Loye Astrid, Ginger Britton, Margie Lee, Helen Russell, Patricia, Bob Freeman, Betty Rowland, Billy Reed, Jack Romig, Gus Schilling, Charles Fritcher, Jack Murray and a chorus of 15. . . . BLOSSOM L'AVELLE, former burly ace, writes she has a new attraction for Broadway, a daughter, born January 7 in St. Vincent's Hospital, Norfolk, Va. **UNO.**

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THE FILM WEEKLY AUSTRALIA

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FINLAND FIGHTS, released by Castle Films. An up-to-the-minute picture of the war in Finland. Shows the attack on Helsinki, Russian soldiers dropping by parachute behind Finnish lines and the attacks on the Mannerheim defense. Running time, 10 minutes.

CHRISTIANITY, released by Screen Art Sales Co. A picturization of the world's greatest religious story—Oberammergau. Shows the village famed for its *Passion Play* performances given every 10 years. Running

time, 18 minutes. HARVEST OF DEATH, released by Screen Art Sales Co. A picture dealing with the suffering and devastation caused by war. Shots made during the first World War are used as a background. Narration is by Roger Bower. Running time, 27 minutes.

SWIMMING AND DIVING ACES, released by Castle Films. An array of pool geniuses. Shows thru slow motion the forms of great divers. Running time, 10 minutes.

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Anderson, Wm. H.
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Anirson & Millan
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Arnold, Mosco
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Asher, Chas.
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Atkins, Amos
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Backman, Teddy
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Baker, James
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Baker, Walter
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Barber & Patterson
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Barker, Wm. M.
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Barnett, Robt.
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Barry, Geo.
Barry, Jimmy
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Bassett, Guy
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Brooks, Clifford (Bandmaster)
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DeRossignob, Louis
DeShon, Mortimer
Devere, Charles
DeVoe, John
DeVitt, Sherman
W
Debarrie, W. E.
Decker, Toby
Delaney, Sam
Denetro, Archie
Demetro, Tom
Dennisons
Dickens, Raleigh
Dickson, Tom E.
Dine Bros.
(Col. Minstrels)
Dinton, John
Disco, Dick
Dissin, Dave
Dixie Queen
Showboat
Dodd, Doyle
Dodd, W. H.
Doran, Harry
Dorrell, J. V.
Douglas, Edw.
Douglas, Jack
(Nail Joint)
Douglas, Jack R.
Douglas, Malvern
Dowdy, J. R.
Drake, Joseph
Drayer, Richard
DuBois, William
Dudley, H. G.
Dudney, Lynn
Duffey, J. H.
Dugan, Edw.
Dugan, Jumpin' Joe
Duncan, Al
Dunlap, Slim
Dunlap, Dr. Ted
Dunn, Lyman H.
Durnal, Gene
Dyer, Bob
Earle, Alfred B.
Eddy, Doc & Mrs.
Edwards, Clarence
Edwards, Franko
Edwards, Glenn R.
Edwards, Gus
Eller, R. E.
Eli, Pete
Ellenburg, Chief
Ellis, Ray
Elsner, E. R.
Elsner, Gus
Embre Jr., Geo.
Emers, Evert
Emerson, D. H.
Emerson, Jay F.
English, Ted
(Bangor)
Enos, Gene
Enos, Harold
Epperson, Eppy
Erdman, Lee
Erickson, Wm. J.
Esny, C.
Etnoir, LeRoy
Eubauks, Paul
(Macon, Ga.)
Eule, Irving
Evans, Bob
(Gypsy)
Evans, Frank S.
Evans, James E.
Everett, Lloyd
Eyster, James H.
Ezra, Uncle, Farm
Fahey, Frank
Farrington, R. W.
Fast, Dan
Faub, Paul
Faust, Ike
Fendrick, Boysi
Fennell, George
Ferdon, James
Ferguson, Capt.
Fern. Chas., Mgr.
Ferris, Al
Fetta, T. Tex
Fette, Louis
Fields, Benny F.
Finchio, Alfred
Finerty, Patty
Finger, L. V.
Fink, Albert J.
Fink, Harry
Finn, Woody
Finnell, Elorea
(Cuff)
Fish, James E.
Fishburn, Irwin J.
Fisher, Albert
Fisher, Burt
Fisher, Dr. John
Fitzgerald, Jimmie
Flagg, Gus
Flannagan, Ralph T.
Flynn, Frank
Flynn, Pat
Foley, C. O.
Ford, Joe
Ford, Richard
Foreman, James M.
Foreman, L. K.
(Bud)
Forkum, Cowboy Bill
Foster, James
Foster, Jockey
Foster, Thomas L.
"Postaire"
Foutis, Gordon
Foust, Jake
Fowler, Lloyd
(Frog Boy)
Fox, Fred
Francis, A.
Frank, Jos.
Franklin, Dan
Frazier, Owen
Freddie, Armless
Wonder
Freed, Harry. Shows
Frees, Dave
Freeman, Earl
French, James
Frenchie (Worked for Max)
Fried, Harry, Carnival
Fuller, Syd
Fulmer, Harry
Robert
Gallagher, James
Gallagher, Orville L.
Galliway, Eddie Lee
Gamble, Eddie
Gamble, Henry
Garber, Edw.
Gardner, Roy
Garfield, Dr.
Garner, Bryant R.
Garrett, Pat
Gary, Gene & Roberta
Gasha, Rajah
Gatewood, Col. A. L.
Gay, H. S.
Gee, Parker
Gellman Bros.
Gentry Bros.
Circus
Gentry, John H.
Geoffrion, Roland
George, Frank
George, Little
(Midget)
George, Peter
Gerber, Joe (Red)
Gibson, Harry Guy
Gibson, Raleigh
Gibson, Roy
Gilbert, Art
Gilbert, Archie
Gilbert, Dr. Walter
Gile, Ozzie
(Roper)
Gillis, Sol
Glassburn, Charlie
Glassman, Jack
Ghinea, Morris
Glover, Earnest
Glynn, M. A.
Goings, Robt.
Goldberg, Murray
Goldburgwalb, Pat
Golde, David
Golden, Billy
Gordon, Art
Gordon, Dr. Jack
Gordon, John
Gordon & Olivia
Gordon, Sam
Gore, Edw.
Goster, Eddie
Gourley, Archie
Graham, Geo. P.
Graham, Jack E.
Graham, Joe
Graham, Mark
Graham, Stanley
Gramlick, Charles
Joy
Graves, Mike
Gray, Bee Ho
Gray, Norman D.
Gray, W. N.
Great Eastern
Circus
Greater New
England Shows
Grebb, Joe
Green, Col. W. C.
Greene, Harley.
(Willy)
Greeno, Eddie
Greer-Hammer
Rodeo
Gregary, Jack

- Gregg, John
Grey, Anthony
Griffin, Johnny
Griffith, Melville
Groscurth, Clifford C.
James, A. F.
James, Harry
Jansen, Harry
Jarvis, Alonzo
Jason, Fred P.
Jayne, C. P.
Jeffers, Wm. F.
Jeffries, Carl "Brume"
Jenkins, Bob
Jenkins, Wm. C.
Jennings, Ted
Jessop, Edw.
Jett, Backie
Johns, Vincent C.
Johnson, Ben
Johnson, Coster
Johnson, Jack
Johnson, Prof.
Johnson, Swede
Johnson, Toby
Johnson, Tom
Johnston, Brooks E.
Johnstone, Dr. B. B.
Jones, Alvin, Donkey Baseball
Jones, Buck
Jones, Slim Trumpet
Jones, W. B. (Jongey)
Jordan, Red
Joseph, Tom
Jourdau, Von K.
Joy, Billy & Juanita
Joyce, James J.
Judd, H. W.
Kachel, Jack
Kamiki, Ernest
Kammerit, Toney
Kane, James
Kashier, Chas. (Snake Show)
Karl, Milt
Kashier, Chas. Davidson
Kashier, C. V.
Kaurit, Tony
Kaufman, John
Kaufman, O. E.
Kay, Don
Kazoon, Jackie
Keefe, Charles
Keefe, George
Keenan, Hank
Keene, Hank
Keith, George
Keller, Henry T.
Kelley, J. C.
(Bowling Alley)
Kellogg, Wm.
Kelly, F. W. Slim
Kelly, Louis
Kelly, Sonny
Kelly, T. W. Slim
Kemp Banner Man
Kemp, Claude
Kennedy, Irish
Kent, C. O.
Kenton, Jack
Kerkis, Harry
Kimball, Bill
Kimmerer, Max
Kindt, Wm. H.
King, Bill
King, Bill (Magician)
King, Doc W. L.
King, Lyle E.
King, Roy
King, Tony or Ray
(Cowboys)
Kings, George
Musical
Kings, Hart (K Ranch Rodeo)
Kings, Walter
Kings (Mind Readers)
Kingsberry, James
Shorty
Kirk, Frank
Kirkland, E. R.
Kirkland, Capt. Whitey
Kirkman, O.
Kirkpatrick, Henry J.
Kitchen, Lonzo
Kline, Moine
Klohr, Geo.
Knott, Stacy E.
Knowles, Jimmie
Knox, Clifford
Knox, Happy
Kobut, Kaich
Kohn, Harry
Kokono Athletic Show
Kolborn, Frinke
Kontz, Larry
Koran, Vernon E.
Koschland, C. F.
Kosher, Joe
Kramer, John
Krawatz, Sam
Kuntz, Windell
LaBarie, Babe
Labbell, Cecil
LaBird, Chas.
LaFreniere, Nelson
Lake, George
Lamar, Tony
Lamb, Capt. E. L.
Lambert, H. A.
LaMont, Chas.
Randolph
Lance, Doc J. D.
Landers, Pat
Landrum, L. O.
Lands, Robert
Lane, A. A., Mgr.
Lane, C. E.
Lane, Wm. Dutch
Lango, Jack
LaPage, Franchy
Laraway, Harold
Laughlan, Harold
LaValley, Capt. Oscar
Lavan, Harry
Lawson, Willie
Lay, Walter
Layman, Forrest
Layne, McKinley
Lee, Buddy
Lee, Charles
Lee, Francis M.
Leonard, Harry
(L clown)
Lee, Howard
Leulhart, Ray
Leonard, Sid
Leroy, Edward
Leroy, J. F.
Leslie, Dan
Lester, John
Lewis & Co., Dick
Lewis, Harry V.
Lewis, J. C.
Lewis, Joe (Goerillo Show)
Isaacs, Henry
Iskowitz, Max
Ivy, Doc W. L.
Jackson, Frederick
Magidan
James, A. F.
James, Harry
Jansen, Harry
Jarvis, Alonzo
Jason, Fred P.
Jayne, C. P.
Jeffers, Wm. F.
Jeffries, Carl "Brume"
Jenkins, Bob
Jenkins, Wm. C.
Jennings, Ted
Jessop, Edw.
Jett, Backie
Johns, Vincent C.
Johnson, Ben
Johnson, Coster
Johnson, Jack
Johnson, Prof.
Johnson, Swede
Johnson, Toby
Johnson, Tom
Johnston, Brooks E.
Johnstone, Dr. B. B.
Jones, Alvin, Donkey Baseball
Jones, Buck
Jones, Slim Trumpet
Jones, W. B. (Jongey)
Jordan, Red
Joseph, Tom
Jourdau, Von K.
Joy, Billy & Juanita
Joyce, James J.
Judd, H. W.
Kachel, Jack
Kamiki, Ernest
Kammerit, Toney
Kane, James
Kashier, Chas. (Snake Show)
Karl, Milt
Kashier, Chas. Davidson
Kashier, C. V.
Kaurit, Tony
Kaufman, John
Kaufman, O. E.
Kay, Don
Kazoon, Jackie
Keefe, Charles
Keefe, George
Keenan, Hank
Keene, Hank
Keith, George
Keller, Henry T.
Kelley, J. C.
(Bowling Alley)
Kellogg, Wm.
Kelly, F. W. Slim
Kelly, Louis
Kelly, Sonny
Kelly, T. W. Slim
Kemp Banner Man
Kemp, Claude
Kennedy, Irish
Kent, C. O.
Kenton, Jack
Kerkis, Harry
Kimball, Bill
Kimmerer, Max
Kindt, Wm. H.
King, Bill
King, Bill (Magician)
King, Doc W. L.
King, Lyle E.
King, Roy
King, Tony or Ray
(Cowboys)
Kings, George
Musical
Kings, Hart (K Ranch Rodeo)
Kings, Walter
Kings (Mind Readers)
Kingsberry, James
Shorty
Kirk, Frank
Kirkland, E. R.
Kirkland, Capt. Whitey
Kirkman, O.
Kirkpatrick, Henry J.
Kitchen, Lonzo
Kline, Moine
Klohr, Geo.
Knott, Stacy E.
Knowles, Jimmie
Knox, Clifford
Knox, Happy
Kobut, Kaich
Kohn, Harry
Kokono Athletic Show
Kolborn, Frinke
Kontz, Larry
Koran, Vernon E.
Koschland, C. F.
Kosher, Joe
Kramer, John
Krawatz, Sam
Kuntz, Windell
LaBarie, Babe
Labbell, Cecil
LaBird, Chas.
LaFreniere, Nelson
Lake, George
Lamar, Tony
Lamb, Capt. E. L.
Lambert, H. A.
LaMont, Chas.
Randolph
Lance, Doc J. D.
Landers, Pat
Landrum, L. O.
Lands, Robert
Lane, A. A., Mgr.
Lane, C. E.
Lane, Wm. Dutch
Lango, Jack
LaPage, Franchy
Laraway, Harold
Laughlan, Harold
LaValley, Capt. Oscar
Lavan, Harry
Lawson, Willie
Lay, Walter
Layman, Forrest
Layne, McKinley
Lee, Buddy
Lee, Charles
Lee, Francis M.
Leonard, Harry
(L clown)
Lee, Howard
Leulhart, Ray
Leonard, Sid
Leroy, Edward
Leroy, J. F.
Leslie, Dan
Lester, John
Lewis & Co., Dick
Lewis, Harry V.
Lewis, J. C.
Lewis, Joe (Goerillo Show)
Irving, Martin
(See LETTER LIST on page 53)

When Writing for Advertised Mail, Please Use Postcards. Also state how long the forwarding address is to be used.

The Final Curtain

AGLASSINGER—Andreas, professionally known as "Raffles Bill," in Berlin February 21 of a stomach ailment. Raffles Bill became a famous figure in the show world of Germany and for many years ran his own circus cabaret in Berlin. He had been with many circuses, performing with knives, pistols and lariats. Deceased had worked in Hollywood before his return to Germany, where he entered films and the variety stage.

ANDERSON—J. Liston, 60, head of the Cheraw Amusement Co., operating motion picture theaters at Cheraw and Chesterfield, S. C., in the former city February 18 after a long illness. Anderson recently retired from active management of his various enterprises because of ill health. Survived by his widow, two sons and two daughters.

BALCOM—Claude E., 56, Middleton, N. S., concert and dance band leader the past 15 years, recently in that city. Survived by his widow.

BENSON—Edward Frederic, 72, English author, in London February 28. In addition to novels, critical works and biographies, he wrote several volumes of reminiscences, valuable social documents on the Victorian and Edwardian times. In 1893, his novel *Dodo*, dealing with society, attracted wide attention and established him as a writer of clever fiction. The success of this work caused him to publish *Dodo the Second* in 1914 and *Dodo Wonders* in 1921. Benson wrote some 80 books and two plays during his time. Among his works are *The Luck of the Vails*, *The Image in the Sand*, *Figure Skating*, *Daisy's Aunt*, *Winter Sports in Switzerland*, *The House of Defense*, *As We Were*, *As We Are*, *Raven's Brook*, *Daughters of Queen Victoria* and *Trouble for Lucia*, published last year. He also wrote the words to the anthem, *Land of Hope and Glory*.

BISHOP—Mrs. Kenyon, 80, retired actress, well known in the American theater, February 25 in the Queen of the Angels Hospital, Los Angeles, after a long illness. Born Mary Tilton, in Dayton, O., she was married at 18 to Kenyon Bishop, who died shortly afterward, and when she went on the stage she assumed his name. Her most recent stage appearance was with Mr. and Mrs. Coburn in their revival of *The Yellow Jacket* in Los Angeles in 1929. She was with the Coburns in their original productions of *The Better 'Ole* and *The Bronx Express* in New York. She scored many successes on the New York stage in a wide range of parts and played for a number of years with Leo Ditrichstein, one of her memorable comedy hits being in *Before and After*. She was in *The Million*, among other plays, under the management of Henry W. Savage. Deceased played both in England and America with Rose Stahl in *The Chorus Lady* and on Broadway with E. M. Holland in *Eben Holden*. One of her last New York engagements was in *Spanish Love* under the management of Wagenhals & Kemper except for her appearance in the revival of *The Yellow Jacket*. Miss Bishop retired from the stage in 1923 and made her home in Los Angeles. There are no immediate survivors. A sister, Mrs. Nettie Harvey, was prominent on the stage years ago. Services in Los Angeles February 28.

BOZARTH—Austin J., 63, head of the A. J. Bozarth Corp., operating Twin

Lakes, amusement park and resort in Southern New Jersey, February 26 at Woman's Hospital, Philadelphia, after a long illness. Survived by his widow, Edith; three daughters and a son. Services February 29 at his home in Ellwood, N. J.

BROWN—Frank V., father of Helen Hayes, actress, currently starring in *Ladies and Gentlemen*, in Pearson, Md., March 1. He had been in ill health for several months. His widow also survives. Services in Pearson March 3.

BROWN—Warren M., 72, prominent member of the Newark (O.) Elks and historian and chairman of the club's sick committee and known to many show people in Newark and vicinity, of a heart ailment, February 27, at the home of a sister, Mrs. A. A. Fligel, Zanesville, O. Services at the sister's home, March 1, with burial in Rose Lawn Cemetery, Zanesville. Elks held a special service February 29.

CANAVERI—Mrs. Mary, 61, wife of Frank Canaveri, restaurateur and night spot operator at Bridgeport, Conn., in that city February 16 after a long illness.

CHASE—Melville W., 98, musician, February 18 at his home in Hillsdale, Mich. He was head of the Music Department of Hillsdale College for 54 years, retiring in 1924, and was the original organizer of the Michigan Music Teachers' Association. A stepdaughter survives.

CRANDALL—Milton, 75, former actor and musician, at his home in Fulton, N. Y., February 19 after a long illness. Crandall had been with Hi Henry's Minstrels years ago; had played in bands, and had appeared with boat shows on the Mississippi. Survived by his widow, Ella; a daughter, Lola, and a son, Julius, all of Fulton. Private services at the home February 21, with burial in Mt. Adnah Cemetery, Fulton.

IN MEMORY OF
WM. F. CRONIN
MY BELOVED HUSBAND
STELLA CRONIN

CRONIN—James Sr., 86, in Hartford City, Ind., February 23 of kidney trouble. Cronin was a prominent retired business man and the father of S. L. Cronin, former manager of the Al G. Barnes and other circuses, who now resides at San Marino, Calif. Also surviving are a son, James Cronin Jr., president of the City-State Bank, Hartford City, and a daughter, Mary Cronin, also of Hartford City. Burial in that city.

DALY—John C., 57, former vaudeville headliner, recently in Milwaukee. Daly was teamed with Charles Wildish for many years in an act which toured the country. Survived by two sisters.

DAVIS—John F., employee of the Comerford Theaters, Inc., February 8 in Scranton, Pa. Survived by his widow, two sons and a daughter. Services in Scranton February 8, with burial in Washburn Cemetery there.

DAVIS—Frank, 65, veteran backstage employee at Albany, N. Y., theaters, February 20 at his home in that city. He was electrician at Harmanus Blecker Hall when operated by the Shuberts. He had also been with the Leland and Capitol houses in Albany. He retired last May on account of poor health. Deceased was a member of the Ancient City Lodge of Masons, Odd Fellows and IATSE. Survived by two sons, a daughter, a brother and sister. Services at the Albany residence February 22.

DOLMETSCH—Arnold, 82, founder of the Haslemere Music Festival, an annual event in Surrey, England, in that city February 29 of influenza. Dolmetsch was a pioneer in the rediscovery of 16th and 17th century chamber music and was a noted collector of old musical instruments. The yearly music festivals attract musicians from all over the world and the performers generally appeared dressed in fashions coincident with the period of the instrument being played. He was also a composer and wrote the book, *The Interpretation of the Music of the 17th and 18th Century*.

EDELMAN—William Wolfe, member of the Billers' Alliance, Local No. 4, Philadelphia, February 17 in that city. He had been with the Ringling and Hagenbeck-Wallace circuses as lithographer.

EDMUNDS—Edward (Koscavage), 26, orchestra leader, in a mine accident February 27 in Hanover Township, Pa. Sur-

vived by his widow, Rebecca Lawler Koscavage; his parents, four brothers and six sisters.

FITZGERALD—John W., 39, theater organist and orchestra leader, February 27 in Olean, N. Y.

FLEURANT—George, 64, formerly cornetist at the Park and Bijou theaters, Woonsocket, R. I., and for 14 years associated with Moise Potvin in the road exhibition of Potvin's wood carvings, February 22 at the home of his brother, Pierre J. Fleurant, Woonsocket.

FRANCOISE—John A., 47, Barre, Mass., motion picture theater operator, suddenly in that city February 22. Survived by his widow, mother and nine children.

GIFFIN—Harold, former assistant to Marquis the Magician and formerly doorman at the Faurot and Lyric theaters, Lima, O., in that city February 21. Survived by his widow, Marge, cashier at the Congress Cafe, Lima; a brother and his parents.

GINSBERG—Jack, 46, theater manager, recently of a heart ailment at the Barnet Memorial Hospital, Paterson, N. J. He co-managed the Majestic, the only Paterson theater still using vaudeville. He had been with the theater, owned by his father, for 16 years. He leaves his wife and two children.

GODFREY—Wilbur F., 72, Port Huron, Mich., musician, in that city February 15. He was a past president of the Port Huron Musicians' Union.

GRAUBAUER—Herman, 67, who operated one of the first movie theaters in Eastern Ohio, in Salineville, O., February 6. He operated the Graubauer Opera House, Salineville, for many years before retiring nine years ago. His widow and four daughters survive. Services in Salineville, with burial in Woodland Cemetery there.

HANN—Warren D., 70, founder of West Wildwood, south New Jersey summer resort, more than 40 years ago and mayor of the resort for 15 years, February 25 at Atlantic Shores Hospital, Wildwood, N. J.

IN MEMORIAM
HARNEY—BENJIMEN R.
"Originator of Ragtime"
In sad and loving memory of my blessed husband, who passed to the Great Beyond March 1st, 1938.
JESSIE HARNEY,
1510 Gratz St., Philadelphia, Pa.

HOLMES—Aquillar, 33, who played vaudeville and night clubs the past 10 years as a ventriloquist, a suicide in Philadelphia, February 27, after shooting his wife. His wife, Susie Rooney, is confined at Graduate Hospital, Philadelphia.

JONES—Mrs. Joan VanderVelde, 28, former actress and theatrical writer, February 25 at Park East Hospital, New York. She had given birth to a daughter the week before. She appeared in *Merrily We Roll Along* on Broadway in 1934. She leaves her husband, a daughter, her parents, three sisters and two brothers. Burial in Davenport, Ia.

KAPLAN—Max, 47, father of Georgie Kaye, orchestra leader and saxophonist of Bridgeport, Conn., at the government hospital, Newington, Conn., February 16 after a long illness.

KING—Clem, 29, former attache at the Royal Theater, Philadelphia, February 13 at his home in that city after an illness of two months. His mother, a brother and sister survive.

KING—Boyd, 34, Hollywood motion picture actor for 15 years, in a hospital there February 19 of a cerebral hemorrhage resulting from an injury sustained a year ago in picture work. Survivors include his mother and one brother in Fort Worth, Tex., and another brother in Washington. King was a nephew of Elizabeth King, a prominent dance studio operator in Fort Worth. Body was returned to Fort Worth, King's former home, for burial in Mt. Olivet Cemetery there.

LEWIS—William Henry, 72, former pianist and violinist of note, and later conductor of a music conservatory, February 19 at the home of his sister in Philadelphia. Another sister survives.

LITTLE—Mrs. Bertha P., mother of Elayne Marko, night club entertainer, at her home in Detroit February 5. Deceased was formerly a singer in Greek operas and of late years had devoted her time to short story writing. Interment in White Chapel Cemetery, Detroit.

LULEY—Mother of Frank (Dutch) Luley, clown, at her home in Glendale, Long Island, February 23. She was 79.

McDONALD—Mrs. Josephine Lescor, 70, stage actress and wife of Robert J. McDonald, February 22 in Springfield, Mass. Deceased made her stage debut at the age of 12, when she was engaged as a yodeler. She later went into vaudeville and then into the dramatic field. Her first appearance in drama was with Harry Williams in *Waifs of New York*. She later appeared with Frank I. Frayne in *Mardo* and with Perkins D. Fisher in *Gold Day*. She gave up the dramatic stage to return to vaudeville in a sister act with Mabel Sissons. Besides her husband she leaves a brother, Dell Arregal, of Portland, Ore.

MARRS—Harry D., 58, manager of the Orpheum Theater, Moose Jaw, Sask., for the past 14 years and manager of the old Capitol Theater there for 11 years prior to that time, in Moose Jaw February 16 of a heart ailment. Born in Hamilton, Ont., he managed playhouses in that province and then toured Canada as manager of road shows. Survived by two sisters, Theresa and Catherine, Hamilton, Ont. Burial in Hamilton.

MILLER—Charles E. (Dad), 64, proprietor of the Red Rooster Tavern, Bismarck, S. D., the past eight years, in a hospital there after an illness of six weeks. Services in Bismarck February 19, with burial in Rosehill Cemetery there.

MONAHAN—Lewis C., 79, father of William W. Monahan, general manager of the Golden Gate International Exposition, San Francisco, in Jackson, Calif., February 18, only five days after the death of his wife, Mrs. Margaret W. Monahan. Besides his two sons, William W. and Thomas A., he leaves two daughters, Mrs. W. W. Henry, Berkeley, Calif., and Mrs. Perry Lowden, Sacramento, and a sister, Mrs. J. J. Desmond, Newcastle, Calif.

MORGAN—Arthur M. Sr., 56, prominent in musical and theatrical circles thruout the Akron district, February 23 at his home in Barberton, O. He was a former director of the B. F. Goodrich male chorus and the Goodrich women's chorus and organized the Kenmore Harmony Singers, now the Summit Male Chorus. His widow, four daughters and two sons survive.

MORRIS—Mary, 52, known by many theater folk on and off Broadway as "Hamburger Mary," in San Francisco February 26. Deceased founded her restaurant about 15 years ago, but sold it last summer when her health failed and she decided to return to San Francisco. Survived by a sister and two brothers. Burial in Holy Cross Cemetery, San Francisco.

MURPHY—Frank, 55, movie electrician who is credited with greatly improving the early sound equipment, in Hollywood February 28. Murphy had been associated with Warner Bros. Pictures for 15 years and was the studio's head electrician with the advent of talkies.

MYERS—Harry M., 75, once leader of the Rothsville Band, when he was professionally known as Harry Neidmyer, and in later years leader of the Lititz and Beck's concert bands, February 20 at the home of his nephew at Rothsville, Pa., of complications of diseases after an illness of five weeks. Survived by six children, three sisters and two brothers.

OGDEN—Charles T., 83, owner of the James Shelby Shows, in Savannah, Ga., February 19 of injuries sustained in an auto accident. A native of Covington, Ky., Ogden had resided in Savannah for the past 25 years. Survived by a son, J. S. Ogden.

PALMER—George Adelbert, 83, also known as Del Palmer, who during his youth was a circus acrobat and trainer of performing horses, at his home in Portland, Ind., February 23. Death was attributed to a cerebral hemorrhage. Palmer owned a racing stable at one time and was nationally known in equine circles as a dealer and judge. In later years he operated a music store in Portland, prior to retiring in 1930. He had resided at the home of a sister-in-law, Mrs. Crete King, for the past eight years. Other survivors include a son, Harry, Crawfordsville, Ind. Services in Fulton February 26, with burial in Green Park Cemetery there.

PATERSON—Frank T., Detroit motion picture operator and member of the IATSE for 17 years, February 19 in Harper Hospital, Detroit, after a short illness. His mother and a brother survive.

PHILLIPS—Albert, 65, actor, February 24 at Hotel Langwell, New York, of a heart ailment. His last appearance on Broadway was in the Robert W. Sherwood play, *Abe Lincoln in Illinois*. He had played in several earlier productions of the Civil War president, including John Drinkwater's *Abraham Lincoln*, in 1919 and again in its revival in 1929. In his youth
(See FINAL CURTAIN on page 59)

David Finestone

David Finestone, 55, former general manager and labor relations chief for the Shubert interests, died at his home in Bogota, N. J., February 28 of a stroke.

He had been with the Shuberts 35 years, becoming associated with them in Syracuse at about the age of 20, when the corporation started to branch out in New York City. Finestone started out as assistant treasurer at about the time that Sam Shubert died. He advanced himself within the organization until he achieved the post of assistant manager. Poor health necessitated giving up that active post. He then confined his activities to that of labor relations representative, serving also on the labor committees of the League of New York Theaters and the National Alliance of the Legitimate Theater. Finestone's theatrical activities included also service on committees for revival of the road and the theater ticket code. He acted as company manager for Shubert productions, his most recent one having been *Hellzapoppin*.

He leaves his wife, Mrs. Maud Finestone; two daughters, three brothers and two sisters. Buried in Fairview (N. J.) Cemetery.

Downie Show Receiver Named

Charge made that animals were being improperly fed—defendants make denial

HOUSTON, March 2.—Attorney O. S. Simpson is in the circus business now that Judge Norman Atkinson has named him receiver for Downie Bros.' Circus after the filing of a petition in 11th District Court here by the former owner, who last year sold the show to the present ones. It is charged that the animals were being improperly fed, thereby damaging claims of the former owner.

The plaintiff is Downie Bros.' Circus of Macon, Ga. The defendants are William M. Moore, doing business as Downie Bros.' Circus of Wichita Falls, Tex.; T. Lee Moore, of Electra, Tex.; the Southern Circus and Equipment Co. and W. M. Moore & Co.

The plaintiff contends the property changed hands in February, 1939, and the terms of the sale provided for an initial payment of \$5,000, the remainder to be paid at the rate of \$200 weekly during the circus season. It is alleged the agreement was made that the remainder would become due at any time three consecutive payments were missed. This has taken place, it is alleged, and judgment is sought for the remainder of \$16,500, which it is claimed is due. The petition contends a down payment of \$3,500 cash was made instead of \$5,000.

The defendants denied the charge of improper feeding of the animals. The local attorney was named to act "until further order of the court," which has not set a date for hearing of the case on its merits. The circus has been wintering for the last several weeks in Houston Heights.

Anderson Show Is Being Filmed

EMPORIA, Kan., March 2.—A motion picture story of the Bud E. Anderson Circus was begun a few days ago by the Western Production Co., of Kansas City, Mo. Frank Bowen is shooting the scenes. The picture will be ready for a spring release. Anderson and his Arabian stallion, Pal, are the principal actors in the piece. Mac MacDonald and Mat Laurish are in the cast, working the show's performing stock.

The show opened its uptown offices this week in the New Willis Hotel here. Anderson gave his final okeh today on a new white canvas padroom that will be 30 by 100 feet.

R. S. Reed, recently with the Downie show, has been engaged to assist Alvin Spikes in the building department, and the Aerial Lakes were contracted recently. William Mitchell and wife, Evelyn, arrived at quarters this week from Florida. Mitchell is superintendent of transportation. F. L. Anders, legal adjuster, is expected to arrive soon from Florida, where he has been wintering.

Greenhaw, Grimes, Others Engaged for Cole Show

ROCHESTER, Ind., March 2.—Organization of Cole Bros.' Circus staff for the new season is progressing. J. D. Newman, general agent, has not yet completed the advance, but several of the men engaged have been announced.

Contracting agents will be L. B. Greenhaw, last season with Parker & Watts, and Max Fletcher. Verne A. Williams, as already stated in these columns, will be in charge of the No. 1 advertising car. The No. 2 car will be piloted by Pat Murphy. Press men so far engaged are Rex de Rosselli and Jack Grimes.

Lineup of Acts at Ann Arbor Grotto Show

ANN ARBOR, Mich., March 2.—The Grotto Circus here, February 22-24, of which brief mention was made in last week's issue, had very good business, it being necessary to give two matinees on February 24. The full lineup of acts follows: Capt. Billy Sells' lions; Madam Banard's Revue, dogs, ponies, monkeys, bears and mule; Harry Brooks (See LINEUP OF ACTS on page 33)



HARRY BLACKSTONE, magician, entertaining a party of young girls on the 11th birthday anniversary of Joan Airey (whom he is holding) daughter of the Rev. J. W. E. Airey, directing producer of Arabia Temple's Shrine Circus at Houston. The picture was taken February 16 at St. Andrew's Rectory.

Terrell Visits R-B; Seeks Animals, Canvas, Rumored

SARASOTA, Fla., March 2.—Zack Terrell was a visitor at quarters of Ringling-Barnum circus here last week soon after the return of John Ringling North from his European tour. While no statements were forthcoming, rumors were heard that Terrell was negotiating for canvas, equipment and possibly animals to replace losses suffered by Cole Bros.' Circus in the recent disastrous Rochester, Ind., fire.

George L. Waters Jr., staff photographer for Eastman Kodak, arrived here last week and is shooting a series of pictures to be made into circus murals for the Eastman exhibit at the New York World's Fair. While R-B will get no direct credit on the pictures, it was understood that the cameraman will spot Ringling wagons and other labeled equipment in the gigantic scenes. Outstanding feature is to be a series in color on Alfred Court, animal trainer. Pictures were arranged by Roland Butler at request of W. B. Potter, Eastman assistant advertising manager.

Les Bretinis, French perch act, which John North had booked to appear with the Big Show, will not be able to come (See TERRELL VISITS R-B on page 49)

Rosselli To Be With Cole Again

AKRON, O., March 2.—Rex de Rosselli will be identified with Cole Bros.' Circus the coming season for his fourth year, it was revealed here, where he directed the staging of the Tadmor Shrine Circus at Goodyear Theater.

Rosselli planned to leave here immediately after the conclusion of the Shrine Circus for Rochester, Ind., where he will start working out wardrobe and spec ideas, preparatory to the opening of the season late in April. He also will be identified with the press department, as in former years.

Atterbury Opens April 15

DAKOTA CITY, Neb., March 2.—Atterbury Bros.' Circus and Menagerie will begin its 29th annual tour April 15. Show will have eight trucks and eight trailers, a callope, one elephant, a number of wild animals, high-school horses, ponies, dogs and side show.

At the close of the season new quarters will be arranged for in the South. Show has wintered here for 17 years.

Staats To Begin in May

BLOOMSBURY, N. J., March 2.—Staats Bros.' One-Ring Circus, E. E. Staats, manager, will open here the early part of May. Show will have an 80-foot top, with three 30-foot middles, and a 10-piece band. It will carry 45 people and play New Jersey, New York and Connecticut. Trucks will be painted silver and red, with orange letters.

Frank Wirth Has Hartford, Washington, Holyoke Shows

NEW YORK, March 2.—Frank Wirth Circus org is preparing for three important dates. First is the 11th annual Shrine Circus, Hartford, Conn., with following acts: Melvin Koontz's Lions, Christiansen's Horses, John Tiebor's Seals, 12 Liazeeds, Naitto Troupe, Loyal's Dogs, Five Eltons, Eagles and Eagettes, Golden Statue and Fountain Numbers, Les Letrees, Jules and Clifton, two elephant acts and eight other acts to fill, plus clowns. Harry Browne, of Bristol, Conn., is potentate, with Victor Frid, general chairman, and Fred Williams, chairman of amusements.

Second is the show for District of Columbia Children's Hospital, Riverside Stadium. Rear Admiral Train, ex-naval aid to White House, is general chairman, assisted by Rear Admiral Seller, former commander Annapolis Naval College. Junior League and others are behind ticket campaign and Mrs. Franklin D. Roosevelt has accepted invitation to attend.

Third show is for General Hospital of Holyoke, Mass., a new Wirth date.

Klein General Chairman Of Siegrist Club Frolic

CANTON, O., March 2.—C. A. Klein, head of Klein's Attractions, has been named general chairman of the spring frolic of the Charles Siegrist Showmen's Club, to be held here early in April. Sterling (Duke) Drukenbrod, president of the club, has announced.

The party will be the last until mid-summer and will be a farewell for many troupers who will be leaving about that time for their summer tours. Klein will name a committee of 10 to assist with arrangements, he revealed this week.

A feature of the meeting will be the presentation of Klein's Rhythm Revue, 32 people and a nine-piece band, same as he will offer at a string of Ohio, Western Pennsylvania and Indiana fairs. Unit now is playing theaters and night clubs in this district.

Davenport Receives Watch From Performers

CLEVELAND, March 2.—Following the afternoon performance, February 29, of the Grotto Circus here, Orrin Davenport, director of the show, was presented with a beautiful 21-jewel gold wrist watch by the performers. It was inscribed, "Performers of Winter Circus, 1940." A gold plaque, with the figure of a horse on a pedestal and fittingly inscribed, accompanied the gift. A handsome fitted case was presented to his wife by the troupers. Presentation speech was made by Dr. Charles Sterling, past Monarch of the Grotto, and speech of acceptance was made by Davenport.

The performers had gathered in a section of seats at one end of the building. William Schmidt, chairman of the circus, also was present.

70,000 See H-M In Milwaukee

Most performances are turnaways—contract for 1941 engagement obtained

MILWAUKEE, March 2.—The Hamid-Morton Circus had a big week at the Auditorium here, February 20-25, under auspices of the Tripoli Shrine, with better than 70,000 paid admissions, altho the seating capacity was only 6,000. Business was capacity outside of the first house, which was three-fourths filled.

Wednesday night was a turnaway, and on Thursday night at 7 o'clock, 3,000 people could not gain admission. The same conditions prevailed Friday and Saturday nights. Matinees were also turnaways.

The Hamid-Morton Circus Co. was given a contract for a return engagement next year.

Robert L. (Bob) Reisinger, general chairman of the Shrine committee, said: "In all our experience we have never had anything like it in this city." Other members of the committee were Henry F. Hagemaster, Laurence M. Jeger, Edw. A. Kickhaeftr and Henry F. Zarse.

General admission was 40 cents with reserved seats selling at 85 cents.

Clyde Beatty Ill; Harriet Pinch-Hits

MILWAUKEE, March 2.—Clyde Beatty was ill of influenza Sunday, the closing day of Tripoli Shrine Circus, and his act was presented by his wife, Harriet. It was said to have been the first time she had worked her husband's act. Beatty contracted a cold on Thursday but continued to work. On Sunday his physician forbade him to leave his bed, altho he wanted to work. Harriet Beatty offered to substitute and worked nine cats, doing an excellent job and satisfying the customers.

The animals left on Sunday night for Beatty's animal farm at Fort Lauderdale, Fla., with Mrs. Beatty in charge. Beatty was able to leave Monday night.

Jr. Commerce Show, Dayton, Opens Okeh

DAYTON, O., March 2.—First Annual Junior Association of Commerce Circus, being held in Memorial Hall here February 28-March 3, under direction of the Dillion-Karen Enterprises, had a good house opening day, when the association was host to the Montgomery County Children's Home, St. Joseph Orphanage, Widows' Pension Bureau, Children's Bureau and underprivileged children of the city. It is Dayton's first indoor circus in several years.

The program ran as follows: Display No. 1—Spec; 2—Nancy Darnell, aerialist; 3—Arenson and Cowley, comedy acrobats; 4—Pat and Willa Levolo, slack wire equilibrist; 5—Clowns; 6—Tinker Toy, educated pony; 7—Jargo; 8—The Hartzells, bar act; 9—Clowns; 10—Poodles Hanneford Family, riders; 11—Will Hill's dogs and ponies; 12—Clowns; 13—Levolo on the high wire; 14—Clowns; 15—Red Malloy, Roman rings; 16—Clowns; 17—Capt. Hill's elephants; 18—Clowns; 19—The Hartzells, flying; 20—Creta Brothers and Helene, trampoline horizontal bars. Concert features Chief Warbacks and Co., Indian riding.

Edward (Boots) Jennings has become elephant helper to Capt. Will Hill. Jack Smith is press agent.

R-B To Show on Same Lot In Philly May 19 Week

PHILADELPHIA, March 2.—The Ringling-Barnum circus will retain the same lot here for the performances this year. Harold B. Hutchinson, representing the Philadelphia Transit Co., has leased the grounds at 11th street and Erie avenue to the show for the week of May 19.

Joseph Goglia has been leased space on adjacent land for the operation of concessions.



**With the
Circus Fans**
By THE RINGMASTER
CFA

President: WILLIAM H. JUDD
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New Britain, Conn.

Secretary: W. M. BUCKINGHAM
P. O. Box 4,
Gales Ferry, Conn.

(Conducted by WALTER HOHENADEL, Editor
"The White Tops," care Hohenadel Printing
Company, Rochelle, Ill.)

ROCHELLE, Ill., March 2.—Members of Bluch Landolf Tent, Hartford, Conn., were entertained by member Jeffery O. Phelps IV and wife at their colonial home in Simsbury Thursday evening, February 22. Mrs. Bertha A. Phelps, mother of Mr. Phelps, and his daughter, Joan, assisted in the entertainment.

The evening opened with a circus question period, with CFA Jim Hoye acting as emcee. Hoye and CFA Gil Conlinn had prepared a list of questions. The non-circus fans were asked general questions. The final score showed that the winner was Mrs. William H. Day. As a prize she was given an illuminated key ring. CFA Carlos S. Holcomb projected two reels of movies, *Animals-Super-Thrills and Sports Parade of 1939*.

The guests then assembled in the dining room, attractively decorated, with the circus motif predominating. Balloons hung from the ceiling, clown photos along the walls, and miniature elephants were on the center table. In attendance were President and Mrs. William H. Judd, Mr. and Mrs. Gil Conlinn, Mr. and Mrs. Charles E. Davis, Mr. and Mrs. William H. Day, Mr. and Mrs. H. S. Hascall, Mr. and Mrs. Harry W. Hatsing, Mr. and Mrs. Carlos S. Holcomb, Jim Hoye, Elmer C. Lindquist, Dr. Henry Martin and Bill Montague.

During the absence of Dr. William Mann Melvin D. Hildreth is acting as chairman of the James E. Cooper Top at Washington, D. C. Hildreth writes that Fans are anxiously awaiting the coming of Frank Wirth's Circus for the Children's Hospital. Acts now booked are Poodles Hanneford, Frank Buck's Animals, Flying Eagles and Charles Siegrist. Hildreth was visited recently by Jerry Philip Booker, of Buffalo, who went to Washington to display some of his circus models.

M. E. (Pat) Bacon, of Aurora, Ill., paid a brief visit to the home of W. H. Hohenadel February 25. At one time Bacon was legal adjuster for Gollmar Bros.' Circus. For years he was a fair secretary, and he also worked for several agencies contracting outdoor attractions. He is an authority on harness racing and still officiates at a large number of meets in Illinois. Bacon was on his way to Oregon, Ill., to see Ernest (Tim) Landers, who was on the Gollmar show with him. At present Bacon is connected with a Texas company in the sales department at Aurora.

Suggestions of a Towner

San Diego, Calif.

Editors *The Billboard*:

I hope this article concerning the subject, "What's Wrong With the Circus," will strike a responsive chord and bring to thousands of us Americans the circus as we want it to be.

We want the real flesh and blood that brings a thrill. We want the glitter and glamour. We want real circus men at the helms of organizations, say 30 or 40-car railroad shows, carrying the titles of well-known former shows such as Al G. Barnes, Sells-Floto, etc.

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Peru Pick-Ups

PERU, Ind., March 2.—With many bulls and horses from Cole Bros.' Circus quartered here, the familiar cry of "flags up" is sounded by "Curly" Barber thrice daily at farm, where James (P. A.) Bennett is day watchman and William Britton night watchman. James Tinkoom is in charge of the Ringling property.

R. W. Rogers, D. E. Miller and Emma and Baron Nowak were here from Shrine dates as guests of Terrell and Dolly Jacobs. Lee Dever, Cole bull man, has left Peru for Hot Springs, Ark. Arthur (Woody) Woods, Ringling train hand, is a patient at Duke's Memorial Hospital here. Woods was moved here after suffering loss of his left leg above the knee and nearly all of right foot August 12, 1939, at Saskatoon, Canada. He is happy despite three operations, as local troupers visit and bring him copies of *The Billboard*. He is anxious to receive letters from showfolk.

Terrell Jacobs, with cats and props, left March 1 for Minneapolis, his wife's home town, to work a week's stand. He will be the featured wild animal act at the St. Louis Police Benefit Circus later. He and his troupe have been filmed the past weeks by many news cameramen. Jacobs has an all new routine. Dolly Jacobs has broken in another horse-riding lion. She stated that one of her twin daughters is recovering from pneumonia. Jacobs is assisted by such veteran cat men as Roy Chronister, George Churchill, Jack Bresnahan and M. W. Marquis. Bernard LaTam and Emil G. Munch, news photographers and circus fans from Monroe, Mich., were here the past week, accompanied by Yvonne Leutat and Thelma Acelyton, feature writers.

Rex de Rosselli, of the Cole show, stopped en route from Akron Shrine date to Rochester, Ind., and his home at Bloomington, Ill.

After being housed in cars two days

and nights, nine elephants of the Cole circus were moved to Ringling winter quarters here by Eddie Allen, John Sullivan, Lee Dever, James McFarland, James Kelly and J. Harris, from the disastrous Rochester, Ind., fire which claimed two bulls, Ding Dong and another. If ever orchids were deserving, Johnny Sullivan and assistants are worthy. These men entered the smoke-filled bull barn, with planks and cinders dropping all around them, and unshackled the elephants. Another circus employee, Earl (Irish) Greer, had to be pulled away from the dwarf hippo's tank in the bull barn after nearly losing his life in attempting to save his charge. Sullivan is now busy doctoring an elephant that was struck by an auto. Another shipment of Liberty, menage and resinbacks arrived here February 29.

**Harter Again on Trial
On Embezzling Charges**

SOUTH BEND, Ind., March 4.—Donald Harter, auditor of Downie Bros.' Circus and former secretary of the Wabash Valley Trust Co., Peru, Ind., was scheduled to go on trial before a jury in Federal District Court here today on charges of embezzling and misappropriating about \$350,000 of bank funds.

A federal grand jury first indicted Harter on eight counts in December, 1938. Another grand jury in February, 1939, indicted him on 16 more counts.

The largest individual loss was that of Mrs. Bessie Bowers, Peru, widow of Bert Bowers, who made his fortune in the Hagenbeck-Wallace Circus. Mrs. Bowers' loss approximated \$285,000.

The \$285,000 was in bonds held by the bank for Mrs. Bowers. Harter is charged with disposing of the bonds and misappropriating the money.

A large amount of the total loss, according to government attorneys, was placed by Harter in the accounts of the H-A Circus Operating Corp. and then

The Cincinnati offices of *The Billboard* have on file thousands of biographies of members of the amusement profession and allied

fields. Not a week passes that this biographical file is not drawn upon for data of people who have passed on. If you are not represented in this file please send to *The Billboard* Biographical Editor, 25-27 Opera Place, Cincinnati, O., the following data about yourself:

Name; age; place and date of birth; home address; number of years in amusement business, or if in allied

Biographies

field so state; date of entering it and first connection and capacity; other connections and capacities and length of each connection to date (mention years if possible); married or single; if married, give wife's name and state if she is active in amusement business; if married previously, give names, dates, etc.; names and ages of children if any; names and addresses of parents; names of fraternal and business organizations you belong to; date of furnishing data and your signature.

expended by that corporation. Government attorneys stated that they had been unable to find where Harter had had any official connection with the operating corporation. The trial is expected to take about 10 days. Judge Thomas W. Slick will preside. Floyd O. Jellison, South Bend, is chief defense counsel.

Do you know when a patron can be legally evicted from a place of amusement? If you don't, write to the Editorial Department of *The Billboard*, 25-27 Opera Place, Cincinnati, O., for reprints of the article, "When Eviction Is Lawful," which appeared in *The Billboard* of October 28, 1939. Three cents postage will pay the mailing charge for each five copies desired.



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PREMIUMS AND SPECIALTIES

Under the Marquee

By CIRCUS SOLLY

NICK CARTER handled the concessions at the Tadmor Shrine Circus in Akron, O.

AL ACKERMAN and his Seven Tip Tops will be at the Police Circus to be held in the Arena at St. Louis.

POWER'S ELEPHANTS have been engaged as one of the features of the Stadium circus in Chicago.

"CALIFORNIA BILL" STEFFEN writes from Spring Valley, N. Y., where he is living with his aunt, that he will not be with the Cole show.

KEYSTONE TRIO played the Grotto Indoor Circus, Ann Arbor, Mich., for Earl Wilson and has two more dates for Wilson in Illinois.

AERIAL ORTONS made the Auto and Industrial Show at Brainerd, Minn., and will play the Shrine circuses in Minneapolis and Omaha.

ED RAYMOND, Billy Winters and "Nippo" were in clown alley for the Shrine Circus at Goodyear Theater, Akron, O.

HERB THOMPSON, with Polack Bros.' Circus at its Cincinnati and Louisville dates, is clowning the Home Show at the Armory, Louisville (March 1-9).

FRANK (DUTCH) LULEY, clown, was called away from winter dates due to the death of his mother, 79, at Glendale, L. I., N. Y., February 23.

FALL GUY at the Dexter Fellows Tent luncheon at Hotel Astor, New York, March 13 will be Governor Raymond E. Baldwin of Connecticut.

SYLVESTER AND STUTZ, comedy contortionists, are making night club dates in Allentown and Reading, Pa., areas.

A circus band of less than 10 pieces would be parallel to a fellow going to shoot a bear with a big caliber rifle and a blank shell—economy in the wrong place.

DAN ODOM and wife are now in San Antonio, Tex., and will probably be there for some time. J. B. Austin is also in S. A. and said to be looking great.

SID KRIDELLO, vet circus performer, writes from Richmond, Va., that he will operate a talkie show under canvas this summer.

ACTS FOR THE annual Shrine Circus at the State Armory, Hartford, Conn., will be booked by Frank Wirth, who will also be in charge of the show.

THE LOYAL REPENSKIS were heavy losers in the recent fire at Cole Bros.' quarters in Rochester, Ind. Loss included valuable costumes, props and two trucks.

THE KANGAROO which was among the Downie Bros.' animals rescued by the Little Rock (Ark.) Municipal Zoo from a mule barn in North Little Rock died February 21.

"HONEST BILL" NEWTON is a frequent visitor in Houston, Tex. His circus is playing near there and, altho cut to two bulls and two camels, is doing fairly well for winter dates.

AERIAL LaZELLAS, who were on the West Coast for three months, are now in Cincinnati, playing theaters and night clubs. They will remain about four weeks and then go to Cleveland.

TEX COREY, knife thrower and rifle marksman, after a successful winter of indoor circuses in and around New York, advises that he will be with the Ringling show this season.

BUCK STEELE closed his winter show in Louisiana and is now in Florida promoting indoor shows and other engagements. He also has a riding stable at Daytona Beach, Fla.

AERIAL ORTONS visited the Fanning Duo at its home in Milton, Wis., before

going to the Shrine Circus in Milwaukee. The Fannings expect to play fairs with their double trapeze act.

DUKE DRUKENBROD is back at his home in Canton, O., called there by the prolonged illness of his father. Duke's plans for the immediate future are indefinite, he said.

THE AVALON TROUPE, after completing a week for the Shrine indoor circus at Akron, O., moved to Minneapolis, where it will play the Shrine circus for Edna Curtis.

EDYTHE SIEGRIST, after a visit with her daughter, Mrs. Orrin Davenport, at the Grotto Circus in Cleveland, went to Canton, O., to visit relatives for two weeks. She will again have her aerial act at parks and celebrations this year.

TOMMY OSBORNE, former cornetist with Bud E. Anderson, Tom Mix and Downie Bros.' shows, cards that his mother has free parking space, centrally located, for all troupers going thru Omaha.

ED RAYMOND, "Bill" Nippel and "Billy" Winters were producing clowns at the Shrine Circus in Akron, O., and at the JAC Circus in Dayton, O. Raymond will be with Wallace Bros.' Circus this season.

With show grounds in various parts of the country being converted into building lots, circus lot contractors are having lots of headaches finding new lots that are suitably located.

FOUR KRESSELLS, novelty aerialists and acrobats, joined the Littlejohn Hippodrome Circus at Troy, Ala., February 27, and Purcell's Stage Circus was slated to join at Dothan, Ala., March 4, for a six-week engagement.

WARREN (PEGGY) LONG, old-time trouper living in Indianapolis, says that he still reads *The Billboard*. He is 82. His last circus trouping was with Sun Bros. in 1914-'15-'16. He did blackface in side show and concert.

WILLIAM H. LeROY's Marionettes were at the Band Mothers' Club in Edmond, Okla. LeRoy was assisted by Ralph and Mike Noble, of the Anderson show. LeRoy says he will be with one of the larger circuses, doing vent and punch.

BARNEY O'DARE writes: "I am expecting to sign contracts with a large show this season. Have been in Florida all winter working streets and clubs with funny baby buggy. Am using my vocal talent with a 64-piece band at the fair here this week."

BILLY SIEGRIST and wife, Rosalie, will pay the Orrin Davenport dates at Rochester, N. Y.; Lansing, Mich., and St. Paul, and then open outdoors with their three-people flying act. With the conclusion of the St. Paul date they will have had 10 weeks of Shrine circuses this winter.

DENNIS STEVENS will be with Wallace Bros.' Circus. He is still doing tramp clown and, due to his contortion ability, has a contortion walkaround among other stunts. He states that he has developed an unusual twisting when coming out of his backbends and plans to work it into his routines.

WHEN the rumor that they were putting out Sells-Sterling Circus on rails was brought to the attention of Lindemann Bros., William Lindemann answered by wire: "Nothing to rumor of Sells-Sterling going on rails at this time. Will notify you as soon as anything develops."

WRITING while at sea, en route from San Francisco to Los Angeles Harbor, on February 27, Austin King says: "Thru tie-up with the Golden Gate International Exposition, Jack Earle was made Good Will Ambassador to the antipodes with a sheepskin and all for the 1940 fair. He was wine and dined, and the event got a vast amount of publicity for the fair. This tie-up will give us a

very wonderful entree to Australia. The San Francisco papers were liberal with space, and we get a repeat in Los Angeles tomorrow for the newsreels."

GLENN WILCOX, who formerly was with Hagenbeck-Wallace and other circuses, again was scheduled to have charge of the eighth annual community circus of the Fort Worth (Tex.) Recreation Department at the Recreation Building March 1. Wilcox is now physical director for the local recreation department.

ROBERT SHRAGE, convention manager of the Hollinger chain of hotels, a member of the National Showmen's Association and a great friend of circus folk who play the piers and other amusements in Atlantic City, is in the U. S. Naval Hospital, Philadelphia. Letters and cards from friends will be appreciated.

Poor clowning will spoil a good circus performance. Good new gags and walkarounds are essential, yet old ones sometimes can be revamped and made just as pleasing.

TED DEPPISH, Canton, O., official photographer for the Charles Siegrist Showmen's Club, filmed the program of the Cleveland Grotto Circus at the Arena there night of February 24. Deppish plans to screen the movies of the Cleveland show at an early meeting of the showmen's group, which probably will be held in Canton this spring.

HUGHIE FITZ and Company, two clowns and two trick dogs, were at the Lawrence Inn, Rye, N. Y., February 20 for a Father and Son night. Evening of February 22 Fitz presented 10 acts of vaudeville at the Actors' Kitchen and Lounge in New York City for the benefit of needy performers. He also made a talk on clothing for his brother performers. He sees to it that they get their meals at the kitchen.

RAY W. ROGERS, owner of Wallace Bros.' Circus, dropped into *The Billboard* offices in Cincinnati last Wednesday afternoon, accompanied by his general agent, Dory Miller, and Baron Nowak, midget, who has been appearing in indoor circus concerts this winter under Rogers' management. Rogers and Miller left Cincinnati Wednesday night for York, S. C., winter quarters of the show. Baron Nowak left the same night for Rochester, N. Y., accompanied by his sister, to appear in the concert at the Shrine circus there with Lee Powell, "The Lone Ranger," who is also under Rogers' management. Rogers was to go to Syracuse after a short stay at York. From Syracuse he will take Baron Nowak and Powell to Buffalo for the Shrine circus there.

DOROTHY HERBERT, Ringling-Bar-num equestrienne, will be a feature act at the 19 performances of the rodeo to be held in connection with the Southwestern Exposition and Fat Stock Show (See UNDER THE MARQUEE on page 48)

The Corral

By ROWDY WADDY

DEATH RODE in the recent Phoenix (Ariz.) Rodeo when Dorothy Gaskill was thrown from a Brahma bull and fatally injured.

BOARD OF DIRECTORS for the Cody Stampede, Cody, Wyo., this year is headed by Breck Moran and includes Lloyd A. Buchanan, William Burnen, Dr. B. F. Russell and Robert Orchard.

MILES CITY (Mont.) Round-Up, which was discontinued a few years ago and revived last year by Miles City American Legion Post, will be held again this year. C. P. Biffle has been re-elected manager.

RALPH GODFREY'S Panhandle Donkey Troupe No. 1, which is back in Illinois, is reported to have played Alton on February 22 to good results. Tom King, vet cow laddie, is doing specialties.

SHERIDAN (Wyo.) RODEO directors re-elected at the recent annual meeting included R. E. McNally, president; Frank Schall, vice-president; T. T. Tynan, treasurer, and L. C. Morrison, secretary. Department heads reappointed are T. T. Tynan, concessions, carnival and night show; J. S. Bently, racing and track events; E. F. Ernst, arena and live

stock; H. C. Fleisher, advertising and publicity; W. K. Cole, distinguished guests; E. S. Lewis, grounds and tickets; Ralph Arrison, Indians; Frank Schall, parades, bands and decorations. An increased advertising fund was voted for 1940 and it was decided to improve and enlarge buildings and grounds.

MICHIGAN STATE FAIR management released figures recently on the rodeo held at the Detroit Coliseum. Total gate was \$23,015.10, according to Dr. Linwood W. Snow, fair manager, and total attendance, 30,692. It was the first winter rodeo ever staged on the grounds.

BOBBIE AND BILLY McLAUGHLIN, juvenile ropers, who have appeared in rodeos at the Southwestern Exposition and Fat Stock Show in Fort Worth, Tex., and at Madison Square Garden, New York, were among acts signed for the eighth annual Community Circus under Fort Worth Recreation Department auspices.

JUDGES for the rodeo to be held in connection with the Southwestern Exposition and Fat Stock Show in Fort Worth, Tex., are Don Nesbitt and Hub Whiteman, who judged last year, and Jake McClure. Specialty acts booked include Dorothy Herbert, with her riding and jumping horse act, and Princess Sunbeam and George Sky Eagle, trick ropers and riders.

ALL OFFICERS were re-elected and dates for the 1940 show were set at the annual meeting of the board of directors of the American Legion Rodeo, Hardin, Mont. R. O. Chambers, commander of local American Legion, again was elected manager, and the Weintz-Chambers Rodeo Co. again was awarded contract to produce the show.

THREE MAJOR OLD-TIME COWPOKE organizations, in the fifth annual XIT Round-Up to be held in Dalhart, Tex. They are the XIT Association, which comprises cowboys and cowgirls who once worked at the noted 3,000,000-acre spread; Old Trail Drivers of the Southwest, headed by Col. Jack M. Potter, New Mexico legislator of Clayton, and Texas-New Mexico-Oklahoma Cowboys' Association, lead by Ora D. Atkinson, old-time compadre of the late Will Rogers.

AN ESTIMATED 28,000 attended the annual three-day Tucson (Ariz.) Mid-winter Rodeo on February 23-25. Show was marred by only one injury, a broken leg, sustained by Harry McFall when his bronk slipped in the mud the first day, somersaulted and landed on Mc-Fall. Sheriff Lon Jordan won the sheriff's championship in steer roping contest for the second successive year. Sheriff Bruce Sullivan, Durango, Colo., was second. Results: Calf Roping, Jess Goodspeed, Clay Carr, Buck Goodspeed, Clyde Burk. Team Tying, Gordon McFadden and John Olde, Tony Altamarino and Everett Bowman, Charles Whitlow and Pete Grubb, Ike Rude and Carl Arnold. Bulldogging, Jack Wade, Dave Campbell, Hugh Bennett, Buckshot Sorrels. Bareback Bronk Riding, Jimmy Hazen, Ben Fanches, Russell Ray, John Pennick; Pete Travis and Clifford Whately split fifth and sixth. Saddle Bronk Riding, Stub Bartlemay, Doff Aber, Wayne Loucks, Pete Grubb, Brahma Bull Riding, Dick Griffith, Hoyt Hefner, Ken Roberts; Gerald Roberts, Bud Cook, Smoky Snyder and Eddie Curtis split fourth, fifth and sixth.

WANT RODEO

Also Free Acts. Drew 40,000 in 1939.
DATES MAY 23, 24 AND 25.

OZARKS JUBILEE

POPLAR BLUFF, MO.

WANT

WILD WEST PEOPLE.
Those with stock and transportation given preference.
Send photos. PHONE MEN AND WOMEN.
ALL CONCESSIONS FOR SALE.

A Z Z Rodeo & Circus Attractions

P. O. BOX 175, JACKSON, MICHIGAN

LOOK

IN THE WHOLESALE
MERCHANDISE SECTION

for the
LATEST NOVELTIES, PRIZES
PREMIUMS AND SPECIALTIES

Rinks and Skaters

By CLAUDE R. ELLIS (Cincinnati Office)

DESPITE one of the heaviest snowfalls in years, one of the largest crowds ever to witness a carnival night in Fred H. Freeman's Winter Garden Roller Rink, Boston, turned out for the program on February 20, proceeds of which were donated to the Roller Skating Rink Operators' Association of the United States. There were 14 numbers on the program, including an exhibition of pair free-style skating by Dorothy Kolb and William Opatrny, second-place winners of the 1939 national championship contests.

NEW Skateland Roller Rink, 107th and Park avenue, New York, staged a party on February 21, reports Trudi Dobrin. High spot of the night was a

demonstration of new Skateland Tango by Gloria Bellows, instructor, and a floor guard, who were dressed in patriotic and early-American costumes and were presented to patrons on a huge skate which was wheeled onto the floor. Pictures were taken after a grand march, and games and races were programed. Tony Fiduccia is owner of the rink, which was destroyed by fire last year. New building is equipped with maple floor, modern lighting effects and Hammond organ, with Hal Kerns at the console. Commercial discount tickets good for every night except Mondays and Fridays have been issued. Amici Skating Club of Long Beach held its fourth annual entertainment and dance in Nautilus Beach Club, Atlantic Beach, L. I., on February 24.

NILES and Jo-Anne, billed as "Society's Favorite Skaters," reported they have been chosen by Ben B. Lipset to appear in an NBC television broadcast from New York.

STARS of Wascana Club Ice Carnival in Regina, Sask., McGowan and Mack and Hazel Franklin, were interviewed over CKCK during a two-day stay there. McGowan and Mack have played their roller-skating act over Western Canadian vaude circuits and McGowan once played pro hockey in that part of Canada.

JOE LAUREY, floor manager of Armory Roller Rink, Chicago, reports the birthday party staged in honor of himself and Bill Henning, skateroom manager, on February 24 drew 1,130. They were presented with gifts and program included graceful skating and waltz contests, races for men and women and fancy skating demonstration. Among Chicago rink affiliates attending were Jack Schutton, Mrs. Carpenter, Mr. Paul, Mr. and Mrs. Kiefer and Chris Georgian. Prize fox-trot contest closed on February 25.

LESLIE BRUCE, operator of South Main Roller Rink, Houston, reported brisk patronage with the advent of warmer weather. Rink has a banked track, 16 laps of which makes a mile. Sessions held mornings, afternoons and nights.

ROBERT SCHMIDTMEYER, proprietor of a roller skating rink at the Pines, near Bloomer, Wis., and Mrs. Schmidtmeier, sustained severe injuries in an auto accident on February 24 near Chippewa Falls, Wis. They were taken to St. Joseph's Hospital, Chippewa Falls.

A BEAUTIFUL new roller rink, the Swank, opened last Saturday on 11th street on Chicago's far southwest side. Owned and operated by Samuel Schaffer and Elmer Burns, the rink has many novel features and latest in equipment. It is octagon shaped and has a fine floor with "knee-action" support and is beautifully decorated and air-conditioned. A Hammond organ and a Novachord will furnish music. Rink is equipped with 600 pairs of Chicago roller skates.

RALPH WARE, of Chicago Roller Skate Co., left Chicago last Thursday to attend opening of a new rink, operated by Vic Brown, in Union, N. J., near Newark. Rink is equipped with 1,200 pairs of Chicago roller skates.

TAKING a half-mile event and 50-lap relay, East Liverpool, O., roller skaters nosed out Dover (O.) Roller Club on February 25 in Winland Auditorium Rink, East Liverpool. Johnny Uebel scored for Dover in a one-miler. Dover is slated to meet New Philadelphia, O., skaters soon in quarter and half-mile races and a 50-lap relay in Studer's Rink, Dover.

PAUL BACON, operator of Auditorium Roller Rink on Jackson (Mich.) Fair grounds, reports arrangements are being made to hold Michigan State race competitions in the rink on March 20 under sanction of the Roller Skating Rink Operators' Association of the United States. All Michigan RSROA rinks and clubs have been invited to participate. Fred Martin, association secretary and general manager of Arena Gardens Rink, Detroit, is in charge of arrangements and expects some of the State's fastest skaters to participate. Track is 16 laps to the mile, with plenty of balcony space

for spectators. Manager Bacon plans to close the rink on May 29 for remodeling of floor and interior. It is to reopen on September 2. Indirect rainbow-lighting was installed this season. Rink operates on Wednesdays, Fridays, Saturdays and Sundays. Staff includes Bert Bacon, advertising; Dick and Erma English, formerly of Norwood (O.) Rink, dance instructors and club representatives; George, Luther and Larry, floor men; "Slim" Porter, skateroom; Mr. and Mrs. Walter Freeman and Dave Man, checkroom; June Small, refreshments, and Mrs. Paul Bacon, secretary and box office. Manager Bacon's season to date has been very successful, large crowds attending from other towns. He plans to again operate a summer rink at the playground at Clark's Lake, Jackson, and two rinks in the vicinity, putting Mr. and Mrs. English in charge of one location and Bert Bacon at another.

Best records we have found are from English, Swedish and German sources (now interrupted by the war), but there are excellent records hidden away in the general catalogs of the American companies apart from those listed "for ice-skating." The thousands of ice rinks in all parts of Canada, the United States and other countries of the world are waiting for the production and classification of satisfactory collections. The companies seem not to have awakened to this. With the European market blocked off, it would be an excellent time for them to try.

The situation is eased only by the fact that, like roller skating, ice skating these days is beginning to use other music than waltzes. True, waltzes form the bulk of programs but it is even an improvement to break every third or fourth "band" with a march, polka, laendler, fox-trot or novelty tune which will conform strictly to the 10-to-9½ beat.

Current popular hits for a short lifetime, if near the required beat, may be used with great success. Their faults are overlooked because of their familiarity and popularity. As long as the solid background is preserved, the introduction of novelty, brightness and general variety gets universal acceptance and a big demand for more. This is particularly true in matinees for younger skaters.

Is Paying Investment

As a long-range policy, we have always purchased every worth-while selection of which we have heard. This is because good records are so few. We have always considered it shortsighted to "play out" and selection which it is impossible to replace. Tho a large collection is costly in the first place, it is cheap in the long run. We play no selection oftener than once a week, and in consequence all our finest records are still going as strong as they were 10 years ago. Only when familiarizing a new piece to our skaters for the first time do we break this rule.

Investment in good music, we figure, is one of the smallest yet best-paying items of our overhead. We have seven nightly programs of 29 selections each, making a total of 203 pieces currently played. All records that we consider of passing interest or as "Class 2" we weed out regularly and, as stated, the cost is well repaid by the satisfaction given.

Our programs of 15 bands, with a change of direction in the middle of each accompanied by a change of music, is, we understand, unusual. We make the change of direction because the ice wears better, because it makes better skaters, and these in turn make better hockey players. We play 15 "bands" because the girls get more partners, and the scheme finds high favor with the boys, who can skate several "bands" with a good partner, yet have to suffer only about seven minutes with a "duty" engagement.

The 29 selections on the program mean that they are so short and succeed one another so rapidly that it is a very critical skater indeed who is not thoroly pleased with the session's music, even if he has found some not-so-popular selection occasionally sandwiched in between. The time-spacing of 15 "bands" thru two hours is ideal mechanically. It works out so that each record can be played thru just from start to finish, 10-inch and 12-inch mixed. This eliminates the business of a break in the music to start a record over again, which makes such an unnatural interruption and an annoying change of beat. (Continued next week)

Notes From Philly

By E. M. MOOAR

The blizzard that hit Philadelphia on Valentine Day did not prevent rinks from doing business and fair crowds turned out. It was dance class night in Carman Rink and almost the entire enrollment was on hand, but Instructors Mr. and Mrs. Cliff Wilkins, Mineola, L. I., were unable to get there owing to a breakdown of their car and general tie-up of transportation.

The requirement that all skaters intending to enter contests sanctioned by the Roller Skating Rink Operators' Association of the United States carry cards is a good move and no doubt will eliminate much confusion over amateur standing as well as add prestige to the association.

His many friends will regret that Fred (Bright Star) Murree has had to retire from skating. Injuries resulting from a fall in Boston have developed into a malady that has practically crippled him. In addition to this affliction, his wife is suffering from a stomach ailment that may require an operation. Both are confined to their home in Red Lion, Pa., under doctors' care.

The report that Peter J. Shea, Detroit, will return to the roller game in the fall recalls that Pete is one of the real veterans and for many years was manager of Wayne Gardens in the Motor City.

If our English friend, Cyril Beasall, has not already been informed he will be interested in knowing that roller hockey is on its way again.

Many roller skaters who took advantage of cut prices offered on skates by department stores in larger cities during the holiday period have found that they saved nothing. No advice as to care of skates was offered by salesmen and neither was proper adjustment of action made. Result was that buyers, supposing that skates were ready to use, used them without oiling and skate mechanics in various rinks have been kept busy installing burned-out balls and cones and also adjusting equipment.

Skating Music For Ice Rinks

By ARTHUR JOHNSON

Manager - Secretary - Treasurer of The Arena, St. John's, Newfoundland, Tells of Solving What Is Still a Common Problem.

(Continued from last week)

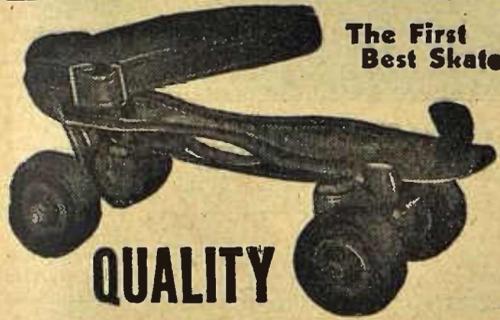
Stock of Records

It is unfortunate that the ordinary requirements of ice-skating music are rarely understood by gramophone companies, even by most of those producing "skating-records." After 10 years of free hunt-and-purchase in the available markets of the world, our prolonged search has netted us only some 200 reasonably satisfactory waltz selections, and we understand our success is most exceptional.

LINEUP OF ACTS

(Continued from page 30)

and Co., head balancing and perch; Fred and Marie Guthrie, wire, iron jaw, rings and single traps; Carolyne Erickson, ring contortions and acrobatics (she is but six years old); Madeline McCoy, web, ladder and whips; Will Hill's elephants; Keystone Trio (Zeek LaMont, Toby Smith and "Shorty" Warr), clowns. Sound equipment was furnished by National Sound.



RICHARDSON BALLBEARING SKATE CO.
Established 1884.
3312-3318 Ravenswood Ave., Chicago, Ill.
The Best Skate Today

HIGH QUALITY ROLLER SKATING SHOES

- All Goodyear welt construction with real sole leather.
- One-piece tapered edged tongue (eliminates blisters).
- Heel built specially for skate attaching (no center nails).
- Built-in stitched Gilcord stubber soles. NO COSTLY TOE ALTERATIONS NEEDED. NO NAILS TO MAR RINK FLOOR. ALSO SPECIAL SHOES MADE TO ORDER.

Manufactured by
GILASH SHOE CO.
FITCHBURG, MASS.

SKATING RINK TENTS
SHOW AND CONCESSION, NEW & USED TENTS.
CAMPBELL TENT & AWNING CO.
Monroe at Third, Springfield, Ill.

OMAHA HOCKEY FIBRE
Rink Skate Wheels.
Only \$1 Per Set (8).
EACH WHEEL INDIVIDUALLY GROUND Fits Chi., Richardson and Roll-a-Way Skates.
MAPLE WHEELS BALL BEARINGS
75c Per Set \$1.25 Per 1,000
OMAHA FIBRE PRODUCTS CO.
RALSTON, NEB.

DUST BOWLS ARE DOOMED!
To meet young America's growing demand for healthy recreation, Roller Skating offers an ideal participant sport when dust is eliminated. No. 321 DUSTLESS FLOOR DRESSING cleanses the air, provides a snug grip with less cone wear and lower maintenance cost. \$4.00 per gal., \$3.75 per gal. in 5 gal. containers. 4 gal. approved compressed air sprayer, \$7.25. Terms: F. O. B. Everett, 25% with order, balance C. O. D.
GAGAN BROTHERS
444 Second St., EVERETT, MASS.

RINK OPERATORS
Our New White Duco Enamel Pins, \$13.00 gr. bulk; \$14.00 carded. In 5 gr. lots, rink name free. Our regular 14K Gold-Plated Winged Skato Jewelry, samples, \$1.00. Beautiful sets of six prizes with Winged Skate Emblems in display boxes. Compacts, Cigarette Cases, Lighters, Lockets, Combination Cigarette Case and Lighter. Also Winged Skate Medals.
George T. Barton & Co.
44 Benefit St., ATTLEBORO, MASS.

FOR SALE
ROLLER RINK AND GARAGE to close estate; half their value. Buildings cover 103x200 ft. Good location. Rink equipment cost \$4,400.00; sell for \$1,200.00. Going business, rare opportunity. Information: T. S. CULP, 6th St., S. W., Canton, O.

"CHICAGO" Roller Skates Are Reliable

They Will Make More Money for You Than Any Other Make of Skates — TRY THEM.

CHICAGO ROLLER SKATE CO.
4427 W. Lake St. CHICAGO

Pomona Boosts Its Grand-Stand Budget in New Policy for Acts; First B-C Unit West of Rockies

POMONA, Calif., March 2.—Executive board of Los Angeles County Fair here has decided to increase the 1940 appropriation for grand-stand entertainment about 11 per cent in a radical departure from its long-time method of booking grand-stand shows.

Heretofore hippodrome features, vaude acts and night show specialties have been booked from as many as five different sources. Recently the board decided on a concerted effort to do away with this method of contracting and to try to place the entire program in the hands of a responsible purveyor. Ever since the 1939 fair this matter has been before the board and a choice was made about two weeks ago.

Barnes-Carruthers Fair Booking Asso-

ciation, Inc., was called in and asked to submit a varied afternoon and night program. After several meetings with Fred H. Kressmann, B-C general sales representative, a program was selected which will give the fair on the first nine days a group of seven acts in afternoons, between racing events, with a horse show as main night event. On the next eight days there will be seven entirely different acts in the afternoons and at night one of the larger Barnes-Carruthers units will be presented.

Board instructed Secretary-Manager C. B. (Jack) Afflerbaugh to enter into contracts with Kressmann for the entire grand-stand program. This will be the first time that a Barnes-Carruthers unit has played west of the Rockies.

Hammaker Is New Sec of Calif. State

SACRAMENTO, Calif., March 2.—Kenneth R. Hammaker, last five years publicity director of California State Fair here, has been promoted to the post of secretary-manager by the directors, replacing Robert H. Muckler, resigned.

He is known for quiet, efficient methods and ability to get along with the press and all concerned with the fair. Position pays \$6,000 a year.

Mussolini Pushes Rome Expo

ROME, Feb. 24.—Premier Mussolini told newspaper men that "war or no war, the World's Fair in Rome will open as scheduled in the spring of 1942." The Duce has given the order to continue work that has been under way since 1938. Cost of building the expo will be enormous. Auto route, transportation systems and majority of buildings will be permanent and will house future national fairs. At present 14,000 are employed, one of the projects under construction being a modern workmen's (fair employees) city of 1,400 homes. This town site covers over 2,000 acres and will be one of the fair attractions. Streets have been cut and 20,000 trees have been planted, including 6,000 pines.

Manitowoc Gate Takes Rise

MANITOWOC, Wis., March 2.—Gate admissions to Manitowoc County Fair here have increased from 9,000 to 30,000 in the past 15 years, said Secretary George Kiel. Despite a rainy closing day, the 1939 fair grossed \$29,455.52, with disbursements totaling \$28,754.69. Cash balance at end of year was \$700 compared to \$122 on January 1, 1939.

B-C, R&C and Ohio Get Contracts For Michigan State

DETROIT, March 2.—Three major amusement contracts have been signed for the 1940 Michigan State Fair here, said Manager Linwood W. Snow, the grand-stand show contract to Barnes-Carruthers, fireworks to Ohio Fireworks Display Co., and midway contract to Rubin & Cherry Exposition, of Amusement Corp. of America. Beckmann & Gerety Shows had the midway in 1939, first year of Dr. Snow's administration.

Amusement expenditures will be (See MICH. CONTRACTS on page 52)

Big Debt Is Cut in Mass.

GREENFIELD, Mass., March 2.—Debt which had been as high as \$20,000 over a period of more than 40 years was reported reduced to \$4,600 at annual meeting of Franklin County Agricultural Society. Reduction was attributed to an advance ticket sale instituted four years ago, good exhibits, excellent acts and midway attractions and consistent upkeep of grounds and facilities, which have made the plant a choice spot for outside groups to rent for special events. About \$500 was spent last year in resurfacing the race track. The 1940 fair will be the 91st annual.

Sioux Empire Takes Lease

SIOUX FALLS, S. D., March 2.—Sioux Empire Fair Association here having incorporated with capital stock of \$25,000, has made a long-time lease on grounds where the first Sioux Empire Fair was held in 1939, and will take over the operation of the fair. Shareholders have elected H. F. Veenker, president; W. F. Schnaidt, vice-president; W. T. Scroggins, treasurer. John F. White, secretary of the 1939 Sioux Empire Fair and former secretary of South Dakota State Fair for 12 years, will be secretary-manager of the new organization.

Nutmeg Execs Enlivening Field; Solons Kick in 5 Grand Yearly

HARTFORD, Conn., March 2.—More than 20 of the 29 agricultural societies belonging to Connecticut Fairs Association attended the annual meeting in City Club here on February 27 when Re-elected President Freeman R. Nelson reported the organization had been more active during the past year than heretofore, particularly because of an extra summer meeting called to discuss plans for the season. It was also reported that the General Assembly appropriated \$5,000 annually to reimburse fairs for expenditures on premiums.

Other officers re-elected were Herman Walther, first vice-president; George M. Nevius, second vice-president; R. W. Whaples, secretary; Richard H. Erwin, treasurer; Edmund Penny, Frederick C. Banks, Alex Maitland and B. R. Grant, directors. New directors are John C. Parker, Curtice D. Clifford, Frank Seaton and Eldon B. Kirtland. Elliott H. Platt,



OBSERVING Col. R. M. Shearer's 10th year as president (left) and Crawford T. Bickford's (right) first year as full-time secretary, Central Florida Exposition, Orlando, February 19-24, established unexpected marks in view of unfavorable weather. Royal American Shows on the midway had a good week in view of weather conditions. Prior to this year Secretary Bickford has served Orange County, Fla., as secretary, with the festival as an added chore. Colonel Shearer, retired from business, presides over a board of 18 directors of the exposition as a hobby. He was vice-president three years. In his 13 years the Orlando Annual has grown to one of the important midwinter events in Florida. Photo by Dadswell.

Strong Advisory Body at Trenton Approves New Shows, Ticket Deal

TRENTON, N. J., March 2.—At the annual general meeting of New Jersey State Fair's advisory committee in the Stacy Trent Hotel here on February 28 George A. Hamid was re-elected president and Harry E. LaBreque was retained as secretary-manager.

Attendance was 100 per cent, despite a severe snowstorm, and every section of the State was represented. Voting committee men were Secretary of Agriculture Willard H. Allen; David H. Agans, State master of the Grange; Secretary Harry E. Taylor, State Farm Bureau; Prof. J. W. Bartlett, chief of animal husbandry, State College; Kenneth Ingwalson, State 4-H Club leader; President A. W. Bowers, Trenton Chamber of Commerce; Dr. S.

M. Hendershoot, State veterinarian; President Charles Quinn, State Board of Tax Appeal; Edward C. Connelly, State Advertising Commission, and Chairman Ed W. Daymond, Hamilton Township Committee.

Reports of the 1939 fair were reviewed and plans for 1940 discussed, with instructions and budgets assigned to the departments which will be set forth at a superintendents' meeting on March 15, when final listings for premiums and improvements in all departments will be approved. Advisory committee approved an exclusive New Jersey State dairy cattle show this year, eliminating professional "string" herd exhibitors to en-

(See PLANS IN TRENTON on page 52)

Reed Swan Song May Bring Peace To Neb. Fairdom

LINCOLN, Neb., March 2.—Still heated is the battle between some factions of the County Fair Managers' Association and the State Board of Agriculture, ruling and policy body for the State Fair here. R. C. Johnson announced that he will write a series of articles charging mismanagement of the State Fair for a semi-monthly farm publication

(See PEACE IN NEB. on page 52)

"Ribbon" Annuals Rated in New York

ALBANY, N. Y., March 2.—Commissioner of Agriculture and Markets Holton V. Noyes has made public the annual rating of annuals held in the Empire State last year. Printed announcement, distributed at the meeting of the New York State Association of County Agricultural Societies here on February 20, listed the following 20 fairs in the "blue ribbon" class, rating between 90 and 100 per cent:

Altamont, Dunkirk, Norwich, Cortland, Walton, Rhinebeck, Hamburg, Malone. (See "RIBBON" ANNUALS on page 52)

New Ohio Annual in Making

SPRINGFIELD, O., March 2.—Two committees, composed of Chamber of Commerce representatives and agricultural interests, were appointed at a recent meeting to study problems involved in a proposed re-establishment of Clark County Fair here. Ross Greenawalt was named chairman of a committee to determine possible sites for a fair and to meet with the city commission, Clark County commission and city park board to determine whether it will be possible to use the old fairgrounds. A committee headed by Harry C. Click is to make a survey of grounds and buildings necessary for operation of a fair and to determine what government aid is available.

PARIS, Feb. 24.—In a summary just issued by the government it is shown that revenue received as taxes on horse and dog racing, gambling casinos, licensed clubs, etc., during the curtailed year of 1939, amounted to almost a billion and a half francs.



C. B. (JACK) AFFLERBAUGH, secretary-manager of Los Angeles County Fair, Pomona, Calif., who has contracted with Barnes-Carruthers for the entire grand-stand show at the 1940 17-day annual, a departure from past booking policy of the executive board. It will mark the first time that a B-C unit has played west of the Rockies. Heretofore grand-stand attractions have come from as many as five sources.

On the Flushing Front

Fem Artists To Join Lynch in Goodrich Thrillcade

By LEONARD TRAUBE

NEW YORK, March 2.—Jacqueline Boddie, 18, Texarkana, Tex., a niece of Jimmie Lynch, will be one of two fem drivers who will supply the so-called weaker sex angle to Lynch's Death Dodgers troupe in the Goodrich Arena. The second will be chosen via the contest routine in a national picture magazine. Seating capacity of the arena is being greatly enlarged, additional pews to be constructed on the north and south sides of the banked quarter-mile track. Changes in traffic control within the exhibit will make possible smoother and quicker handling of crowds. Nearly every popular exhibit found that it had underestimated traffic flow and all hands are making efforts to correct the condition. General Motors' Futurama spec, the most outstanding display at the fair, is a model example.

Goodrich company, incidentally, will use the fair vantage to celebrate the 70th anniversary of its founding by Ben Franklin Goodrich.

Rogers-Kellogg-Stillson, Inc., has been contracted to publish the Official Guide Book for the expo. Exposition Publications, Inc., had this privilege last year. Distribution will be done thru chain stores, newsstands and book stalls throughout the country and the guides will also be circulated at the fair by rovers. Pre-fair edition is due off the presses on April 1. Company is in the direct advertising, printing and offset lithography business. On staff are William H. Walling, editor; Kathryn Maddrey, managing editor, and Gerald Ford, advertising manager. Several innovations are planned, including reclassification of subjects, extensive editorial description, lavish employment of color and, in general, simplification.

Billy Rose is reported negotiating for Midway Inn to convert it either into a cowboy extravaganza or a Barbary Coast show. Fair put thumbs down on the Bantam Barnum's Barbary ideas last year. . . . Murray Goldberg is set with scales and guess-your-age in association with Dufour & Rogers. . . . Frank Galand resumes with penny crushing machines and Exposition Souvenir Corp. renews with souves and novelties. Ditto Kaplan & Bloom with canes, umbrellas, etc. . . . June 14 and 15 have been set aside for convention of American Medical Association. We hope it won't be necessary for the midway boys to be dunning the medicos for aspirin. Time will tell, to coin a bromogram. . . . Expo announced 32 nations' participation, with about 18 more expected. . . . Court of Appeals has cleared Harry R. Dash of charges growing out of the "nudity contest" staged at the Cuban Village last May. He was convicted in Magistrate's Court in Queens and the



HERBERT J. RUSHTON, who has been appointed manager of Upper Peninsula State Fair, Escanaba, Mich., which will resume operation this year after a decision which lapsed the 1939 annual because of financial difficulties. Those interested declare the fair has been reorganized on a stronger basis to strive for its former place as second only to the State Fair, Detroit, among pay-gate fairs.

Appellate Division upheld it, but the reversal gives him a clean bill. Decision is looked upon as the go-ahead signal for the undrapery department at the Front this year.

Mo. To Reopen W. F. Exhibs At New York, San Francisco

JEFFERSON CITY, Mo., March 2.—Floyd W. Sayers, who has been connected with Missouri State Highway Department since 1919 and loaned to the Missouri World's Fair commission periodically to supervise assembly of world's fair exhibits, is slated to make trips soon to New York and San Francisco to reopen State exhibits at the two world's fairs. He had charge of a safety exhibit at the Southwest Road Show in Wichita, Kan., on February 21-24.

Sayers gained his first exhibit experience in 1928, when he was placed in charge of the State highway department exhibit at Missouri State Fair, Sedalia. He supervised preparation of exhibits for A Century of Progress, Chicago, in 1933-'34. Registered attendance at the New York World's Fair exhibit in 1939 was 64,768 in 160 days and at San Francisco's Golden Gate International Exposition, 73,818 in 248 days. In both spots thousands who viewed displays failed to register.

Name N. Y. USTA Directors

ALBANY, N. Y., March 2.—Directors of District No. 9, United States Trotting Association, were re-elected on February 19 at the first meeting ever conducted here by the association. Roland Harriman, New York, was named director for three years; former State Senator Frank L. Wiswall, Albany, executive vice-president, two years; J. C. Newton, Hamburg, one year. Vice-President Wiswall said that if the present pari-mutuel bill is enacted into law, harness racing in the State will benefit greatly. He also stressed development of the association.

Grand-Stand Shows

C. L. (JACK) RAUM'S Circus and Thrill Show has been contracted for three 1940 Ohio fairs, in Fremont, Coshocton and a return engagement at Wayne County Fair, Wooster. Unit will play more Michigan fairs than in any previous year, he reported.

AERIAL COWDENS, who played the recent Tampa (Fla.) Tin Can Tourists Convention, report other acts included Houghton and Houghton, motorcyclists; Evans Brothers, acrobats; Jack Aimee, revolving ladders; Miss Corrine, trapeze; Lamont's Cockatoos and Corrine Dearo, cloud-swing.

NEWLY organized Neosho County Fair Association, Chanute, Kan., has booked Jimmie Lynch's Death Dodgers for two nights of the five-day fair, said President E. F. Baker.

FOR the 1940 Minot (N. D.) State Fair the Barnes-Carruthers revue, *Flying Colors*, has been booked and there will be four days of horse racing, reported Secretary Henry L. Finke.

Fair Grounds

POCAHONTAS, Ark.—A 1940 Randolph County Fair and Live-Stock Show is assured by allotment of premium money by Randolph County Quorum Court, to be augmented with merchants' aid.

BUCYRUS, O.—Fire destroyed the grand stand on Crawford County Fair grounds here, with damage estimated at \$7,500. In 15 minutes the wooden structure had burned to the ground. It had seating capacity for 1,200 and was built in 1912. Fire destroyed a grand stand on the grounds 35 years ago.

EL DORADO, Ark.—Officials of Union County Fair Association here approved plans to conduct a campaign for \$10,000 and to obtain a \$30,000 government loan for improving grounds and constructing permanent buildings.

ESTEVAN, Sask.—When two barns on Estevan Exhibition grounds were destroyed by fire last fall, directors found that insurance would not cover cost of new buildings. Federal department of agriculture aided to the extent of \$500, which will be used in building two barns. Earlier in the year the government granted \$1,000 for general improvements.

POWELL, Wyo.—Big Horn Basin District Fair here has had rapid growth since four years ago when H. L. Rains was elected manager, reported James A. Schneck. At the recent annual meeting it was decided to increase premium and advertising budgets, build an extension to the grand stand and erect an assembly hall, live-stock and poultry buildings and two horse barns in time for this year's fair.

ANTIOCH, Ill.—Name of Antioch Country Fair Association has been changed to Lake County Fair Association.

GREEN BAY, Wis.—Secretary William S. Klaus reported Brown County Fair Association has a balance of \$1,900 in the treasury to aid in staging the 1940 annual.

Fair Elections

TURTLE LAKE, Wis.—Dr. D. A. O'Brian was elected president; Harley Tozer, vice-president; Walter Cornwall, treasurer, of Inter-County Fair Association.

ESCANABA, Mich.—Upper Peninsula State Fair board here elected Mrs. L. Vierling, chairman; Herbert J. Rushton, fair manager; Patrick Kelly, concession manager; John McInnis, superintendent of cattle; Judge John E. Quinlan, superintendent of horse racing.

POWELL, Wyo.—Big Horn Basin District Fair Association named R. A. Roney president and re-elected Manager H. L. Rains, reported James A. Schneck.

ST. STEPHEN, N. B.—St. Stephen Agricultural Society re-elected S. D. Granville, president; Abner McAllister, G. R. Daye, vice-presidents; E. G. Beer, treasurer; W. S. Stevens, secretary; H. M. Groom, assistant secretary.

GREENFIELD, Mass.—Franklin County Agricultural Society re-elected Fred B. Dole, president; Whitman Wells, secretary; William C. Conant, treasurer.

N. Y. Head Sees Chi Exhib

CHICAGO, March 2.—Middle West's exhibit at the 1940 New York world's fair went on exhibition here yesterday in a preview at the Stevens Hotel. Harvey D. Gibson, chairman of the board of the New York fair, and several associates came to view the exhibit.

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Outstanding aerial attraction—125 feet in mid-air. Unique and different illumination. Adds zest to any grand-stand program. EDDIE VIERA Care of The Billboard, Cincinnati, O.

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THE NEGRO STATE FAIR OF TENNESSEE MURFREESBORO, TENN. SEPT. 4-5-6-7, 1940

Carnival and Free Acts Wanted. None But Best Need Apply. DR. JAS. R. PATTERSON, Secy., Murfreesboro, Tenn.

WANT

Independent Comical Acts for Fair, July 24-27, 1940, on percentage basis. Write Spencer County Fair Assn. F. J. FELLA, Secy., ROCKPORT, IND.

Eddie Vierer's Sensational 4 Stars

Write or Wire

Billy Siegrist Troupe

Aerial Flying Trapeze Act
Two Men and a Girl.
Booking Season 1940. Address: SHRINE CIRCUS, Rochester, N. Y., this week.

NATIONAL SHOWMEN'S ASSOCIATION

Fastest Growing Organization in Show Business.

BENEVOLENT PROTECTIVE—SOCIAL

(Hospitalization and Cemetery Fund)
Dues \$10 Initiation \$10
Sixth Floor, Palace Theater Bldg.,
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MINNESOTA STATE FAIR

Committees of the Minnesota State Fair Board will hold meetings Thursday and Friday, March 14 and 15, at the Radisson Hotel in Minneapolis, for the purpose of purchasing Grandstand Attractions and Advertising Material. Representatives of interested parties are invited to present their proposals.

1940 FAIR DATES—AUG. 24 TO SEPT. 2—TEN DAYS
RAYMOND A. LEE, St. Paul, Secretary.

TWO WILL EXPAND IN EAST

New Riverside Set at Agawam

Plans announced after purchase of 104-acre spot by Stuart Amusement Co.

SPRINGFIELD, Mass., March 2.—Edward J. Carroll, Boston sportsman-showman, announced tentative plans for re-opening New Riverside Park, Agawam, at a party in the Hotel Charles here on February 27. Probable opening date is May 30. There will be no admission charge and parking will be free., Carroll, a director of Stuart Amusement Co., Boston, which recently purchased the park, will be managing director of all park operations. He is 28 years old and has operated amusement enterprises at Belgrade Lakes, Me.; Atlantic City, Old Orchard Beach, Nantasket and Salisbury Beach, and has been financially interested in operation of the S. S. Steel Pier, excursion liner operating between Boston and Provincetown.

Since purchase of the 104-acre park in October reconstruction and removal of hurricane debris has been going on. New construction will be well under way by April 1, Carroll said. There will be a contest for suggestions and slogans. Park will include a midway, clambake grounds, picnic grove, exposition hall, boating, drive-in theater, dance pavilion, restaurants, theater, animal farm, Roller Coaster, roller rink, paddle pond, and fireworks will be featured. Plans call for

(See NEW RIVERSIDE on page 49)

Grossman Again To Pilot Riverview at Des Moines

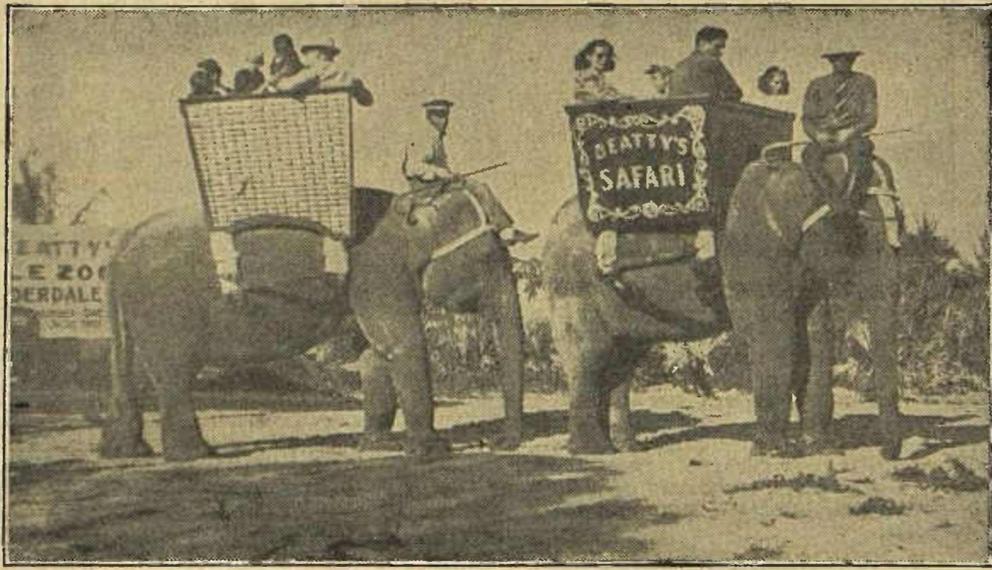
DES MOINES, Ia., March 2.—Irving H. Grossman has signed to manage Riverview Park here again this season. Opening date has not yet been set.

He said plans call for complete renovation, a crew having been busy all winter. Plans also are for addition of several new rides and games. It is understood the ballroom will be set up in new enlarged quarters with the roller skating rink moving into the dance floor.

OCEAN CITY, N. J.—Amendments to the 1940 city budget allow an additional \$2,000 for publicity and \$1,000 for beach music. The extra for publicity has been promised to the Yacht Club to help sponsor world speedboat championship races here on Labor Day.



PART OF MODERNIZATION of Rocky Glen Park, Moosic, Pa., shown here is a new addition to the Penny Arcade which adds space 20 by 70 feet to the spacious arcade, said by the management to be one of the largest in the world. Photo shows a fall of snow which has hindered workmen, but President Frank A. Coffee and Managing Director Benjamin Sterling Jr. say all will be in readiness for a late May opening and what they predict will be a successful season.



READY FOR A TREK thru "African wilds," these visitors to Clyde Beatty's Jungle Zoo, Fort Lauderdale, Fla., indicate the popularity of elephant rides in the zoo, where attendance has greatly increased since opening of a new highway artery adjacent to the grounds. The howdah-type seats for passengers differ from the usual saddles used for elephant kiddie rides.

Rocky Glen, Pa., Being Modernized

MOOSIC, Pa., March 2.—A five-year modernization and rehabilitation program is under way in Rocky Glen Park here, between Scranton and Wilkes-Barre, by which it is calculated by President Frank A. Coffee and Managing Director Benjamin Sterling Jr., to restore the spot to its former position of eminence.

An adequate budget has been set up, said President Coffee. The big penny arcade is being enlarged by a space 20 by 70 feet. Director Sterling has contracted for installation of a new Rocket ride and plans are complete for rebuilding the Merry-Go-Round.

Construction work will progress constantly, some hindrance having been encountered recently because of heavy snow. But management declares much improvement work will be completed for the season's opening late in May and that prospects point to an exceptionally good season.

Summit Sets School Days

AKRON, March 2.—A series of "play day" picnics for pupils in Akron public schools in Summit Beach Park here from June 17 to 21 will be held by the Home and School League. League's first venture of this type calls for division of the city into five districts, with children from each district to be allotted one day. Park management will provide acts and other features. Park Manager Frank Raful and Larry Troy, promotional director, assisted in arranging the outings.

Tides Deal Damage in N. J.

OCEAN CITY, N. J., March 2.—Wind-driven tides damaged the Boardwalk and Convention Hall this week. Basement of Convention Hall was flooded and several streets near by were eroded. Concrete Boardwalk sagged in a half dozen new places.

Huedepohl New G. M. of Jantzen Beach; Heavy Promotion Skedded

PORTLAND, Ore., March 2.—Hayden Island Amusement Co., operator of Jantzen Beach Park here, will step out with a big promotion schedule, it is announced, during the coming season, starting on May 1. Paul H. Huedepohl has been named new general manager of the park, and Hal M. White, said to be an experienced showman, has been made manager of the promotion department. Park will book acts, rodeos, fireworks and other attractions.

Jantzen Beach Park, embracing 110 acres with facilities for all types of outdoor

Pa. Spot May Get Pavilion, Theater

PHILADELPHIA, March 2.—Al J. Chamberlain and Perry R. Hoffman, who operate theaters in Williamsport and Allentown, Pa., huddled here this week with architects on a general improvement program for their Island Park, between Sunbury and Northumberland, Pa., which they purchased three years ago.

Plan is for the park to be converted into a big amusement center with construction of a de luxe theater for movies and legit productions, allowing for year-round operation.

Construction of a 7,000-square-foot pavilion for dancing and roller skating in season is projected. During the summer season name bands will be brought in.

AC Holiday Week-End Good

ATLANTIC CITY, March 2.—Good weather was an inducement for the four-day Washington Birthday week-end which brought a near-record holiday throng, crowding hotels, Boardwalk amusement places and night clubs. Restaurants and shopkeepers reported business up over winter week-end averages. Hotels closed for the season were hurriedly opened to supply demand for accommodations. Rolling chair concessioners reported a banner day. Station Master John J. Connell, Pennsylvania-Reading Seashore Lines, reported that travel by train was heavy and much larger than last year. Bus travel also was heavy.

Idora Has Potters' Reunion

YOUNGSTOWN, O., March 2.—National Brotherhood of Operative Potters has selected Idora Park here for its Golden Jubilee Reunion on June 15. Annual pottery workers' outing is much sought by Eastern Ohio and Western Pennsylvania parks. The 1940 event is expected to draw 15,000 Ohio, Pennsylvania and West Virginia ceramists.

Chute Ride, New Palisades Beach

Jump and strand on schedule of Rosenthals—midway change carded

NEW YORK, March 2.—Jack and Irving Rosenthal, co-owners, this week officially announced details of an improvement program for Palisades (N. J.) Amusement Park. Heading the schedule is construction of a new sand beach north of handball courts at side of the swim pool. Strand will move outer boundaries of Palisades down to the State Highway, taking in property formerly leased by a roadside stand concessioner, as well as roadbed of the old trolley tracks.

Placement of beach will take it off main midway to a more convenient location for bathers. New beach is the first step in a program which by 1941 will have taken in four-and-a-half acres of land across the site of the old track-lines, made possible by elimination of trolleys in favor of modern busses, thus allowing use of track's beds. When completed the play area will house shuffleboard courts, volley ball fields and basketball and badminton courts, operated in conjunction with the pool for a single admission.

Parachute Jump, feature of the World's Fair amusement area, will be erected by International Parachute Co. on present site of the beach. New ride, at the expo

(See PALISADES CHANGES on page 49)

Beatty Jungle Zoo Gate Is Perking Up

FORT LAUDERDALE, Fla., March 2.—A gala home-coming was celebrated at Clyde Beatty's Jungle Zoo here on February 28 when Clyde and Harriet Beatty, Jean Evans, Arky Scott, crew of animal men, 26 cats and three elephants returned from a road trip to indoor circuses in Detroit and Milwaukee, reported Art Deutsch.

Unsettled weather has been overcome by attendance increase due to opening of the new Causeway Highway passing the front of the zoo. Artery leads to city beach and triples traffic by the Beatties

(See JUNGLE ZOO GATE UP on page 52)



EDWARD J. CARROLL, Boston, named managing director, has announced plans for rehabilitation of Riverside Park, Agawam, Mass., to open about May 30. Property has been purchased by Stuart Amusement Co., Boston, and the 104 acres will include midway, ballroom, pool, theater, animal farm, roller rink, restaurants and outing areas. Possibility of boat transportation is being studied.

American Recreational Equipment Association

By R. S. UZZELL

Early spring opening, except for a few warm Sundays, is usually a snare and a delusion, extraordinary locations and conditions excepted, to be sure. San Francisco and New York expositions got the bug last year and no amount of persuasion could reverse the managements. San Francisco opened in February and starved for over two months, while New York opened on April 30 and had hard going until June. This year they have set late May for openings so as to avoid the handicap of early losses on operating account. In each instance the ledger pointed the way. There is no invariable rule. Local conditions and experience should be the guide.

A new and ambitious manager will often want to show his enterprise by prolonging the season, only to learn that if he had opened later and closed earlier he would have made more net return. Then the sentiment for setting Labor Day later in September is still under agitation. In some places it might result advantageously, but in most places it would result in an abundance of opposition and ill will for amusement parks. Most assuredly, all of the schools would oppose it and most merchants, especially department stores, which are anxious to get the school trade out of the way of winter goods display in ample time to allow for Thanksgiving advertising and exploitation.

Intensive Short Season

It would be far better to concentrate on an intensive short season with some major attraction each two weeks and close with a dash of splendor rather than allow a season to taper off to nothing. Open and close with a bang. Baseball people go to no small expense to train in the southland so the players are sure to open the season in good form and then close with the world's series and banners flying high. Schools could hardly keep up energetic work during the hot days of June were it not for the glories of commencement at the end of the school year.

Winter sports promoters have learned by the expensive route when to open and close their season. With artificial ice they are no longer limited by temperatures but keep a watchful eye on box-office returns and the procession of other amusement enterprises.

American patriotism is to have a good inning at the New York World's Fair. The theme of the big show now in production is to be American in motif. It promises to rival the Aquacade in drawing patrons. Already there is speculation as to who will play the part of Jenny Lind and the leading characters in the Civil War. The publicity on each of the expositions is off to a better start this year. Each has admitted mistakes of last year and show they are on the alert for the best solutions.

Co-Operation for Smith

George P. Smith Jr., over on Flushing Meadows, is going to have more authority for the 1940 fair. He is human and wants to do a real job. If given the co-operation he asks, we feel sure of a better score for him this year. Harry

Illions will have three Ferris Wheels on the amusement sector of the New York fair, while he had two in the Coast city last year. He will also play Toronto exhibition again this year but assures us that carnival trouping for him is all over. He is 30 pounds lighter and has learned to have consideration for his health.

There is widespread interest in the new set-up of Lusse Bros., of Philadelphia. This 45-year-old concern was organized by the brothers Robert (Bob) and Joseph (Joe). They continued thru the years until Bob's death two years ago when the reason for a new shifting of personnel occurred. It really was in the cards, but none of us were free to make any announcement until it was done officially by Richard (Dick) Lusse from Florida and from Raymond (Ray) in Philadelphia. It seems to mean now that Joseph Sr., Dick and Joseph Jr. are no longer of the concern, Lusse Bros., but that Ray, Florence and Robert continue with the work of their father, Bob.

Long Island

By ALFRED FRIEDMAN

Bad weather halted work around the beaches, striking most unfavorably against anti-erosion work. Ted Ornstein, new mayor of Long Beach, is to be feted, and included among honor guests are many celebs who spend summer vacations at Long Beach.

Oyster Bay's three beaches are being improved at cost of more than \$100,000. Lido Beach Club, near Long Beach, plans extensive improvements.

Cavalcade of Long Islanders is returning from Miami Beach, Fla. Indication of what damage a toll bridge can do a resort town is seen in disappearance of a half dozen night spots from Broad Channel, at foot of the Rockaway toll bridge. Altho delayed by weather, Manager Louis Meisel, Rockaway Playland, reports improvements in the park will be completed in advance of the regular Decoration Day opening.

With the Zoos

ATLANTIC CITY.—A sea-bird classification dispute was left up to Philadelphia Zoo, which gained the bird in the argument. A Philadelphian visiting here picked up a bird on the beach and announced it is a baby penguin. But Irving W. Street, ornithologist and secretary of Brigantine Beach Sanctuary, said it is a dovekie, smallest of the auks. Dovekies, said Street, often come ashore from waters off the coast while penguins are strictly antarctic birds. Mark Mooney Jr., of Philadelphia Zoo, is inclined to agree with Street and was eager to receive the rare bird for its aviaries.

PRINCETON, N. J.—Dr. Ernest Albert Hooton, Harvard anthropologist, addressing Princeton University students, said the most interesting and worth-while object or person he had ever seen in Philadelphia was a gorilla named Bamboo in Philadelphia Zoo. In Philadelphia Roger Conant, zoo curator, said Bamboo is the oldest gorilla in captivity and is worth \$25,000. Zoo paid \$6,000 for him in 1926 when he weighed 11 pounds. He now weighs 432 pounds.

COLUMBUS, O.—Dedication of the municipal zoo's new carnivora house took place on February 26, opening day of the 1940 membership drive. Building will also house monkeys. It measures 108 by 53 feet and is of frame and stone construction. Nine cages are built on one side and outside runways are provided for lions. Robert S. Pein, a business man, is chief sponsor of the building, built with funds provided by him and the WPA.

FORT WORTH, Tex.—Bambino, six-year-old baboon, died in Forest Park Zoo here after an illness of two days. An autopsy by Dr. H. V. Cardona, zoo veterinarian, showed an abscess on one lung, probably caused by a bruise, which had caused acute pneumonia. Baboon was born in the zoo here, which has five baboons left, Zookeeper Hamilton Hittson said.

HOUSTON.—Two javelinas, light brown with a darker stripe down the back, are the first born in Hermann Park Zoo here this year. A pair of crested Seriemas cranes have been received from Brazil. Director Hans Nagel said the zoo fared well thru the coldest winter in history of the city.

The Pool Whirl

By NAT A. TOR

(All Communications to Nat A. Tor, Care New York Office, The Billboard)

First Lady a Fan

Interest of President Roosevelt in swimming is generally known. But until last week not many knew that Mrs. Roosevelt had a similarly high regard for aquatic sports. She took enough time out to attend a water show at Miami Biltmore plunge, Coral Gables, Fla., on February 25. She sat thru the entire proceedings and, while this column's M-B operative claims the crowd at that Sunday's water carnival didn't see much of the spectacle, being more interested in ogling the President's wife, that she took an interest in the pageant was evidenced by what she wrote in her syndicated column a couple of days later, in which she praised the swimmers, especially the high divers. Presence of the First Lady at the Biltmore's water show should please everyone connected with the swim biz. If more nationally-known figures became interested in the sport, more persons would become swim-conscious.

New York Park Central indoor pool's new promotional policy evidently is bringing definite results. Continual stories in Gotham papers have begun to appear. Entire Ranger hockey team were guests prior to the important game with Chicago's Blackhawk. Three Rangers, Neil Colville, Clint Smith and Muz Patrick, who have been laid up with injuries, recuperated for the match by swimming in the pool, which reaped much publicity as a result. Walter Cleaver, the aquadrome's manager, was a guest on Uncle Don's kid program over WOR. Park Central's Harry A. Lanzner went to Miami to look over the outdoor pool situation and to take a vacation, tank's activities being in hands of Emanuel Cohen in his absence.

Reports are that Arthur French is considering constructing an outdoor ice-skating rink for summer operation in conjunction with his Manhattan and Brighton Beaches, Coney Island, N. Y. While on a recent trip to the West Coast the writer looked in on the all-year-round ice club in Westwood, Calif., the rink that received such publicity that many outdoor amusement men began to inquire as to practicability of summer outdoor skating. Weather on the day I was there was very hot with a strong sun beating down upon the ice. Temperature was in the 80's and the ice surface was still perfect for skating. Proposish said to be planned by French is based upon the West Coast system of making ice.

Sylvan Beach Plans Rodeos

ST. LOUIS, March 2.—Sylvan Beach Amusement Park on Highway 66 near Kirkwood, Mo., about 30 minutes from heart of St. Louis, will open the season on Decoration Day with a big boat race. Park Manager L. W. Peters said Monte H. Regan, Woodward, Okla., will take over the riding stables, and rodeos are planned every Saturday and Sunday under his direction. Many picnics have been booked and Manager Peters looks for a big season.

CALGARY, Alta.—Calgary Zoo sent Fleishacker Zoo, San Francisco, a pair of yaks and in the spring will receive in return a black leopard and hyena.



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World's Highest Aerial Act

Sensational and breath-taking, night or day. High swaying pole featuring the only 80 ft. handstand sway, trapeze, perch and 500 ft. Slide for Life. NOW BOOKING 1940 DATES. Wire—Write today. Perm. Add.: Care of The Billboard, Cincinnati, O.

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GRAND OPENING MAY 30

Can place all non-conflicting legitimate Amusements and Concessions.—Grounds rented for Circus.—Write to G. R. PE TROCZY, Hanover Park, Meriden, Conn.

WANT FOR DEENER BEACH AMUSEMENT PARK

ALL KINDS OF PORTABLE RIDES EXCEPT CARROUSEL. ALSO WANT TO HEAR FROM ACTS SUITABLE FOR FREE ATTRACTIONS OR VAUDEVILLE. Address: E. A. LAMONT, BOX 54, Newcastle, Delaware

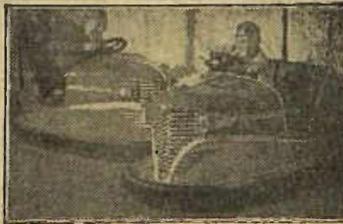
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A thrilling aeroplane ride with car turning completely over. Small space, low operating cost. Moderately priced.

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS

HASC Auxiliary In Celebration

Gertrude Parker Allen emceeds 20th anniv. dinner —40 members attend

KANSAS CITY, Mo., March 2.—Ladies' Auxiliary, Heart of America Showmen's Club, celebrated the 20th anniversary of its inception with a highly successful dinner party in the Green Room of Continental Hotel here on February 23, with Gertrude Parker Allen as mistress of ceremonies. More than 40 members attended. Hattie Hawk and her committee fittingly decorated the room.

When members marched in to the tune, *The Old Gray Mare*, played by Jess (See HASC AUXILIARY on page 44)

Simpson Returns To Staff of ACA

TAMPA, Fla., March 2.—J. C. (Jimmie) Simpson, veteran carnival general agent, has been contracted by the Amusement Corp. of America, it was stated here today by Elmer C. Velare, ACA treasurer. He will be on the contracting staff of J. C. McCaffery, ACA general manager and vice-president, Velare said.

Simpson is well known thruout the portable amusement industry, having (See Simpson Rejoins ACA on page 48)

Compton Bow Poor For Hilderbrand; Roster Announced

COMPTON, Calif., March 2.—Marred by several days of rain, Hilderbrand's United Shows' formal six-day opening stand at Long Beach boulevard and Kay street, under American Legion Post auspices, did not come up to expectations. February 25, final day, drew the largest attendance. Hilderbrand's elephants and Capt. Bill Foix's lions created much attention, and stationing of the elephants (See Hilderbrand Roster on page 48)

Bazinet Buys Two Rides

NEW YORK, March 2.—Dwight J. Bazinet, general manager Bazinet Shows, Minneapolis, bought an Octopus and Stratoship while on a business trip here. He reported bookings thru the West as excellent and said his organization is modernizing its present equipment and planning expansion. Bazinet recently organized a Minneapolis branch of the Showmen's League of America and was named president. Membership is confined to riding device, side-show and concession owners-operators only, he stated. Left for Chicago from here.



WELL-KNOWN West Coast Showman, Mike Krekos, owner-manager of West Coast Amusement Co., posed for this photo during a brief respite from his numerous duties in quarters in Oakland, Calif. He plans to transport his 11 rides, 7 shows and 35 concessions on six baggage cars and 20 trucks this season. Photo furnished by W. T. Jessup.



PHOTOGRAPHED AT ENTRANCE to Maori Pa in the thermal region at Rotorua, New Zealand, while Maori children entertained by doing the Ha Ka, native dance, are, left to right, Anna John Budd, Bert Anderson, Isom Thomas; Willie Camper, giant; Aline Lambrose and Charles Anderson, father of Bert. Close inspection of the entrance arch reveals Maori carvings, which are said to be among the finest in the world. Photo furnished by A. J. Budd.

Fair Texas Opening For Crowley United Despite Rain, Cold

PORT ARTHUR, Tex., March 2.—Cold and rainy weather greeted Crowley's United Shows as they opened the 1940 tour here under Junior Chamber of Commerce auspices. Moderate weather, however, the last part of the week's stand, which closed on February 24, brought attendance up to normal and resulted in fair business, reported Lonnie C. Skinner, press representative.

Concessions registered a fair week, with Clint W. Meyers' Rolloplane drawing top money among rides. Tilt-a-Whirl was second. Owner George C. Crowley underwent an emergency eye operation on (See CROWLEY OPENING on page 49)

Ramsey Signs With Goodman

LITTLE ROCK, Ark., March 2.—Upon his return here this week from Florida, Max Goodman, general manager Goodman Wonder Shows, reported he signed Howard Ramsey as secretary-treasurer. Ramsey formerly was with World of Mirth Shows.

Thomas Quits Carnival Field

SPRINGFIELD, Mo., March 2.—Dug Thomas, who has operated shows bearing his name for several years, has retired from the carnival field, he said here this week. He plans to devote more of his time to United Production Co. here, which he also has headed for several years.

Ballyhoo Bros.' Circulating Expo. A Century of Profit Show

By STARR DeBELLE

In the Gulf of Mexico. Week ended March 2, 1940.

Dear Mixer:

Spring turns a showman's fancy northward. Realizing that it was time to start our trek back to the States, the bosses chartered a fleet of freighters and ocean liners to take their equipment to the Florida Coast. Pete Ballyhoo hadn't given our return a serious thought until he saw several flocks of wild geese heading up country. In the past this wild game has always been the show's guiding star, they and the tourists setting the time for our up-or-down country tour.

Out here in the Gulf of Mexico is the fabled Disappearing Island, surrounded by 50 or more well-populated islands. Wanting to break a jump back to the States, General Agent Lem Trucklow

contacted several leading citizens of the many isles and was successful in arranging for the show's appearance on that vanishing piece of land, the natives claiming that at this time of the year it was always due to appear. On paper it was a great date, with no lot rent, no license to pay and no city, State or county fuzz to worry about. Another big saving would be the expense of cleaning the lot, as it would take its own bath by ducking under the water sooner or later.

The surrounding islands were well billed. In a radiogram back to the show, Trucklow claimed (at a rough estimate, very rough) a drawing power of 75,000 from the neighboring islands. He also claimed that should the island stay emerged for the full six days the show (See BALLYHOO on page 44)

Endy Heads New Showmen's Club

Big crowd attends organization meeting in Miami—Nufer is board chairman

MIAMI, Fla., March 2.—A new showmen's club, to be known as Miami Outdoor Showmen's Club of Florida, was organized here on February 23 at a meeting at Tropical Fair grounds. Many showmen residing here attended the session, which saw David B. Endy elected president; W. T. Tucker, vice-president; John O'Rear, vice-president; Melvin Dodson, vice-president, and J. M. Croft, executive secretary.

Named to the board of directors were Richard Nufer, chairman; David B. Endy, (See ENDY CLUB HEAD on page 44)

Glenda Farrell in Talent Line-Up for SLA Spring Show

CHICAGO, March 2.—Glenda Farrell, one of the stars of the stage play, *Thanks for My Wife*, and Ralph (Cookie) Cook, night club comedian, will be among well-knowns of the entertainment world who will appear at the seventh annual Spring Frolic of the Showmen's League of America to be held in the Panther Room of the College Inn, Hotel Sherman on March 11. Many other well-known artists of stage, radio and night clubs will be in the talent line-up, which also (See SLA SPRING SHOW on page 44)

Mills Troupe To Rejoin Zimdars

WAUSAU, Wis., March 2.—Doc Waddell while here recently visited with Betty and Walter Klingman and their son, Louis Johnson, and Walter Overfield, high-wire performer, who are known as the Mills Troupe, with winter quarters here.

Trucks are being fitted and painted for the 1940 season and the high-air rigging is being made flashy. The Mills Troupe will leave Wausau March 4 for Texarkana, Tex., where it will join Zimdars (See Troupe With Zimdars on page 44)

Endy Bros.' Shows Make 4 Additions to Line-Up

MIAMI, Fla., March 2.—Management of Endy Bros.' Shows announced a number of additions to its recently organized No. 2 Unit. They include Norman Wolf, who will produce and stage the revue and Hawaiian shows; Gene Shriber, Penny Arcade, candy apples and pop corn; Jack Firpo, lot superintendent and trainmaster, and Benny Beckwith, who will handle the Caterpillar and Tilt-a-Whirl. George Kerestok is in charge of Greenville, S. C., quarters, where a crew of 16 is overhauling and repainting all equipment.

Six new trucks and trailers were ordered from George Berman Co. for spring delivery. Whitey Hewett, electrician, is building a new front entrance, and new light towers are expected in Greenville soon.

Miller Signs Three Fairs

ST. LOUIS, March 2.—Ralph R. Miller, owner Miller Amusement Co., during a visit to *The Billboard* office here today, said he signed contracts to furnish the midway at Washington Parish Free Fair, Franklinton, La.; Walthall County Free Fair, Tylertown, Miss., and Jackson and Winn Parish Free Fair, Jonesboro, La. Shows open in St. Francisville, La., on March 16.

Miller Opening Set Back

CLEVELAND, Tenn., March 2.—Miller's Modern Midway and Society Circus, originally scheduled to get under way here next Saturday, has changed the opening date to March 23. Inclement weather, which has prevailed in quarters here, was given as reason for the change by the management.

American Carnivals Association, Inc.

By MAX COHEN

ROCHESTER, N. Y., March 2.—We note from numerous items in *The Congressional Record* that the subject of freight-rate differentials is again becoming prominent, this time the conflict arising along geographical lines with Southern shippers complaining of present rates which, they feel, operate in favor of Northern shippers.

Considerable impetus was given the subject in a recent address in the House by Congressman Joseph R. Bryson, South Carolina, in which he contended that present rates are unfair to Southern shippers and cited the fact that rapid development of industry in the South makes it essential and desirable that rates be equalized on a more uniform basis. We anticipate that more on this subject will appear in Congress and in State Legislatures.

William C. Fleming, general agent of James E. Strates Shows, visited ACA offices the past week.

We are pleased to note that some of our shows are availing themselves of services of the association in furnishing to them copies of law reports and memoranda on other subjects of interest. These are available without charge to members and can be obtained with a minimum of delay.

St. Louis

ST. LOUIS, March 2.—April and May will find a number of shows playing local lots. Among them will be Hennies Bros., Mighty Sheesley Midway, Fairly & Little, Greater Exposition, United American, Fidler United, Oliver Amusement Co., Burrell & Rust Shows and Johnny Bale and John Maher attractions. Ralph Miller, Miller Amusements Co., spent several days here on a buying tour. C. A. (Curly) Vernon, owner United American Shows, arrived on Tuesday after wintering at his home in Bryan, Tex., and spending several weeks in Little Rock, Ark. Raymond G. Spencer, Vernon's general agent, returned to quarters in East St. Louis after a booking trip thru Mississippi.

Mrs. Anna Jane Pearson, accompanied by Don and Leonard Powell, of Pearson Shows, comes into the city almost weekly from quarters in Ramsey, Ill., Mrs. Pearson to attend the weekly meetings of Missouri Show Women's Club. The Powells attend International Association of Showmen's meetings. Morris (Boots) Feldman, for many years a prominent concessioner and for the past 10 years engaged in a local commercial enter-

prise, has entered the insurance business. Mrs. John Francis, altho still in a local hospital, is gradually regaining her health and is expected to leave the hospital in several weeks. John Francis is almost recovered from his recent operation.

Roger E. Haney, Gayway Amusement Co., came thru the city on Monday while en route from the East to his Kansas City, Mo., home. Mr. and Mrs. Noble C. Fairly, Fairly & Little Shows, arrived two weeks ago and have taken an apartment in East St. Louis, where they will reside until after the show opens. Elmer Brown, John Sweeney and Mr. and Mrs. Euby Cobb left last week for Waco, Tex., for opening of Dee Lang's Famous Shows. Charles T. Goss, Standard Chevrolet Co., is sending out some clever optical illusion cards, which are making a big hit.

Fred Zschille, concessioner, is living at his Jackson, Mo., farm, but makes trips to town frequently to visit friends. Ernie Young, Barnes-Carruthers, passed thru the city this week, after the burial of Mrs. Young in Memphis. Al Wagner, owner Great Lakes Exposition Shows, visited *The Billboard* Monday while en route from Fort Worth, Tex., to Chicago and his home in Toledo. Abner and Virginia Kline spent several days here visiting friends. They came in from the South and from here planned to journey to Chicago, Milwaukee and then along the Northern route to Salem, Ore.

Mr. and Mrs. Chester I. Levin and E. S. (Slim) Johnson, Midwest Merchandise Co., spent several days here last week visiting friends. Sam Fidler and Joe O'Brien, owner and general agent, respectively, of Fidler United Shows, returned after a trip thru Illinois and Indiana. The Madison Brothers, concessioners, passed thru en route to Texas.

Dan Fast, after purchasing a new car from Charles T. Goss, left last week for Atlanta quarters of Beckmann & Gerety Shows, where he will handle the new light plants. Mr. and Mrs. Sam Solomon, Mrs. Mabel Pierson, Mr. and Mrs. Alton Pierson and Mr. and Mrs. Clayton Holt, all of Sol's Liberty Shows, spent several days here last week, staying over for visits with friends after the International Association of Showmen's dance. Sunny Bernet, of Globe Poster Corp., spent several days here last week. Mrs. Charles T. Goss, who has been ill for the past two weeks, is reported to be recovering. Mrs. Tom W. Allen, another popular show woman here, who has been ill for the past several weeks, is able to be about again.

Matt Dawson, Acme Premium Supply Co., returned to his office this week from a two-week buying trip in the East. Charles DeKreko visited *The Billboard* Wednesday. He was accompanied by Robert Kenosian, ride owner, and Robert Hoffman, Kenosian's assistant. Kenosian, a life-time friend of the DeKrekos, visited Charles for several days before returning to his home in Chicago. DeKreko said that Jean DeKreko, altho still in a Louisville hospital, is gradually regaining his health. Gabe DeKreko is in Louisville and a daily visitor to Jean's bedside. Ralph A. Krooner arrived Tuesday after wintering in Los Angeles.

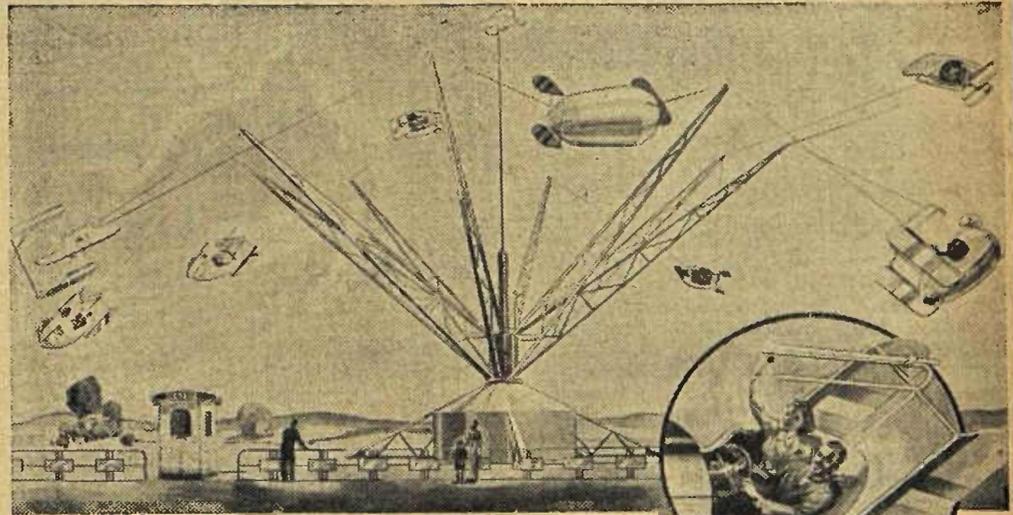
Peter G. Rust, Burrell & Rust Shows, reports his wife and son have recovered from their recent illness. George Jacobson returned this week after a two-week trip thru Missouri and Arkansas. Red McCoy will operate the corn game on Oliver Amusement Co. No. 2 Unit. He recently returned from a trip thru the South and advised he again has the novelty concessions at St. Louis Police Circus. John and Morris Fabick, Fabick Tractor Co., returned from a business tour of Southern Illinois. Harry G. Colson and Harry Moore, who have been wintering here, will join one of the shows which will open on local lots.

Tom W. Allen continues to be the "pappy" of many outdoor showmen here, altho his many friends refer to him as "Junior." Johnny Bale visited *The Billboard* on Tuesday and advised he will open his show on the lots here the first week in April. Joe S. Scholibo, general agent Mighty Sheesley Midway, is here in the interest of his shows. Art Briese, Thearle-Duffield Fireworks Display Co., "breezed" into *The Billboard* office on Wednesday while en route to Chicago from the South.

Los Angeles

LOS ANGELES, March 2.—Having recovered from a recent illness, Will Wright left for the North this week. T. Dwight Pepple returned from Sacramento, Calif. J. Miller came in from New York to rejoin Clark's Greater

AERIAL JOY RIDE



The sensational new Aerial Ride with—Eight Streamlined Aluminum Cars—Three Aluminum Rudders—Steering Wheel Control—Fast Spectacular Action with Protected Cushion Suspension—No Jerks or Snapping of Cars—Cantilever Type Center—Vee Belt Drive—Loads on One 24 Foot Trailer. The Aerial Joy Ride as presented is fully protected by U. S. Patent No. 2,169,403 and the entire resources and reputation of the Spillman Engr. Corp. Any infringements will be vigorously prosecuted. This startling new ride is on display at the Company's Plant in North Tonawanda.

Other Patents Pending.

SILVER STREAK

Portable Stages — Ridee-O — Auto Speedway — Carouselles — Light Towers — Aerial Joy Ride — Hi-De-Ho Fun Houses — Dodgem and Skooter Bldgs.

Spillman Engineering Corp.

NORTH TONAWANDA, N. Y.

World's Largest Builder of Amusement Devices

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You Win any Place and Show with Preservo treated canvas. Pelting rains have no effect upon a Preservo treated top. Preservo makes leaky tents and lost performances a thing of the past. Preservo permits the big top to be folded wet for the road with the certainty that it is proof against rot or mildew. Preservo treated canvas remains soft, flexible and easy to handle.

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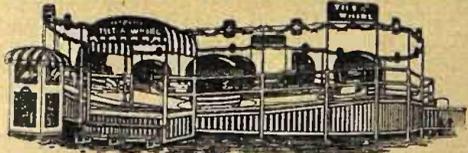
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UNITED STATES TENT & AWNING CO.
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THE 7-CAR PORTABLE TILT-A-WHIRL

The popular idol of America's Midway Public! Consistent Winner in Ell Bridge Co. Annual July 4th Gross Receipts Contest. More Quality—More Style—More Labor-Saving Features Year after Year keep the TILT-A-WHIRL in the front rank of popularity and profit. A most efficient ride at a reasonable price to you.

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50x100 DRAMATIC TENT AND OUTFIT, Complete. A Bargain.
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1940 CHEVROLETS

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Wants To Hear From the Following for a Full Season Under Canvas:

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 - GENUINE ORIENTAL FLAGEOLET AND DRUMMER**
(All Ben Deb or Papa Sordoni)
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 - SCOTCH PIPER BAND**
(McLeod Family)
 - MR. AND MRS. DEL GRAHAM**
(Andy Colieno)
All Reply to
- 412 E. 6th St., Cincinnati, Ohio.

Club Activities

Showmen's League of America



165 W. Madison St., Chicago, Ill.

CHICAGO, March 2.—President Frank P. Duffield presided at the farewell meeting in the old clubrooms. With him at the table were Secretary Joe Strelbich and Past Presidents Edw. A. Hock, Sam J. Levy and C. R. Fisher. Routine matters were given attention and, after a hurried meeting, a program arranged by Brother Bill Carsky and house committee was presented. Past President Sam J. Levy emceed. Arthur Hopper representing the Big One and Walter F. Driver, one of the only living original charter members, responded with brief comments. Frank Ehlenz, John O'Shea, Charlie Hall, Jack Hawthorne, Jim Campbell and Max Brantman served lunch and beverages. Linn Trio, Billy and Joy Severin, and McCormick & Marta, appeared on the program, which was well received.

Morris Haft and Judd Goldman had their photographers busy getting snapshots. Wires of good wishes and regrets were received from Ned E. Torti and L. C. Kelley. Larry Hogan was called out of town at the last minute and missed the party. E. Walter Evans, of *The Billboard*, who was in town on business, remained over for the event. Lou Leonard, just back from Florida, arrived in time to mingle with the boys. He reported an enjoyable visit with Mike and Mrs. Rosen in Birmingham. Brother S. T. Jessop is back and still nursing a broken hand.

Mike at the affair was used thru courtesy of Brother M. J. Doolan. Sunny Bernet and Sam J. Levy recalled old times in a brief skit. Brother Goldman advises that Al Schlossburg plans flying over Showmen's Rest to get some good shots for the proposed movie reel. Denny Howard returned from a short business trip, and Brother Jack Duffield presented the application of Al Sweeney. Treasurer Fred H. Kressmann left on another trip. Sunny Bernet, George Johnson and Nat and Bill Green are doing real work on the Spring Festival. Reservations are coming in rapidly.

Nat Green is handling the radio and newspaper publicity. Sam Ward, who was here for a few days, helped the affair along with some good publicity. Decorators are putting finishing touches to the new quarters and club's address after March 4 will be Hotel Sherman, Chicago, Ill. Arrangements have been completed and an account will be opened with the Canadian Bank of Commerce. This will be used for all funds paid in Canadian exchange, it being the idea to hold this fund in that bank until such time as the exchange will be on a par with United States funds.

Ladies' Auxiliary

Club held its regular bi-weekly meeting in Sherman Hotel on February 29, with President Ida Chase presiding. Seated at the table with her were Edith Strelbich, first vice-president; Mrs. Edward Hock, second vice-president pro tem.; Leah M. Brumleve, treasurer pro tem., and Mrs. Bert Clinton, secretary. Invocation was rendered by Chap- (See SHOWMEN'S LEAGUE on opp. page)



NATIONAL SHOWMEN'S ASSOCIATION INC.

Palace Theater Building, New York.

NEW YORK, March 2.—February 28 meeting was presided over by Past President George A. Hamid. Seated with him were Dr. Jacob Cohen, Treasurer Jack Greenspoon, Vice-President Oscar C. Buck and Executive Secretary John M. Liddy. A letter of thanks from the late Ike Freedman's family was read, as was a letter of appreciation from the wife of Doc Kelley. Doc is still in the hospital. Max Friedman underwent an operation at Israel Zion Hospital. His condition is reported as favorable. Members were asked to visit or write all sick members.

J. W. (Patty) Conklin lettered and again assured club of his untiring efforts in its behalf. A letter from Showmen's League of America anent its benefit for the American Hospital in Chicago on March 11 at the Sherman Hotel was read and NSA members in the vicinity were urged to attend. Board of governors set November 23 as the date for the next annual banquet. Place has not been chosen, but site will be announced at a later meeting.

Chairman Hamid spoke of the cordial reception given carnival owners and concessioners at the recent fair meeting in Albany. It was decided that in the future the by-laws would be adhered to regarding meetings to be held on the second and fourth Wednesdays of each month. In the event officers cannot be present at regular meetings a special one will be called. An extensive membership drive and benefit is to be held in Philadelphia this year, when a number of shows play there. Chairman Hamid again brought up the matter of a gigantic benefit to be held for the club and Showmen's League of America at the World's Fair this year. Money derived is to be turned over to the Hospital and Benefit Funds of both organizations. Since President Frank Duffield of the League will be on hand, Hamid looks forward to a successful event.

Suggestion of jamborees for club's Benefit Fund on shows in the East was discussed at length and the executive secretary was instructed to contact the various shows anent their plans to raise money. Plans for the gigantic spring outing at Atlantic City, March 16-17, are well under way. Ladies' Auxiliary has more than 40 reservations. In addition to these, members of the parent body who will attend include George A. Hamid in a party of eight; Dr. Jacob Cohen, six; Bill Bloch, four; Joe McKee, four; Doc Morris, two; Jack Greenspoon, two; Mack Harris, two; Doc Lewinsky, four; Len Traube, two, and Herbert Levens,

NSA Milestones

NEW YORK, March 2.—When the National Showmen's Association stages its second annual Easter and Spring Festival in Atlantic City on March 16 and 17 leaders of both the parent and auxiliary orgs will combine the fete with personal anniversaries. March 17 will mark the 25th anniversary of George A. Hamid, past president and president emeritus, and Mrs. Hamid, founder of the Bess Hamid Sunshine Fund; March 16, birthday of Mrs. Mack (Ida) Harris, auxiliary treasurer; March 17, natal day of President Max Linderman; March 18, fifth wedding anniversary of Dorothy Packtman Goldberg, past president, and Mack Goldberg, NSA's newest member. It is also Mrs. Goldberg's birthday. Milestones will be celebrated during the outing, which will feature a visit to Hamid's Pier, dancing and special food and hotel accommodations.

two. All reservations should be in by the next meeting on March 13.

Applications were received from Julius Roth, Milton Soffer, sponsored by Ike Weinberg; Fred C. Murray and Mac Goldberg, sponsored by George A. Hamid; Thomas F. Brothers, sponsored by Oscar Buck; C. Jack Shafer, sponsored by Arthur Hill, and Albert R. Seigle, sponsored by Jimmie Davenport. Dates of this month's meetings are March 13 and 27. Among members who seldom have an opportunity to visit the rooms but who visited last week were John A. Sloan, Pat Purcell, Rubin Gruberg and Irving Rosenthal. All expressed themselves as pleased with club's quarters.

Next bingo party to be staged by the Ladies' Auxiliary will be held March 31. Members and friends can obtain tickets at club's offices. Guests for the week were Jack Destin, Herbert Woods, Sidney Herbert, Hy Fein, Joe Hendrick and William Wakefield. Guest cards went to Louis Stocton, Mike Centenni, Jack Pola and Louis Yappa.

Birthday congratulations to Mac Goldberg, Salvatore P. Prisco, Sam Wirebach, Aaron I. Binsky, March 10; Danny Duggan, Haltem Barkoot, 11; Alfred G. McKee, Joseph A. Trenholm, Jack J. McCormick, Martin J. Schwartz, 12; Herbert H. Levens, 13; George A. Reiser, Kirby Hunt, Joseph Fladger, March 14.

Ladies' Auxiliary

Kathryn Tenschler has been proposed by Brother Gerald Snellens. Sister Lillian Brooks is recovering and will leave the hospital shortly. Sister Kate Benet entered St. Francis Hospital, Miami Beach, Fla. Sister Ida Rosoff is suffering from a bad throat. President Midge Cohen was host to her aunt, Mrs. Oralle Hatfield, former actress, whose husband, Harry, manager of Balaban & Katz theaters, passed on recently. Parents of Sister Helen Rothstein celebrated their wedding anniversary. Extensive preparations are being made for the bingo on Sunday, March 31.



Pacific Coast Showmen's Assn

623 1/2 South Grand Ave., at Wilshire Los Angeles

LOS ANGELES, March 2.—Monday night's meeting was called to order by President Dr. Ralph E. Smith. First Vice-President Joseph Glacy, Second Vice-President Everett W. Coe, Treasurer Ross R. Davis, Secretary Al E. Weber and 187 members were present. Last meeting's minutes were approved and bills ordered paid. Communications included an invitation from the 30th annual National Orange Show for members to be its guests at the annual PCSA Day on March 19.

Sick list includes Brothers O. H. Hilderbrand, Harry DeGarro, Will Wright and John Alexander Pollitt. Last named appeared at the meeting, however. Brother Mel Smith, entertainment committee chairman, presented a show, which included performances by Rosa, Mena, Teresa and Baby Flora Caprino, who offered a series of musical selections that were highly enjoyed by members. Brother Smith concluded with a talk on the club which drew a big hand.

Brother Milt B. Runkle was selected to present a beautiful painting of the late P. T. Barnum, a gift of Sam Houston, operator of a museum located on Main street, and Brother Milt rendered a splendid talk. To properly fit the presentation, Brother Mark T. Kirkendall was asked to sing his ever-loved song on P. T. Barnum. Brother Runkle suggested a standing vote of thanks be given Sam Houston, which was followed by a motion that a suitable frame be placed upon it. Brother J. W. (Patty) Conklin said he would defray all expenses if Runkle would be appointed to carry out the necessary details. The motions were carried. Luncheon was served by Brothers Moe Levine, Myer Schlom, Charles Haley and Jack Bigelow at adjournment. Brother John Branson left for San Antonio to join Rubin & Cherry Exposition.

Missouri Show Women's Club

Maryland Hotel

ST. LOUIS, March 2.—Washington's Birthday anniversary was celebrated in great style by club members. It being

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There Must Be a

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Eastern Representative, A. E. CAMPFIELD, 152 W. 42d St., New York City, N. Y. Southern Representative, M. H. SMITH, 1100 4th Court West, Birmingham, Ala.

CORRECTION

Advertisement on Page 48, March 2 Issue, should have read:

O. N. CRAFTS

presents

WORLD'S FAIR SHOWS

and

COE BROS.' CIRCUS COMBINED

Great Sutton Shows

Open Osceola, Ark.,

Saturday, April the Thirteenth.

Will place Shows, Rides and clean Concessions.

Owing to disappointment want Special Agent that has Sound Truck.

Want Manager for Ten-in-One that can furnish acts; have new outfit.

WILL PAY CASH FOR GOOD USED SMITH & SMITH CHAIR-O-PLANE.

F. M. SUTTON, Box 304, Osceola, Ark.

FOR SALE

ONE BIG ELI WHEEL NO. 5

A-1 Condition. Price, \$2,200.

For Information write P. O. BOX 111, Johnstown, Pa.

GENERAL AMUSEMENT ENTERPRISES

OPEN WOODVILLE, TEXAS, MARCH 9. FREE GATE.

Want Concessions of all kinds, including Cookhouse. Book Shows, 20%. Will book 2 Kiddie Rides. Can use Foreman for Little Beauty M.G.R., Wheel and any other legitimate Concessions. Can use sober Help in all departments. Will buy Octopus, Rolloplane or Scooter. Photo Exclusive Open. Address: BOX 2250, HOUSTON, TEX.

Sunset Amusement Co.

Have Equipment for Geek Show Open.

Have Top and Front Open for Small Grind Show.

Will Book Octopus, Rolloplane or Scooter.

Photo Exclusive Open.

P. O. BOX 448, Danville, Ill.

GROVES GREATER SHOWS

OPEN MARCH 30, TWO SATURDAYS, SOUTHEAST MISSOURI.

Will book one Flat Ride. Shows—Will furnish Tops and Panel Fronts for 10-in-1, Snake, Monkey, Mechanical or Girl Shows, or will book any Shows with or without own outfits.

Concessions—Will sell exclusive on Popcorn, Scales, Palmistry, Mouse Game. Opening for Ball Games or any other legitimate Concessions. Can use sober Help in all departments.

For Sale, CHEAP—All Electric Frozen Custard Machine. Will book same on show.

Fair Secretaries, Celebration Committees in Missouri, Iowa and Minnesota, we have some open dates.

All Replies to GROVES GREATER SHOWS, BOX 485, STEELE, MO.

10 SHOWS

Great Lakes Exposition Shows, Inc.

10 RIDES

OPENING FRIDAY, APRIL 19

RIDES—Will book, buy or lease Octopus. BILL PINK, write. Place Chairplane, one Auto Kiddie Ride, ROLL-O-PLANE. FAIRS—Our Fairs start in July. CONCESSIONS—Except Bingo, Photos, Cook House, Pop Corn. All others open. Must be legitimate. Will sell Ex. on CUSTARD and DIGGERS. WANT—MOTOR DROME. GOOD PROPOSITION. Address Replies to AL WAGNER, Manager, GREAT LAKES EXPOSITION SHOWS, INC., 2647 Cheltenham Road, Toledo, Ohio.

social night anyway, pleasure of those present was increased when the guest of honor was discovered to be Virginia Kline.

Penny bingo prevailed during the night. Winners were Jane Pearson, Harriet Maher, Esther Tracy, Daisy Davis and Nell Allen. Attendance prize, donated by Harriet Maher, went to Daisy Davis. Other weekly award, donated by Daisy Davis, went to Harriet Maher. Committee appointed to purchase something to improve the clubrooms with money donated by Jane Pearson and Dolly Snapp purchased two French landscape etchings which now hang on the north wall of the main assembly room.

Members of International Association of Showmen had a bountiful supper ready for the ladies, who offered plenty of cherry pie and coffee. Committee in charge of arrangements for the dance to be held on March 16 at Melbourne Hotel reports a good ticket sale.

time out from his business to attend the meetings.

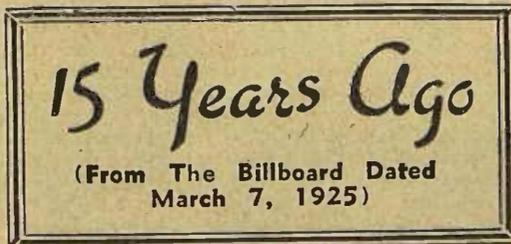
Brother Louis Wish is expected soon from California. Art Frame and Marshall Furguson are active with their public relations duties. Several members will be employed at the National Bowling Tournament here. Among them are Harry Davis, William McKernan and John Kerrigan. Brother Stanford Baker is with General Motors, while Brother Frenchie Williams is with Motor Products. Soble Brothers are always at the rooms, as are Sammy Willson, George Harris, Frank Wagner, Eddie Carton and Marty Rose. House Chairman Hamilton is working hard to keep the rooms in order. Oscar Margolis is a daily visitor.

International Showmen's Association

MARYLAND HOTEL

ST. LOUIS, March 2.—Noble C. Fairly, second vice-president, presided at the regular meeting on February 22. Other officers present were: Peter G. Rust, third vice-president; Francis Deane, treasurer; Charles T. Goss, secretary, and Harry W. Moore, sergeant at arms. Tom W. Allen, general chairman St. Valentine's Mardi Gras Ball on February 10, reported club's treasury will be enriched by more than \$400 from the event. Brother Abner K. Kline attended for the first time this winter and made a nice talk.

C. A. (Curley) Vernon, United American Shows, and Morris (Boots) Feldman, who recently entered the showmen's insurance business, were admitted to the organization as new members. Both were called upon by the chair for remarks. A letter from Brother Sunny Bernet, of Chicago, in which he invited club members to attend the Showmen's League of America party on March 11, was read.



Annual masquerade ball of Heart of America Showmen's Club in ballroom of Coates House, Kansas City, Mo., proved an outstanding success, winding up club's winter social activities. . . . James C. (Jimmie) Simpson resigned as general manager of Zeidman & Pollie Shows. . . . Mrs. Myrtle Allen, wife of Prof. Jean Allen, C. R. Leggette Shows, returned to shows' quarters in McGehee, Ark., after undergoing an operation and recuperating in Hot Springs, Ark. . . . Bruce A. Smith, general agent and assistant manager of Blue Ribbon Consolidated Shows, was in Kansas City, Mo., where he purchased some baggage cars for the organization.

B. Aguilar, for two seasons musical director of John T. Wortham Shows, was re-engaged as bandmaster for 1925. . . . Four seasons a member of executive staff of Levitt-Brown-Huggins Shows, Will Wright joined Conklin & Garrett Shows as secretary-treasurer. . . . For the fourth consecutive year Clarence A. Wortham's World's Best Shows were awarded the midway contract at State Fair of Texas, Dallas. . . . Capt. O. E. Jellison, owner of a Deep Sea Show on

NEW 8-CAR WHIP

A Riot of Colors and Chromium. Beautiful Streamlined Cars. A Persistent Money-Getting Ride. Exported to All Countries.

W. F. MANGELS CO., Coney Island, New York

CHARLIE GOSS SEZ:

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Chevrolet Trucks

THEN GET THE LOW-DOWN FROM ME ON OUR SPECIAL SHOWMEN'S FINANCE PLAN."

CHARLES T. GOSS
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Heart of America Showmen's Club

Reid Hotel

KANSAS CITY, Mo., March 2.—Regular weekly meeting was called to order, with Past President P. W. Deems presiding. G. C. McGinnis and Harry Altshuler also were present. Minutes of the last meeting were approved, and communications from J. W. (Patty) Conklin and Ned Torti, accepting their assignments to membership committee, were read. During the past two weeks club has had as its guests several members of the executive staff of the Roller Derby at American Royal, where several club members are employed. In appreciation of the friendship and co-operation established, club voted to present honorary membership cards for 1940 to a group of them upon motion of Brother George Howk. Brother Doc Mather was named chairman of arrangements and under his supervision club members were guests at the Roller Derby on February 25. During intermission derby executives assembled in the arena and, after an address by Brother Mather, Brother Norris B. Cresswell presented the following with honorary membership cards: Leo and Oscar Seltzer, Dave Picard, Joseph Archer, Wilton Wenker, George Crowder, J. A. Seymour, Lee J. Friedman, Sid Cohen, Charles J. Snyder, Irving Wayne and Stanley Weatherby. Chairman of the banquet and ball committee is Brother Hymie Schrieber and not Brother Norris B. Cresswell, as has been reported. Brother Cresswell is a member of the committee.

Brother George Shaw came into town on a brief business trip and then returned to Dallas. Brother Hymie Schrieber returned from a business trip thru the South. Joe Scholibo, general agent Mighty Shesley Midway, visited this week. Brother Roy Marr is on the sick list.

Brother Jim Pennington, who has been ill for several weeks, is recovered. A number of club and auxiliary members are employed by the city working on the election board.

Michigan Showmen's Association

156 Temple Street, Detroit

DETROIT, March 2.—Monday night's meeting was called to order by President Leo Lippa. Other officers present were Past President Harry Stahl, Secretary Robbins, Edward McMillen and O. A. (Pop) Baker. Matter of moving to different quarters was discussed at length and Brother Ben Morrison suggested that several members look over a location he had in mind. President Lippa suggested that club buy its own home and further consideration is to be given the matter at the next meeting. Several brothers are still in Miami, but attendance at the meetings has been good. O. A. (Pop) Baker has recovered from the flu. Next big event for the club is the midsummer annual moonlite boat ride. Sick list includes William (Dutch) Croy; Elmer Cote, manager Wolverine Shows, has been discharged from the hospital but is still confined in his home; Treasurer Rosenthal also is ill. Harry Stahl is busy at Eastwood Park. Harry Wish always takes

Johnny J. Jones Exposition, was elected to the church board of East Gary, Ind. . . . E. H. (Bill) Gates, Morris & Castle Shows, was in McKinney, Tex., operating a cafe. . . . H. C. (Tom) Aiken and wife were in Hutchinson, Kan., where he was working for the City News Stand. After a winter vacation at the home of his sister-in-law in Nevada, Mo., Louis Grasser and wife left to join Dad Hildreth's Dixieland Shows in Helena, Ark. . . . Well-known General Agent Harry A. Rose went to Texarkana, Tex., to join Golden Rule Shows as general representative and assistant manager. . . . Mr. and Mrs. Rubin Gruberg, Rubin & Cherry Shows, were vacationing in Hot Springs, Ark. . . . John Courtney again signed to handle front of the Minstrel Show on Wise Shows. . . . Mr. and Mrs. Fred A. Zimdars signed their Ten-in-One Show with Nat Reiss Shows. . . . Hall & Cole Shows ended a successful three-week tour of Rio Grande Valley.

Roland's mother and aunt, Mrs. P. N. Roland and Mrs. Alice Davis, of Washington, have been visiting for several weeks. With Mrs. George Goffas they spent some time in West Palm Beach. Advance staff, under Jack Purcell and Cliff Crump, is doing a good job. Show in general has had a very successful Florida tour.

Shaffers Hosts to Showfolk On 25th Wedding Anniv.

LOS ANGELES, March 2.—Ben and Bess Shaffer, well known in outdoor show circles, celebrated their 25th wedding anniversary as hosts to a group of showfolk friends in their new home in San Fernando Valley on February 21. Acts from Earl Carroll's night club in Hollywood, where Ben is chief electrician, presented the entertainment. One of the features of the party was a huge cake presented the Shaffers by Earl Carroll. After the party all in attendance were guests of the Shaffers at the Carroll nitery.

Among guests were Clifford, Bud, Ellen and Barbara Jean O'Connell, Earl and J. W. Zene, Art Scott, Nell Standish, Mrs. A. F. and Arthur Hed, Marlo and Ted LeFors, Mr. and Mrs. Jimmie Dick, Alta M. and William Gorseman, Mr. and Mrs. Bert H. McIntyre Jr., Grace McIntyre, Topsy McNeahon, Frank Huby, Stan Keimler and Earl Carroll.

SHOWMEN'S LEAGUE

(Continued from opposite page)
lain pro tem. Blanche Latto.

Communications came from Mrs. Tom Rankine; Midge Cohen, president Ladies Auxiliary, National Showmen's Association, New York; Edith Bullock, Ladies Auxiliary, Pacific Coast Showmen's Association, Los Angeles, and Loretta Ryan Sick list includes Nellie Mater, Mrs. John Francis, Nell Allen, Grace Goss, Virginia Laughlin, Mrs. Charles Driver, Rose Page Cleora Helmer and Mrs. J. C. (Ethel) Weer.

Members were pleased to have Margare Felligrosse, Mrs. Lew Keller, Alice Hill Ann Sleyster, Evelyn Mueller, Cora Yeldham, Blanche Latto, Louise Rollo and Marie Brown with them again. Cak and coffee were served at adjournment. Mrs. William Carsky and Mrs. Henr Belden are still in Florida. Mrs. Ann Young will be hostess at the March social, while Blanche Latto will handle those chores at the March 21 social. Next meeting will be held on March 1. Please try to attend. All mail for the club should be addressed to Ladies' Auxiliary, Showmen's League of America Sherman Hotel, Clark at Randolph streets, Chicago, Ill.

Why No Press Agents?

By F. PERCY MORENCY

FOR the past several years the writer has observed that, with only a few exceptions, carnival owners have eliminated the most vital department of their organizations—the department of public relations and press.

This is more important than any other department in that its contacts are with those who can best interest local communities in what the carnival has to offer, sell the idea and convince the natives that a show worthy of patronage is in town.

And when this department remains dormant or is non-existent, what can be expected? "Just another carnival in town."

In all seriousness is it not strange

that a carnival owner should invest thousands of dollars in a product, catering exclusively to the public at large, be so lax as to forget that his product must be introduced and advertised and expect it to sell itself to the public?

Millions of dollars are spent annually by concerns all over the country in publicizing and advertising their products thru radio and otherwise—gum, soup, etc.—and yet the carnival owners of today, with thousands of dollars invested in amusement catering to the public, expect results from their product without adequate publicity or advertising.

To them I say, "Publicize your product if you desire results!"

Midway Confab

By THE MIXER

(Communications to 25 Opera Place, Cincinnati, O.)

WILL MISS SPRING play the chill again?

R. H. (BOB) LESLY, "Sage of Columbia, S. C.," was in Magee, Miss., recently.

GENERAL AGENT Mighty Sheesley Midway, Joe S. Scholibo, was in Chicago recently on business for the show.

JACK AND RUBY NELSON, midgets, signed with J. G. Ralyea's Midget Show with James E. Strates Shows.

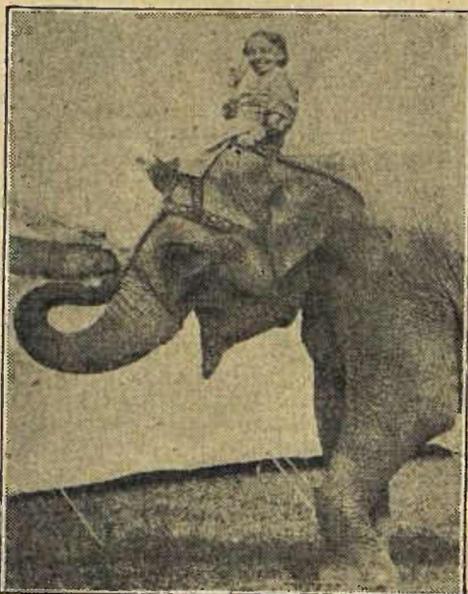
FORMER secretary of Buckeye State Shows, H. G. Starbuck, will be with Stella Barker Shows this season.

CONTRACT for South Mississippi Fair, Laurel, recently was awarded to Oscar Bloom's Gold Medal Shows.

A GOOD showman regards even the little things on his midway.

MANAGER of Central Mississippi Fair, Kosciusko, Nelson Siegrist, has booked C. A. Vernon's United American Shows.

KLING BROTHERS, high act, who opened with White City Shows in Tucson, Ariz., will go east later to rejoin Al Martin, of Boston, reports Pat Kling.



ALTHO BUSY lining up her cast for *Tiny Town Revue*, which she has booked on James E. Strates Shows for 1940, Margot Ralyea recently took time off to enjoy a ride on one of the performing elephants. Manager and producer of the revue, Margot is surrounding herself with a group of talented performers and plans to produce girl revues made up of miniature stars. Photo furnished by Dick O'Brien.

DESIGNING and building new fronts for Max Gruberg's new World's Famous Shows in Philadelphia quarters is Lew Alter, Reading, Pa.

SKEE-BALL OPERATORS on Dodson & Baillie's World's Fair Shows last season, Joe Osar and Harry Kushner, are wintering in Paterson, N. J.

BLAINE YOUNG scribes from Sterling, Colo., that he will handle the front of Jack Halligan's Side Show on Conklin Shows.

BEST way to get along with the boss is to keep off his toes.—Cousin Peleg.

MR. AND MRS. HARRY W. LAMON have been wintering in Mississippi, where Harry has been doing okeh working the leaf.

WALTER CARSON left Detroit recently for Atlanta, where he will join Zacchini Bros.' Shows with his kiddie ride. He'll also be show's mechanic.

MARY WHITE has been signed again to manage the Peaches and Temptation Show on W. E. West Shows, reports James White.

WABBLE O', a new game operated this season on Crafts 20 Big Shows by Mr.

and Mrs. Bill McMahon, is reported to be clicking.

FORMER concessioner with a number of carnivals, Mrs. Carmen Bray is now a student nurse in St. Louis City Hospital.

NO MATTER how much thought is necessary to put out a show, more is usually required before the job is finished.

BOBBIE BURNS and Thelma, Mystery Girl, have signed with Sam Golden's Side Show, Burns to do inside lecturing, with Thelma in the annex.

MR. AND MRS. ARTHUR WALSH and Mr. and Mrs. Bill Hegerman, who are expected to join James E. Strates Shows in Savannah, Ga., quarters soon, have been wintering in Florida.

IAN DAVENPORT, Aransas Pass, Tex., has signed to take over the Athletic Arena on L. E. (Eddie) Roth's Blue Ribbon Shows. Two boxers and two wrestlers will be added.

COOKHOUSE OPERATORS of note, O. C. (Con) Cunningham and wife, Dixie, who visited Funland Shows quarters in Newnan, Ga., recently, drove from their home in North Georgia.

FAMOUS last words: "Why not arrest the g. a. for misuse of the contest funds? It was his idea in the first place."



W. J. BUNTS (left) manager of Crystal Exposition Shows, and son, Johnnie, exhibiting a recent catch in quarters at Crystal River, Fla. Johnnie operates concessions on the shows and both plan to return to Camden, N. J., quarters soon, where work is rapidly progressing under direction of Sam Petralli. Photo furnished by Charles (Chuck) Staunko.

HAVING SIGNED his sound truck with Cunningham Exposition Shows, Al Devine will leave his Sulphur Springs, Fla., surroundings soon for the East to join the show.

BILL (DUTCH) CROY reports from Herman Keefer Hospital, Detroit, that he has been there since his arrival in the Motor City from New Orleans. He'd like to read letters from friends.

CAPT. JAY (BOB) CODY, of the shooting Codys, cards from Jackson, Ala., that he has joined forces with Capt. Karl Sonderland and will present the Sonderland-Cody African Jungle Shows in 1940.

AFTER FOUR YEARS with Barkoot Bros.' Shows, A. T. Lylo has signed his cookhouse with Heller's Acme Shows. He'll open the third week of March in South Carolina.

AFTER-THOUGHT: "We had no idea that the disorganizers would disrupt the show or we would have invited them to leave."

CRAFTS 20 BIG SHOWS' 10-day stand in Brawley, Calif., was reported off from last season because the Imperial Valley lettuce crop was over before the shows' arrival.

JIMMY C. ROBSON is in Philadelphia recuperating from two broken ribs, cuts and bruises sustained when his truck was wrecked recently. He writes he's doing okeh and expects to return to Max Gruberg's new show.

SEVERAL YEARS in automobile business in Billings, Mont., Harold (Buck) Diesel is well known to outdoor showfolk, many of whom don't know that he once was a trouper. Long ago he appeared with Johnny J. Jones Exposition.

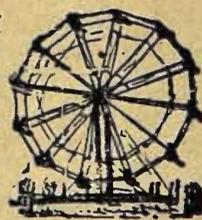
SOL FRANK, who has handled carnival, rodeos and concessions at annual July 4 Celebration in Livingston, Mont., many years and well known to outdoor showfolk, has been in a local hospital for almost a month. He expects to be released soon.

REAL reasons for many flops: Constant worship at the shrine of Bacchus and trying to keep up with the Joneses.—Mrs. Upshaw.

SUCCEEDING Ward (Dad) Dunbar, who died last January in the show's Galveston, Tex., quarters, as *The Billboard* sales agent and mail man on Mighty

No. 12 BIG ELI

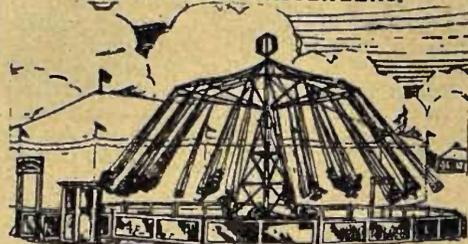
45 feet high. At home on the Midway or in the Park. Offers you life-time service, continued popularity, steady income. Put your money in the BIG ELI No. 12. Always a go-getter for profits.



ELI BRIDGE COMPANY

Builders of Dependable Products, 800 Case Ave., Jacksonville, Illinois

THE IMPROVED CHAIRPLANE CARRYING 24 PASSENGERS.



The Chairplane can be had in two heights with 18 ft. and 22 ft. towers, making the entire heights 26 ft. and 30 ft. The 18-ft. tower ride has shorter sweeps, consequently can be operated on smaller space and under most trees and overhead wires. Newly arched exit and entrance signs and improved ticket booth have been added at no extra cost. Please write for prices and description. SMITH & SMITH, Springville, Erie Co., N. Y.

Your Attention, Please

CONCESSION ("ANCHOR" TENTS) SHOW "Anchorry" Green or Khaki Army Duck

THE

ANCHOR TENTS

OF EVERY LOT

We Offer Attractive Prices FAST, DEPENDABLE SERVICE Everyone Knows

"ANCHOR" TENTS ARE RIGHT WE WILL CONSIDER IT A PRIVILEGE TO FIGURE FOR YOU. MAY WE? ANCHOR SUPPLY CO., INC. EVANSVILLE, INDIANA

HUBERT'S MUSEUM Inc.

228 W. 42d Street, NEW YORK CITY. WANT FREAKS AND NOVELTY ACTS OF MERIT AT ALL TIMES State salary and all details in first letter. Open All Year Round. SCHORK & SCHAFFER

POPCORN

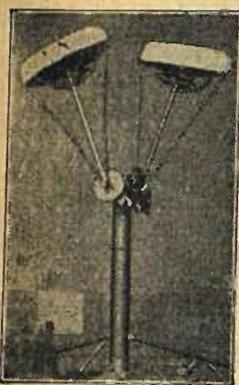
GOLDEN—Jumbo (Dynamite). O-MI-JAP (hull-less). White Rice. Golden PEARL, 100-lb. bags. JAP-O-NUT BUTTER (golden color), for "battered" corn, frying potatoes, etc. Packed 10, 25 and 50-lb. cases. GLASSINE Cones (7 Colors), also Bags and Cartons for "battered" corn. Corn Syrup in 12-lb. steel drums, half barrels, etc. Cash deposit with orders. (Est. 1903.)

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Size 48x48", Price \$20.00. Size 48x48", With 1 Jack Pot, \$30.00. Size 48x48", with 5 Jack Pots, \$40.00.

PARK SPECIAL WHEELS

30" in Diameter. Beautifully Painted. We carry in stock 12-15-20-24- and 30 number Wheels. Price \$12.00

BINGO GAMES

75-Player Complete \$5.00 100-Player Complete 7.25

SEND FOR CATALOGUE. Full of New Games, Blankets, Dolls, Lamps, Aluminum Ware, Canes, etc.

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(Complete 1940 now ready) Single Sheets, 8 1/2 x 14, Typewritten. Per M. \$5.00 Analysis, 3-p., with Blue Cover. Each .03 Analysis, 8-p., with White Cover. Each .15 Forecast and Analysis, 9-p., Fancy Covers, Ea. .05 Samples of the 4 Readings, Four for 25c. No. 1, 34-Page, Gold and Silver Covers. Each .30 Wall Charts. Heavy Paper, Size 28x34. Each 1.00 Gazing Crystals, Ouija Boards, Planchettes, Etc.

NEW DREAM BOOK

120 Pages, 2 Sets Numbers, Clearing and Polity. 1200 Dreams. Bound in Heavy Gold Paper Covers, Good Quality Paper. Sample \$0.15 HOW TO WIN AT ANY KIND OF SPECULATION. 24-Page Booklet, Beautifully Bound. Samples, 25c. PACK of 78 EGYPTIAN F. T. CARDS. Answers All Questions, Lucky Numbers, etc., 85c. ZODIAC F. T. CARDS. Pack .35c Graphology Charts, 9x17, Sam. 50, Per 1,000 \$6.00 MENTAL TELEPATHY, Booklet, 21 P. .25c "WHAT IS WRITTEN IN THE STARS." Folding Booklet, 12 P., 3x5. Contains all 12 Analyses. Very Well Written. Per Doz. 50c; Sample 10c. Shipments Made to Your Customers Under Your Label. No checks accepted. C. O. D., 25% Deposit. Our name or ads do not appear in any merchandise.

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Answers Mental or Verbal Questions Yes or No. Reads the Mind. Sex Indicator. 25c Seller—Should Go Over Hot. Circular Matter Free. Sample 25c. Mfd. in U. S. A. by M. M. SIMMONS & CO., 19 W. Jackson Blvd., Chicago, Ill.

BUDDHA—FUTURE PHOTOS—HOROSCOPES

1940 ASTRO DAILY, HOURLY FORECASTS. Buddha Papers, Horoscopes in 14 styles. Display Charts, Apparatus for Mindreaders, Mental Magic, Spirit Effects, Mitt Camps, Graphology, Palmistry, Books, Crystals. 164-Page Illustrated Catalogue, 30c.

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POP CORN

Indiana Yellow Triumph, the new S. A. large hull-less, \$4.00; Superfine, large yellow, \$3.75; Baby Golden Hull-less, \$3.75; Jap Hull-less, \$3.75; Hoosier Special, \$2.50; Seasoning, 50 lb. can, \$6.50; 100 Boxes, \$3.75; 50 Boxes, \$3.10; Printed Glassine Bags, \$2.25; Cones, \$2.25; Electric Poppers, counter models, \$35.00.

INDIANA POP CORN CO., Muncie, Ind.

TRUNKS

All kinds good strong Fibre Sample Trunks—Flat, Wardrobe, etc. All with good Lock and Keys. Price \$5.90 each. Write type wanted.

WILLIAM LESSER,

517 Monroe St., Chicago, Ill.

End Your Correspondence to Advertisers by Mentioning The Billboard.

Sheesley Midway is Chocolate McDaniels, reports E. C. May.

L. G. SKEENE and the Gabel Twins, wrestlers, will have the Athletic Show on Greater Exposition Shows. Skeene has been with the shows at various times in the last 10 years and last season was with Al Baysinger Shows.

AFTER WINTERING in Aransas Pass, Tex., where they spent most of the time fishing, and a successful appearance at Rodeo and Thrill Circus, St. Louis, Tiny and Julia Gehitz, United American Shows, are in East St. Louis, Ill., quarters.

RE-SIGNING their photo gallery with Fuzzell's United Shows, Mr. and Mrs. Henry Keyman and son, Johnny, will leave their winter home in Valley Springs, S. D., about March 15 for quarters in North Little Rock, Ark.

MANAGER of Great Pin Head Shows (writing to his g. a.)—"You can hitch hike from your home to Squeedunk and I'll take care of you when you get there."

C. A. VERNON tells from North Little Rock, Ark., that he has booked another Ferris Wheel and a Rolloplane for his United American Shows and that work in East St. Louis, Ill., quarters is well under way.

GEORGE WHITE, who recently booked his concessions with Black Diamond Shows, has been wintering in Sulphur Springs, Fla., where his wife is in a hospital. She's expected to be released soon.

HAVING CONCLUDED a promotion of bingo in Bedford, Ind., to good results, Riley Bain and Tommy Coleman pen they are ready to head east for the season. They recently purchased a new panel truck.

AFTER THREE MONTHS in Hollywood, Calif., with their daughter, Babe, Mr. and Mrs. M. A. Glynn returned to Ideal Exposition Shows' Salisbury, N. C., quarters, where they are preparing their cookhouse.

WANTED—Close-mouthed special agent who WILL stay ahead of the show. Those with secret ambitions to be the g. a. need not apply.—Gate & Banner Shows.

ROCCO MASUCCI, business manager Miller Bros.' Shows, letters from Orange, N. J., that the show has been awarded midway contracts for Nash County Fair, Spring Hope, N. C., and Fairmont (N. C.) Fair.

BUILDING concessions at his quarters in Joplin, Mo., is W. F. (Billie) Gates, of girl show note, who will have a string of center stores on Magic Empire Shows. He says he's given up the girl-show end.

Mr. Pollyanna

IF I HAD \$1,000,000 I'd soon be titled "The Croesus of the Snow World." There is always an open season for the money-lending business in the carnival field. During winter months when scratch is hardest to annex is when I'd reap a rich harvest. I'd lend money to anyone who could sign his name or make his mark on an IOU.

Being strangers in most localities and not having proper security, it is next to an impossibility for showmen to borrow money on their good words. Thus they would be forced to come to me and plenty of loan business would be thrown my way. Having them under my thumb, I'd insist upon an interest rate as high as 100 per cent. Many, after borrowing my money, would then scatter to the four winds, thinking that they had me hooked for a sucker. Little would they realize that I had them hooked and that the pay-back was sure.

When the IOU's became due I'd mail my due bills to them in care of *The Billboard*. Seeing them advertised in the Letter List, my debtors would write in for them and, upon the opening of the envelopes the due bills would flutter out. Being people who are easily embarrassed by seeing an overdue note, this would worry their consciences so badly that they would not be able to sleep, and within the next week I'd receive not only the principal but the 100 per cent interest as well.—DIME JAM JOHNSON.

SECRETARY of Reynolds & Wells' United Shows, W. J. Lindsay, advises from Arkansas City, Kan., that almost all ride men are in quarters and work is progressing rapidly under direction of Building Superintendent Art Signor.

CURTIS J. VELARE, of Royal American Shows, is enthusiastic over the Sky Rider, new high-wheel ride invented by John Courtney. Velare was in Chicago a few days ago to inspect the ride, which is nearing completion.

BETTER shows have long since done away with those blue "Midnight Rambles," but some have never tumbled to the fact that certain gal-show blowoffs do not come under the head of smart entertainment.—Colonel Patch.

HYMAN NEITLICH writes from Olympic Athletic Club, 18 South Dearborn street, Chicago, asking that anyone knowing whereabouts of Louis (Jew Murphy) Rosenberg, have him contact Neitlich immediately. Rosenberg's brother is seriously ill, Neitlich says.

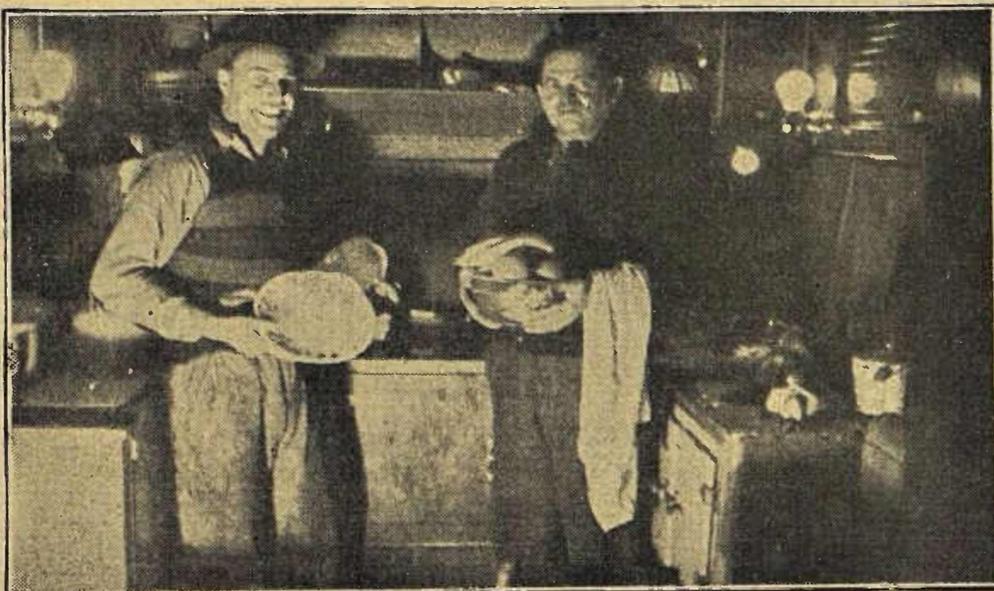
CAPT. GEORGE M. WEBB, who will not return to the road this year because of injuries sustained in Hugo, Okla., last

Co.: Eddie Edwards, World of Mirth Shows; Charles Oederkirk, William Sullivan, Bill Odell, Mr. and Mrs. Cadiff, George Stanley, William Todd and Charles Everling.

HAVING BEEN ASSIGNED to handle office duties on Silver Fleet Shows, Frank R. (Happy Ray) Ware will leave his Jackson, Miss., winter home soon for quarters in Pembroke, Ky. Ware reports the appointment renews a friendship of more than 15 years standing with Manager-Owner Frank A. Owens.

'FAIRS IN THIS SECTOR this year would have been good had it not been for the rain and cold weather, which made it tough for the showfolks," pens Dr. R. Garfield from Melbourne, Fla. "No one seemed to mind, however, as managers of rides, shows and concessions took care of the help and they enjoyed the winter."

EXECUTIVE staff of West Coast Amusement Co., for 1940 includes Mike Krekos, owner-manager; W. T. Jessup, general agent; Ted Levlatt, press agent; Louis Leos, secretary-auditor; Harry Myers, concession manager; Bob Schonover, lot



WASHING DISHES IN THE KITCHEN of their trailer home in Funland Shows' Newnan, Ga., quarters isn't a part of their numerous duties around the organization, but Floyd R. Heth (right) and Charles W. Miller seem to be enjoying the task. The boys are seen here replacing some culinary utensils after partaking of dinner. Photo furnished by Ted C. Taylor.

April 18 while with Greater United Shows, is associated with a dry cleaning establishment in Ely, Minn., and not Hugo, Okla., as previously reported.

IRISH JACK LYNCH reports from Laredo, Tex.: "I saw Al Baysinger, Kentucky Ray, J. George Loos, whose Greater United Shows are here. All the boys seem to be looking for a red one. Stopped off in San Antonio. I'm planning to make the Battle of Flowers."

OPERATORS of Dixie Cafe, Phenix City, Ala., this winter, Capt. Harry and Mrs. Seidler will return to the road with Blue Ribbon Shows, the Captain to manage the showboat and Mrs. Seidler to operate her ball games. Seidler will leave soon for quarters, but his wife will remain in Phenix City until time to open.

AERIALISTS HARRY AND SUE BAUERS have signed with F. E. Gooding Amusement Co., making their third year with it. They also will play fairs for Lew Rosenthal Amusement Enterprises, their 10th season with that agency. Harry recently presented Sue with a new trailer.

WILLIAM R. (RED) HICKS, of the executive staff of L. E. (Eddie) Roth's Blue Ribbon Shows, and wife, Rose, are in shows' quarters in New Albany, Ind., where both had been ill with the flu for two weeks. They plan to vacation there for a few weeks.

"THAT'S right, young man; always appear on the lot early each morning—and some day you may be the owner or night watchman."—Gertie Grouch.

"JUST FINISHED a six-week engagement with Royal American Shows with my attraction, Linda Lopez," pencils David Logsdon from Tampa, Fla. "Have booked her with Lorow Bros. on Hennies Bros.' Shows. This tour is the first for Linda."

AMONG recent visitors to James E. Strates Shows' quarters in Savannah, Ga., were Jimmie Morrissey, Baker-Lockwood

superintendent; Ralph Deering, electrician; Nick Krekos, transportation superintendent, and Barbara Helwig, front gate and tickets.

AN ILLUSION show featured the Headless Girl and a Buddha worker. The pungent odor of Buddha liquid had been floating in the stifling

EVANS' DICE WHEEL
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Monkey Show and Illusion Show. Other shows of merit write us. Can use Talkers and reliable Ride Help just before opening.

Show opens in San Antonio at the annual Battle of Flowers and exhibits a great route of Major Fairs and Celebrations. Address

RUBIN & CHERRY EXPOSITION, Exposition Park, San Antonio, Texas.

hot top all day. Suddenly the local ticket taker asked to be relieved, declaring that the different fluids used in keeping the headless girl alive were making him ill.

SLATED TO MAKE ITS DEBUT on midway of Crafts 20 Big Shows at the National Orange Show, San Bernardino, Calif., is a new ride invented and built by Frank Heubetz, former engineer for Eyerly Aircraft Corp., Salem, Ore. According to reports, ride will occupy a space 50 feet in diameter.

"FRED TILLMAN, my featured rider last year, will be ready to ride again this season, as he has recovered from head and leg injuries sustained in our accident last July 10," pens O. C. (Jack) Lydick from Veterans' Hospital, Dayton, O. "I'm supposed to undergo an operation here soon and would like to read letters from friends."

MRS. ED STRASSBURG returned to her home in Miami, Fla., on February 27 from a local hospital, where she recently underwent an operation. Altho rapidly recovering, she will be forced to remain in her home for at least two more weeks. Husband Ed reports she expects to have her photo concession at Ohio and Indiana State fairs, her eighth consecutive year at the annuals.

ON A PACIFIC Coast show this month: Animal Showman—"This spot sure is tough; can't take in enough to feed my elephant." Concessioner—"That's nothing; I run the rat game and can't gross enough to feed my rat and it only eats a grain of corn a day, so howinell are you going to feed that big mouse of yours?"

"WE VISITED Mr. and Mrs. L. E. (Eddie) Roth, owners of Blue Ribbon Shows in New Albany, Ind., quarters recently to talk over plans for 1940," writes F. R. Madden from Indianapolis. "I will be mechanic in charge of all rolling stock and engines. My wife and I also met W. R. (Red) Hicks, whom I hadn't seen in about eight years. Shows have good quarters and I plan to return soon to get rolling stock and engines in shape."

FORMERLY with Conklin Shows and legal adjuster for Dick's Paramount Shows the first part of last season, Joe V. Palmer returned to Auburn, N. Y., after being confined in Edward J. Meyers Hospital, Buffalo, 44 days. He reports he's feeling fine and will join a show soon as legal adjuster. Joe adds that Mrs. Margie Palmer, who had been ailing for the past year and was in Polyclinic Hospital, New York, is recovering and anxious to return to the road.

"UPON ARRIVAL here we found that fishing is taboo, at present anyway," pens Raymond R. Hull, press agent of

F. H. Bee Shows, from Tampa, Fla. "Many tons of fish were frozen in the recent cold wave, which also killed numerous tropical plants and trees. F. H. Bee Jr., Guss Bethune and the writer enjoyed a trip to Pass-a-Grille Beach, Fla., where we visited Eddy Hubbard and made arrangements to go fishing when weather improves."

THE SHOW had closed and everyone was out to get eating dough and kill the winter. The magician, one of the gals and the side-show talker framed a hypnotic show to play coal-oil theaters in the West. At their first stand, a mining town, they started their ballyhoo by placing the young lady in a furniture store window for a 24-hour hypnotic sleep. Town was populated by an all-foreign element and large crowds continually gathered to gaze upon her. Not knowing what it was all about, a spokesman for the crowd finally asked the professor, "What's da mat? Is she drunk?"

ROSTER of Dick Miller's Side Show on Mighty Monarch Shows includes Jack Huber, armless wonder; Alie Fielding, swamp girl; Texas Slim, human pin-cushion; Ken Abdulla, strong man; Edith Graystone, half girl; Bombay, fire eater; Mal Douglas, mechanical man; Buttons, midget woman; Prince Bongo, sword ladder and glass dancer; Marlene Williams, headless girl; Roxanna, annex; Harry Pink, inside lecturer; Dick Miller, front talker; Joe Turner and Frank Starr, tickets, and Larry Trade, cook.

C. J. CUNDIFF will celebrate his 25th year in outdoor show business when he takes his Minstrel and Hawaiian shows out with Great Sutton Shows, which will open in Osceola, Ark., on April 13. Cundiff entered the carnival field as a concessioner in St. Louis and his first connection was with W. A. Gibbs Shows, out of Erie, Kan. He has also appeared with Crowley's United and John R. Ward shows and last season was with Ralph Miller's Amusements for the greater part of the year, finishing with Hennies Bros.' Shows.

LEON HEWITT letters from Goldsboro, N. C.: "During the latter part of the 1904 season I was office manager of a carnival, and we were going from Weston to Wheeling, W. Va., traveling in a day coach with several laymen. One of them was intoxicated and spilled a few pieces of change on the floor. We helped him pick it up and then he squawked that someone had taken his money, or at least part of it. A railroad detective then arrested one of our men and took him off the train in Clarksburg, W. Va. Next morning in Wheeling we received a telegram from a Clarksburg lawyer stating he could get our man clear for \$50. I showed the letter to the boss, and we sent the following answer: 'If guilty will help. If innocent let him die in

jail.' The next day our man arrived on the lot. It seemed the intoxicant had sobered up and stated he hadn't lost any money; in fact, he believed he had more money than when he boarded the train."

AN elderly lady, very much a midway fan, met the carnival train, and from the time the runs were set until every show, ride and concession had been erected she watched the work with keen interest. When the midway opened she sought out the press agent to hear of the "glamorous side of carnival life." To satisfy her whims he escorted her from one attraction to another, introducing to her many show persons, from the boss down. "Now that you have met all of our people I'll have to get back to work," said the p. a., preparing to bow out. "Well, there is just one more interesting man that I must meet," said the lady. "Please introduce me to the father of so many sons that I heard about here today."

VISITORS to Hilderbrand's United Shows in Compton, Calif., included J. W. (Patty) Conklin, Joe Krug, C. H. and Marie Alton, Clyde and Topsy Gooding, Olga Celeste, Mabel Stark, Ed Goodwin, Steve Henry, Mr. and Mrs. Earl Kelly, Mr. and Mrs. Archie Clark, Frank Babcock, Curly Cummings, Claude and Leona Barie, Jerry Jackson, Burt Hall, Tommy Pierson, Ted and Marlo LeFors, Cleo and Mae Qualls, Jimmy Heller, Mr. and Mrs. Harry Sucker, Monte Young, Bob and Jenny Perry, Mr. and Mrs. Joe Metcalf, Joe White, Mr. and Mrs. Eddie Edwards, Joe DeMouchelle, Cal Lipes, Mr. and Mrs. Hort Campbell, Mr. and Mrs. Pierre Ouellette, Mr. and Mrs. Jimmy Hurd, Frank and Ernest Downie, Dale Petross, Harry Langlois, Mrs. Florence Appell, Mr. and Mrs. Pat McGee, Frank and Harry Gilman, Marie and Jack LeDoux, Johnnie and Billie Hicks, Mr. and Mrs. Jack Schaller, Johnnie Gibson, Mr. and Mrs. H. A. and Juanita Grove, Mrs. William Groff, Shotty Melton, Danny Callahan, Harry Rapin, Mrs. Fred Stewart, Chet Barker and Danny and Clara Barnett.

BALLYHOO

(Continued from page 38)

would enjoy its banner spot of the season. But on the other hand, should it submerge during the week, it would be no more than natural that the show would suffer some loss.

Early Monday morning our 60 freighters and liners arrived on location and anchored. Here we lay waiting for the island to make its appearance. The day passed quietly without the land showing up. At night our watchmen stood guard with instructions to wake up the lot boss the minute it made its appearance. Daylight arrived but the island didn't. Tuesday passed and still no lot. On Wednesday our committee started to kick over the traces and canceled the show. Then the office staff rushed over to the neighboring islands to straighten out the matter. Returning to the staff liner, they informed the boss that the shows and rides would work but not the concessions. On Thursday we were again canceled. Then the bosses heard that the concessions were contracted and the shows and rides out.

During all this canceling and rebooking the island failed to make its appearance. On Friday our committee again canceled the entire midway and arrived on the staff liner to get a new contract. After many heated arguments Pete Ballyhoo decided to wait until the island showed up before going into further details. With the week shot, one day at the most could be played for get-away dough. All during the night our watchmen kept vigil. At daybreak the waves started to go wild and our men could see something dark slowly coming to the surface. Then the air rang out with "Land, Ho!" Every man, woman and child left their staterooms and rushed to the boats' sides to see it appear. Slowly it rose to the surface, our calliopes and bands playing. The island took one gander at our crew and quickly dived out of sight. Thus we bowed the week entirely.

P.S.—Keep a light burning in the office window. We have pulled anchors and are on our way.

MAJOR PRIVILEGE.

HASC AUXILIARY

(Continued from page 38)

Nathan at the piano, they were greeted by a huge square table, center of which held a three-tier birthday cake bearing 20 candles. Red streamers from the cake led to each plate, where stood a miniature china horse attached to a gum-drop hitching post.

After invocation by Myrtle Duncan and a brief talk by President Mrs. C. W.

Parker all partook of a steak dinner. HASC sent a beautiful centerpiece of flowers. Gertrude Parker Allen read telegrams from Virginia Kline, Missouri Show Women's Club; Ladies' Auxiliary, Pacific Coast Showmen's Association; Ladies' Auxiliary, Showmen's League of America; Blanche Pellman and Mary Francis. Gertrude Allen then read a history of the auxiliary and club's first meeting at Coates House, giving the amount of money raised at the first affair. She then asked for a round-table talk and all responded.

Hattie Howk said she had never missed an anniversary dinner, while Lettie White inoed she had been to 19 of them. Jackie Wilcox said she was a five-year member and Margaret Haney allowed as how she thought she would be a public speaker after 20 more dinners. Ruth Martone said she's still with it and for it, as did Helen B. Smith. Mrs. Allen then asked the original members to stand and six of them were present. She also called attention to the menus which were printed in booklet form and carried an original verse written by Viola Fairly. Mrs. Parker then presented a talk on the various changes which have occurred in the past 20 years.

Guests

Among those attending were Mrs. C. W. Parker, Myrtle Duncan, Blanche Francis, Gertrude Parker, Tillie Johnson, Margaret Haney, Nellie Weber, Ruth Ann Levin, Ruth Martone, Loretta Ryan, Helen B. Smith, Bird Brainerd, Toots Riley, Verna Baughman, Boots Marr Ann Carter, Maude Keel, Myrtle Starling, Lola Hart, Roberta Romola, Margaret Hughes, Virginia Jones, Jackie Wilcox, Lucille Hemingway, Lettie White, Jess Nathan, Hattie Howk, Georgia Brown, Freda Hyder, Billie Bedonie, Louise McDow, Mollie Ross, Pearl Billings, Mae Wilson and Margaret Anscher. After dinner members retired to the clubrooms, where cards were played. Jess Nathan then announced that she and husband, Charley, were having open house the next night, as they were settled in their new home and wanted all to come out. About 40 enjoyed the Nathans' hospitality. Freda Hyder made a special trip from Jacksonville, Ill., to attend the dinner.

ENDY CLUB HEAD

(Continued from page 38)

W. J. Tucker, John O'Rear, Melvin Dodson, J. M. Croft, Ralph N. Endy, Melvin Dodson Jr., Louis A. Rice, Sidney Smith, Joseph Decker, Eddie Lippman, William Ketrow, Harry Weiss, Joe Payne, Vernon T. and Raymond Korhn, Frank Bizzell, W. D. (Bill) Bartlett, Mike Roman and Barney Meehan.

Purpose of the club is to provide a place where the numerous showmen in Miami can fraternize and to weld the organization into a factor strong enough to protect interests of members. Several talks were made.

It was announced that a clubroom is to be established during the summer and members and prospective members were urged to join and frequent the club upon their return at the end of the season.

SLA SPRING SHOW

(Continued from page 38)

will include the entire College Inn floor show and Larry Clinton's Band.

Sunny Bernet, chairman of the event, reports that the entertainment committee has lined up a show that for variety, novelty and talent will top anything the league has offered in the past.

Chairman Bernet, President Frank P. Duffield and Frank Bering, manager of the Hotel Sherman, conferred several times this week and they promise that a dinner will be served which will please the most exacting.

TROUPE WITH ZIMDARS

(Continued from page 38)

dars Greater Shows, which will open March 23. En tour the troupe will look like a small carnival or circus, Waddell says.

New tricks added to the act are a chair, double lard can and a triple wheelbarrow. The wire-walking elephant feat has also been improved. The wardrobe is modernistic and a new array of lighting effects has been constructed.

Waddell says Klingman is a Chillcothe (O.) boy known professionally as Walter Mills and is a partner in a local construction company. Klingman first joined Harvey Mills in 1926, Waddell recalls, and was managing the Mills and Mills act when Harvey was killed, August 14, 1939. This will be Klingman's third season with Zimdars.

Winter-Quarters News--Gossip

As Reported by Representatives for the Shows

James E. Strates

SAVANNAH, Ga., March 2.—With ideal weather rapid progress is being made in quarters here. Manager Strates has made several radical changes in fronts and lighting equipment. Mrs. Putnam in charge of the office. New Colored Revue front is completed. It was designed by James Otis, with lighting effects by Giff Ralyea. Work on the two new transformer wagons to be carried this year has been started. Big Boy Hutson is conditioning Arthur Walsh's Caterpillar. Walter Marks, of motor-drome note, is breaking the lions in some new stunts. Leo Carrel is expected soon with his Animal Show and Circus. William Purchase will join with his Glass House at shows' second stand. Mr. and Mrs. Al Campbell info from Sarasota, Fla., they will arrive about March 15.
DICK O'BRIEN.

Dee Lang

WACO, Tex., March 2.—Everything is in readiness for show's opening here under American Legion Post auspices. This is show's second season to winter here and local merchants as well as the Chamber of Commerce extended their greetings for a prosperous 1940 season. Showfolks are arriving daily and this week electric light plants came in on special trucks from the North. Bill McClain has many men in quarters working day and night to apply finishing touches. Many visitors are expected at opening, as several have informed owner Lang they plan to inspect the midway and new light plant.
ELMER BROWN.

J. F. Sparks

LAWRENCEBURG, Tenn., March 2.—Owner J. F. Sparks returned from Mississippi Fair meeting, Jackson, and announced the purchase of three new 24-foot semis, two of which are rack jobs. One is a steel van. General Agent L. D. Dollar, who accompanied Owner Sparks on the trip, visited quarters for several days and then left to continue his booking tour. Shows' route includes dates in Alabama, Georgia, Tennessee, Kentucky, Ohio, Indiana and Mississippi. Shows will play Germantown (Ky.) Fair for the third consecutive year. They also will play repeat stands in New Albany, Ind., and Jasper, Tenn. New fairs signed include those at Falmouth, Ky.; Oneida, Tenn.; Jasper, Ala., and West Point, Miss. Reconditioning work on all show equipment continues here. John (Pappy) Linton, electrician, who was ill with the flu, returned to work. Ray Hamblin began his fourth year with it by building new fronts. Robert S. White is working in the paint shop until season opens, after which he will serve as caller on Mrs. J. F. Sparks' bingo. Another veteran, James E. Warren, arrived

from Jackson, Miss., and his brother, Charlie, will join at the opening stand to take charge of the crazy house. New concessioners include Forrest Poole, four, and Lawrence Hester, two.
RAY ALLEN.

Great Lakes Expo

TOLEDO, March 2.—Extremely cold weather has not retarded quarters work. Merry-Go-Round has been repainted and Ferris Wheels, Whip and Tilt-a-Whirl will be finished soon. New 60-foot Palace of Illusions front is nearly finished and work on fronts for the Minstrel Show and Miss America Revue has started. Several new tents have been ordered and arrangements are under way with J. W. Clements, of Southern Power Co., Memphis, to install three Diesel light plants in time for opening here April 19. Manager Al Wagner returned from a trip to Fort Worth, Tex., where he has completed arrangements for opening of Lake Worth Park, which he has taken over for the season. Visitors included John Anderson, Harry Lessenger, Joe Early and Mr. and Mrs. Archie Bernstien. Shows ordered a special line of paper for the season. Sterling Attractions paraphernalia arrived here and is being renovated.
H. SMILEY.

Crystal Expo

CRYSTAL RIVER, Fla., March 2.—Camden, N. J., quarters work is rapidly progressing under direction of Sam Petralli. New tops purchased recently have arrived and new front for the Minstrel Show is completed. Manager W. J. Bunts purchased a new trailer while on a recent trip to Tampa. Mr. and Mrs. Jimmie McVay, who were with Art Lewis Shows for the past two years, are visiting here. Former has signed his Monkey Shows with the organization for 1940. Mr. and Mrs. Percy Martin, of Cetlin & Wilson Shows, visited with Owner and Mrs. Bunts last week-end. The writer again has signed as ride superintendent. Doc R. G. Felmet, former general agent and assistant manager, because of ill health, will serve as night watchman and billposter this season. Harry Benjamin, general manager Bunts & Benjamin Concessions, purchased a new trailer in Tampa, Fla., recently.
CHARLES (CHUCK) STAUNKO.

Convention

FREDONIA, N. Y., March 2.—Work in quarters is progressing, altho repainting work has been slowed up by cold weather. Almost all of the trucks have been overhauled and are being prepared for the painters. Gerald Barker's two cookhouse trucks were sent here to be painted in conformity with other rolling stock. Danny Corr signed his three concessions and C. R. Roberts booked his pop-corn stand. Recent visitors were Howard Potter, E. A. Alexander, Mr. and Mrs. Harry Kemp, who booked their three concessions. Secretary Keith Johnson came in for a day to straighten out some office matters and then returned to his farm in Spartansburg, Pa. He'll return in time to take up his duties prior to shows' opening. Manager Mantley returned recently from another booking trip with contracts for conventions and celebrations in Belmont, Franklinville, Dewep and Tonawanda, all in New York. Sue Rogers writes from Detroit that she has her Girl Revue ready for opening. She's playing theater dates now.
FAY LEWIS.

L. J. Heth

NORTH BIRMINGHAM, Ala., March 2.—After being held up by inclement weather work is now going ahead full speed. New fronts are being built and rides and trucks are being repainted and repaired. Joe J. Fontana returned to quarters and says he has about completed shows' route. Jerry Fish booked his new cookhouse and grab stand. Bert Melville will furnish the revue and posing shows. Crew is almost finished with a new Girl Revue front. Cowboy Murphy again will have the Athletic Show, assisted by Bill Forkum and Chief Durant. Darkest Africa again will be operated by Virgil (Red) Hutzler, and Charlie Wrenn will have the motordrome again. Earthquake Murphy will assist Wrenn.

Howard Reeves will operate the corn game. Others in quarters are William Rhinehart, Johnnie Kain, Joseph Wilkerson, George Holloway, Cyclone Murphy, Paul Reynolds, Jimmie Giffin, Jack Dalton, Charlie Strickler, Charles Gordon, Bill Bozeman, Mrs. Verna Trapp, Mrs. Pearl Wrenn, Mrs. Irene Giffin, Mrs. Paul Reynolds, Al Trapp, Shorty Graham Jr., and Frank Tarasico, who will handle Fontana's concessions.
JAMES STEWART.

Wallace Bros.

JACKSON, Miss., March 2.—Excepting a few minor details shows are ready for opening on March 18. Earl Riecken, late of the Pelican Shows, has assumed his duties as electrician and mechanic and is readying all motors. Capt. Freddy Leach, last season with Buckeye State Shows, will present his free act this season. Allen and Virginia Spann arrived and the former will have charge of the Merry-Go-Round. All showfolk signed for opening are in quarters. Shows plan to provide two free attractions with a 10-cent pay gate. They also will carry a band and sound truck. The writer will be *The Billboard* sales agent. Warren Estes, of J. F. Sparks Shows, visited recently.
EUGENE C. COOK.

Buckeye State

LAUREL, Miss., March 2.—With opening only about a week away all departments are working practically day and night to have the shows ready by next Saturday. Paint shop is working day and night and carpenter shop has worked the last three Sundays to complete new fronts for Minstrel Show, Girl Revue and Lorraine Wallace's lion act. Charles Savage returned from Memphis with a new 60-kilowatt Diesel light plant and show will furnish its own lights at local opening. Three light towers will be built on the road. Manager Joe Galler returned from a 10-day booking trip and announced the signing of contracts for Beal Street Cotton Carnival, Memphis, and Strawberry Festival, Humboldt, Tenn. First road stand will be at Canton, Miss., for Madison County Livestock Show. Recent arrivals were Whitey Nolte, who will manage Mechanical City; Girl Revue and Monkey Circus for Owner Galler, and Billy King, who will manage the side show. Chief Electrician Russell Cooper passed the cigars upon arrival of a six-pound son to Mrs. Cooper in a Mobile, Ala., hospital recently. Recent visitors were H. G. Starbuck, former secretary; W. M. Harrell, mayor of Moss Point; Adam (Pop) Erbe and Mr. and Mrs. Billie Wolfe. Reported by an executive of the shows.

W. E. West

CHERRYVALE, Kan., March 2.—Mr. and Mrs. W. E. West and daughter, Maybelle, returned from a Southern vacation and opened quarters. Work is progressing nicely under Gene Maslin, foreman. Motors are being put in shape by Roy Loy and Horace Quick. Some new trailers, including a new office wagon. W. E. Clark is installing transformers in the new transformer wagon, assisted by his son, Jack. Tom Parsons is in charge of scenic and banner painting. General Agent James White has booked shows at fairs in Missouri, Iowa, Kansas, Nebraska and Oklahoma. Tommie Mark will return to shows as assistant manager. Van Cliff will be with it again with his public-address car and will be in charge of all sound systems on the midway. Homer Claude is remodeling his kiddie rides and will be with it again in 1940.

L. D. Crandall and wife are expected soon with their cookhouse. The Crandalls wintered in Beatrice, Neb., where their son, Dwayne, attended school. Woods Aerial Family will furnish the free acts. Honey Bo Lynam, of Oklahoma, signed to manage the Athletic Show. A new Merry-Go-Round top, seat covers for the Ferris Wheel, bingo top and other canvas was purchased from Rodgers Tent and Awning Co. This marks shows' third year in local quarters. Mr. and Mrs. Lee, of Lee Theater, still remain the showfolks friends here.
JAMES WHITE.

Penn Premiere

STROUDSBURG, Pa., March 2.—Activities around quarters are buzzing. Shows plan to carry part of a light plant to take care of the marquee. It will be a 15 k.w. generator, with all light to be used on the front. It will be installed in the new transformer wagon. Manager Lloyd D. Serfass, while en route from Albany to Boonville, N. Y., was slightly injured when his car skidded on an icy road, hit several trees and landed in a 15-foot snow bank. Several fair contracts were added. While working on Baldy Joe's Chocolate Dandies on Revue, Mustard Heller caught his thumb in a band saw. Part of it had to be amputated by a local physician. Joe Ricco will have charge of the Athletic Arena, while Jimmie Cunningham handles Streets of Cairo, with Red Lambert in charge of Miss America. Tex Rose's Rodeo, Henry George's pit attraction and others will be completed soon. Manager Serfass will leave soon with a crew to bring in the other semis and trucks. They will be redecorated here. Concessioners Joe Foley, Tom Burke and Billy Joyce were recent visitors, as was Ridee-O Foreman Harry Mayers. Writer has been ill with la grippe, but is recovering. W. W. Dealing ad his son and nephew visited. They have a ride unit in Tonawanda, N. Y.
CLIFF SWISHER.

Byers Bros.

KENNETT, Mo., March 2.—Work has been going on here in quarters despite adverse weather. Carl Byers is building a modernistic entrance front with indirect lighting. An all-electric custard machine has been purchased and Peerless Potters have been re-signed to present the free attraction. Larsen Kiddie Band will also be with it again. Mr. and Mrs. J. W. Byers and Major Little, midget, are expected soon from North Little Rock, Ark. J. M. (Dad) Byers, who was injured in an automobile accident last May, still uses crutches. Roy Lee, general agent, is away on a booking trip. Now in quarters are Mr. and Mrs. C. W.

3000 BINGO

Heavyweight cards, black on white. Wood markers printed two sides. No duplicate cards. Put up in the following size sets and prices: 35 cards, \$3.50; 50 cards, \$4.00; 75 cards, \$4.50; 100 cards, \$5.50; 150 cards, \$8.25; 200 cards, \$11; 250 cards, \$13.75; 300 cards, \$16.50. Remaining cards, \$5.00 per 100.
No. 140—Extra Heavy Green Both Sides. Per 100, \$8.50.

3000 KENO

Made in 30 sets or 100 cards each. Played in 3 rows across the cards—not up and down. Lightweight card. Per set of 100 cards, tally card, calling Markers, \$3.50.

All Bingo and Lotto sets are complete with wood markers, tally and direction sheet. All cards size 5x7.

LIGHT WEIGHT BINGO CARDS.

Black on white, postal card thickness. Can be retained or discarded. 3,000, size 5x7, per 100, \$1.25. In lots of 1,000, \$1 per 100. Calling markers, extra, 50¢.
Automatic Bingo Shaker. Real Class . . . \$12.50
3,000 Jack Pot Slips (strips of 7 numbers), per 1,000 . . . 1.25
Lightweight Lapcards, 6x4 1/2, per 10050
3,000 Small Thin "Brownie" Bingo Sheets, 7 colors, pads of 25, Size 4x5, per 1,000 . . 1.25
3,000 Featherweight Bingo sheets, 5 1/2 x 8, Loose, \$1.25 per M. Stapled in pads of 25, Per M 1.50
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One experienced Mechanic on Arcade Machines, capable of taking charge of same; also 8 Floor Men, preferably experienced. State all first letter. Can use 3 now at winter quarters. Write S. A. KERR, Art Lewis Shows, Norfolk, Va.
P.S.: ALSO LADY BALL GAME AGENTS.

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Exclusive Concessions, acknowledge this notice and forward your deposits. Opening Pana, Ill., April 27.
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Hercules Motors — General Electric Generators.
One 15 K.W. One 10 K.W.
One set of 5 Swings, one Ticket Booth. Stored in Ottawa, Canada. Price to quick buyer, \$450; worth over \$1,000.
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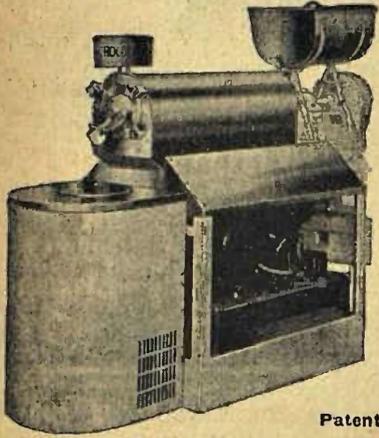
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RIDES — SHOWS — CONCESSIONS
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MORE MONEY—BIG MONEY
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EAGLE two-minute
CUSTARD FREEZER!



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No matter where you are going to operate this coming season, you'll make more and bigger money with the **EAGLE CUSTARD FREEZER**. By actual test at the "toughest" amusement centers in the world "EAGLE" has produced better frozen custard, quicker than any other machine. On location in '39 at the New York World's Fair, Playland Park, Rockaway, Pleasure Beach Park and scores of State and County Fairs it got big money and fast money for all concessioners who used it.

LOOK AT THESE OUTSTANDING FEATURES!
MORE OVER-RUN!—65% to 75% more finished custard than the original amount of mix used! **GET MORE** from a gallon of mix with an **EAGLE CUSTARD FREEZER**.
MORE CONES per minute!—1200 cones per hour, for 4 consecutive hours, without dipping into the reserve cans.
LESS WASTE!—When cleaning the **EAGLE CUSTARD FREEZER**, all custard (up to one spoonful) is removed automatically through the revolving of the paddles! **LESS BACTERIA** count!—During a recent 16 week test, health authorities were amazed (and pleased) in discovering the exceptional **LOW** bacteria count of the **FINISHED PRODUCT!** No **OIL** or **GREASE** is needed except for electric motors.
Pays for itself. All Electric. Fully Automatic. Write today for complete information, prices, etc. Prompt deliveries guaranteed.

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912 Barretto St., BRONX, NEW YORK

NOW BOOKING
FOR 1940 SEASON

In Kentucky, Virginia and West Virginia Coal Fields, with string of Fairs to follow. Want Shows, Rides and legitimate Concessions with transportation. Will sell exclusive to good Cookhouse and Corn Game. The management is well financed and can give you a good season's work. Address all inquiries to

Southland Amusements
202 Commercial Arcade Bldg., MIAMI, FLA.
J. M. CROFT, Manager

CARNIVAL
FOR SALE CHEAP

Best known carnival titles in Midsouth, consisting of 4 Major Rides, 6 Show Outfits, Office, Electrical, etc. A complete carnival, price \$10,000.00. At least one-half down, plus deposits on dates. Season of 24 weeks, of which 21 already booked. Title and route, everything to go. Selling on account of illness. Show has netted one and one-half times selling price for several past years. If you don't have at least \$6,000 or \$7,000 cash, don't answer. This is a bona fide proposition. Address: **BOX D57, Care Billboard, Cincinnati, Ohio.**

STEVE LEE SHOWS

Now booking for season 1940. Want to book Kiddle Ride, Chair-o-Plane, Loop-o-Plane and Ferris Wheel, Athletic Show, Girl Show, Mechanical Show, Monkey Show, Ten-in-One. Will book any worth-while Shows. Shows must have own outfits. All Concessions open. Everything must be up-to-date or save stamps. Show will open the middle of April. Opening town will be announced later. Fair Secretaries and Celebration Committees, get in touch with me for your midway. **S. O. LEE, Manager, Gen. Del., Sedalia, Mo.**

W. E. WEST
MOTORIZED CARNIVAL

Opening April 13th, Iola, Kansas. Now Booking Shows, Rides, Concessions. Want Managers for Girl and Side Shows and any other money getter. Want one more Ride. Concession and Ballgame Agents, Ride Help in all departments, A-1 Truck Mechanic, Leona-Lee, Slim Johnson, H. O. Howell, Slim Collins, write. All communications to **BOX 175, Cherryvale, Kan.**

Byers and daughter, Dorothy; Mr. and Mrs. J. M. Byers, Mr. and Mrs. D. J. (Slim) Griffiths, Jean Mercer and R. K. Leroy, Mr. and Mrs. Buddy Buck, Dolletta, Buck, R. E. (Barney) Barnett, Otis Cannon, Mr. and Mrs. Roy Lee, Frank Bones and Mac McLean. Reported by an executive of the show.

West Coast Amusement

OAKLAND, Calif., March 2.—As opening is only a month distant, quarters here are seething with activity. A crew of 16, under direction of Manager Harry Meyrs, is repainting wagons and equipment and new canvas is being readied for the season. Charles and Edith Walpert are expected soon to get their concessions in shape, as are Hunter and Margret Farmer, who will have at least two concessions. Harry Meyrs will have charge of the office concessions. Ed Helwig will have the ball games, while his wife handles the front-gate ticket department. Robert Schonover, lot foreman, will join soon with his family. Ralph Deering for the 12th year will be in charge of the electrical department. Nick Krekos is transportation superintendent. Andrew Kokan is in charge of the commissary. As usual, Jack Christinson will have the popcorn and candy floss concessions. Side show will be in charge of Frank Forest, with Husky Bird directing the Athletic Arena. Girl Revue and Dope Show will be presided over by Mr. and Mrs. Ted Right, while Bud Cross and Joe Zotter will have several rides. Shows plan to carry 11 rides, 7 shows and 35 concessions and six baggage cars and 20 trucks and trailers will be used to transport them. A full line of advance paper has been ordered from Blanchard Press and Donaldson Lithographing Co. Thomas R. Jessup will have charge of billing.

W. T. JESSUP.

H. P. Large

JACKSON, Tenn., March 2.—Work in quarters will be completed by March 10. Manager H. P. Large recently returned from a business trip to Luxora, Ark., where he purchased three rides. He says that he will move quarters from here to Luxora, Ark., on March 10, renewing work there on March 12. Secretary Sam Collins and Mechanic Monroe Smith lettered they will arrive in Luxora on March 12. Everything is expected to be ready to take to the road by April 1.

JOE COREY.

Mighty Sheesley

GALVESTON, Tex., March 2.—About 30 men are in quarters here getting equipment, rides and shows ready for opening. There will be many new faces with it this season, as well as several new attractions. All equipment is to be given a thoro overhauling. New Delsel light plants were acquired recently and five steel towers will be used in connection with the new lighting arrangement. Charles H. and Minnie Pounds arrived from a vacation in California, and Charles is now at work in the office. Mrs. Pounds is readying her concessions. She has relinquished the cookhouse to Bob Thomas, who plans to purchase a new portable-type Frigidaire. Capt. John M. Sheesley, owner, is able to be up and about in his room and, when weather permits visit quarters. John D. Sheesley is preparing his Simian Theater, where he will present six trained chimps and a collection of simian actors. Art Eldridge is training the chimps. Local press recently presented some of them at the President's Ball in City Auditorium. E. C. May and wife are ensconced in their trailer here, where the former was ill with the flu. He has recovered tho. Earl Stout and wife are here readying their International Casino Revue. With only a few weeks left until opening all are busy. Several new fronts remain to be built.

Each day finds new arrivals in quarters. Three free attractions will be carried this year. Railroad cars and train are being overhauled. Charles Lenz, insurance representative, visited recently. Mrs. Lentz accompanied him and they left for a trip into the Rio Grande Valley. Blackie Peyton, tractor driver, has assumed his duties and is supervising work of overhauling the tractors. He came in from Norfolk, Va., where he wintered. Henry T. Curtin has been confined in his home for the past month but his physicians reports he will be ready to join in time for opening. Mr. and Mrs. William Zeitman arrived from Hot Springs, Ark., and are looking after the details and work attendant to their various rides.

E. C. MAY.

Franks Greater

MACON, Ga., March 2.—Owner Franks is planning an early opening. Gene Haverotick signed his penny arcade, while A. H. Johns booked his photo gallery. H. (Doc) Allen and wife arrived and Doc will be special agent and banner man. Bob Botz again will be in the cookhouse. Scotty Kelly is expected soon and Art Petit went to Chicago for a pick-up truck and transformer truck. Hugh Hill, of Alrico Dare Devils and Fun Riders, visited from his quarters at Columbus, Ga. Pat Ryan recently was released from Veterans' Hospital. Nell Ainsett, penny pitch operator, writes she will be here on time. Pete Smith signed up his pitch-till-you-win. Pate Neon Co., here, has the contract for all neon lighting. The writer is getting out some special publicity mats. Clifton Sparks, formerly of Sparks Circus, and wife visited during the week. Ralph Moroca and wife, Dorothy, are daily visitors. Owner Franks now has an office in Central Hotel. Cecil Rice makes almost daily trips to Atlanta. A new office trailer is being built.

HARRY MACK.

Penn State

DUBLIN, Ga., March 2.—Stewart Wachter, owner-manager, and wife and daughter, Elsie, returned to quarters here after a two-month vacation in Florida. Rides and other equipment are being painted. All trucks were overhauled and painted before they were put in quarters. Crew expects to have everything in tip-top shape for opening. Management is contemplating buying another ride, more show tops and fronts for the coming season.

ELSIE WALTZ.

Reynolds & Wells

ARKANSAS CITY, March 2.—All in quarters are busy getting ready for opening on April 6. Rides have been repainted and new show fronts are being built, under direction of Art Signor. Buck McClanahan is expected soon when he will add an Octopus to his string of rides. Norman Smith is repainting his Motordrome. Corn game operator A. N. Opsal is expected from San Antonio soon. Concessioner Raymond Taylor is in California, but will be here for opening. New front entrance is being built by A. A. Fritts. Ride operators Tex Baker and Jay Brazelle came in recently and have their rides ready to go. Cookhouse is under direction of Mrs. L. C. Reynolds, wife of General Manager Reynolds. Recent visitors were J. A. Rogers, Rogers Tent and Awning Co.; Charles T. Goss and Albert E. Haas.

Penny Arcade Operator Happy Hooper is building a trailer to transport an added annex. H. L. Friend, photo gallery operator, is here. Tommy Martin is expected soon with his new cookhouse.

W. J. LINDSAY.

J. J. Colley

HUGO, Okla., March 2.—Writer arrived in quarters in time to see the last letter go in the large sign: "Home of J. J. Colley Shows" go on the side of quarters building located on a highway near Paris, Tex. Building and grounds were purchased this fall for shows' permanent home. At present a building that will house all trucks is under construction. Altho Owner Colley has a home and property here, he is living in his new trailer at quarters. Everything is nearly ready for shows' opening. All new banners and fronts will prevail this season, and a new front entrance will be set up. Recent arrivals were George Proctor and family with Monkey Emporium; H. P. Dickson, kiddie rides; N. J. Butts, late of Fred Stumbo Shows, funhouse. Weather has been very good here this winter. Among the veteran troupers here are R. P. Wipple, Jimmy Wilson and George Proctor. While motoring over to Colgate, Okla., quarters of Smith Bros.' Shows recently the writer and Frank Deshane stopped to renew acquaintances with George C. Kelley, human skeleton. Several old-time showfolk are living here.

ARTIE MARSHFIELD.

Yellowstone

ALBUQUERQUE, N. M., March 2.—Preparations for the season are fully under way. All trucks will be overhauled and repainted, as will all rides and ticket boxes. Seats on the Ferris Wheel will be reupholstered where needed, with black straight-grain leather. W. S. Neal, owner-manager, said he has purchased some new trucks to replace discarded ones. Slim Simmons, who will have charge of all electrical work again this year, is directing quarters activities. Shows' 1940 route is about the same as last year. Shows will open in Albuquerque, N. M. Mrs. W. S. Neal, secretary-treasurer, is optimistic over the coming tour.

WILLIAM M. SUTHERLAND.

Stella Barker

CHARLESTON, Mo., March 2.—Quarters work has been progressing nicely and painters are finishing the last ride. The Japp family arrived from the Northwest, where they visited relatives. George Campbell is on the sick list. Management arranged to insure shows under the new Illinois Liability Act, which went into effect on March 1. Charles T. Goss

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On Account of Disappointment Will Book Side Show With Own Equipment Good Proposition to Right Party Having Same. Will book Legitimate Concessions of all types. American Palmistry, Custard, Candy Floss. All people contracted with us answer this call to 2601 FOUNTAIN BLVD., TAMPA, FLA.

FIDLER'S UNITED SHOWS

OPENS APRIL 4TH, ST. LOUIS, MO., DISTRICT This Show Will Play Not Less Than Sixteen Fairs and Celebrations This Season, the Majority of Which Are in Michigan and Indiana, Beginning in Early June. Want Shows of merit, especially Fun House, Mechanical Show, Athletic Show, Acts for Ten-in-One, Motordrome, with or without own transportation. Want Concessions that work for stock. Mouse Game, Percentage, Long Range Gallery, Penny Arcade. Will sell Modern Cookhouse and book same on show. Can place novel Rides not conflicting, Kiddle Rides. Address all communications to 4217 N. FLORISSANT AVE., ST. LOUIS, MO.

visited for a few days. The writer recently returned from a booking trip in Illinois. Books T. Johnston, of East St. Louis, Ill., who has the cookhouse, is expected soon. George Kennedy advised he will join with his Mechanical Show in time for opening. Herb Teitenberg infers he has added Johnny Mason and Billy Fitts, boxers, to his Athletic Show. Shows recently were awarded the mid-way contract for Warren (Ill.) Fair.
T. GREGORY MURPHY.

W. R. Patrick

SPOKANE, Wash., March 2.—Things are progressing at Dishman, Wash.,

quarters. W. H. (Nappy) Olsen is almost finished with the new panel fronts. Canvas for the new marquee has arrived and new ticket box is completed. Owner W. R. Patrick completed a deal for two 50 k.-w. Diesel powered light plants and it is planned to set up 12 towers. Two new trucks have been added. Applications for concession space are coming in rapidly and shows already booked several new rides. Mrs. Patrick, secretary-treasurer, has almost completed the various income and other tax reports for last season and is working out extensive plans for the office for next season. Owner Patrick spent the early part of the week in the eastern part of the State and reports that conditions look better than ever throughout the Inland Empire. Prospects for a bumper wheat crop at high prices promise plenty of ready money in farmers' pockets in this section of the country.
S. H. BANETT.

Ben Williams

NEW YORK, March 2.—Owner Ben Williams, accompanied by Bill Lynch, returned from a month's vacation in Florida and things began to hum in quarters here. New trucks, rides and light towers have been purchased to augment equipment. Williams is personally supervising preparations, with Clyde Van Voest and August Kennedy as superintendents. Shows plan to carry 12 rides and 8 shows, with opening scheduled for April. All rides are office owned. Among shows will be Prof. Wendel Kuntz's Side Show, Monty Navarro's Girl Revue, Clyde Howey's Monkey Circus and Professor Ledger's Illusion Show. Alex (Shorty) Brown is in and out of quarters. Visitors included Bill Lynch, who spent several days here before returning to Halifax, N. S., to get his own shows ready for 1940. Louie King will handle the advance, and M. J. (Squire) Riley, general representative, is still out on a scouting trip. Bill Ackerson is reconditioning his two light plants, and N. E. King, last season on Ten-in-One, is working on an attraction which will use night club talent. Recent visitors included Rocco Trupiano, who will have the custard, ball games and other stores; Ed Solomon, Chick Reusch, Floyd (Brownie) Furbush, George Gubanez, Freddie Schmidt, Roosevelt Green, Joe Wisniski, Angelo Tarzia, Joe and Jim Scollo, Nick Marchessi and Tony Amelio.
WALTER BALDRIDGE.

Great Sutton

OSCEOLA, Ark., March 2.—Work in quarters is in full progress. Manager F. M. Sutton is building five new show fronts and plans to carry 8 rides and 10 shows and about 30 concessions. Office trailer is finished and completely furnished. R. E. Haney signed his three major rides and penny arcade, which will be operated by his son. He also purchased a new trailer tractor. W. E. Wright booked his cookhouse and White Butler placed his sound truck and concessions. T. J. Smith and wife returned to quarters after attending Tennessee and Illinois fair meetings, where he signed a few fairs and celebrations. Recent visitors included Ralph R. Miller, Ed Groves, Mr. Stovall, Cliff Monnett and George Adams. Manager Frank Sutton suffered a big loss when his night club burned February 24. Sutton contemplates rebuilding the club in the fall.
LUCILLE NORWOOD.

Hughey & Gentsch

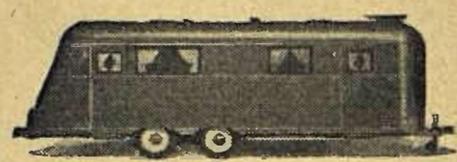
NATCHEZ, Miss., March 2.—Since arrival of Robert Hughey from Chicago and J. A. Gentsch from Laurel, Miss., things in quarters have been humming. Crew of 21 is painting and repairing rides and building new fronts for the Crazy House, Minstrel Show and Ten-in-One. Key Check Harry is coming along nicely with the new bingo stand, which will be managed by Frank Gaskin and wife, Marie. Mrs. C. C. Pontius is in charge of the cookhouse, assisted by Lillian Kriswell, Aunt Hattie Fitzpatrick, Marie Gaskins and Mrs. Lois Gentsch. Shows plan to open March 16. Mrs. Robert Hughey has been ill since arriving from Chicago. While on a trip to Chicago Robert Hughey visited old friends. After opening quarters Gentsch left on a booking tour. The writer spent the winter here working key checks to fair business.
KEY CHECK HARRY HISCO.

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WANT: Cookhouse, Popcorn, Frozen Custard, Candy Apple, Palmistry, Penny Pitches, Fishpond, Merchandise Wheels of all kinds.
WILL BOOK any Ride that does not conflict with what we have.
WANT: Shows with own outfits on a liberal percentage basis.
We play money spots in Jersey, New York and Pennsylvania.
Phone: Humboldt 3-9711 between 2 p.m. and 5 p.m. any day, or write
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ALTON, MO., AUGUST 5 TO 10, INCLUSIVE
Free Acts and Fireworks Each Night. Always Draws Very Large Crowds.
Address: H. L. THOMPSON, Secretary.

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Now contracting Shows, Rides and Concessions.
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Smith & Smith Chairplane
Excellent Shape. Reasonable.
Write BOX D-59, care The Billboard, Cincinnati, O.

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WHAT HAVE YOU???
Have Good Proposition for Rollo-Plane.
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BLUE RIBBON SHOWS

Opening Louisville, Ky., early in April. Will place for 1940, Managers for complete Minstrel Show, Side Show. Will book any Show of merit not conflicting. Concessions all open. Will sell Wheels and Grind Stores exclusive. Ride Help with Truck and Semi-Trailer experience, write, stating experience.
Address: NEW ALBANY, IND.

ALL AMERICAN EXPOSITION SHOWS

For Long Season of Fairs and Celebrations. Can place two or more Shows; also a few more Legitimate Concessions. Want Glass Blowers and Novelty Acts for Circus Side Show. Lecturer for Big Jungle Show. (Curley Prinz write). Address H. V. PETERSEN, Mgr., Tivoli Park, Joplin, Mo.

SECOND-HAND SHOW PROPERTY FOR SALE.
Genuine Shrunken Head With History, sell cheap. \$20.00—Chrome Metal Fun House Mirrors. \$1.65 Pr.—Richardson Rink Skates, all sizes. \$35.00—Concertina, plays rolls, fine tone. \$7.00—Electric Crystal Star, 18 inch, bargain.
WE BUY ALL KINDS OF SKATES AND FOUR-FOR-A-DIME CAMERAS.
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OPENING LAST OF APRIL
Playing under all strong auspices and churches. WANT: Cook House, Pop Corn, Candy Apples, Ice Cream. All Grind Concessions open. Also want Foreman for Ferris Wheel and Chair Plane. No racket.
HENRY BUSHAY,
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ANNOUNCEMENT Elite Exposition Shows

I have bought out the interest of the J. L. Landes Estate in the above shows. Any bills contracted after this date must be verified by myself.—Charles Rotolo.

WANT MANAGER FOR SIDE SHOW. (Have Complete Outfit and Transportation.) WANT TO BOOK: MECHANICAL SHOW, FUN HOUSE, ILLUSION SHOW, BIG SNAKE, ETC. Will make Showmen Good Propositions.
WANT CONCESSIONS—(The following have been booked: Bingo, Cookhouse, Diggers, Photos, Popcorn, Candy and Snow.) CAN PLACE AGENTS FOR BALL GAMES AND SCALES. Will sell Long-Range Gallery, and book, or will book one. SHOW OPENS APRIL 15.
All Address: CHARLES ROTOLO, Owner and Manager, INDEPENDENCE, KAN.

ZIMDARS GREATER SHOWS

OPENING MAGNOLIA, ARK., SATURDAY, MARCH 23
— CAN PLACE —
ROLL-O-PLANE RIDE AND ANY SHOWS WITH OR WITHOUT THEIR OWN OUTFITS THAT DON'T CONFLICT
WILL sell X on the following: Frozen Custard, Cotton Candy, Lead Gallery, Snow and Candy Apples. Also can place Concessions of all kinds—Wheels, Grind Stores and Slum Joints.
CAN PLACE RIDE HELP ON ALL RIDES, BUT MUST BE ABLE TO DRIVE TRUCKS WITH SEMI-TRAILERS. Drunks: You won't last, so don't come on.
Address: ASHDOWN, ARK., until March 21; MAGNOLIA, ARK., March 23-30; Then as Per Route in The Billboard.

WANT—WEST POINT, MISS.—WANT MARCH 18 TO 23

FORTY AND EIGHT SPRING FAIR

Shows—Mechanical City, Big Snake. Jack Thompson wants Dancer for Girl Review; Leona Lee, write. Acts for Ten-in-One, Musicians and Performers for Minstrel Show; Useful Show People, write. Rides—Kiddle Auto, Rollo-Plane, Octopus. Concessions—Can place a few. Write or wire. Palmistry, Frozen Custard open. Want one more Free Act, must be good and price right. Prefer High or Casting Act. Can place 6-Piece White Band with Concession. Walter Lankford, write. Hinds County Stook Show, March 11 to 16.
WALLACE BROS.' SHOWS, Box 1508, Jackson, Miss.

H. P. LARGE SHOWS

OPENS APRIL 1ST NEAR BLYTHEVILLE, ARKANSAS
Will sell X on Cook-House, Corn-Game, Diggers, Popcorn, Custard, Snow, Candy Apples, Rat Joint, American Palmist, Long or Short Range Lead Gallery. Will place any legitimate Concession. Want Shows—10-in-1 or 5-in-1, Minstrel Show, Snake Show, Athletic Show, Girl Revue, Geek Show, Fat Show and Illusion Show. Will place any good, clean Show with own outfit. (25% to office.) Will furnish top to good, capable showman. What have you? Can place Banner Man with Car or Sound Truck. Place any Kiddle Ride. Want Ride Help for Merry-Go-Round, Ferris Wheel, Chair-o-Swing. All people who have been with me in the past, contact me. Robert and Earl Willis, come on. Fairs and celebrations already booked in Arkansas, Missouri, Kentucky, Tennessee and Mississippi. Address: H. P. LARGE SHOWS, Box 803, Jackson, Tennessee. Winter Quarters: 250 E. Deaderlock St.

OPENING MARCH 30TH FUNLAND SHOWS

WANT Arcade. Mr. Haverstick, answer. X on Long Range Gallery, American Camp, Custard, Hoopla, Country Store, Knife Rack, Pitch Till U Win. Spike Wagner, answer for X on Rat Game. Little Beauty, Silo or Monkey Drome. (Will finance any show of merit.) Want young, capable Girls, Dancers and Singers, for Revue; salary certain. All replies:
BOX 128, NEWNAN, GA.

FOR SALE

KIDDIE RIDE, Allan Herschell, 10-Car Model A Deluxe, complete, \$1,000.00 cash.
LIGHT PLANT, 12 K.W., General Electric, D.C., factory job, light weight, mounted on 4-wheel all-steel canopy top Springfield Trailer, \$600.00 cash.
OFFICE WAGON, 14 feet, 2-wheel job with end door, side door, counter grill, extra nice, \$100.00. Small Cook House with Frame; Concession Tops, Fulton, with Frames.
The above items all the same as new, only used 8 weeks.
New Demonstrator Candy Floss, \$50.00. Other Show Property, cheap. Write me your wants.
DUG THOMAS, 304 West McDaniel, Springfield, Mo.

WANT! WANT! WANT!

Good Help in all departments, especially Callers and Counter Men for Bingo; Slum and Grind Store Agents; good Ball Game Workers; Men to handle Platform Scales and Guess Your Age, and good Wheel Agents. Will book or buy nicely framed Long Range Gallery. Address SAM GORDON, Rubin & Cherry Shows, Box 1875, San Antonio, Texas.

With the Ladies

By VIRGINIA KLINE

NORTH LITTLE ROCK, Ark., March 2. —The morning I left Fort Meyers, Fla., I heard a new way of saying a certain person, was not to be believed. Two women were discussing the future route of their show when one of them said she had heard a woman say that the next town would be a certain city, but added: "But you know her mouth is no prayer book." I thought it quite a gentle and ladylike way to call attention to the non-truth-telling qualities of her friend. At Sarasota, Fla., we called on Mr. and Mrs. Alf Sprague and son and daughter-in-law, Mr. and Mrs. Ronny Sprague. They own and operate the Lake Lansing Park at Haslett, Mich., and motor down to Florida each winter in their house trailers and fish and rest all winter to be ready for the summer at their park. This winter the men were busy with a new sailboat which they used early and often for fishing. The women have taken up a new form of amusement. They make beautiful pictures of tiny shells which are gathered at the beaches or, if a different color is wanted, they buy them to form these delicate little paintings. Mrs. Sprague gave me one and when held at a distance it looks like an oil painting.

At Tampa, Fla., there were a few showfolk trying to enjoy the weather, but it was still very cold. At Hennies Bros.' Shows quarters, the Casa Blanca Mr. and Mrs. Harry Hennies, Mr. and Mrs. Bill Kemp, Mr. and Mrs. Walter Kemp and Mr. and Mrs. Denny Pugh were spending the evening together. Mr. and Mrs. Clint Nogle called to bid them good-by before returning to quarters in Shreveport, La. Mrs. Jackie Dondlinger was called to Corpus Christi because of the illness of her daughter. The morning we left we had breakfast with Jimmy Morrissy, Baker-Lockwood Co.

At Crystal River, Fla., we called on Mr. and Mrs. W. J. Bunts, Crystal Exposition Shows. They have built three cottages for the family and are planning a group of them to accommodate visitors, fishermen and showfolk who visit and stay overnight. Mr. and Mrs. Bunts keep mighty young looking after Granddaughter Dorothy Bunts. They also have a new boat and invited us to stay and fish, but there is always work to be done, so we drove on. I had a good look at Mr. and Mrs. Curtis Velare's new home in Crystal River. They were not home, so we were unable to visit, but the home is the most modern and striking I have seen for some time.

At Bainbridge, Ga., we met some showfolk who were new to us. They were Mr. and Mrs. T. E. Rich, of Tom's Amusement Co. They were not strangers long, however, as they are the hospitable type and soon we were talking show business like we had known each other for years. Tom is remodeling and rebuilding an old colonial home for his daughter and son-in-law. At Birmingham Jack Baillie was carrying on with Dodson & Baillie Shows in the absence of Mel Dodson. This is his first year as owner and he says he is getting some valuable information first hand. At Monroe, La., we just missed the Louisiana Fair meeting because of a little engine trouble that delayed us at Birmingham. We called on Mr. and Mrs. C. W. Naill, of C. W. Naill Shows. They have a new home which Mrs. Naill told me called for windows reaching the floor in the living room. This had to be modified, however, as their Scotty dog, Jennie, insists on playing roughly with a coconut and they were afraid she might go right thru the windows when she got excited. Mrs. Irving Miller, Mrs. Naill's sister, was visiting her from Southern Louisiana and

helped Mrs. Naill serve us delicious home-made cake and 10-year-old home-made wine.

We spent Sunday in Shreveport, La., and went out to see Mr. and Mrs. S. B. Doyle, of Mimic World Shows. We had an enjoyable visit and during the serving of cocktails I learned what had been wrong with my mixture of Ramos gin fizzes. Mr. Doyle told me a generous dash of vanilla is necessary and that I should never use milk in the mixture. It must be cream. It pays to have an expert tell you these things, and Mr. Doyle is an expert in mixing Ramos gin fizzes. At Shreveport I also had the pleasure of being invited to see W. R. Hirsch's collection of elephants. Collection is housed in a special-built room adjoining his popular year-round office over the grand stand at Louisiana State Fair grounds. The room has knotty pine walls and hundreds of shelves of all sizes covered with pictures of every size, color and make of elephant, many of them from foreign countries. There is an open fireplace of rocks, brought by Hirsch from all over the country, and the mantel shelf is a half-log of Louisiana pine, polished and smooth on top and rough and natural on the bottom. There are tables with pictures of elephants stenciled on them. There also is a complete kitchen with ice box, cupboards and a full set of serving dishes for a large crowd. Salt and pepper shakers are in elephant shapes, as are the teapots and many other useful items.

There is a 14-month-old mounted elephant. This elephant is in a little alcove with a jungle background. Hirsch has an unusual collection and a more unusual housing for it. Clint Nogle arrived in Shreveport and was pleased over the fact that he had gone to Florida instead of putting his arcade in a building as he did last year. The building had burned to the ground with all the stores. Mr. and Mrs. Jackie Dondlinger placed their photo gallery in this building and it was destroyed. Nogle has been in the picture business a long time and I remember when he was with Patterson Shows he bought a donkey with which customers were to have their pictures taken. All went well until he heard his outside man, Joe King, saying to passersby: "Come in and have your pictures made while you wait with the donkey." Clint then sold the donkey and bought an imitation automobile for the purpose.

At Ashdown, Ark., we found Zimdars Greater Shows in quarters. Mrs. Harry Zimdars attended the Dallas fair meeting, but had been ill ever since with the flu. She was better when we stopped, but still not well enough to make a trip that she had planned to her home in Dallas.

SIMPSON REJOINS ACA

(Continued from page 38)
been associated with many of the leading organizations in his long career in the business.

Whether he will be given a permanent portfolio with Royal American Shows, Beckmann & Gerety Shows, Rubin & Cherry Exposition or Hennies Bros.' Shows, all associated in the amusement corporation, was not divulged. Since last December Simpson has been general representative for Dodson & Baillie Shows. He was on the staff of the ACA when it was organized 18 months ago.

Museums

Address Communications to Cincinnati Office

Weather Hurts Kortés in Cleveland; N. O. Is Good

CLEVELAND, March 2. — Inclement weather somewhat hindered attendance at Pete Kortés' World's Fair Museum's fourth week at 1511 Euclid avenue here. Strong opposition from the Grotto Circus did not help the situation. At this writing, however, business has returned to normal. Three new attractions—Sealo, seal boy; Edema, human auto tire, and Prince Dennis, movie-midget star, and wife, Lady Ethel—joined here.

General Manager Kortés returned from a Southern business trip. Local papers are liberal with space, and Prince Dennis and Waldrons, glass blowers, were subjects of a feature story in a Sunday sheet. Daily remote broadcasts over Station WHK are getting results. Visitors

HILDERBRAND ROSTER

(Continued from page 38)

in front of the marquee proved a financial asset and afforded more free publicity than any other advertising medium yet undertaken.

Owner O. H. Hilderbrand was ill but is slowly recovering. Irene Brooks returned from a visit with her family in Phoenix, Ariz. General Agent Lucille King left on a Northern tour. She recently purchased a new car. Special Agents George and Ruby Morgan left for Bakersfield, Calif., and Mr. and Mrs. Earl Richardson's cookhouse continued to be the mecca of all visitors. Mr. and Mrs. Earl McCann's Athletic Show topped shows, while Merry-Go-Round led rides. Mildred Sparks' bingo was next among concessions. New designs for repainting of the trucks were made by Delbert McCarthy.

Work at quarters on the No. 2 circus unit, under direction of Cleo Qualls, progresses. Mr. and Mrs. Ralph Balcom entertained visiting showfolks in their housecar, as did Hazel Fisher and Verna Seeborg. Secretary John H. Hobday made several special trips visiting his family in Altadena, Calif. Manager Manfred Stewart is rapidly getting equipment into shape. Four Skyrockets and Charles Soderberg, free acts, did not appear here, but will return show's Fullerton, Calif., engagement. Margaret Balcom is marquee mistress and official greeter.

Line-Up

O. H. Hilderbrand, owner; Manfred Stewart, manager; Lucille King, general agent; John H. Hobday, secretary, treasurer and publicity; Mr. and Mrs. George L. Morgan, special agents; William Summers, chief electrician; William Holloway, assistant; George Vanderhoef, master mechanic; Joe Humes, Chick Caruthers, assistants; Delbert O. McCarthy, painter and sound technician; Bobby Turner, assistant; marquee, Margaret Balcom, tickets; Robert Key, ticket taker; George Warren, watchman.

Concessions: Cookhouse, Earl E. and Minnie Richardson, owners; Chuck Fallon, chef; Herbert Blum, second man; Dutch Steiner, fry cook; George Hunt, Frank Gates, Lloyd Schimmel and Robert Wright, counter men; Carl York, griddle; Mrs. Minnie Richardson, cashier. Pop corn and candy floss, Hazel Fisher and Vera Seeburg. Privilege car, Thomas Miller and John Danziel, operators; Jimmie Culbertson and Pat Shugrue, assistants. Bingo, Mildred Sparks, owner; Josephine Carmody, Tommy Hazlett and Barbara Worthington, agents. Penny pitch, Peter Richards and Matt Boestler. Blanket wheel, Eddie Hamilton; Grate Holmes and Bert Youngerman, agents.

Nail store, Ralph Balcom and Arthur Sturtevant; diggers, William and Frank Dykes; long-range lead gallery, Miles Nelson and Kearney Tuohy; air-gun gallery, Al Bozart and Ethel Cartwright; bottle game, Joe Gass and Mickey Hurley; Romany Camp, Louis Ristack, Helen and Lizzie Ristack. Balloon store, Katherine Hugely and Bob Winstanley; knock 'em over, Bill Beauchamp and Swede Thorwaldsen; swinging targets, Sid Saustadt and Joe Bistany; jewelry, Henry Glass and Myra Stevenson; scales, Al Myers; coon dodger, Jack De Salvo, Shep Leonard and Kenny Harrison; slum wheel, Leo Sachs and Jack Bernstein; photo gallery, Joe Goad, Vera Goad and Nellie Amherst; pitch-till-you-win, Mrs. E. Gartner and Philip Womstadt; string

game, Billie Murchisin and Martie Quillan.

Rides

Ferris Wheel, John Metzgar, foreman; Harold Weaver, second man; Ed Fry, platform; Martha Morton, tickets. Merry-Go-Round, Dave Pennington, foreman; Dave Shannon, second man; Toubou Votillo, assistant; Jennie Parmelee, tickets. Loop-o-Plane, Alfred Tennyson and Joe Thomas. Kiddie Autos, Robert Utkin, Mrs. G. H. Anderson. Kiddie Airplanes, Reggie Marion; Marie Jackson, tickets. Rolloplane, Mr. and Mrs. Joe Davies, owners; Joe and Manuel Navarro, operators. Pony track, Gus Lantz; Teddy Oearson and Ed Haverman, assistants. Mix-Up, Harry Faulkner and Nat Percival.

Shows

Hi Hat Revue, Mr. and Mrs. Jack Arnott, operators; Lorene Fielding, Harriet Huntley, Rosita LaVall and Mickey Maxwell; Jack Ransom, front. Athletic, Mr. and Mrs. Earl McCann, operators; Tuffy Jones, Manuel Pardello, Big Boy Meadows and K. O. Heatherly; Bud Antoine, front. Boulder Dam, Joe Farnsworth and Meda Kittleson. Congorilla, Mr. and Mrs. Joe Lewis, owners-operators. Illusion, Prof. Art Dennehy, magic; Vera Graham, Louis Novito and Bell Knudsen.

Free acts: Hilderbrand's elephants, William Wright, Stuey Bernard and Mrs. Becky Wright. Foix lions, Dean Foix, George and Thelma Whitman, Nelson Puryear; Capt. Charles Soderberg; Hollywood Skyrockets, Reggie Marion, Charles Marshall and Mr. and Mrs. Al Keenan; Robert De Morchaud, Australian whip cracker. Show has a pay gate.

UNDER THE MARQUEE

(Continued from page 32)

in Fort Worth, Tex. This will be the first time this rodeo has featured such a prominent circus performer as one of the specialties.

Circus Owner's Lament

There is not a thing to wonder about,
Oh, no, nothing at all, say you!
The show will play out the full-season route,
No need to be worried or blue.
The good old sun will shine on each show day
And on Sunday will come the rains;
With a warm spring to pull the crowds,
There'll be no headaches, no backaches, no pains.

Ah! If this first stanza were only true,
If only in part crowds were there,
A happy life for the showman 'twould be,
And the fun those with him could share.

But let us not kid ourselves in the least,
Let us be sure to face the facts;
A tremendous change is now here—and how!

We are dealing from different stacks,
You're racking your brain and stroking your hair

To cope with the trend of the times,
Yes, playing all cards from the deck of shows,
To bring back the march of the dimes.

The knaves and the dreamers give their advice—

But what Barnum did years ago
Will scarcely apply to the modern age.

Those things will not fit today's show.
With bank nights, prize fights and radio plays,

Baseball and football by light rays,
Stunt nights and cock fights and war news to hear,

And grocery stores peddling beer,
'Tis tough for thrills of the high acts to please,

Like the young man on the trapeze,
There're horses and ponies, elephants, too,

But towners say: "That's nothing new!"
They want something different like scatterbrain songs,
Modern, that means, to get the throngs.

What brought such a change—do you want to know?

The old flivvers have made things so.
Radio, too, has been doing its share,
To hurt the circus everywhere.

But showmen were destined by Providence
To entertain at any expense.

What we need is co-operation by those
Of the circus whose life they chose.
All should keep up the work and things may change;

A revival is nothing strange.
So let's hope for a break, even if slow.
Blow that whistle—"On with the show."

PAUL M. LEWIS.

Hutchens Modern Museum

— WANTS —

One Real Freak to feature and other attractions, to open in March for a long season, opening with Ward Shows, Baton Rouge, La. Musical Stevens, answer. Girl for Blade Box. All people contracted answer. Address Cassville, Mo., until March 6; then Apt. 1, 1303 Beauregard Ave., Memphis, Tenn.

TILLEY SHOWS WANT

High-class Penny Arcade. Good proposition for flashy live Pony Ride. Shows—Mechanical, Illusion, Motordrome or any worth-while attraction. Concessions—Pitch Till You Win, Fishpond, Ball Games, Bowling Alley, Hoop-La, Hi Striker or any 100 Grind Store. (Stock only, no coupons.) Want—A-1 sober, experienced Truck Mechanic. Address: BOX 297, LADD, ILL. P.S.: Jack DeVoe, get in touch with me at once.

Sponsored Events

Veteran, Lodge and Other Organization Festivities

Conducted by **CLAUDE R. ELLIS**

(Communications to 25 Opera Place, Cincinnati, O.)

Savannah Festival Will Have Big Fun Zone and Parades

SAVANNAH, Ga., March 2.—Coastal Empire Paper Festival of 1940 here will present a Trade Exposition, street parades, street dances, mardi gras, amusement zone, yacht regatta, queen's coronation ceremonies, big league baseball and a treasure hunt. Location on the Savannah River will permit operation of a royal barge upon which the royal court of the festival will arrive. River activities committee is aided by Asa B. Candler, Atlanta, with a committee of executives of shipping companies, tugboat companies and other marine organizations.

Amusement Area will present Johnny J. Jones Exposition in Daffin Park in the residential section, first time in 12 years that a midway has been within city limits. Trade Exposition in City Auditorium will consist of three-dimensional displays, many of them animated. Manufacturers of nationally known products and federal forestry divisions, including federal laboratory, Madison, Wis., have taken practically all of the exhibit area.

Parades will start with the Mimmers' parade of more than 1,800 on a Monday night and ending with the grand festival parade of floats on a Saturday. More than 60 floats are under construction.

Revue Set for Kan. Show

NEWTON, Kan., March 2.—James B. Fronkier, entertainment committee chairman of seventh annual six-day Merchants' Trade Show to be held in the auditorium here, announced contracting of B. C. Truex's *Broadway Sensations* as stage attraction. Show will contain the Merry Swingsters Orchestra; Harrison's, cycling duo; Comedy Cloyd, cyclist; Bill Irwin, comedy tumbler; Two Bills, clowns; Barth Duo, teeterboard; Bradford Family, pyramid building and tumbling; Great Mortoni, magician; Barth and Maler, trapeze, and Giovanni and August, instrumentalists.

Acts To Feature Ohio Fete

TORONTO, O., March 2.—Extensive preparations are being made to make the seventh annual celebration here under auspices of the Kiwanis Club the best yet staged, reports G. Lockhart, concession chairman. Event will be held on streets. Several shows and concessions have been booked for the midway, construction of which will be supervised by L. Putt. Free acts will be a feature and there will be band concerts, parades and popularity contest. There will be a special day when inmates of Jefferson County Children's Home will be guests of the management and given tickets for midway attractions.

Attractions for N. C. Fete

SMITHFIELD, N. C., March 2.—Stage production, concessions and nightly dancing are to be featured at four-day Spring Fair and Festival here in Wallace Warehouse No. 2 under auspices of the Lions' Club for benefit of sight conservation work and the blind, reports J. S. Roberts, manager. There are also to be a public wedding, old fiddlers' convention and auto and fashion shows. M. A. Morgan, club president and county agent, reported that 4-H clubs and county schools will be active with exhibits and that about 50 merchant booths are expected. On the entertainment committee are Tom and L. E. Watson Jr., B. G. Mattox and E. M. Massey.

IRVING GROSSMAN, Des Moines representative of the Gus Sun office, has booked acts for the Show of Progress to be held four days in Hastings, Neb., under auspices of the Junior Chamber of Commerce. Acts booked include Betty Reed, Bob Shalton, Pan Merriman, Lang and Lee, Dare-Devil Dalton, June and Roberts and Eight Dancing Debs.

Shorts

MIDWAY attractions and free acts are planned for annual three-day Quaker City (O.) Home-Coming Celebration.

ALTHO he plans to manage five fairs this year, A. J. Grey, of A. Grey Productions, Greenville, N. C., has entered Veterans' Hospital, Kecoughtan, Va., for operation and treatment and would appreciate letters from friends.

RIDES of Emshoff Amusement Co. and Barnes-Carruthers free acts have been booked for 18th annual three-day Fall Frolic in Mount Horeb, Wis., under auspices of the Chamber of Commerce, reports Jorgen M. Moe, secretary. Ralph Fosshage is chairman and B. E. Dahlen is treasurer.

MILWAUKEE (Wis.) Midsummer Festival Commission on February 27 asked the county board to contribute \$5,000 to the 1940 festival, as it has in previous years, and at the same time submitted a financial statement showing the festival has total assets of \$22,314.38.

SECOND annual Independence Day Celebration, featuring rides, concessions, fireworks, amateur rodeo and free barbecue, is to be staged by Hotchkiss (Colo.) Booster Club on Delta County Fair grounds, reports Ronald Schlangen, program committeeman.

J. R. EDWARDS reported his shows have been signed for Ashland (O.) Volunteer Firemen's Jubilee Week. There will also be free acts and contests.

ENTERTAINMENT and special events will be featured nightly at the seven-day Home and Builders' Show in Rayen-Wood Auditorium, Youngstown, O., under auspices of General Contractors and Builders' Association, said Executive Secretary Leo F. Heller. Armour R. Altman is manager.

PALISADES CHANGES

(Continued from page 36)

for a second year, but in a new location, will make the eastern end of Palisades one of the most active, with New Yorkers on Riverside drive across the Hudson being able to see the jump.

Bookings on Increase

In addition to improvements on the Hudson River side, an entirely new midway will be created at extreme north-western portion, it was announced. Boomerang, also at the fair last year, has already been moved in and set up on site of Palisades Flyer, which has been moved back. One other ride and several refreshment stands are carded for the midway. Killer Diller, novelty walk-thru, will be erected next to the Ferris Wheel. Smoked turkey stands and French fried banana booths will join the regular line of eat-drink concessions.

In the promotion and picnic departments, supervised by Charles C. (Doc) Morris, bookings are reported ahead. On the advertising and publicity side, with the Bert Nevins office in charge, an ambitious program is on the hook. A larger appropriation has been set aside and boards, car cards and newspaper ads will be used. In addition, the park will have two radio network wires. Name bands will be engaged for week stands, playing for dancing at Casino bar on an alternating system with regular house band, plus doing the regular stint at the free-act stage. This will mark the first year of double-duty policy for the namesters.

NEW RIVERSIDE

(Continued from page 36)

a rustic bridge and possible damming of the brook which runs thru the grounds. Either the ballroom or a special building will be available for displays, exhibitions, hobby and other shows.

Midway buildings will be in the same position as formerly but they will be treated in modernistic style. New fronts will be erected, some from designs by W. E. Robinson Patrick, Springfield architect. Entire midway will be filled

in with traprock and covered with asphalt, eliminating dust and providing better walking. Flowers will be set into small midway areas. Park is a natural scenic area and a landscaper will work out a complete scheme. Park entrance will be widened to extend 60 feet across and provide two traffic lanes, one leading to the theater section and the other to the new parking area. To provide easy parking, Roller Coaster near the main entrance has been dismantled.

Boat transportation to the park is being taken up with the rivers and harbors division of the army engineers. Whether floods and the 1938 hurricane have affected the river bed will be determined by a survey. Management is studying the adaptability of the park for various types of sports. Among projects is a new diamond for regular baseball and soft ball teams. The drive-in theater, which has been open the past two seasons, will be operated by the new management.

Name Bands Weekly

Dance pavilion policy will be name bands on one or more nights weekly. Ballroom is 100 by 210 feet, with traffic space of 18,000 square feet and dancing space of 12,000 square feet. New underpinning has been constructed and a floor of Michigan maple will be laid, with new lighting effects for ceiling, band stand shell awnings and interior decorating. Seating area on the bank leading to the hall will be reconstructed. Green Gables restaurant in the park will be reconstructed and decorated with new cocktail lounge and dining facilities. Plans also call for a popular-priced restaurant on the midway. Management is considering adapting the ballroom for Sunday pop concerts, swing sessions, personal appearances of stage stars and erection of a stage for proper presentation of shows. There is also study of a summer theater and summer stock company under way.

Swimming pool, originally erected at a cost of \$75,000, will be converted into a paddle pool and water sports area. Animal farm will comprise about 30 cages and five corrals. Plans call for a stadium seating about 3,000 in space allocated for performing animals. Management has already purchased woodchucks, prairie dogs, porcupines, opossum, fitch, coons, owls, wildcats, badgers, coyotes, civets, male peacocks, bears, puma armadillo, kangaroos, peccary, leopard, monkeys, camel, llama, fox, deer, pheasants, waterfowl pond, mallards, helmeted fowl and an elephant.

While one Roller Coaster is being dismantled, the other Coaster may be reconstructed. Roller-skating building will be reconstructed, with new underpinning and a floor of Michigan maple. Rink space of 12,500 and skating surface

of 9,000 square feet will be available. New interior and exterior decorations, Hammond organ and new skating equipment will be provided.

CROWLEY OPENING

(Continued from page 38)

opening day but is back at work. Advance left for Austin, Tex., last Saturday. President Don Hendrix, Junior Chamber of Commerce, and Committeemen Jerry Thornell, E. R. Mauldin, S. B. Umphrey and Chandler Hoag were on the lot nightly assisting show officials. Five ponies broke from their stalls one night and led searching parties on a 24-hour chase before being rounded up.

TERRELL VISITS R-B

(Continued from page 30)

to this country, it is understood. Activities at quarters have speeded up markedly. North expressed himself as highly pleased with the appearance of the quarters.

Record Attendance

Attendance, particularly on Sundays, when a full-hour training session is given at the new outdoor arena, has been heaviest on record this winter. Regular bleacher accommodations for 2,000 have been filled every Sunday since the first of the year.

R-B will give the customary co-operation to the Sarasota Junior Chamber of Commerce for the annual Pageant of Sara de Sota, North said. The show is called upon to provide animals and performers for the parade spectacles of the pageant, bleachers for various events and tents for the county fair exhibits. The annual Sarasota County Agricultural Fair is staged during pageant week.

During pageant week the Doll family, show midgets who own a home in Sarasota, plans to christen its new yacht, a palatial 16-footer. Name of the boat will be Little Skipper.

Wanted Rides and Shows

For
FIREMEN'S CARNIVAL

The Week of July 4th.
Write **GEORGE E. WOLFE**, P. O. Box 82,
Herndon, Penna.

WANT

Diversified Comedy Entertainment (no Leg Show), one hour, three days, March 27 to 29, for **FAIRVIEW TRACTOR & EQUIPMENT EXPOSITION**.

WAYMAN CORNELSEN, Fairview, Okla.

KENTON COUNTY, KENTUCKY, CENTENNIAL

Sponsored by a Distinguished Committee Appointed by
Kenton County Fiscal Court

Latonia Race Track—June 14-23 Inclusive

Bids for Concessions, both large and small, will be opened Wednesday, March 20th. Inquiries and bids are invited immediately from outstanding carnival organizations.

JOHN R. WALSH, Executive Director,
130 Park Place Tel.: Hemlock 1020 Covington, Ky.

HOMECOMING AND LIVESTOCK SHOW

CUBA, MO., JULY 25, 26 and 27, 1940

Now booking legitimate Concessions, Midway Shows and Free Act. Want at Once—
Reputable Catalogue Advertising Salesman. Write **A. M. MUNRO**, Cuba, Mo.

COASTAL EMPIRE PAPER FESTIVAL

G. HODGES BRYANT, Exec. Director

SAVANNAH, GA., WEEK OF APRIL 1ST

The first Midway in the city limits for 12 years. This show supported heartily by merchants, industries, banks and civic organizations. Parades, nationwide free trade show, big league base ball, **JOHNNY J. JONES EXPOSITION** and mardi-gras.

WANT: All legitimate Concessions only. Bingo, Custard and Games that work for Stock. (All Concessions under festival directors' supervision.) No Grift. No Roll Downs or Coupon Stores. No Diggers, Penny Pitch, Nails, Spindles or G. Wheels. Everything legitimate open. No X. Footage limited.

The South's greatest Queen contest now under way. We have 146 candidates for Festival Queen from thirty-six counties of the Coastal Empire. Each book of tickets carries an admission to the amusement zone. If the weather is right we anticipate a minimum of 100,000 in attendance at the amusement area. Pot of Gold Treasure Hunt ends on the midway nightly.

Classified Advertisements

COMMERCIAL

10c a Word

Minimum—\$2.00. CASH WITH COPY.

Set in uniform style. No cuts. No borders. Advertisements sent by telegraph will not be inserted unless money is wired with copy. We reserve the right to reject any advertisement or revise copy.

FORMS CLOSE (in Cincinnati) THURSDAY
FOR THE FOLLOWING WEEK'S ISSUE.

Advertiser's Name and Address must be counted when figuring total number of words in copy.

NOTICE

Due to the expense of postage necessary for the forwarding of mail addressed to "blind" ads, or those using a box number in care of The Billboard instead of their name and address, an additional charge of 25c is necessary to cover this service. Therefore when figuring the cost of publishing your advertisement kindly add 25c for the forwarding of replies.

AGENTS AND DISTRIBUTORS WANTED

ADVERTISING BUSINESS MADE ME \$10,000
Sparetime—Start at home without capital. Free booklet tells how. **NEUMEYER**, Box 18E, Weatherly, Pa. mh16x

AGENTS, SALESWOMEN, DISTRIBUTORS,
Pitchmen, Demonstrators—Amazing opportunity. Earnings almost unbelievable with this new product. "Rinse-N-Save" resists runs, snags in hosiery, lingerie. Amazing demonstration sells women instantly. 25c item, marvelous repeat. Write at once for protected territory. **NASOL MANUFACTURING COMPANY**, Youngstown, Ohio. mh16x

BIG MONEY TAKING ORDERS—SHIRTS, TIES,
Hosiery, Underwear, Pants, Jackets, Sweaters, Uniforms, etc. Sales equipment free. Experience unnecessary. **NIMROD**, 4922-A Lincoln, Chicago. mh30x

BIG MONEY APPLYING INITIALS ON AUTO-
mobiles. Easiest thing today! Free samples. Also sideline salesmen for short order Decalcomania Name Plates. "RALCO," 1305 Washington, Boston, Mass. x

HAVE YOUR OWN STORE ROUTE — SELL
Sievers' Carded Specialties. Profitable, fast-selling merchandise. Write **SIEVERS SALES CO.**, Fort Wayne, Ind.

KEY CHECK STAMPING OUTFITS — BIG
profits stamping Checks, Name Plates, Social Security Plates. **THE ART MFG. CO.**, 303 Degraw St., Brooklyn, N. Y. mh23

MAGAZINE, BOOK MEN — HERE'S THE NEW
deal you have been waiting for. We will guarantee our \$3.90, \$5.20, \$7.80 deals to be greatest money makers in the field. Write for proof. **PUBLISHERS' CIRCULATION SERVICE**, Dept. BB-1, 407 S. Dearborn, Chicago. x

MOST COMPLETE SIGN LINE IN THE COUNTRY—Beautiful Silver Lite Signs sell to all stores, offices and shops. 400% profit. Details free. **BUTTERWORTH**, 93 Charlotte, Detroit, Mich. mh9x

SNAPPY BOOK ON CONFUCIUS—ALSO HUNDREDS
other fast selling novelties. **LA FRANCE JOKE PARLORS**, 55 Hanover St., Boston, Mass.

WHERE TO BUY AT WHOLESALE 500,000
Articles. Free Directory and other valuable information. **MAYWOOD B. PUBLISHERS**, 1107 Broadway, New York. ap6x

ANIMALS, BIRDS AND PETS

A FRESH SHIPMENT IGUANAS—ALSO HAVE
Monkeys, Chimpanzees, Sloths, Agoutis, Capybaras, Pumas, Badgers, Peccaries, Coati-Mundis, Macaws, Parrots, Parrakeets and plenty of Snakes. **SNAKE KING**, Brownsville, Tex. mh16x

ARMADILLO BASKETS, LAMPS, NOVELTIES—
Odorless, treated to last. Different. Also Live Armadillos, good feeders, perfect specimens. Write for prices. **APELT ARMADILLO FARM**, Comfort, Tex. mh30x

FOUR TRAINED DOVES AND PROPS — REAL
act complete. Work for anybody. Safe arrival guaranteed. Fifteen dollars. **THOS. FINN**, Hoosick Falls, N. Y.

SHEPHERD PONY MULES — 35 TO 42 INCHES
high; 3 and 4 years old. Sound. **BUCK BANARD**, General Delivery, Columbus, O.

SPECIAL — ARMADILLOS, \$2.00; KANGAROO
Rats, \$2.50 pair; Snookum Bears, \$14.00; Ocelots, \$25.00; Wild Cats, \$7.00; Badgers, \$8.00; Donkeys (Burros), tame, \$18.00. **NATIONAL PRODUCTS COMPANY**, Laredo, Tex.

BOOKS, CARTOONS, INSTRUCTIONS, PLANS

AN UNUSUALLY MYSTIFYING TRICK—EASY
to do; no cost for materials. Send \$1.00 cash. **ROWLAND CROSDALE**, Berwyn, Pa.

PUNCTUATION AT A GLANCE — A WRITER'S
Handy Reference Chart printed on vellum, 25c. **ROYAL PUBLISHERS**, Box 93, Milton, Mass. x

THREE DIFFERENT TYPES FOLDERS AND THE
fast-selling Wiggling Magnetic Dogs, all for 25c. **LA PLACA**, 555 Liberty Ave., Brooklyn, N. Y.

BUSINESS OPPORTUNITIES

JOSSERAND DRIVE-IN THEATRES—EXCLUSIVE
territorial rights to build under new Double Parking Patent. For sale on cash and royalty basis. **506 REPUBLIC BLDG.**, Houston, Tex. mh9

"NEW MONEY MAKERS," 70-PAGE MAIL
Order Magazine, prints hundreds new, novel, spare-time plans each month. Copy, 10c. **D. MARVIN**, Publisher, 330 S. Wells, Chicago. mh9

SACRIFICE TO GOOD SHOWMAN — BEAUTIFUL
Small Town Theatre, because of other business. **GEORGE KOENIG**, 316 N. Sheridan Rd., Peoria, Ill.

10c WILL BRING YOU "GREAT VALUES"
with "Golden Opportunities" and "Money by Mail." **CAVINESS MAIL SERVICE**, Haines City, Fla.

COIN-OPERATED MACHINES SECOND-HAND

Notice

Only advertisements of used machines accepted for publication in this column. Machines of recent manufacture and being advertised extensively in The Billboard by manufacturers, distributors or jobbers may not be advertised as "used" in The Billboard.

A CATALOG SHOWING 500 RECONDITIONED
Machine Bargains—All types. Write for free copy. **BADGER NOVELTY**, 2546 N. 30th, Milwaukee, Wis. ap20x

A BARGAIN — 4-IN-1 ROTARY VENDOR,
\$5.95; Bingo Counter Game, \$5.95 each; Challenger, floor sample, \$18.50 each, and others. **AJAX COIN MACHINE EXCHANGE**, 441 Elizabeth Ave., Newark, N. J.

CAN USE 10 EVANS TEN STRIKES — WILL
pay \$100 each. **SANDOW**, 47-20 42d St., Long Island City, N. Y.

FOR SALE — 5 EVANS 1939 TEN STRIKES,
practically brand new, \$159.50; 5 Rock-Ola World Series Baseball, clean, \$47.50; 5 Wurlitzer 600s, '39 Phonographs, \$179.50; 5 Wurlitzer 500s, \$219.50; 8 9-Column DuGrenier Cigarette Machines, \$49.50; 8 7-Column DuGrenier Cigarette Machines, \$34.50. All above in A-1 condition. Send one-fourth deposit. **FRANCO NOVELTY COMPANY**, Box 927, Montgomery, Ala. mh9x

FOR SALE — PHOTOMATON. ORIGINAL,
slightly used, many extras, \$200. **SANDOW**, 47-20 42d St., Long Island City, N. Y.

FOR SALE — EIGHTY SEEBURG PHONO-
graphs, old and like new models. All on locations in Oklahoma City. Write **BOX 316**, Oklahoma City, Okla., for further information.

FREE PLAY GAMES — ZIPS, BOUNTY, CIRCUS,
Ragtime, Contact, Sparks 1c Cigarette Reels, Token Payout, \$15.00 each. **PHONOGRAPH SERVICE**, Columbus, Miss.

FREE PLAY 1-2-3, \$59.50; CONTACT,
Spottem, \$20.00; Mills Blue Fronts, \$25.00; Chiefs, \$19.50; Kentucky Club, \$45.00; Penny Q.T., \$15.00. Deposit. **KY. GUM CO.**, Louisville, Ky.

LATE MODEL FREE PLAY GAMES — BIG SIX,
Lucky, Nippy, Mr. Chips, \$49.50 each; Super Charger, Bowling Alley, \$50.00 each; Oh Boy, Follies, \$59.50 each; Punch, Pick 'Em, \$54.50 each; Ocean Park, \$40.00; Follow Up, \$39.50; 1-2-3, \$79.50; Triple Threat, \$29.50; Gold Cup, \$125.00; Lucky Strike, \$75.00. Send one-third deposit with order. **LEHIGH SPECIALTY CO.**, 2d and Green Sts., Philadelphia, Pa. x

PAGES REELS — LATEST MODEL, LIKE NEW,
\$90.00. 1/3 deposit with order. **E. E. ALLEN**, Augusta, Ga. mh9

REBUILT MILLS PUNCHING BAGS, LIFTERS,
Grips, Striking Clocks, Love Meters, High Strikers, etc. Send for list. **A. M. JOHNSON**, 57 St. Marys Rd., Buffalo, N. Y.

RECORD SALE — GOOD USED RECORDS,
\$5.00 per hundred. Satisfaction guaranteed. Dance, Hillbilly, Race or Assorted. **MONROE VENDING COMPANY**, 2918 S. Grand St., Monroe, La. mh9x

SACRIFICE — NINE MILLS FLIP SKILLS,
like new, penny play, \$15.00 each. 1/3 deposit with order. **BRODIE COMPANY**, 3311 Ross, Dallas, Tex.

SALE — WALL PUNCHERS, LIFTERS, ELECTRIC
Shockers, Peanut and others. Trade for Arcade Machines. **AUTOMATIC REPAIRS**, 1220 S. 5th, Philadelphia, Pa. mh16

SEEBURG CHICKEN SAM RAY-O-LITE—LIKE
new, \$145.00. 1/3 deposit, balance C. O. D. **F. O. B. New York**. **ABBY MARKS**, 6614 Myrtle Ave., Glendale, Long Island, N. Y. mh9x

WANT 100 USED WATLING SCALES — DE-
scribe fully in first letter. **C. CRASSONS**, 4421 S. Liberty St., New Orleans, La.

TEN EVANS 1939 TEN STRIKES — SEVEN
weeks old, perfect condition, \$150.00. Add \$5.00 if crated for shipment. One-third down, balance C. O. D. **E. A. PRICE**, 306 Third St., Baton Rouge, La.

THREE BUCKLEY TRACK ODDS, TWO FLASH-
ing Ivories, Consoles, latest, best models, \$190.00 each. **TENNYSON & CO.**, 1232 Belmont Ave., Chicago.

WRITE FOR LIST OF COUNTER GAMES, PIN
Tables and Slot Machines. All models, low prices. **A. L. KROPP**, Tuscaloosa, Ala. mh9

WURLITZER P-12s, \$29.50; 412s, \$37.50;
616s, \$79.00; 24s, \$132.50; 600s, \$185.00; 500s, \$225.00. All machines in A-1 condition. One-third cash with order, balance C. O. D. **AMUSU NOVELTY COMPANY**, Spartanburg, S. C. x

5/8" BALL GUM, FACTORY FRESH, 12c BOX;
Tab, Stick, Midget Chicks, every Vending Gum. **AMERICAN CHEWING**, Mt. Pleasant, Newark, N. J. ap6x

COSTUMES, UNIFORMS, WARDROBE

INDIAN RELICS, BEADWORK, CURIOS,
Weapons, Old Glass, Catalogue, 5c; 5 Arrowheads, 20c. Eagle Feather Indian War Bonnet, \$9.00, fine. **INDIAN MUSEUM**, Osborne, Kan. x

FORMULAS

THAXLY FORMULAS FOR PERFECT PROD-
ucts. Accurate Analyses Assured. Resultful Research. Catalog Free. **Y. THAXLY CO.**, Washington, D. C. ap6x

FOR SALE—SECOND-HAND GOODS

ALL TYPES REBUILT POPCORN MACHINES—
Guaranteed. Heavy aluminum geared popping kettles, \$7.50 each. **CARMEL KORN EQUIPMENT**, 122 S. Halsted, Chicago.

EASY-FREEZE FROZEN CUSTARD MACHINE—
With all accessories, \$200.00 cash. Machine is in A-1 condition. Write **LOU RILEY**, 107 W. Quackenbush Ave., Dumont, N. J.

FOR SALE — ROLLER RINK, TRAMILL SELF-
Locking Floor and Tent, 44x110, \$2,000. Stored here. **W. KERSHNER**, General Delivery, Lancaster, O.

FOUR EZ FREEZE—PERFECT, ICE, AND TWO
EZ Freeze new all electric Custard Machines. Sell cheap. **MR. EMERY**, 902 Bladensburg Rd., N. E., Washington, D. C.

POPCORN MACHINES—BURCH, STAR, LONG-
Eakins, Caramelcorn Equipment, Copper Kettles, Burners, Tanks, Popping Kettles. Winter prices. **NORTHSIDE CO.**, Indianola, Ia. mh23x

POPCORN, POTATO CHIP, CRISPETTE, CARA-
mel Popcorn, and Cheese Coated Popcorn Machines. **LONG EAKINS CO.**, 1976 High St., Springfield, O. ap13x

PORTABLE SKATING RINK FLOOR FOR SALE
—40x100 Ft. Write for details. **ELMO GRACE**, 1601 Buchanan Ave., St. Joseph, Mo. mh16

PORTABLE MAPLE FLOOR — 126x50, WITH
Tent complete with Poles and Stakes. Canvas only used six months, in excellent condition. \$2,000 cash if taken at once. **G. T. CHANDLER**, 505 E. Jackson, Macomb, Ill.

ROLLER SKATES, RINK—200 PAIRS WINS-
lows, good assortment of sizes. Large amount repair parts goes with lot. All skates ready to go, \$1.35 a pair taking all; \$1.75 sample pair. **LECUYER**, 117 Hamilton, Worcester, Mass.

STRONG, BEAUTIFULLY FINISHED, COLLAPS-
ible Dancing Stairs, with case for transporting. Cheap for immediate sale. **521 WEST SIXTEENTH**, Sioux City, Ia.

TANGLEY CALLOPE — BLOWER AND GASO-
line Motor, fair condition, \$50.00. Two pole, bale ring, three piece, round end top, 12 ounce double filled khaki, first-class condition, 9-foot Side Wall, fair condition, \$250.00. Address **BOX 182**, Louisville, Ky.

FOR SALE—SECOND-HAND SHOW PROPERTY

DOUBLE LOOP-O-PLANE WITH SEMI-TRAILER.
A-1 condition, cheap. **FRANK THAYER**, 608 S. Hawley Rd., Milwaukee, Wis. Tel., Gr. 5171.

ELECTRICALS — LARGEST STOCK USED
Spots, Floods, Cable, Searchlights in U. S. State needs and let us quote. **OTTO K. OLESEN CO.**, Hollywood, Calif.

FOR SALE — SIXTEEN AND TWENTY-FOUR-
Seat Adult's Chair Planes. Complete with Motor, Fence, Ticket Box. **CALVIN GRUNER**, Pinckneyville, Ill. mh9

FOR SALE—BABY ELI WHEEL, \$400.00. GOOD
condition, painted. **ALBERT BYDAIRK**, 350 S. Poplar St., Mt. Carmel, Pa.

FOR SALE — CONDERMAN FERRIS WHEEL.
A-1 condition, rebuilt seats and covers. Setting up now. \$150.00, less motor. **FRED HILL**, care Sandy Beach Park, Akron, O.

MANGELS TWELVE-CAR WHIP WITH KIDDIE
Auto Ride—Fine condition, now running in Florida. Both for \$1,200.00 cash. **BOX 131**, Billboard, 1564 Broadway, New York.

25 FIGURE CRIME SHOW — 10 EXTRA HEADS,
complete Inside Flash, 55-Ft. Banner Line, Good packing boxes. Outside Banners not so good. No tent. Write **A. W. HOWELL**, care Box 787, Fair Grounds, Petersburg, Va.

HELP WANTED

ACCORDIONIST — GIRL, WITH GOOD NOV-
elty specialty, preferably comedy, for standard act. Metropolitan vicinity. **BOX 132**, care Billboard, 1564 Broadway, New York.

AGENT WANTED WITH CAR FOR MIDNIGHT
Ghost Show—Percentage basis. **BRANDINO**, 1431 1/2 10th Court, N., Birmingham, Ala.

STEEL GUITAR INSTRUCTOR — HAWAIIAN
preferred. State experience. Guaranteed salary. **CARL SIMMONS**, 1715 3d Ave., N., Birmingham, Ala.

WANT QUICK — OPERATOR FOR POWERS
6-B Sound Projector. State age, height and lowest salary. I pay all after joining. Specialty Teams, changing for week. Write **MANAGER TENT SHOW**, Ridgeway, S. C.

WANT GIRL SINGER FOR PRIVATE CLUB—
Steady. Write giving all details. Send photo. **CHEZ PAREE CLUB, INC.**, Luverne, Minn.

YOUNG MAN WANTED — WIRE WALKER.
State age, height. Write **BOX C-411**, The Billboard, Cincinnati, O.

MAGICAL APPARATUS

BARGAINS IN VENTRILOQUIST FIGURES —
TURNER VENTRILOQUIST MFG. CO., 405 Empire Trust Bldg., St. Joseph, Mo.

BUY SUPERIOR MINNEAPOLIS MADE MAGIC
for Less—Latest 25c Catalogue and 15c Secret sent free. **EAGLE MAGIC FACTORY**, Minneapolis, Minn.

CATALOGUE OF MINDREADING — MENTAL-
ism, Spirit Effects, Magic, Horoscopes. Forecasts, Buddha, Future Photos, Crystals, Lucky Pieces, Palmistry, Graphology Charts and Books. Wholesale. Largest stock. 164-page illustrated catalogue, 30c. **NELSON ENTERPRISES**, Nelson Bldg., Columbus, O. mh23

LARGE PROFESSIONAL MAGIC CATALOGUE,
25c. **MAX HOLDEN**, 220 W. 42d St., New York City. ap6x

LATEST 216-PAGE ILLUSTRATED profes-
sional Magic Catalogue — Tricks, Books, Supplies, Ventriloquist Figures, etc., 25c. **KANTER'S**, 1309 Walnut St., Philadelphia, Pa. mh9

MARIONETTE OUTFIT — PORTABLE STAGE,
11 feet long. Fourteen Marionettes, 26 inches high. Sell cheap. **CLEM HACKNEY**, 114 Forsyth St., Macon, Ga.

NICKEL AND PENNY TRICK, \$1.00; DIME
and Penny and Block Trick, 50c; Nickel and Penny and Dime Trick, \$1.00; all three for \$2.00 postpaid. **MAC'S TRICK SHOP**, 4 W. Van Buren St., Chicago, Ill.

PINXY—STRICTLY PROFESSIONAL PUPPETS.
Ventriloquist Figures, Punch and Judy and Marionettes. **PINXY**, 1261 North Wells St., Chicago. Illustrated folder free.

M. P. ACCESSORIES & FILMS

NOTICE

News and display advertisements of interest to roadshowmen will be found in The Billboard's new film department. Look for "Non-Theatrical Films" in the index on page 3.

A NEW BARGAIN LIST NOW AVAILABLE —
16MM. Sound Film and Projectors. Full line Accessories. 35MM. Powers Simplex, low intensity Lamphouses. Compare our prices. **ZENITH**, 308 W. 44th, New York.

ASTONISHING BARGAINS — 16MM. SOUND
Projectors dirt cheap. Terms. Factory reconditioned. Film rented. Sold. \$5.00 reel. **NO. 521-E STATE THEATRE**, Pittsburgh, Pa.

ATTENTION—SHOW TALKIES, THEATRELESS
Communities. Sound Equipment. Weekly
Programs rented. **ROSHON**, State Theatre,
Pittsburgh, Pa., or 107 South Court, Memphis.

ATTENTION, ROADSHOWS AND 35MM. FILM
Buyers — Sensationals, Westerns, Actions,
Serials, Shorts. State your needs. **STANDARD**
FILM SERVICE, Box 782, Charleston, W. Va.

BARGAINS IN USED PROJECTION MACHINES,
Opera Chairs, Screens, Spotlights, Stere-
opticons, etc. Projectors repaired. Catalogue
\$ free. **MOVIE SUPPLY CO., LTD.**, 1318 S.
Wabash, Chicago. mh30x

FOR SALE — TWO POWERS MACHINES, COM-
plete with Lamphouses; also Operadio Sound
System, 35MM. Feature Pictures. **MARVIN**
EDWARDS, 1609 1/2 Boonville, Springfield, Mo.

FOR SALE — HOLMES PORTABLE PROJECTOR,
32 or 110 Volts, uses standard film, Bodine
motor drive, 20 rolls standard film, 2 Janette
Rotary Convertors, D.C. Volts 32, A.C. Volts
110. Address **BOX 182**, Louisville, Ky.

MUST SELL IMMEDIATELY — 150 SOUND
Features, Westerns. 20% off. Will buy
your Silent Film. **SIMPSON**, 1275 S. Broadway,
Dayton, O.

MISCELLANEOUS

SOMETHING NEW — THE BUTTERFLY IN
Novelty Pictures. Laughs and thrills. Two
samples, 25c. Comic Illustrated Pocket Book-
lets, three booklets, 25c. **WINKLERS**, 331
14th, Brooklyn, N. Y.

TRAILER AWNINGS, JACKS, STOVES, AUTO
Fire Extinguishers, Used Trailers galore.
Everything must be sold. **SELLHORN'S**, Sara-
sota, Fla.

**MUSICAL INSTRUMENTS,
ACCESSORIES**

FOR SALE — TANGLEY CALLOPE. JUST
overhauled. Mounted in Ford panel truck.
Priced to sell. **COZY THEATRE**, Dugger, Ind.

WURLITZER MILITARY BAND ORGAN—49
Keys, like new, 14 Peppy Rolls. Guaranteed.
ROLL-O-RINK, Station 4, Pittsburgh, Pa.

**PHOTO SUPPLIES AND
DEVELOPING**

ABSOLUTELY BEST DIRECT POSITIVE BUY!
New Portable Double Unit that takes both
1 1/2x2" and 2 1/4x3 1/4" pictures. New, eco-
nomical and cool Fluorescent lighting system.
Send for descriptive folder. **MARKS & FULLER**,
Inc., Dept. BC-340, Rochester, N. Y. mh30x

ALL 4 FOR 10c OPERATORS—CUT PRICE ON
all Machines and Supplies. Full Length
Cameras. **WABASH PHOTO SUPPLY**, Terre
Haute, Ind. mh9

GORGEOUS NU-WAY GLASS AND METAL
Frames—Generous sample assortment, \$1.00.
Price list free. **NU-WAY COMPANY**, West
Toledo Station, Toledo, O.

DIREX DIRECT POSITIVE PAPER — NO FAD-
ing, best gradation, highest speed. **THE**
POSITYPE CORP OF AMERICA, 244 Fifth Ave.,
New York, N. Y. je15x

PHOTO MEN—WHY WASTE TIME AND PAY
privilege on an out-of-date single machine
when you can get over twice the money with
the New Crescent Double Outfit, which makes
both the four for a dime and the three for a
quarter size photos. Make close ups, full forms
and groups. Discard your old outfit, get in the
money with the New Crescent Outfit. \$159.00
complete with best lens money can buy. Write
HASSAN, Box 971, Parkersburg, W. Va. mh23x

ROLLS DEVELOPED — TWO PRINTS EACH
and two Free Enlargement Coupons, 25c.
Reprints, 2c each; 100 or more, 1c. **SUMMERS'**
STUDIO, Unionville, Mo. mh9x

SALESMEN WANTED

SELL BUSINESS CARDS, \$1.50 THOUSAND—
Business Stationery, Book Matches, Gummed
Tape, Paper Towels, Restaurant Necessities,
Salesbooks, Advertising Specialties, Pencils,
Social Security and Bookkeeping Systems. 40%
commission. Free Deals. Sales portfolio free.
WILLENS, 2130 Gladys, Dept. VM, Chicago, Ill.

WANT SHEET WRITERS TO WORK IN KEN-
tucky—Want circulation fast, and will pay
top commissions. Come at once. **KENTUCKY**
FARMERS HOME JOURNAL, Louisville, Ky.

WANTED — PERMANENT REPRESENTATIVE
for Hoover Uniforms. Waitresses, doctors,
nurses. Slack Ensembles, Aprons, Frocks.
Smartest styles. Finest quality. Exceptional
commissions. Line free. **HOOVER**, 251 W.
19th St., Dept. CK-4C, New York City.

SCENERY AND BANNERS

BEST CARNIVAL SIDE-SHOW BANNERS AND
Pictorial Panels — Positively no disappoint-
ments. **NIEMAN STUDIOS, INC.**, 1236 S. Hal-
sted St., Chicago, Ill. mh9

OIL PANELS, SIDE SHOW BANNERS—AR-
tistic, flashy, durable, very best. Prompt,
sure service. **HILL-SHAFER STUDIO**, Rt. No. 1,
Augusta, Me.

Show Family Album



THE NAME of C. W. Parker has long been a noted one in outdoor show business, and three men who aided materially in furthering the interests of Parker enterprises are shown in the picture at the left, snapped in December, 1916. They are, left to right, Ed A. Evans, who operated a C. W. Parker carnival unit and is now believed to be located in Alton, Ill.; George Elser, who operated a three-abreast Carry-Us-All on Hagenbeck-Wallace Circus at that time for C. W. Parker under lease, and the late C. W. Parker, owner-manager of the C. W. Parker shows and manufacturer of amusement devices. Parker died October 28, 1932.

Photo at the right was taken years ago on the Boardwalk of Atlantic City when the late "Uncle" Charles Andress (right) visited Frank B. Hubin (left). Standing, left to right, are Mrs. Hubin and Florence Rand. When a boy Hubin trouped with the Andress Carnival of Novelties, a one-car show, and later toured with Andress' Great Shows, a 30-car organization; the Willie Sells & Andress Shows and with the side show of Ringling Bros.' Greatest Show in 1894 when Andress was side show manager and legal adjuster. Hubin still lives in Atlantic City and is active in the interests of showmen.

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.

SCENERY, CYCLORAMAS, DRAW CURTAINS,
Dye Drops, Operating Equipment—New and
used at lowest prices. **SCHELL SCENIC**
STUDIO, Columbus, O.

TENTS—SECOND-HAND

FOR SALE — TENT, 120 BY 80. CONDITION
good as new. Priced right. **RALPH WER-**
NER, Secy., American Legion, Petersburg, Ind.
mh16x

SHOW TENTS OF ALL SIZES AND TYPES—
Write for winter prices. **HOGSHIRE TENT &**
AWNING MFG. CO., INC., 114 W. City Hall
Ave., Norfolk, Va. mh16x

SIDEWALL BARGAINS — 15,000 FEET
slightly used; seven feet high, \$16.00 per
100 feet; eight ft., \$18.00; nine ft., \$20.00;
good as new; light tan. **MAIN AWNING-**
TENT CO., 230 Main, Cincinnati, O.

SLIGHTLY USED, GOOD AS NEW. LESS THAN
half price. No rags, no mildew. State size,
send stamp. Postals ignored. **SMITH TENTS,**
Auburn, N. Y. mh16x

THEATRICAL PRINTING

PERSONAL - PROFESSIONAL STATIONERY —
100 Letterheads, 7 1/4x10 1/2; 100 Envelopes
printed, prepaid \$1.00; 250 each, \$2.00. **RE-**
LIABLE PRINT SHOP, 901 E. Jefferson, Louis-
ville, Ky. mh16

WINDOW CARDS—14x22, ONE COLOR, 100,
\$2.50. 50% deposit, balance C. O. D. plus
shipping charges. **THE BELL PRESS**, Winton,
Penna. x

WANTED TO BUY

NO. 5—10 OR 12 ELI WHEEL TO BUY FOR
cash, or will lease. Give full information
first letter. **FRANK CABIT**, 79 Main St., Wil-
lilantic, Conn.

USED RIDES — ALL KINDS. IF YOU WANT
to sell them quick for cash, wire **RALPH R.**
MILLER, Baton Rouge, La. mh30

WANT OLD-TIME ILLUSTRATED SONG SLIDES.
BOX 45, Point Pleasant, W. Va.

At Liberty Advertisements

Figure **TOTAL** Number of Words in Copy at
5c a word—FIRST LINE IN THIS STYLE TYPE

2c a Word—FIRST LINE IN THIS STYLE TYPE.
1c a Word—FIRST LINE in this style type.

Minimum 25c

Cash With Copy

**AT LIBERTY
ACROBATS**

BAR PERFORMER — AERIAL OR GROUND
Bars. **LOUIS OCZVIRK**, Billboard, Chicago, Ill.

YOUNG MAN TO JOIN WIRE ACT — HAVE
some experience on both tight and slack wire.
Willing to learn more. Address **KENNETH**
AMADON, 290 Sagamore St., Manchester, N. H.

ACROBATS — Twin Boys, age 17; Girl, age 16;
Small Boy, age 10. Featuring handbalancing
acts, hand springs, back somersaults. Open for the-
aters and fairs. **FRED DION**, 17 Ave. A, Turn-
ers Falls, Mass.

**AT LIBERTY
AGENTS AND MANAGERS**

CARNIVAL OR CIRCUS AGENT — RAILROAD
or motorized. Close contractor. Have car.
20 years' experience leading circuses. **VERNON**
REAVER, 726 E. Main St., Riverhead, N. Y. mh16

CAPABLE AGENT—Circus, Carnival, Tent Shows.
Age 35. Contract, bill, have car. Married,
strictly sober. Join on wire. Experienced all lines.
References. **JACK LAMPTON**, Park Hotel, Co-
lumbus, O.

PRODUCER with twenty years' experience de-
sires good summer theatre location. Can furnish
cast, scripts and sets. Give details. **BOX 134**,
care Billboard, 1564 Broadway, New York.

NOTICE

Due to the expense of postage necessary for the forwarding of mail addressed to "blind" ads, or those using a box number in care of The Billboard instead of their name and address, an additional charge of 25c is necessary to cover this service. Therefore when figuring the cost of publishing your advertisement kindly add 25c for the forwarding of replies.

YOUNG, CAPABLE Theatre Manager—Thoroughly
experienced in management, house service, opera-
tion, maintenance, exploitation. Recent exploitation
campaign drew national publicity. Accept small
town or run-down house, guaranteeing results with-
out "beano" or "crockery." Salary or percentage
arrangement where advancement will be made after
exceptional service proven. Consider positions offer-
ing advancement opportunities. Clean cut, well
educated, married, not a "jackrabbit" manager.
Desire Middle West, but go anywhere. All communi-
cations promptly answered. References. **GEORGE**
W. PUTNAM, 453 Oak, Danville, Ill.

**AT LIBERTY
BANDS AND ORCHESTRAS**

AVAILABLE — SEVEN PIECES, FEATURING
Vibraharp Vocalists, Violin Trio, Specials,
Novelties. Hotel, club, ballroom, radio experi-
ence. Union. Travel, locate. Now playing.
Write **ORCHESTRA**, Box 1005, Kalamazoo,
Mich.

DEPENDABLE COCKTAIL TRIO — MANY
doubles. Go anywhere. Prefer California or
Nevada. **MUSICIAN**, Box 1121, Auburn, Calif.
mh16

STROLLING TRIO — PLAY REQUESTS. SING
five languages, doubles, comedy, novelty
numbers. Wardrobe. Union. Now 18th week
Midwestern hotel. Salary? Tops! **TRIO**, Box
1005, Kalamazoo, Mich.

AVAILABLE—Union, 11 Men. Sweet or swing.
All essentials, library, P. A. system, uniforms,
transportation, fronts, advertising. Cut or augment.
Location or road. Go anywhere. Reliable. **BLUE**
GLASS, 173 N. Kingston St., Calendonis, Minn.
mh9

BUDDY GUMMINS and Orchestra — Featuring
Penny Parker, desire summer location dates.
Available now for club dates or location. Union,
nine men, vocalist and leader fronting. Have ar-
rangements, fronts, photos, uniforms and pub-
licity. Write **BOX 1**, Kensington Station, Brook-
lyn, N. Y.

CLEVER TRIO—Young college husband, wife
double dozen instruments, vocals. Finest equip-
ment, training, experience. Real producing concert-
dinner-dance unit for hotel, resort. Locate, travel,
Notice essential. For "Music with Style" write
TRIO, 77 Walnut, Elmira, N. Y. mh23

ORGANIZED Ten-Piece Union Dance Band—Avail-
able at once. Numerous doubles, splendid fronts
and uniforms. Will take club dates but prefer lo-
cation. Have photos, recordings and publicity.
Can furnish Girl Vocalist. For more details write
BOX 136, care Billboard, 1564 Broadway, New
York.

ROY SANDERS SYLVANIANS—Union, 11 men.
Sweet or swing. Up and coming band. **DEL**
EDWARDS, 1017 N. 9th St., Reading, Pa.

SOUTHERN ORCHESTRA — Union, desires sum-
mer location dates. Available April 1. Ten
pieces, can augment. Special arrangements, large
library, vocalists, novelties, P. A. system, fronts,
transportation. Write **BAND LEADER**, 1069
Thomas St., Memphis, Tenn. mh28

TOBY BROWN and His Little Brown Jugs—Five-
Piece Novelty Band. Trumpet, sax, guitar, ac-
cordion, drums. Furnish floor show with band.
Play old-time or swing, feature strolling numbers.
Accordion player dances while playing, sings seat
songs. Guitar player does hillbilly numbers, fea-
ture cowboy yodeling and harmonica numbers. Drum-
mer is comedian. Has double voice, sings and
dances. Sax player doubles clarinet, baritone, voice.
Trumpet player is M. C., doubles sax, piano, com-
edy transportation. At present playing Sugar Leaf
Tavern, Winona, Minn. Available Easter Monday,
March 25, 1940. **TOBY BROWN**, 353 Wabasha
7th, Winona, Minn.

**AT LIBERTY
CIRCUS AND CARNIVAL**

AT LIBERTY — EXPERIENCED CAR PORTER
and Paste Maker for circus. Sober, reliable,
age 32. **DONALD THORP**, John St., Hillsboro,
Ohio. mh16

AT LIBERTY — A-1 BOSS CANVASMAN.
Sober and reliable, 26 years of age, experi-
enced. Can build and rebuild outfit and tents.
Can furnish best of references. **W. H. BYRD**,
501 Cottonwood Rd., Dothan, Ala. mh23

BAREBACK RIDER, WIRE WALKER, RIDE
Manage, High Jumpers—Work stock, do heel
and toe traps, fast slide. Am lazy, unreliable,
temperamental, drunkard and hate to work.
If anyone can use me don't say later I didn't
warn you. **EDDIE HENDRICKS**, Route 4, care
Yowler, Orlando, Fla.

COLE ROBINSON CIRCUS ATTRACTIONS —
Four acts, consisting of Ponies and Dogs.
After April 15th. Only reliable managers reply.
No gypers considered. Acts have transporta-
tion. Can furnish additional acts. **COLE**
ROBINSON, 287 E. 10th St., St. Paul, Minn.
mh16

HALF AND HALF FOR ANNEX — CIRCUS
preferred. Anything considered. Letters only.
BOX 283, Ashland, O. mh16

THE ORIGINAL GERALDINE GERALD—HALF
and Half for coming season. Wardrobe and
ability guaranteed. Shoe string or would-be
managers, lay off. 4 Montcalm St., Glens Falls,
N. Y.

COMEDY MAGIC, Punch and Electric Act—A-1
Inside Man and Lecturer with twenty years' side
show experience. **O. WINSTON**, 505 Van Buren
St., Brooklyn, N. Y.

Additional Ads Under This Classification
Will Be Found on the Next Page.

YOUNG MAN—20, to do Aerial Work. Some experience. Easy to learn. Know about rigging and show business. Trapeze or casting act more desirable, either high pole. Write or wire **PAT RICHARDSON** for booking, care General Delivery, Dade City, Fla. mh9

AT LIBERTY

DRAMATIC ARTISTS

THEATRE GROUP desires to make monthly tour out of New York. Would like to contact local agents who will arrange monthly sponsored performances in their own community. **BOX 135**, care Billboard, 1564 Broadway, New York.

AT LIBERTY

MAGICIANS

FEATURE MENTAL ACT—Also Magic. Business builder for night club, theater, hotel. Palm or crystal readings. Salary for act, percentage on readings. **PRINCE YOSE**, The Billboard, Cincinnati, O.

PROVEN BOX-OFFICE ATTRACTION—Mind-reading in the ever popular fortune-telling style. Publicity minded business builder. Prefer road show or medicine. Write or wire **ECKLUND**, Master Mentalist, Oakview, Warren, Pa.

AT LIBERTY

MISCELLANEOUS

FIRST-CLASS COIN MACHINE MECHANIC and Amplifier Man wants permanent position. Seven years' experience. Age twenty-five. Reference. **N. W. LOVING**, 802 Weaver St., Selma, Ala.

THE CAPT. MACK SMALL FRY CIRCUS—Going places, drawing and pleasing crowds is our job and reputation, with references. We solicit contacts, inquiries. Answer all from sources that can handle a first-class Novelty Trained Animal Ace Circus Attraction. Uniquely new, different, with P. A. and music. Personnel, equipment finest that's available. Organized for fraternal fund-raising auspices, fairs, parks, theatres, nite clubs, especially. Motorized, travel anywhere for right money. Feature ten 3x7 Miniature Circus Cage Wagons. Contain tiny live unusual menagerie animals. Performing program sensationally presents Capt. Mack and his boy actor, Junior Mack; "Mike," a huge fascinating trained Gander; "David," Belgian Mastiff Educated Mental Dog; "Three Baby Bears," snappy act of excitement; "Animal Doll House," extraordinary illusion; "Bo and Jo," monkey business really ala carte; "Hi, Ho and Silver," three fast-stepping dog trio. Live-wire executives scouting a real show will do well to write for complete details. Booking fast, open after March only. Hurry. Thank you, "Billboard," for results of our last and recent Classified Advertisement. Our midget circus has definitely caught on. **CAPT. MACK**, R. D. No. 1, Paterson, N. J.

AT LIBERTY

MUSICIANS

AT LIBERTY—TRAP

Drummer. Experienced, reliable, single, trapper. Anything considered. Join at once. State all. **FRED FRANKLIN**, 504 1/2 Poplar, Macon, Ga.

SWING DRUMMER—AR-

range, Compose, Sing. Must have transportation. **RALPH SWISHER**, Charleston, Ill.

BANDMASTER, INSTRUCTOR—PROFESSIONAL experience. Want location in town, city. Wishes to hear from live C. of C. or other organizations. **LEONARD DOTO**, Iron Mountain, Mich. mh9

DRUMMER—UNION, CUT SHOW. AGE 28, neat, dependable. Last two years with a Frederick Bros. Band. Pearl equipment, toms. **DRUMMER**, St. Landry Hotel, Opelousas, La.

GIRL ALTO SAX AND CLARINET—YOUNG, attractive; guarantees to read anything, fine tone. Location only. **BOX C-414**, Billboard, Cincinnati, O.

GIRLS—TRUMPET AND TROMBONE. NAME band experience. Separate or as team. Please no panics. **BOX C-412**, The Billboard, Cincinnati, O.

GUITAR—GO ANYWHERE AFTER APRIL 1. State all. **HARVEY ANDERSON**, Brinsmade, N. D.

HAMMOND ORGANIST AVAILABLE APRIL 1—Experienced roller rinks, taverns, etc. Feature solid swing. Sober, reliable, young, union. Address **MUSICIAN**, 431-B East High, Jefferson City, Mo. mh9

HAMMOND ORGANIST—OWN ORGAN. Want to locate hotel, lounges, radio, roller rink. State salary first letter. **ORGANIST**, 555 Milwaukee, Grand Rapids, Mich. mh16

HAMMOND ORGANIST, PIANIST, ARRANGER—Just completed successful engagement with traveling band as feature soloist. Desire to connect with location band playing Eastern spots or with solo organ spot. Library, arrangements to order, etc. All essentials guaranteed. Eight years' sound experience. Will consider any trustworthy offer. **BOB DECK-LAR**, 529 W. Moseley St., Freeport, Ill.

TENOR SAX, CLARINET—CONSERVATORY training, age 25, single. Experienced, sober, dependable. Read, fake, ride. Join in two weeks. Write, don't wire, full details. **W. M. (DOC) SMITH**, Toecane, N. C. mh9

TENOR SAX—DOUBLING CLARINET AND Alto. Location preferred. Large and small band experience. Write or wire **MUSICIAN**, 510 Pine St., Iowa Falls, Ia.

TENOR SAX AND CLARINET—NO TAKE-OFF. Section work preferred. Travel or location. Union, young, single. **KENNETH NESTER**, Ironton, O.

TENOR SAX, CLARINET—2ND OR 4TH CHAIR. Tone, read, dixie "go" on both instruments. Name band experience. **BUD LILLEY**, 75 Thomas, New Bedford, Mass.

TROMBONE—POSITIVELY SOBER, RELIABLE and young. Prefer reading band, but will consider anything. Address **HOBART HALL**, 600 N. Foster St., Dothan, Ala.

VIOLINIST, DOUBLING CELLO AND SAX—Experienced pit, symphony, radio. Age 39, sober, reliable. Wife experienced Pianist, Organist. **KESHNER**, 315 W. Main, Olney, Ill. mh23

2 A-1 MUSICIANS—TRUMPETER DOES MIKE solos and sings. Trombonist doubles string bass and sings lead or baritone. Both union. Experienced dance, stage shows, circus, etc. Modern, sober and reliable. Will locate or travel. Will separate. No panics. Now employed. At liberty March 12. **DANNY O'CONNOR**, 3423 Elaine Place, Chicago, Ill.

AT LIBERTY—Hammond Organist. Now working. Want to change. Go anywhere. Non-union, large library. Efficient, reliable. **RAYMOND DARR**, General Delivery, Miami, Fla. mh30

BASS—String, doubling Recording Horn. Age 28, reliable, experienced all lines. Cut it or else. **BOB BEATTY**, care General Delivery, Augusta, Ga. Wire via Western Union.

DRUMMER—Ten years' experience, both professional and semi-professional dance orchestras. Age 25, union, free to travel. Need job immediately, but it must be reliable; panic outfits, lay off. **RAYMOND KOERNER**, 110 Mississippi Ave., Joliet, Ill. mh9

DRUMMER—Union, 24, have good sedan. Many years' show experience. Solid swing, rumba, congo. Go anywhere for legitimate connection with decent salary. References exchanged. **STANLEY HOTALING**, Warwick, N. Y.

ELECTRIC STEEL and Rhythm Guitar—Doubling strong Trumpet and Violin. Read and jam. Modern commercial. Union, all essentials, age 31. **MUSICIAN**, 357 North College, Fayetteville, Ark.

GIRL STRING BASS—Read, fake, slap and bow. All essentials. Also singer of sweet songs. Dance band or cocktail lounge combo. Available immediately. **BOX C-413**, Billboard, Cincinnati.

HAMMOND ORGANIST—Novo Chordist, non-union. Library classic, modern, popular. Hotel, restaurant or good cocktail bar preferred. **ORGANIST**, Station G, Box 62, Buffalo, N. Y. mh30

HAMMOND ORGANIST—Want to locate. Union, young, sober, good library. Rink experience; prefer rink work. Write **WARREN W. RAMBO**, 221 E. Main St., Owatonna, Minn. mh23

RECORDING BASS—Trombone Double. Eight years' concert and dance experience. Want location with institution or plant band. Consider other duties. College trained, chemistry. **MUSICIAN**, Box 114, Murfreesboro, Tenn. mh30

TEACHER—10 years' experience Violin, Hawaiian Guitar, Banjo, Sax, Trumpet, desires position in the East. Also dance and hillbilly experience. **JAMES FARRINGTON**, Canton, Me. mh23

TENOR SAXOPHONE—Double Clarinet. At liberty on week's notice. Read, fake, transpose, sing a little. Arrange. Plenty experience. Satisfaction or no notice necessary. **MUSICIAN**, Room 409, 3559 2d Blvd., Detroit, Mich.

TROMBONE—Experienced in all lines. Good tone and take-off. Read and fake. Young, neat appearance, union. Travel or location. Join immediately. **MUSICIAN**, Box 288, Fayette, Ala.

TRUMPET MAN—Read, fake, experienced. Fine vocalist. Age, twenty. Desire good dance band on location. Consider show. **MUSICIAN**, wire Western Union; write General Delivery, Baton Rouge, La.

VIOLINIST—MAGICIAN—Sensational novelty for dance band. Presenting newest magic effects between numbers. Experienced professional violinist. Any offer considered. **WARD**, 749 West End Ave., New York.

AT LIBERTY

PARKS AND FAIRS

BALLOON ASCENSIONS—

For all occasions. **JACKSONVILLE BALLOON CO.**, Jacksonville, Ill. mh30

STRATOSPHERE FLIGHT—INVESTIGATE. **WILFRID SNASHALL**, R. 3, Binghamton, N. Y. ap13

BEHEADING A MAN ALIVE—New Giant Guillotine. Spectators see head drop off, lifted from basket, restored. Exploitation thriller. Works surrounded. Now booking. **WEBER**, 127 N. 17th, Allentown, Pa. mh23

CHARLES LA CROIX—Outstanding High Class Trapeze Artist. An original (Platform) Free Attraction. Now contracting outdoor celebrations, fairs, etc. Also indoor events. Committees wanting a real act, with attractive equipment, write me. Special large, beautiful advertising posters furnished free. For literature, price, etc., address **CHARLES LA CROIX**, 1304 S. Anthony Blvd., Fort Wayne, Ind.

FLYING COWDENS—Three Standard Acts. Fast Double Trapeze Comedy Revolving Ladder and Illuminated Swinging Ladder. Literature and price on request. Address **The Billboard**, Cincinnati, O. mh23

FRED AND MARIE GUTHRIE—Four separate acts for price of one. Double Tight Wire, Single Trapeze, Lady Butterfly Iron Jaw, Double Trapeze. Reasonable. Write for details. 201 W. Ninth St., Cincinnati, O. mh30

PAMAHASIKAS SOCIETY CIRCUS—Dog, Pony, Monkey, Birds, Clowns and Novelty Acts. **GEO. E. ROBERTS**, Circus Manager, Headquarters, 3504 N. 8th St., Philadelphia, Pa. Sagmore 5536.

AT LIBERTY

PIANO PLAYERS

AT LIBERTY—PIANIST. EXPERIENCED, fake or read, concert or swing. Sober, reliable. Will join union. **JIMMIE FREDERICK**, General Delivery, West Palm Beach, Fla.

AT LIBERTY—PIANIST. EXPERIENCED, read, fake and transpose. All offers considered. Can join at once. **NOLAN F. CRAIG**, 130 Hampton Ave., Greenville, S. C.

EXPERIENCED PIANIST—UNION, SOBER, reliable. All essentials. Contact immediately. **GIL DICKERSON**, Hotel Carlton, Danville, Ill.

EXPERIENCED PIANIST—SOLOS, SONGS, read, appearance. Shows only. **MAURICE LUCKETT**, 925 Center, Milford, O.

PIANIST—SOLID RHYTHM, FILL ON SWEET tunes and vocals. Age 24, single, union. Experienced, read or fake. All offers considered. **DICK MCGILL**, Northwood, Ia. mh9

GIRL SINGING PIANIST—Cocktail lounge or orchestra. Modern take-off, sweet, voice. Read, fake, transpose. Available immediately. **BOX C-413**, Billboard, Cincinnati.

PIANIST AND ARRANGER—Solid rhythm and fill man. Age 27, sober and reliable. Experienced, union. No panics, please. **BOX C-408**, Billboard, Cincinnati. mh23

PIANIST—Union, American young man, single. Go anywhere for reliable opening. Wide professional experience, all lines. State full particulars, salary. **BOX C-341**, Billboard, Cincinnati. mh9

PIANIST—Male, union. Read, fake, transpose and arrange. Prefer North and South Dakota, Minnesota or Montana. **DAVE STOUT**, 312 Main St., Pekin, Ill.

RHYTHM PIANIST Desires Change—Modern style, young, experienced. Give details. Wire **PIANO MAN**, care Western Union, Baton Rouge, La. Write General Delivery.

AT LIBERTY

SINGERS

DESIRE JOB with Eastern Band as Male Vocalist—Twenty years old, good voice and appearance. Some experience. **HARRY JAMES**, Deer Park Ave., Huntington, N. Y.

MALE VOCALIST—Straight or novelty songs. Twenty years old, fine personality, appearance. Radio and club experience. Desire connection with up and coming band. Moderate salary. Address **ALEX. CANTWELL**, General Delivery, Jamaica, N. Y.

AT LIBERTY

VAUDEVILLE ARTISTS

ACROBATICS AND DANCING FUN—Two girls, one man. Just returned from Europe. State salary and length of engagement. **LOUIS FRAG-NOL**, care Billboard, 1564 Broadway, New York.

AT LIBERTY—Lady Accordionist, Piano, Singer. Man, Singer, Yodeler, Comic Characters. Singers, doubles. Have car. Go anywhere. **SPECIALTY TEAM**, General Delivery, Ocala, Fla.

AT LIBERTY—Team. Comic produce, song and dance, lecture medicine. Will double with another team for med show. **CHARLIE HUDSON, JR.**, Box 197, Unadilla, Ga.

COMEDIAN—Southern Black, Toby or Straight. Now or coming season. Lead quartette, tab, med. Years' experience. Singers, sure-fire doubles. Sober, reliable. Salary reasonable. **WALT KELLAM**, General Delivery, Binghamton, N. Y.

DIXIE DANDY CIRCUS—Five Dogs, one Rhesus Monkey, one Large Baboon and Ralph Lloyd's "Cavalade of Magic and Rag Pictures". Entertainment deluxe for auspices, schools, clubs, theatres, etc., near Cincinnati. **BUD HAWKINS**, 3830 Drakewood Drive, Cincinnati, O. mh16

FOR COMING SEASON—Hot Fake Pianist, Guitarist, Specialties, including singing, dancing, musical novelty. Parts, some straight. Young. **GILBERT BOYD**, 224 Bennett, Salem, Ill.

TEXAS RED and His Dog House—Famous Texas Rube Cowboy Comedian. Plays hot slap bass, sings original compositions. At liberty. Ten years radio, stage, dance. Late model car and trailer. **RED ROSS**, General Delivery, San Antonio, Tex. mh23

MICH. CONTRACTS

(Continued from page 34)

smaller than in 1939, Dr. Snow said, largely because of retaining the Coliseum for cattle judging. Present 16 inches of dirt flooring there, placed for the recent rodeo and Shrine Circus, will be retained, and the attraction during the fair will be a rodeo.

Retention of the name-band policy was discussed this week by Dr. Snow and representatives of Music Corp. of America. Plans call for taking over the former Chrysler Building, originally known as the Agricultural Building, for bands and establishing a terrace-like construction. Big bands have formerly played in the Coliseum.

An angle being stressed in advertising this year is accessibility of the fairgrounds. Contacts among county agents disclosed that farmers have been reluctant to attend the fair, fearing they would have to go thru Detroit's heavy traffic. So up-State advertising is stressing that rural patrons do not have to drive thru the city, as the grounds are right on the county line.

PLANS IN TRENTON

(Continued from page 34)

courage greater competition among New Jersey breeders.

Interest of Grange exhibitors has made it necessary to provide another exhibit building for fruit and vegetable displays, the new exclusive farmers' section to be under sponsorship of the State Farm Bureau. Garden Clubs of the State will sponsor a new department in connection with horticultural displays. President

Hamid said the grounds would take on a more elaborate arrangement of floral displays.

Discussion resulted in recommendations that a special ticket be placed on sale four weeks in advance of the fair and distributed by Grange, Farm Bureau, and co-operative associations thruout the State, assuring ruralites opportunity of securing admission tickets, good day or night, at 25 cents. Heretofore reduced-price tickets have been available only to larger factories and stores near Trenton. Advance sale will include Eastern Pennsylvania. Added encouragement was seen in the announcement that pari-mutuel betting probably will be permitted at State and county fairs next fall.

President Hamid outlined a pretentious grand-stand program of thrill events, major and midget auto races, largest night stage revue outdoor production ever attempted and climaxed with fireworks. Secretary-Manager LaBreaque and office staff, on the job for the past six weeks, said reservations for exhibit and concession space are large.

SEE PEACE IN NEB.

(Continued from page 34)

which has been fighting the present fair management several years.

Johnson, who came out openly at the recent convention for the post of secretary to replace Perry Reed, was ousted from the board of managers in the 1940 convention vote after 25 years of fair work. He is past president of the county fair men. Present county fair org president, Joe Steele, Kimball, was also lopped off the State Fair board. He sided with the proponents for change.

Chet G. Marshall, Arlington, vet secretary of the county fair group, said this week that he thought the split between county fair and State Fair men would end peaceably now that Perry Reed has announced this will be his last year as State Fair secretary and executive officer. Secretary Marshall said the county fair people probably will take Reed's stepping down as a definite sign that the State board wants to co-operate with the county fairs. He believes this will bring the warring factions together, unless some county fair men stir up the scrap again.

Stanley Matzke, Seward, who proposed the divorce action which carried, 26 to 11, is campaigning for the unicameral Legislature. An aggressive speaker, his presence in the 1941 Legislature and being a past president of the county fair men, will make him a powerful enemy of the present State Fair heads, it is pointed out.

"RIBBON" ANNUALS

(Continued from page 34)

Batavia, Lowville, Caledonia, Lockport, Middletown, Sandy Creek, Mineola, Gouverneur, Cobleskill, Bath, Riverhead, White Plains.

Following 24 were placed in "red ribbon" group, between 80 and 90 per cent: Angelica, Little Valley, Elmira, Afton, Chatham, Westport, Watertown, Hemlock, Brookfield, Fonda, New York City (American Institute), Vernon, Boonville, Naples, Schaghticoke, Orangeburg, Ballston Spa, Oswego, Ithaca, Trumansburg, Cambridge, Palmyra, Warsaw, Penn Yan.

Following nine were bracketed as "yellow ribbon" events, rating below 80 per cent:

Whitney Point, Avon, Bristol Center, Albion, Morris, Nassau, Watkins Glen, Waterloo, Kingston.

JUNGLE ZOO GATE UP

(Continued from page 36)

establishment. Crowds are reported excellent, with publicity via air and press chiefly responsible.

Chester Czaja, 24-year-old animal hand, who was injured when attacked by five lions on February 9, is reported improving in Broward General Hospital. He was saved from apparent death by trainer Joe Arcaris, who leaped among the cats with only a stick as a weapon and succeeded in driving them off. First steps are being taken by a citizens' committee to secure a Carnegie hero medal and a cash award for Arcaris, it is said.

Among recent visitors were Stanley Dawson, Doc Partello, E. W. Evans, J. L. Murry, Gene Tunney and family, Bob Graham and family and Count Byron de Prorock.

ATLANTIC CITY.—Sylvan and Norman Schoenthal, Villa D'Este proprietors and good-will ambassadors for the Atlantic City Greeters, have returned from a 9,000-mile tour of the West and South and visited New Orleans during the Mardi Gras. All resorts, they reported, are promoting off-season entertainment to attract business.

LETTER LIST

(Continued from page 28)

Lewis, Paul (Drummer) Miller, Little Joe Miller, Pete Miller Products Millette, Ira Mills, Jake Minor, Wm. Frank Misiag, Peter J. Mitchell, Earl S. Mitchell, Frank O. Mitchell, Frank J. Mitchell, Frank Slick Mitchell, Geo. A. Mitchell, G. C. Mitch Pepper, Harry Perdue, Red Perez, Frank Perry, C. H. Perry, Jack Perry, J. N. Peters, Alvia & Peters Family Peters, Frank Peters, Wayne Peterson Ernie Pfeiffer, Jack Phillips, Robert Phillips, Thomas Phillips, Wm. Tip Phillion Brog. Phleen, M. J. Piercy, Ralph Pilgrim, Billy Pine, E. A. Pinkston, Bill Placek, Stephen Polack, John Polock, Philip Porel, Jacob Porter, Charles S. Porter, Glen Potter & Johnson Potts, Harvey H. Powell, George L. Powers, D. W. Preveau, Joseph Price, Arthur K. Price, Morton Pueblo Indian Pugh, Denny Purdan, DeWise Purdue, George E. Quinn, Cecil Raft, Tom Ralston, Joseph Ramsey Monkey Ramsey, Ted Randall, Earl Randall, Larry Randall, Richard Rankin, Edward Rankin, Roy Raul & Virginia Rates, James O. Ray, Harold Rufus Ray, Ralph Ray, Reuben Ray, Tom Curley Rea, D. L. Reckless, Fred Red, Nubbinn Redding, Lyle O. Redon, E. Reece, J. R. Reece, Larry P. Reese, Joe (Monk Show) Regan, Joe Regnell, Niles Reid, Stan Remilet, Joe Renfrae, Toby Renick, Mel Reno, Edw. A. Reno, Ellis Rhea Attra., Johnny Rhodes, Lewis Rhoul & Annette Rice, Al Rich, Henry Richards & Mannette Richards, P. Richardson, George Rickert, Francis Rideaux, Clifford Rideo-O, Johnny Riggins, Tom Riley, Carlee Riley, Wm. Roach, George Roach, J. S. Roberts, David A. R. Roberts, J. C. Jack Roberts, J. Stanley Roberson, Geo. Mgr. Robinson, Bob Robinson, Willie (Tinkle) Sullivan, Bill Sullivan, Frank Sutton, Al Swafford, C. B. Swain, Clifford Swartz, Jew Swede, Big Sweeney, J. Swicegood, Earl Switzer, Jerry Szcka, S. Tack, Tick Tacliet, Albert Takayama Talley, Kid Taylor Bros. Taylor, John Taylor, Raymond Taylor, Sammie Taylor, Tiney Billie Temple, Johnny Temple, Rae Texas Rodeo Thein, Edward Thomas, Albert Thomas, E. H. (Extras Farm) Thomas, Fred Thomas, James A. Thomas, John Thompson, Charles R. Ryan, Frank Red Ryan, George Ryan, James J. Sadhue, Jacob Sakobia, James Salisbury Jr., Larry Salzer, Raymond C. Samberdino, Frank Sammons, Floyd Sampson, Roy Sanders, C. R. Sands, Red Murphy Satiro, Frank Saunders, Bert

Parker, Robert K. Parkins, Nubbie Red Parth, Steve Patrick, D. H. Patrick, Teddy R. Paulert, Albert Payne, Charles F. Payne, Delbert Payson, Ronald Pearman, Mike Pendleton, O. T. Pengelly, Dr. H. B. Pennock, Murray Penny, A. B. (Uncle Bill) Penny, George Pentz, Frank Pepper, Harry Perdue, Red Perez, Frank Perry, C. H. Perry, Jack Perry, J. N. Peters, Alvia & Peters Family Peters, Frank Peters, Wayne Peterson Ernie Pfeiffer, Jack Phillips, Robert Phillips, Thomas Phillips, Wm. Tip Phillion Brog. Phleen, M. J. Piercy, Ralph Pilgrim, Billy Pine, E. A. Pinkston, Bill Placek, Stephen Polack, John Polock, Philip Porel, Jacob Porter, Charles S. Porter, Glen Potter & Johnson Potts, Harvey H. Powell, George L. Powers, D. W. Preveau, Joseph Price, Arthur K. Price, Morton Pueblo Indian Pugh, Denny Purdan, DeWise Purdue, George E. Quinn, Cecil Raft, Tom Ralston, Joseph Ramsey Monkey Ramsey, Ted Randall, Earl Randall, Larry Randall, Richard Rankin, Edward Rankin, Roy Raul & Virginia Rates, James O. Ray, Harold Rufus Ray, Ralph Ray, Reuben Ray, Tom Curley Rea, D. L. Reckless, Fred Red, Nubbinn Redding, Lyle O. Redon, E. Reece, J. R. Reece, Larry P. Reese, Joe (Monk Show) Regan, Joe Regnell, Niles Reid, Stan Remilet, Joe Renfrae, Toby Renick, Mel Reno, Edw. A. Reno, Ellis Rhea Attra., Johnny Rhodes, Lewis Rhoul & Annette Rice, Al Rich, Henry Richards & Mannette Richards, P. Richardson, George Rickert, Francis Rideaux, Clifford Rideo-O, Johnny Riggins, Tom Riley, Carlee Riley, Wm. Roach, George Roach, J. S. Roberts, David A. R. Roberts, J. C. Jack Roberts, J. Stanley Roberson, Geo. Mgr. Robinson, Bob Robinson, Willie (Tinkle) Sullivan, Bill Sullivan, Frank Sutton, Al Swafford, C. B. Swain, Clifford Swartz, Jew Swede, Big Sweeney, J. Swicegood, Earl Switzer, Jerry Szcka, S. Tack, Tick Tacliet, Albert Takayama Talley, Kid Taylor Bros. Taylor, John Taylor, Raymond Taylor, Sammie Taylor, Tiney Billie Temple, Johnny Temple, Rae Texas Rodeo Thein, Edward Thomas, Albert Thomas, E. H. (Extras Farm) Thomas, Fred Thomas, James A. Thomas, John Thompson, Charles R. Ryan, Frank Red Ryan, George Ryan, James J. Sadhue, Jacob Sakobia, James Salisbury Jr., Larry Salzer, Raymond C. Samberdino, Frank Sammons, Floyd Sampson, Roy Sanders, C. R. Sands, Red Murphy Satiro, Frank Saunders, Bert

Thorpe, Tex Tiggs, Tommie Sailor Time, Theodore Tipton, Clarence Tipton, Jake Tirko, Billy Togo, George Tom, Miller Tomaini, Aurelio Al. Barnhardt, Jane Benevento, Carol Booth, Nina Brian, Virginia Brooks, Kathryn (Giggles) Caswell, Marie Cuffe, Beryl D'Alu, Nina Damman, Frances Dare, Yvette Davies, Alfreda Deseo, Gloria Elledge, Kay Ellen, Mary Foley, Mrs. James Fortuna, Margaret Fortuna, Rose Free, Fern Gallagher, Ruth Graves, Aleece Huberth, Margaret Huff, Nocha Ibberson, Marie Joyce, May Kay, Estelle King, Betty Koort, Katherine La Marr, Jackie Larno, Joseph Leist, John Lewis, Diamond Ted Lewis, George Lorraine, Fat Lyons, Bayne Malakoff Mamos, H. Marvillo (Fingerless Piano Player) Marshall, Nealon Massey, Alexander McLaughlin, Andy Miller, Jas. B. Montana, Robert Mount, Barry Neylor, Thomas Northrup, Bert Phillips, Robert Ponty, Fred Quirk, Harold Rao, Ned Red Cloud, Chief Reynolds, Earl Riddle, John Rigens, P. J. Roberts, J. Stanley Sattman, Hereford Shafer, Walt (Wingie) Sherman, Edw. Sherry, Bob Sherry, Roughie & Punch Silver Twins of Jersey City Simon, Joe Smythe, Fred Starrett, John Steiss, Ernest Straw-Hat Sullivan, Daniel Tambert, Danny Terry, & Walker Thompson, H. A. Tucker, Albert I. Turk, Maxwell Updegraff, Larry Vantine (Magician) Valdez, Armand Valentine, Ted & Jr. Waite, Billy Wallace, I. K. Wallace, J. H. Ward, Hank Wells, Lewis Williams, Leapo Wolfe, Thomas A. Wilson, Russell Windoor, Harvey Winfield, Red Winstead, E. S. Winters, J. A. Wise, Whitey Wolfe, Bill Wolff, M. M. Wood, F. M. Woods, Harold Woods, Jimmie Woods, Walter Woodford, Ed Woodham, Fred Wouff, Bennie Wright, Warren Wuss, Bill Yacopis, Springboard Artist Yamanaka, George Young, Roscoe Youngblood, Zeke Youngs, Toby Zelmo, the Great

MAIL ON HAND AT NEW YORK OFFICE 1564 Broadway. Women Lamb, Geraldine (Jerry & her Gadgets) Lee, June Lovell, Carol Loy, Jean Loya, June McCray, Myrtle Montague, Lillian Montoya, Pola Mort, Blanche Murphy, Mrs. J. J. Murphy, Marie Naitto, Nio Norris, Eunice Page, Peggy Rae, Sonya Reynolds, Peggy Reynolds, Rita Rhythmettes (Girls Orchestra) Roberts, Geraldine Ryan, Flo Small, Marie (12 Aristocrats) Weiss, Lucille White, Edna Margaret Williams, Margie Yacotino, Agnes Larno, Joseph Leist, John Lewis, Diamond Ted Lewis, George Lorraine, Fat Lyons, Bayne Malakoff Mamos, H. Marvillo (Fingerless Piano Player) Marshall, Nealon Massey, Alexander McLaughlin, Andy Miller, Jas. B. Montana, Robert Mount, Barry Neylor, Thomas Northrup, Bert Phillips, Robert Ponty, Fred Quirk, Harold Rao, Ned Red Cloud, Chief Reynolds, Earl Riddle, John Rigens, P. J. Roberts, J. Stanley Sattman, Hereford Shafer, Walt (Wingie) Sherman, Edw. Sherry, Bob Sherry, Roughie & Punch Silver Twins of Jersey City Simon, Joe Smythe, Fred Starrett, John Steiss, Ernest Straw-Hat Sullivan, Daniel Tambert, Danny Terry, & Walker Thompson, H. A. Tucker, Albert I. Turk, Maxwell Updegraff, Larry Vantine (Magician) Valdez, Armand Valentine, Ted & Jr. Waite, Billy Wallace, I. K. Wallace, J. H. Ward, Hank Wells, Lewis Williams, Leapo Wolfe, Thomas A. Wilson, Russell Windoor, Harvey Winfield, Red Winstead, E. S. Winters, J. A. Wise, Whitey Wolfe, Bill Wolff, M. M. Wood, F. M. Woods, Harold Woods, Jimmie Woods, Walter Woodford, Ed Woodham, Fred Wouff, Bennie Wright, Warren Wuss, Bill Yacopis, Springboard Artist Yamanaka, George Young, Roscoe Youngblood, Zeke Youngs, Toby Zelmo, the Great

MAIL ON HAND AT CHICAGO OFFICE 404 Woods Bldg., 62 West Randolph St. Parcel Post Women Allen, Margie, Sc Hill, Ruth Kelly, Mrs. P. B. Lang, Ruby Mackenzie Mack, Marquita Madelon May, Mrs. Eleanor McConnell, F. McKee, Mrs. Nancy Miller, Ruth Rooney, Mrs. Chas. H. Weadon, Velma -- Miller Yeager, Joy Zorn, Zada Men Adie, Joseph Adler, Felix B. Applegate, Sam Baroni, Jackie Barry, Charlie Bentley, Jeff Bullock, R. T. Cash, Maurice Ceylon, Joe Clarkon, Dick Claude, Claudine Corthay, Tex Daly, "Smiley" Delmar, John A. Derer, Charles Duby, Ralph Eggleston, Bill Eldridge, Wm. Ellwood, Francis Fisher, Jerry Frazier Family (Box 215) Norman, Tom Plant, Phil Rabold, Rajah Ray, Yogi Redding, Raymond H. Richter, Otto (Clown) Ridiculous Trio Robertson, Alvis Rogers, Gene Rogers, George Russ, C. J. Russell, Ross Smucker, Berney Snell, O. J. Steinbeck, Donald Swanson, Carl O. Vanderbilt, Arlie West, Glenn Yerro, Vincente Smith, Floyd Smith, G. E. Smotts, Lee Roy Stanley, Lacie Stanley, Wm. Statler, Lloyd Stevens, Vern Stine Lee Shows Stirkey, Joe Thomas, Booster & Lola Tinning, George Thompson, O. O. Walker, James O. Walker, Shortie Webb, Frank H. Wheeler, J. W. Wiley, George Wilhite, Frank Willis, M. E. Wright, H. P. Wright, Warren Zschillie, Fred

MAIL ON HAND AT ST. LOUIS OFFICE

390 Arcade Bldg.

Parcel Post

Women

Allen, Mrs. Gertrude Attawa, Gladys Bing, Bernice Brown, Mrs. Harry Beyer, Mrs. Harry Byers, Dorothy Cowan, Louise Cutler, Rose & Louis Dale, Dorothy Davis, Mrs. Babe Dellan, Dorothy Doria, Betty Lee Hansen, Mrs. Al C. Harris, Mrs. Gladys Attaway Hester, Mrs. Mae Hobson, Mrs. Amanda Lennon, Pauline Miller, Betty R. O'Connor, Mrs. T. Reynolds, Mrs. L. C. Smith, Elizabeth Stanley, Anna Strain, Henryetta Strong, Mildred Thomas, Mrs. Nellie Turner, Mary

SUGAR'S DOMINO

(Continued from page 4)

is with a very common first name and an ominous sounding surname. Charley is Fred Allen's loyal handyman and has so functioned for as far back as Allen has been a top radio personality. Charley works on a number of other shows. He is rarely billed or announced. He works in as many dialects as used to be heard in Ellis Island before immigration became anathema to Congressmen. Charley does dialect like Rembrandt painted pictures. He does them well. Charley is unpretentious; the least hammy actor we have ever met. He has a heart that is as big as his talent is great. He is satisfied to be known in the trade as radio's greatest unknown. He is a trouper from the old school. Radio did not give birth to him; only to greater opportunities for him. He does far more than his share in every worthy movement in that part of the theater that he calls home. If we knew he aspires to it we would wish for him—as would his many other friends—a topline spot on the air in a show that would be as widely acclaimed as the Bergen and Benny shows. But we are sure that Charley doesn't want that right now. This dynamo has a slight tendency towards obesity. He might go stale and heavy with the infantile job of preparing but one show a week. But we doubt whether he would turn down a picture offer. The film people will get his scent one of these days but a really smart scout should

Famine in K. C. Aud

KANSAS CITY, Mo., March 2.—Customers who attend events in the Municipal Auditorium here will have to watch with dry mouths and empty stomachs henceforth because of an edict issued recently by Eugene C. Zachman, new manager of the aud. Zachman banned the selling of chewing gum, peanuts in the shell, ice cream on sticks and soft drinks in bottles.

Annexation?

REGINA, Sask., March 2.—A gentleman in Hollywood wants to bring a stock company to Western Canada, but unless he brushes up on his geography he's going to wind up somewhere near the North Pole. Moose Jaw, Sask., board of trade is in receipt of a letter addressed to "Chamber of Commerce, Saskatchewan, Alaska." First paragraph reads, "Realizing what a fast-growing country Alaska is, Saskatchewan in particular, I would like some advice about bringing a first-rate and reputable stock company of well-known players to your territory. . . ."

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Big Easter Biz Expected By Workers and Operators

Bunnies again to be among favorites, as salesboard ops expect to increase takes—pitchmen, streetmen to earn larger profits—new low prices are announced

NEW YORK, March 2.—With Easter coming the earliest this year since 1918, pitchmen, streetmen, store demonstrators, direct sellers and bingo and salesboard operators are preparing for one of the biggest Easter seasons in history. The salesboard boys are expected to come forth again with candy deals and large stuffed bunnies, and there is indication that stuffed toys will also be popular. Mechanical toy workers are anticipating large takes and firms report large orders moving into the hinterlands. Pitchmen and streetmen anticipate a busy time. Among the more or less staple items the boys expect to push are begging rabbit with carrot, Easter chick in cage, jumping rabbits, squeaking rooster, pecking chicks and Easter baskets. Various items made up as monkey mitts are also expected to claim attention, and reports are that Dopey, of the Disney clan, will return for his share of the takes. Dopey is expected to be joined by Pinocchio and characters from the *Gulliver's Travels* flicker.

Mechanical Toys Back

Mechanical toys, a perennial Easter favorite, are seen by those in the know, making a 1940 gala appearance. In addition to the usual run of holiday items, the playful cat and the seal may make strong bids for shares of the revenue.

This year St. Patrick's Day, which falls on Palm Sunday, is going to make green items mingle with the yellow and lavender color schemes. However, workers expect to do their biggest business on Saturday, when the Hibernians expect to pay homage to their patron saint. Shamrocks, buttons, badges, clay pipes, flags and artificial flowers will, of course, be the big numbers at this time.

Getting back to Easter, everyone seems pepped up over the festive season. With business reported generally better over the nation, there is every indication that takes from lines associated with the season will surpass all records.

Religious Items Pushed

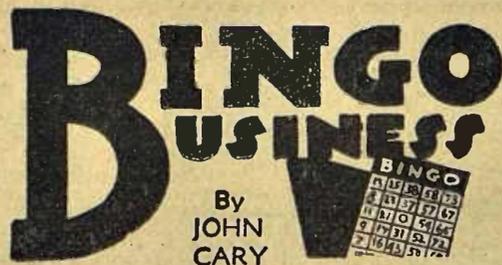
Religious items, especially crosses, will increase in sales as Easter nears. This will mean more money for engravers and streetmen. Direct sellers are anticipating increased business in shrines and similar items. A line of crucifixes and shrines made from tropical shells is reported off to an early start, canvassers working it from every possible angle and earning a good profit. In neighborhoods that are predominantly Catholic sales beyond all expectations are said to have been recorded.

Stuffed toys, which were formerly sure-fire money-makers at Easter time, are showing signs of making a comeback this year. Since merchandise history seems to repeat itself, the boys are loading up on pandas, bunnies, elephants and chicks. A new item to be seen this year is the chenille bunny. Goppy, the elephant, is again in the limelight, but this year with a running mate, the skunk with a cent.

Bingo operators are planning to take advantage of the opportunity afforded by holidays. Many are planning to carry out the yellow and lavender color scheme on their stands. Bunnies, candles and even dolls will be found in great number on the stands.

Salesboard operators expect to push special candy deals and bunnies. Stuffed plush squeak rabbits in assorted colors will be offered on boards. They have glass eyes and silk ribbons tied around their necks. The begging bunny with carrot will be seen in large quantities. They range in height from 14 to 36 inches. Prices this year are low, allowing the boys a chance to earn a good margin of profit. With the bunnies, workers expect to complete many cards. Store demonstrators will play an important part in the merchandise field

this year. They will be on hand with monkey mitts and mechanical toys to garner their share of the takes.



WHETHER or not lucky charms help bingo players carry home more prizes is immaterial. However, there isn't an operator who doesn't like to see players use them, because that is an indication the players are dyed-in-the-wool fans. When they start bringing their own markers the op knows they are certainly going to be repeat business for him.

Recently we visited a game that had been in operation more than 30 weeks. At least 50 per cent of the players had some sort of luck charm on their markers. It is easy to surmise that success of this game can be partially attributed to this fact. But on the other hand the operator must first make his game interesting enough so that players will go to the additional expense of buying markers. The operator of the game we attended said that he tried to have the players bring their markers. When they do, he knows that he is putting on games that will continue to increase in popularity.

JOHN M. SCHWARTZ is heralded as the bingo chief of Syracuse, N. Y., and recently a newspaper ran quite a story on him. One of the main points stressed was that the bingo craze hit the country about 10 years ago and was probably spawned by the depression.

We agree with that statement. It shows that bingo is not a game that requires the spending of large sums of money for the hours of enjoyment it affords. The fact that it grew from the depression is proof enough that it is a game for those in the middle-income bracket.

CHENILLE bedspreads continue to be a big item at bingo games. The spreads are made from the best cotton muslin and are available in various designs and colors. Operators are finding them ideal for flash and place them across the back of the stage as drops. When chenille bedspreads are put on the prize racks it is a pleasure to watch housewives eyeing them and probably thinking how good that pink one would look on the bed in the guest room.

RESIDENTS of Wilkes-Barre, Pa., are rabid bingo fans. Recently a drive was started in the State against gambling. So interested were citizens in learning of the legal status of their favorite pastime a communication was sent State Police (See BINGO BUSINESS on page 58)

G. O. P. Philadelphia Conclave To Unleash About \$12,000,000

PHILADELPHIA, March 2.—There's a golden stream of \$12,000,000 calculated to flow into this territory during the week beginning June 24, when the Republican National Convention convenes here. Wholesale merchandise, novelty supply, souvenir and bunting manufacturers and pitchmen are figured to share in a generous portion of this gold mine. With 35,000 persons expected to stay for the duration of the conclave and a flow of one or two-day visitors swelling the influx to around 1,000,000, there is no question that these parts will provide lush days for novelty and souvenir sellers thruout the country.

Estimate Based on Facts
The \$12,000,000 estimate was carefully

calculated by George W. Elliott, the Chamber's general secretary. Of this total the Chamber of Commerce estimates that wholesalers and manufacturers will derive \$1,524,000 or 12.7 per cent.

Capture of the G. O. P. convention adds to an already well-filled convention season for Philadelphia. Among the important gatherings, each of which will bring from 3,000 to 10,000 visitors to the city, are the hosiery show in April, which attracts the textile industry from all parts of the country; the American Nurses' Association in May, and in September the State Medical Society, the American Bar Association and the National Association of Life Underwriters,

Rabbit's Foot Stimulates Biz

NEW YORK, March 2.—With the eternal lucky charm standby, the rabbit's foot, being groomed in green to attract the attention of the Hibernians on March 16-17, the use of this line as a business stimulator is recalled.

While the rabbit's foot charm appeals to practically every field, streetmen are perhaps the greatest users. The charm has had various novelties attached to it, which have not only made it more colorful but added to its profit-making qualities.

Bingo operators are finding the charms ideal for consolation or small prize awards. Used as a premium for games, the charm has also contributed to the increase in attendances.

Concessioners are again turning to this item as prize for low scores. It has always been acceptable in this field.

The World's Fair brought the rabbit's foot out in a new dress, and it is already showing signs of being a big number again this year when the fair opens May 11. The charm was made as a key chain and carried a token bearing the Perisphere and Trylon. The popularity of this number was far reaching, and it is expected that records will fall under next summer's demand.

Direct sellers are said to be turning to the rabbit's foot as a premium and business stimulator. They have found that the gift of such an item brings repeat sales. It means luck—but this is for the boys who canvass.

In New Orleans the rabbit foot has taken on a different aspect and is even referred to as "lagniappe" and not business stimulator. It is serving as a business stimulator, but "lagniappe" is the New Orleans French for something for nothing.

January Gift Ware, Lamp Sales Increase

CHICAGO, March 2.—Gift ware sales moved up 8.9 per cent for January over the same period a year ago, Percy Wilson, managing director of Merchandise Mart, reported here today.

Sales in lamps and shades showed a gain of 12 per cent for the month, as compared with 1939. Housewares and electrical appliances showed an overall gain of 30.3 per cent on the strength of a sharp upturn in enamelware and small appliances, despite a price break in the major appliance division.

American creations in china, glass and pottery replacing vanished imports, met (See JANUARY GIFT WARE on page 58)



By BEN SMITH

OUT OF THE MAIL BAG.

J. K., of Denver, writes:

"I would like to get straightened out on the situation where a card is approximately half sold and you can't go any further. I've muddled thru every time I ran up against this problem but would appreciate getting the lowdown on how other operators handle a similar situation."

This question comes up often and the answer is still the same. When a card is stopped at the half-way mark an operator will usually square the card by offering the following proposition: Pull off the tab and check the winning number. If it has been purchased the winner receives one of the major awards and the worker is out of luck. If the winning number has not been sold the worker gets the major. In other words, one one award is given.

You wouldn't know it looking out of the window these days, but Easter is just around the corner. Arthur Meiseles, a New York boy, popped into the office with the old reliable bunny deal and said it is clicking unusually well. Bunny offered is a combination chenille and plush beauty, 31 inches high. It is available in all color assortments and is given away on a 40-hole card, three numbers free, with a \$7.98 take. Meiseles said he lays about 75 cards a week and that 60 come thru in about 10 days, a knockout turnover if true. He has been concentrating on bars and grills, restaurants and office buildings, with bartenders, waitresses and reception clerks his best workers.

Walter Spiegel, of Playland Supply Co., is beating the drum again on his record players and expects to do quite a job with them in the next few months. He was one of the first to sense the sales possibilities of the new record devices and has already cashed in heavily on public demand for them. With record purchases for the home showing a steady increase, operators should cash in also.

Looks like Big Bill Burns has another natural in the small deal he sprang last week. It is turning over like hot cakes, he says.

HAPPY LANDING.

St. Patrick Day Novelties

	Per Gross
B93N15—Silk Shamrock	\$.50
B93N21—Shamrock With Hat	.70
B93N9—Green Carnations	1.75
B93N40—Irish Flag, 1 1/2 x 2 In., With Brass Pin	.45
B93N42—Bow Pin Combination Irish and American	.60
B93N41—St. Patrick's Blowout, 16 In.	.85
B93N28—St. Patrick's Blowout, 20 In.	1.20
B93N27—St. Patrick's 8 In. Horn With Tassel	.95
B93N26—St. Patrick's 14 In. Horn With Tassel	1.80
B93N32—St. Patrick's Crepe Hat	.90
B93N23—St. Patrick's Crepe Hat	2.75
B93N38—St. Patrick's Metal Hat	8.50

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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.

Garment Hanger

The new Master Garment Hanger is a sure-fire money-maker for demonstrators and direct sellers, the Hall Co. reports. Item is a foot long and has holder on one end for placing it over a door top, with the other end fitted so that it may be screwed to the wall. Since it holds 12 suits or 12 dresses and fits almost anywhere, every housewife is a prospective customer. Holder is portable, solves the problem of limited space in closet and is an aid to housewives while ironing. New low prices are offered to introduce the hanger, the firm reports.

8-in-1 Fuse

The 8-in-1 fuse, Gordon Mfg. Co. reports, is proving a quick money maker for pitchmen, streetmen and agents. The item takes the place of eight fuses, saving time, money and trouble. Approved by underwriters, the device is shockproof and fireproof. Inserted in a fuse socket, it may be turned eight times, serving as eight fuses. With new low prices, workers are offered an opportunity to make a good profit, the firm reports.

Used Oil Reclaimer

Agents are making money with a new solution recently introduced for reclaiming used motor oil, G. H. Boyd reports. The process is to place used oil in an eight-gallon container with faucet about three inches from the bottom. It is heated

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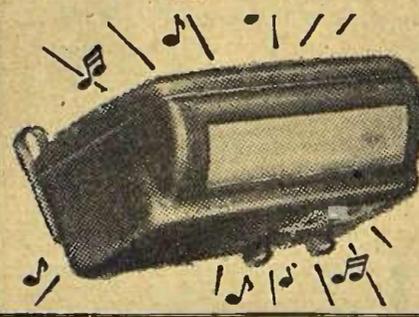
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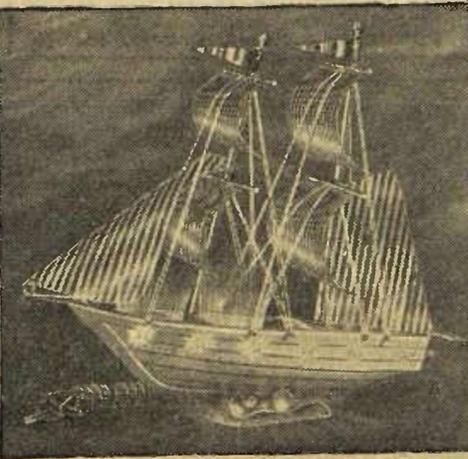
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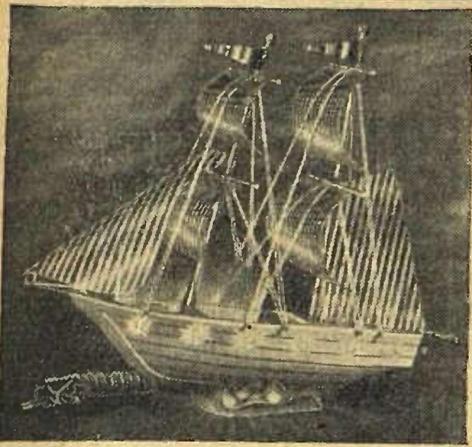
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APRIL FOOL SPECIALS

Hot Pepper Gum (Packages)	Doz. 35c
Garlic Filled Chocolates	Doz. Bags 60c
Explosive Handshaker With Caps	Doz. 40c
Cigarette Plugs	Doz. 30c
Stinko Cigarette Plugs (Carded)	Doz. 30c
Sneeze Powder	Doz. 25c
Itch Powder	Doz. 25c
Pepper Filled Candies	Doz. Bags 35c
The Hot Seat	Doz. 50c
Explosive Book Matches	Doz. 25c
Sparkling Book Matches	Doz. 25c

25% Deposit, Balance C. O. D.
JOBBER: Write for Special Jobber's Price List.
GORDON NOV. CO.
Dept. M, 933 Broadway, NEW YORK CITY



NEW SHIP LAMP IS A KNOCKOUT NUMBER

As usual we are first again with a leading seller. HAGN'S offer the new electric lighted Ship model. Lustrous chrome sails with baked enamel metal hull. Bulb in base illuminates sails, port holes and glass wave effect base. It's colorful and appealing to everyone. An unusual value at the price. Length 13 1/2 inches, height 12 inches. Shlp. wt. 4 lbs. Order by number.

No. B10E296 Each \$2.55
Lots of 7 or More, Each **2.40**

Sample Postpaid 3.00
New Flyer No. 401, just off the press, sent on request. Also Catalogs Nos. 395 and 396 available. Mention your business. We do not sell retail.

JOSEPH HAGN COMPANY

Distributors
217-223 W. Madison St., CHICAGO

WHOLESALE CATALOG 4,000 BARGAINS FOR SALESMEN & DISTRIBUTORS



FREE It has 260 pages, check-full of unusual values. It contains selling plans; order stimulators; tested fast selling articles to dealers, stores and direct to the consumer. A new revised issue is just off the press. Cost about 25c. **FREE** while stock lasts. Send for your copy Today.

SPORS OO., Le Center, Minn.
3-40 Superior

St. Patrick Specials "Quick Sale" Fine Quality

BB4088—Shamrocks, Plain, Good Silk	.60
BB3059—Same With Paddy Hat	.90
BB7824—Elra (Erin) Flag, Good Silk	.75
BB3062—Green Snakes. Doz. 80c	8.50
BB3065—Green Balloons	1.75
BB7812—Green Bows	.70
BB1148—Paper Horns, Green	1.25
BB3087—Crepe Hats, Green	2.00

SAMPLE ASSORTMENT—96 Pieces.
1 Doz. of Each of Above **1.50**
POSTPAID. Cash With Order

LEVIN BROTHERS

TERRE HAUTE, INDIANA 25% Deposit Required With All C. O. D. Orders



ELECTRIC EYE ANNUNCIATOR AND BURGLAR ALARM

STORES, Homes, Taverns, Shops, Garages—score of others—waiting for the RAY-ALARM Burglar Alarm and Annunciator. Real protection—guards against intrusions. Invisible beam of "Black Light," when interrupted, sounds continuous alarm. Plugs in any light socket. Unfailing demonstration takes 10 seconds—makes sales on spot. **SEND NAME** Huge profits. Write AT ONCE for particulars of Distributor Plan or agent proposition. No money. Just send name.
225 Fifth St., Dept. R-433, DES MOINES, IOWA

Elgin Waltham Bulova SPECIAL VALUES

0 Size, 7-Jew., Star Case, \$3.00
12x6, 7-Jew., Gold Color, 2.50
16 Size, 7-J., Gold Color, 2.75
Med. Size, 7-J., Gold Color, Free Chain, \$2.25. Pocket Watches with Keystone Cases, 25% with order. Bal. C. O. D. Samples, 50c Extra.

M. FRIEDMAN - 704 FORSYTH ST. - N.Y.C.

WANT

SALESMEN now calling on Salesboard and Premium Users. A few territories still available for aggressive men to handle nationally advertised, fast selling Premium Radios. Give present territory and business refs.
BOX 420, Billboard, Chicago, Ill.

to the boiling point and the oil reclaimer is then poured in and stirred for 10 minutes. Removed from the fire, the oil is allowed to stand a few days before the reclaimed lubricant, said to be devoid of carbon and foreign matter, is removed from the container. A half gallon of the solution is sufficient to reclaim about 10 gallons of used oil, it is said.

Mason Pockets

Salesmen, agents, pitchmen and demonstrators are again making money with Mason Pockets, Mason Mfg. Co. reports. The item, a kitchen wall pocket, readily fills a need for storage of zipper bags and bowl covers. Made of oilcloth in many patterns and colors, housewives are able to match any kitchen color scheme. New low prices are offered, the firm reports.

Fling-O

Fling-O is the name of a fascinating new child-appeal creation that is getting enthusiastic reception by prize and premium users, according to the maker, Play Products, Inc. A spiral spring makes it possible to play over 25 games with the number, it is said. It is compact and available in two models, the firm reports.

Miniature Glove

The miniature glove, Bengor Products Co. reports, is a fast-selling item. Glove is placed on a three-color card with four lines of poetry facing picture of a bull. When unfolded it provokes many laughs. It is priced to allow a good margin of profit, the firm reports.

H. Allman, of Richard Appel, Inc., reports that he is pleased at the trade's reception of the firm's new Joe King line of jokes, tricks, magic and puzzles. Proof of this is confirmed in the number of reorders received, he says.

ELGIN, WALTHAM, BULOVA

Renewed Guaranteed. **STARTS AT \$2.95**
MEN'S WRIST AND POCKET WATCHES.
Wholesale Jeweler Since 1914. SEND FOR FREE CATALOG.
LOUIS PERLOFF
729 Walnut St., Philadelphia, Pa.

BIG VALUES — LOW PRICES

- WALTHAM ELECTRIC DRY SHAVER—Leather Pouch, Ivory or Black Case, With \$15 Price Tag. Boxed. Ea. . . . **75c**
- SNAP BUTTON COIN PURSES—Well Advertised. Prepaid. Doz. . . . **\$1.50**
- ADHESIVE PLASTER—1/2 x 5 or 1x2 1/2—Regular or Water Proof. Your Choice. Gr. . . . **4.40**
- HANDI-STRIPS—8 to Cardboard Folder. Gr. . . . **1.35**
- TOOTHBRUSHES—U. S. A. Gr. . . . **5.75**
- ASPIRIN TABLETS—Certified Brand. 12 to Tin. Gr. Tins **1.35**
- UNDERWOOD DRY SHAVERS—Ivory Case With Pouch. Ea. **.85**
- MAGNETIC TRICK DOGS. Doz. Sets. . . . **.75**

BENGOR PRODUCTS CO.
878 BROADWAY, NEW YORK, N. Y.



MAGIC DISC ANY 110 VOLT LINE
HEATS WATER IN 60 SECONDS
Millions need Speed King—gives you hot water fast and cheap. Drop into any pan of water—plug into socket—in 60 seconds you have hot water. Rush your name for sample offer for use as demonstrator. Plenty cash for agents. No money. Just send name.
Nu-Way, Dept. 433A Walnut Bldg., Des Moines, Ia.

SELL TIES—OVER 100% PROFIT

\$1 STARTS YOU IN BUSINESS
Wash Ties, Sample 7c; Doz. 60c. Slide-On Ties, Sample 25c; Doz. \$2.40. Silk Lined Ties, Sample 15c; Doz. \$1.50. Hand Made Ties, Sample 35c; Doz. \$3.60. 25% deposit, balance C. O. D.
Write for FREE Wholesale Catalog. PHILIP'S NECKWEAR, 20 W. 22d St., Dept. B-15, New York

Sell SLIDE-ON TIES for Spring PROFITS!

These ready-tied ties are popular sellers wherever shown. This spring they'll sell better than ever, assuring a steady income of profits. **NOW READY**—a complete line of 4-in-hand ties, starting as low as \$1.50 a doz. Also, genuine leather ties, tie and handkerchief ensembles, etc. **EMPIRE CRAVATS**, 22W.21st., N.Y.C. Dept. BBS

OAK HYTEX BALLOONS
MICKEY MOUSE TOSS-UP
ALWAYS a great money getter. Inflatable body, head and ears—with heavy cardboard feet. Several sizes. Ask your jobber, or write us for details.
The OAK RUBBER CO.
RAVENNA, OHIO.

PITCHMEN

A department for Pitchmen, Demonstrators, Novelty Salesmen, Medicine Showmen, Agents, Streetmen and Others.
by **BILL BAKER**
(Cincinnati Office)

RAYMOND HOLBROOK . . . recently has been working blocks and blades in Dallas and Ft. Worth, Tex. The weather is good in Dallas, and there are more doors open to pitchmen than there have been in 10 years, he says. A spring b. r. can be gotten in Dallas, according to Holbrook, but Ft. Worth is closed, at least until the Stock Show opens March 6, he says.

FAMOUS LAST WORDS: "You'll never see me become a victim of vanity because of my successes. I'm too sensible for that."

APPROPRIATIONS COMMITTEE . . . of the Mississippi State House at Jackson has presented a bill to cover the cost of inaugurating a new financial program, proposing imposition of a license tax of \$10 per county per article on persons selling, delivering or distributing patent and proprietary medicines and home remedies.

JACK KING . . . and Aaron Stein, radio workers of New York, last week spent a few days at Hotel Stuyvesant, Kingston, N. Y., mixing business with pleasure.

THE REAL SPREADER OF SUNSHINE is the fellow who greets you with a smile, despite the fact that there are dark clouds on his own business horizon.

HOUSTON CITY COUNCIL recently refused to permit A. C. Dorner, doing business as a mechanical man, to walk the city streets Dorner, who called

himself a transient in the show business, asked permission to carry ads on his back while walking about downtown streets as a mechanical man.

WHY DO SO MANY OF US try to make ourselves appear as big guys by maliciously broadcasting another's mistakes?

T. D. (SENATOR) ROCKWELL . . . blasts from Tacoma, Wash.: "Was in Seattle four weeks and saw James Robinson working gummy and stick solder. Have been in Tacoma four weeks. No one is pitching there. Ed Gunther and Sailor Harry have a tattooing shop in Tacoma. Just met Joe Baker there. He is leaving for the wide-open spaces with some Indian chief on a lecture tour around Washington and Idaho. R. Guild Stewart is in Los Angeles. He went to San Diego, Calif., but reports that it's closed. Carl E. Leander is confined to a hospital for an operation on his foot."

THE THINKING PITCHMAN says "I think" instead of "I know" when he's not quite sure.

JOHNNY MORTON . . . and wife were seen working egg separators in Tampa, Fla., recently.

DOC ROCKWELL . . . razor blade purveyor, was recently sighted in Tacoma, Wash., by Joe Baker, clown and black-face performer, who says Rockwell will make some stage appearances in conjunction with an oddity picture in which he appears. After appearing in theaters in the Northwest



FEATURING . . .
New Engraving Pins with '40 year guards—styles that are clicking! timely sellers like football, basketball, roller-skating and bowling pins . . . also all the best selling locket styles, featuring 6 big selling "Mother-of-Pearl" Locket Styles
Best Selling Whitestone Ring Styles
Cameo Rings . . . Billfolds
Compacts . . . Photo Jewelry.
Write for Catalog 24 Today.

HARRY PAKULA & CO.
5 No. Wabash Ave., Chicago, Ill.

FILL-O-MATIC
The Newest and Best Low-Priced Line of PENS—SETS—COMBINATIONS
New Push-Filler (Illustrated) and Lever-Filler Types Backed by ARGO'S Reputation for Quality.
ARGO PEN-PENCIL CO., Inc.
220 Broadway, New York, N. Y.

ELGIN & WALTHAM—Second-Hand Watches as Low as **\$1.85**
DIAMOND RINGS—Solid Gold Diamondings as Low as **\$2.40**

Send for Descriptive Circular
H. SPARBER & CO.
106 North 7th St., St. Louis, Mo.

MEDICINE MEN

Write today for new catalogue of Tonics, Oil, Salve, Soap, Tablets, Herbs, etc. Low prices—rapid service.
GENERAL PRODUCTS LABORATORIES
Manufacturing Pharmacists
187 E. Spring St., Columbus, Ohio

FREE 1940 CATALOG!
of latest popular sellers in Mother of Pearl LOCKETS, Cameo & Whitestone RINGS, ENGRAVERS' JEWELRY, CROSSES, NOVELTIES, etc. IMMEDIATE DELIVERY. Send \$2.00 for samples. MAJESTIC BEAD & NOV. CO., 307 5th Ave., New York, N. Y.

OUR SLOGAN FOR OVER 24 YEARS
WE ARE "NEVER UNDERSOLD"
has given us a tremendous following NOW . . . We challenge every Buyer To make us prove it.
See competitor's catalogs . . . Send us the orders with their prices and in every instance We guarantee you Better Values.
Our line consists of Razor Blades, Toilettries, Side-Line Merchandise, Notions, Novelties, Gifts, Salesboards and Deals.
UNIVERSAL WHOLESALERS Customers Note . . . Through special arrangement all orders for **UNIVERSAL WHOLESALERS** shipped by us.
Deposit of 25% With All C. O. D. Orders. Send ALL ORDERS to NEW YORK Only

MILLS SALES CO.
Our Only Mailing Address OF NEW YORK, INC.
901 BROADWAY, New York, N. Y.
WORLD'S LOWEST PRICED WHOLESALERS

End Your Correspondence to Advertisers by Mentioning The Billboard.

Rockwell will head for Los Angeles and later for the fair at San Francisco, according to Baker.

IT WON'T BE LONG now until most of the birds will have flown north.

TONY TRASER was on ties in Tampa, Fla., recently.

RED O'DAY is awaiting trial in the Covington County Jail, Collins, Miss., for a bum rap, pen-cills H. R. Lee from that town. Lee informs that O'Day's bond was set at \$500 and that his trial doesn't come up until the second Monday in July. He says O'Day would like to hear from his fellow paper men.

COME ON, you demonstrators! How was business at the numerous food shows and indoor celebrations this winter?

"I HAVE JUST COME UP from south of the border," pipes George Sanders from Carlsbad, N. M. "Even tho you can't speak good Spanish, they will buy down there in order to see you go thru the motions," Sanders says. He continues: "The country around here sure is a blank. I have gone in for some real rest here and around the first of March I will be off for God's country again. Where are D. J. Vargo, Tommie Coyle, Al Wallin and Shorty Hammell?"

CHIEF LITTLE BEAR at Sunny Acres Sanatorium, Warrensville, O., is doing fine after his 15 months of illness, according to Chief Blue Cloud, who tells from Buffalo that he recently visited him. Blue Cloud suggests: "Since it will be a long time before we'll be able to see Little Bear on the road, let's not forget him. Come on, friends, write to him. Chief Van Red Feather, Running Buffalo, Hill Cano, Chief Lone Star, Running Elk, Chief White Eagle and Mary Ragan—let's show Little Bear that we haven't forgotten him."

WHEN PITCHED INTELLIGENTLY almost any item will prove a winner.

JEWELRY WORKERS spotted in Tampa, Fla., and thereabouts include Mr. and Mrs. Rawlings, wire jewelry, and Dave Singer and Rothman.

RALPH CAPLAN is working pencils to swell results in Ambridge, Pa.

JOHN ROSENFELD and his medicine show, featuring Peaches Shaeffer, played the David Edwards Memorial Hall, Leetsdale, Pa., last week.

INNATE ABILITY combined with industry is the reason for many a pitchman's success.

STANLEY NALDRETT opened in Birmingham, Ala., February 26 for two weeks in Silver's store. He opens in Memphis March 11 for two weeks, then goes to Louisville, where he opens March 25 for a fortnight.

MAE GORMAN was seen in Birmingham, Ala., recently with shampoo, and Trude Marks, with powder base.

PHIL KRAFT scribes from Boston: "Plenty of snow here. I have run into a few of the boys. The sportsmen's show was okeh. Met Jimmy Billups, who is running a flock of demonstrations in Woolworth stores and getting plenty of the long green. I have a couple of spots on glass knives that are fair."

NEVER MAKE a mistake and you'll never make a discovery. Mistakes have their values. It's up to you to capitalize on them.

DAN SHERWIN pens from Miami, Fla.: "I recently read a pipe that said Florida was open to med, so just to keep the record straight, here's how it is: Tampa, \$250 a year and \$10 per day; Miami, \$500 a year and \$10 per day; Jacksonville, \$500 a year and \$25 per day. I think these kinds of licenses are prohibitive. There are two med shows here, but they are working outside. They are Ray Smith in South Miami and Bob Ward on a jig lot. Boys, if you are coming down here with med be prepared to work outside and you will be okeh. There seems to be plenty of money here."

ADD CONFUCIUS SAYS: "Leafies who give good premiums with sheet get good day's pay."—Al Sears.

Pitchdom Five Years Ago

Kid Carrigan was working Washington street, La Fayette, Ind., to good results. . . . Bob Fredericks was corraling the geedus with hum-a-tones in Brooklyn. . . . Working sales in and around Aurora, Ill., to lucrative takes were William McKenny and wife. . . . Doc Frank Keith and wife had their med show unit clicking in Northeastern Arkansas. . . . Tom Waters shelved his Pomeroy-Waters Show and was operating a restaurant and dance spot near Hearndon, Pa. . . . Ted McFarland and Tom Kennedy were garnering plenty of folding green with gummy in a Philadelphia store. . . . Sunshine and Ruth Rogers closed their Variety Revue and were booking another act in North Carolina schools and theaters. . . . Walker and Cozy, of Hav-a-Laf team, joined Mae Goodwin's Tate-Lax unit in Guy, Tex. . . . Ed Pearson, of flukum note, died in Oak Forest Infirmary, Chicago. . . . Doc George M. Reed was having little difficulty getting the long green in a Wheeling, W. Va., store. . . . W. H. Spencer, pen purveyor of note, was seriously ill and confined to his home in Washington. . . . Eddie Deloy signed with Little Doc Roberts to produce and manage his Big City Shows in Oklahoma City. . . . Dayton, O., and Detroit proved red ones for George Kiel and wife. . . . Jack LaMore and wife were putting rad over to big tips in Dallas. . . . Red Rogers was in Corydon, Ind., and anxiously awaiting the opening of the outdoor season. . . . Neal Chaney and Stanley (Bat) Nelson were putting their food-stand layouts over to lucrative results in Dallas chain stores. . . . F. H. Thompson was spending the winter in Lincoln Cottages, Aurora, Ill. . . . Dallas chain stores were giving Ed Schery good results on corn punk. . . . C. W. Meadows (Charley the Pencilman) and wife were vacationing in Miami, Fla., spending most of the time fishing. . . . Buster (Mickey Mouse) Robertson and wife were working to big tips and business in Dallas chain stores. . . . That's all.

PITCHMEN'S SAYINGS: "I should shay so!" —Bill Danker.

JOE HESS AND BOB VEHLING have an attractive pen flash at Market and Broad streets, Newark, N. J., blasts Al Sears, who says he is kicking the leaf around the suburbs and giving good premiums. Hess and Vehling also work pokes.

MED EXPONENTS in Miami, Fla., include Fergy Ferguson, Ross Dyer, Doc Silvers, Doc Bartck, Pat Smith and Mac Autry.

W. M. (GEECHY) HARRELL cards from Laurel, Miss., that he is working the leaf in that territory to fair results.

DESPITE THE FACT that he is probably one of the most harassed men in the world today from a business standpoint, the pitchman continually and stoically fights the fight, which is known to him alone. That's the reason he can lay claim to being one of the smallest of the great merchants.

SCOVELL AND LEWIS were sighted working peelers in Tampa, Fla., recently.

BERTHA STEBBINS and Joe Hess have been working pens in and around Tampa, Fla.

AMONG PITCHMEN at the recent Tucson (Ariz.) Rodeo, according to James (Curly) Burnett, were Muddy Waters, peelers; Art (Red) McDonnell, glass cutters; Jack Elliot and wife, whitestones; Fred Allen and family, transferine; Frank R. Rosche and several other sheet boys. Curly Burnett and his brother worked coils.

JERRY, THE JAMMER, SEZ: "Best way to get by is to work harder and boost—not cry."

Events for 2 Weeks

March 4-9

CALIF.—Oakland. Dog Show, 9-10. FLA.—Plant City. Strawberry Festival, 5-9. St. Augustine. Spanish Fiesta, 7. Sarasota. Pageant of Sara de Sota & County Fair, 5-9. GA.—Moultrie. Fat Cattle Show, 5-6. KY.—Louisville. National Home Show, 1-9. MASS.—Boston. Gift Show, 4-8. MICH.—Detroit. Mich. Sportsmen's & Boat Show, 2-10.

MINN.—Minneapolis. Zuhrah Temple Shrine Circus, 4-9. N. Y.—Rochester. Damascus Temple Shrine Circus, 4-9. N. D.—Valley City. N. D. Winter Show 4-8. O.—Canton. Dog Show, 5-6. Cleveland. Food Show & Household Appliance Expo. 7-15. Cleveland. Dog Show, 9-10. Springfield. Home Show & Exhn, 4-9. PA.—Pittsburgh. Dog Show, 7-8. R. I.—Providence. Dog Show, 9. W. VA.—Wheeling. Better Homes & Electrical Show, 5-8.

March 11-16

ARIZ.—Tucson. Dog Show, 17. GA.—Augusta. Sesqui-Centennial, 11-16. MASS.—Boston. N. E. Flower Show, 11-16. MO.—St. Louis. Greater St. Louis Flower & Garden Show, 9-17. N. H.—Manchester. Dog Show, 16. N. J.—Atlantic City. Dog Show, 16. N. C.—Smithfield. Lions' Indoor Fair & Festival, 13-16. O.—Akron. Dog Show, 11-12. Cincinnati. Dog Show, 16-17. Columbus. Dog Show, 11-12. Dayton. Dog Show, 14-15. PA.—Reading. Greater Reading Building Show, 9-16. TEX.—Fort Worth. Southwestern Expo. & Fat Stock Show, 8-17. Fort Worth. Southwestern Recreation Expo. Track & Field Meet, 15-16. WIS.—Milwaukee. Home Show, 9-16. Wisconsin Rapids. Central Wis. Home, Food & Auto Show, 17-19.

TOWNER'S SUGGESTIONS

(Continued from page 31)

advertising a grand, gorgeous, glittering street parade preceding the first performance. Then bring your circus to town. Invite the public to watch you unload the brightly colored trains, to see the erection of the big tented city, and then bring on that big circus parade. Be particular about the physical and material equipment of your circus. Keep it painted and in good shape and clean.

For the parade there should be plenty of beautiful women riders, several good bands, an ample supply of clowns, many beautiful horses, especially teams of sixes and eights of dapple greys with fine harness and plumes; gorgeous band wagons, tableau wagons and about 15 or 20 cages of animals, principally of the cat family, and a big hippo. Also there should be many novelties such as tandem riders, various carts, lead stock, zebras and llamas, a good supply of Shetland ponies and dogs for the children and, above all, a good-sized herd of camels and elephants. Parade should wind up with the old thrilling steam callope. Some of the cages in the parade should be kept closed to make the public want to know what's in them. Also during the parade lead your public to the showgrounds to see a thrilling free exhibition before the show begins. Have a good side show. Bring them into the menagerie, where they can spend an hour. Preceding the performance have a swell concert band entertain, accompanied by the air callope. You've got to stir them up and create a real circus feeling.

In the big top have three rings, two stages and a big steel arena over the center ring for trained wild animal acts. Make your big top a thing of beauty with plenty of color. Have real rugs in the rings. Have courteous attendants and ushers and keep hard drinks and drinkers where they belong; also strictly prohibit profanity in your organization. Open the show with a grand, colorful spec like Al G. Barnes used to have; then the fanfare of trumpets heralding the big pageant around the hippodrome. Follow this with two or three big wild animal acts, elephants and good riding acts like the Reiffenachs or Loyal Repensky's, novelties, slack and tight wire, Liberty horses, statues, plenty of clowning, high wire, flying trapeze, jumping dogs and horses. Wind up with the good old races and the ever-thrilling four-horse chariot race for a finale. Then give a good concert.

Regarding prices, let there be 50 cents general admission for adults, 25 cents for children and 75 cents for reserved. They'll come in droves and buy tickets. Passes must be eliminated as much as possible. No real circus fan wants a pass. Why should city fathers get them? They can well afford to pay the above nominal charges.

Concerning the high license evil, it's up to us all, especially real dyed-in-the-wool circus fans, to co-operate and do all we can to educate the public to the fact that the circus does not take all the money out of town. Let's show how many dollars pass from the circus into the hands of local business men for food and other necessities.

And last but not least, Mr. Circus Owner, procure advance men who know the game. Let them put plenty of fight in their efforts. JOSEPH SHIELDS.

SOCIAL SECURITY PLATES, ETC.



Start your own business stamping S. S. Plates, etc. S. S. Plates, size 1 3/4"x3" at 2 1/2c each. Double-Faced Brass-Cornered Cases for any size plates at \$2.25 per 100. All merchandise guaranteed perfect. Miniature Auto License Plates, 3 lines, Colored, with Key Chains, at \$3.50 per 100. Figures, Gauge and Hammer Complete Die Set, Letters, Samples 10c. Complete Die Set, Letters, Gauge and Hammer for \$3.50. Send 25% on C. O. D. Orders. Free list on Stamping Machines, Plates, Cases and genuine Leather Wallets. FRANK BONOMO, 65 Central Ave., Dept. BB9, Brooklyn, N. Y.

MAGIC--TRICKS--JOKES

FREE 1940 WHOLESALE CATALOG

NEW TRICKS Milk Bottle Trick .45 Dz. Baffling Buttons .825 Dz. New Coin Trick (Wood) 4.80 Dz. (Catalin) 9.00 Dz. Find the Bootlegger (Card Trick) 1.25 Dz. JOKES Salt Sugar .75 Dz. Bug In Sugar .75 Dz. Tantalizing Teaspoon .90 Dz. Jumbo Bills (6 to a pkg.) 1.25 Dz. Pkgs. Foaming Sugar .65 Dz. Squirt Mirror .75 Dz. Send \$2.00 for Samples of Above.

N. L. MAGIC CO. 923 8th Ave., New York City

Salesmen, Agents, Pitchmen, Demonstrators

Send 50c for Postpaid Sample of "MASON POCKETS," the New Kitchen Wall Pocket That Women Buy on Sight. Virgin Territory. Wholesale Distributors Wanted, State Your Territory.

MASON MFG. CO.

6535 S. E. 82nd Ave., PORTLAND, OREGON

Key Check Stamping Outfits



Emb'lem Key Checks, Key Rings, etc. Catalog free. Sample check with name and address, 25c. SOCIAL SECURITY PLATES KEMP NEW YORK CITY

463-B East 178th St.,

PUSH BUTTON PENS

\$18.00 PER GROSS Assorted Colors



Write for PRICE LIST STARR PEN COMPANY 300 W. Adams Street, Chicago, Illinois.

MYSTERIOUS MARIE—MAGIC PHOTO

Card with "Color-Changing Eyes." Lay Handkerchief over her "Maglo Chemical Eyes" and PRESTO—they have mysteriously CHANGED COLOR. Directions show you how to cause Actual Change in Minute. Repeats easily. New! Uncanny! Baffles all completely. Agents, Dealers, send 25c for Mystery Samples and Prices. THE RIENZI PRESS (Dept. C), 31 1/2 Sixth Ave., Newark, N. J.



SOCIAL SECURITY PLATES

\$2.50 per 100 CASES \$1.00 per 100

Stamping outfit consisting of a complete set of dies, including alphabet and numbers and gauge—\$4.00. We have a good proposition for agents. Send for illustrated catalog and details.

RELIABLE SALES CO. 1133 Broadway, Dept. BG, NEW YORK CITY

ELGIN & WALTHAM REBUILT WATCHES \$175

7 Jewel, 18 Size, in S. H. Engraved Cases, at Send for Price List. Money Back If Not Satisfied. CRESCENT CITY WATCH MATERIAL CO., 113 N. Broadway, St. Louis, Mo.



NEW TURN SIGNAL

FLASHES from REAR WINDOW—DASH Control AGENTS A whirlwind seller. Drivers buy on flash demonstration. Dealers buy 3 to 12. Your profit mark-up as high as 264%. Biggest sensation of year. Rush name quick for facts and Demonstrator sample plan. All Free! Rush. WATCH-MY-TURN SIGNAL CO., Dept. W-433A, Walnut Bldg., Des Moines, Iowa

VETERANS' SERVICE MAGAZINE ANNOUNCES

New U. S. Supreme Court decision upholding Freedom of the Press permits selling our publications anywhere at any time without license or any restriction. Fast selling Holiday Issues and Patriotic Calendars. Send 10c for samples. New less than half rate shipping charges.

ADVERTISE IN THE BILLBOARD—YOU'LL BE SATISFIED WITH RESULTS.

Notes From the Crossroads

By NAT GREEN

DIESEL power development is having a revolutionary effect in the transportation, lighting and air-conditioning fields. Outdoor showmen are gleaming many benefits from the use of Diesel power and will glean still more as its usefulness becomes more apparent. Many shows now readying for the season have invested in Diesel equipment during the winter, an indication that carnival owners are keeping step with progress. Motorized show owners will be interested in an announcement soon to be made by one of the major automotive manufacturers—an announcement of a motor that it is claimed will have greater power, stability and dependability than anything now on the market.

Terrell and Dolly Jacobs are busy at Peru (Ind.) winter quarters readying their animal act for the new season. Jacobs has 16 new cats, purchased some time ago by Frank Mayer, program publisher, who is associated with Jacobs. Terrell and Dolly will play their first 1940 date at the Minneapolis Shrine Circus. They also have the St. Louis two-week indoor circus lined up.

Leonard Hicks, former showman and now managing director of the Hotel Morrison, has been elected president of the Greater Chicago Hotel Association.

Abner K. Kline, of Eyerly Aircraft Corp., and Mrs. Kline motored into Chi from the South last week, bought a new trailer and high-tailed it for Salem, Ore. Abner reports the ride market is quite brisk. A correspondent reports that Fred Crandall, of the Riding Crandalls, is very ill at his home in Toledo.

Art Corey is mailing out an effective eight-page promotional piece on Iowa State Fair exhibits. That blue big top with red sidewall which R-B will use this season should prove a real attention-getter. And if reports are true the show will have a genuine novelty concert—a woman who hypnotizes jungle beasts. Frank Burke was in town last week setting Paul Whiteman for some Midwestern dates. The All Sports Show to be held at the Hotel Sherman next week will be the third sports show held in Chicago this winter.

Owners of circuses under canvas might well take a leaf from the book of the indoor circus boys who have been very successful this season. Detroit, Cincinnati, Milwaukee, Canton (O.) and Cleveland, to mention but a few towns, have given the indoor shows splendid patronage and on the whole this has been one of the best winter seasons in years. At Milwaukee the Hamid-Morton Circus did tremendous business and turned many people away toward the end of the engagement. Detroit had a banner year with a total attendance of nearly 300,000. Surely this indicates that the public wants the circus. Secret of indoor circus success is intensive exploitation. It may be argued that the show under canvas, playing one-day stands, cannot use the same exploitation methods. This is true in a measure. But there are many exploitation angles that can be used but which are being overlooked. We are referring, of course, to the smaller shows. The Big One has a highly organized exploitation department that has the men and money to do a thoro job. The little fellow is handicapped to a certain extent by lack of funds, but it has been amply demonstrated that more business sense and straightforward dealing and less conniving can overcome a lot of the difficulties encountered. Indications point to a good business year ahead. Wouldn't this be a good season to forget some of the outmoded practices of former years and apply more accepted business policies to the operation of shows?

J. P. Mullen and A. R. Corey, of the Iowa State Fair, in town on fair business and to see the Golden Gloves bouts. Paul Delaney, who did very well with novelties at the Golden Gate Exposition last season, is again headed for the West Coast. J. C. McCaffery, ACA g. m., back from an extended sojourn in Florida. Frank Buck will be a feature attraction at the Chicago Stadium Circus next month. Circus, again to be produced by Barnes-Carruthers, will open at the Coliseum in Indianapolis for a nine-day engagement, then into the Stadium here for 17 days. New Cole letterheads read "Famous Cole

Bros.' Circus." Sam Ward, publicity man for the Rubin & Cherry Exposition, left last Thursday for San Antonio to start his season's work. Hotel Sherman advertises "1,000 things to see and do in the Sherman" and it's not exaggerating. And now to its Dome, its Celtic Room, gadget counter, coin-operated game room, perambulating 26 game, "Quick Silver" broadcast and numerous other attractions, it has added one of those "See-your-name-in-the-headlines" gags and it's doing a thriving business.

Montana Evans (Mabel Stickney), formerly with the Ringling show, later with Texas Gulnan, and now a night club emcee, recently fell on a slick night club floor in Cicero and broke her right arm in three places. She is laid up at her home, 677 N. Dearborn, Chicago, and would like to hear from friends.

Sex Shows Set for Their Own Location By Execs of GGIE

SAN FRANCISCO, March 2.—Bluenoses already have become active regarding entertainment at the 1940 Golden Gate International Exposition. Expo officials have evolved a plan by which girl shows will be permitted on the midway but they will be restricted to a definite zone.

"It's this way," Concessions Director F. M. Sandusky, said. "Sex will be bottled up in one spot. If anyone goes inside that gate they'll know in advance what they are to get."

Director Sandusky also announced complete plans for overhauling the fun zone, with new show fronts and lighting doubled in quality and quantity. A canopy light will be erected across the Gayway, improvements to cost about \$25,000.

Fair appropriation bill was passed this week, making \$900,000 in State funds available. Money will be used to rehabilitate and operate the 13 State projects. Storms and heavy rain the past week-end did only minor damage to fair buildings.

Refusal of fair execs to sign an exclusive contract with Music Corp. of America has halted negotiations on entertainment. It was reported that General Manager W. W. Monahan preferred to play the field among talent agencies. MCA has been dickering for a water show. Ford Motor Co. signed for a new display in the Ford building.

Thrill Drivers To Feature Novel-Type Cavalcade Show

PHILADELPHIA, March 2.—Flash Williams and his Thrill Drivers have been signed to feature a Cavalcade of Thrills show, produced by Charles Wagner, of Wagner Sports Enterprises, promotional and booking office here, said Bill Wolff, public relations department. Show will play principal cities in East, Middle West and South, with opening set for Philly's ball park late in May.

Circus acts and a rodeo have been booked with three auto stunt shows, Flash Williams and his Thrill Drivers, the Hollywood Stuntmen and Bobby Lynch and his Death Drivers. Wagner announced signing the three thrill shows. Running time of show will be about four hours. It is declared to be the first show of its type ever to hit the road. Personnel will number 85, it is said.

Agents Leon M. Balkin, Ray Wagner and Bill Lucas, of the Wagner office, have been on booking tours the last three months. Mayer Brandschain has been signed to handle public relations, with Harry Johnston and Bill Wolff as assistants.

Sportsmen's Show Draws 240,000 in 9-Day Span

NEW YORK, March 2.—Fifth annual National Sportsmen's Show drew an announced 240,000 for its nine-day run (17-25) ending Sunday at Grand Central Palace.

Period took in two week-ends and Washington's Birthday. Spec of outdoor sports is circled to Detroit, Indianapolis and Buffalo in succession.

JANUARY GIFT WARE

(Continued from page 54) with considerable success. Wilson reported, showing a gain in sales at wholesale of 19 per cent for the month over the same period a year ago, altho

a number of factories booked to capacity on previous business were unable to take further orders during January.

BINGO BUSINESS

(Continued from page 54)

Commissioner Lynn G. Adams. His reply was that he was fighting lotteries and not bingo. "Bingo is purely local," he added.

NOW AND THEN articles appear in newspapers regarding efforts of overzealous reformers to abolish bingo. In the past six months it seems that more publications than ever have come to the front in favor of the game. The reformers don't get far with their ideas to curb bingo. When anything is said against the game thousands of indignant cries go up.

Reformers don't seem to take time to think of the hardships they are working against hard-pressed churches that are struggling to continue activities. In a number of sections bingo is the sole means of supporting many charities. With so many worthy organizations getting their life's blood from the game it is no wonder its supporters literally rise up in arms against the mere mention of banning the games. These people are right not to let overzealous reformers enact legislation to stop their work. Where citizens have revolted against these moves, some mutual agreement has been worked out. Generally it is local regulation and a small fee for the permit.

ANOTHER SUN

(Continued from page 16)

place people upon a stage and let them do the things that everyone in the audience knows they are going to do. By the time the first act of *Another Sun* is well under way its entire plot is painfully apparent; and for the rest of its course the play simply sprawls loosely along, getting nowhere in particular.

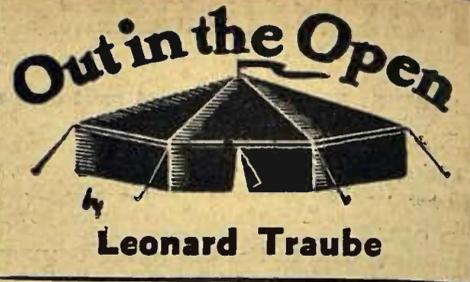
The chief character is George Berndt, a great German actor, an Aryan himself, who leaves Germany as a protest against the Nazi way of life, with his actress wife somewhat unwillingly accompanying him. His New York apartment becomes a center of political refugees of all nationalities, but he is unable to earn money because of difficulties with the language. So his wife arranges with the Nazi consul for a safe return, and he almost succumbs, being saved only by the American newspaperwoman who really appreciates him and by the news that his best friend, a Jewish poet, has been murdered by the Hitler regime. A rather breath-catching touch is added when, after his refusal to return, the Nazi consul secretly grasps his hand.

There is also the subsidiary tale of the poet's wife, who comes to America and the Berndts to be taken care of while her baby is being born. The child becomes the symbol of the march of freedom in the future.

There are many affecting touches, much tender characterization, a fine thesis and moments of effect. But there simply isn't a play. The script spreads itself over the stage, as thin and transparent as a puddle.

And altho there are many good players in the cast, Mr. Kortner's direction merely throws the deficiencies of the plot into more glaring relief. The first act is well staged, but soon thereafter the pace becomes slightly slower than the funeral march of a snail. Everything becomes heavy and overdone—and the last-act direction, particularly the section wherein the newspaperwoman tries to keep Berndt from going back to Naziland, is of the sort that was providentially discarded back in the days when stock companies and Boucicault comedies began fading out of the picture. It is so stogy and inept that it becomes embarrassing to performers and audience alike.

Under the circumstances, Hans Jaray, formerly of the German stage, has not very auspicious surroundings for his American debut; but he proves a highly personable performer, possessed of great charm and a beautifully unobtrusive technique, who is blessedly content to underplay in order to gain his effects. And he is aided immensely by Kate Warriner, one of our finest young actresses, as the newspaperwoman. Miss Warriner, who possesses the rare gift of authority without ostentation, does a quietly beautiful job. Also contributing notably are Adrienne Gessner, whose lovely work brings life to a fussy and over-written minor role; McKay Morris, Arnold Korff, Leo Bulgakov and Marshall Bradford. Herbert Rudley is uncomfortable as a sur-



Historical Stuff

WHEN England's immortal Chaucer wrote of "subtle tregetours who perform at feasts" he wasn't referring to suave exponents of the food demolishing art. A tregetour was a magician or conjurer, "who, with the help of the Devil will learne them many juglarie tricks to deceive men's senses thereby." In early Anglo-Saxon and Norman times the customers were not entertained by mere jugglers. The word then was "joculators," but there another expression, "tymbestre," which meant juggler or plate spinner. You pays your money and you takes your choice. An acrobat or tumbler was a "tomblestere," and if you wanted His Majesty King Edward II to be "amused," the absolute must for regal regality was comedy falls from a horse, presumably a moving mount. A contortionist was a "posture-master"—that's getting down to earth somewhat.

If ever you are told that the daughter of Herodias was, to go by modern concept, a dancer, be smart and say she was a tumbler, for that's how she's bracketed in the Saxon version of St. Mark's Gospel. And don't blame us—they're excerpts from *Sports and Pastimes of the People of England* (by one John Strutt) and sources unknown. Thanks to Walter Jackson, Montreal "posture-master," alias Bob Wallace, "The Flexible Funster."

Who were the great names in minstrelsy of the '80s? We wouldn't know, but C. E. Duple, of Jeffersonville, Ind., forwards a clipping from a Hoosier newspaper of October, 1881, showing an advertisement which reads:

"Opera House. Positively ONE NIGHT Only! Thursday, October 6, 1881. The Acme of Art! The Pinnacle of Fame! The Summit of Refinement. The People's Choice! The World Famous! Barlow, Wilson, Primose & West's Mammoth Minstrels. B., W., P. & W., Sole Proprietors. E. B. Brown, Manager. Reorganized for the Season of 1881-2. Everything New, Novel, Refined and Elegant. Courting criticism and defying competition, we submit to the verdict of an enlightened press and a discriminating public. Admission 25, 35 and 75 cents. Reserved seats without extra charge at Opera House box office, commencing Saturday at 4 p.m."

It doesn't sound much different from circus ads of that period and later.

A. M. Plamondon, of the revolving ladderists family out Pomona (Calif.) way, has become something of a pigeon breeder in recent years. Al Shriner, who was with Nature's Mistakes at the World's Fair last year, is in Dallas, head waiting for Bill Rowley's night spot. Rowley was at expo's Sun Valley. Some paths do meet. Mary (Elephant) Erdlitz, hurt in an auto accident a few months ago, is going South for a rest, delaying her appearance on the Ringling show. Marjorie Bailey, titular high poleist, will feature *The Augusta* (Ga.) Herald's 50th anniversary doings with her two-day didos atop the gazette's building, making a total height of about 250 feet. Her mentor, Frank (Death's Holiday) Cushing follows her in for a week's stand. Amusement Corp. of America is contemplating adding a sixth outfit to its cluster for season 1941. Jack (Abie) Tavlin in from Cleveland with report that Shrine circus did overwhelming grosses. Harry Schwartz, steward of National Showmen's Association, is breaking out like the proverbial rash with a de luxe custard—"all new and all different"—on Oscar Buck's midway. Irving (Palsades Park) Rosenthal has it on the most incontrovertible authority that Gladys Shelley, former actress, has written three click songs which go into the Shuberts' Eastertime show. They're *Baby, Give, I Want a Gypsy* and *Mr. Mazel*. Mr. Rosenthal should know—Miss Shelley's his frau.

prisingly badly written newspaperman; Johanna Hofer somewhat overdoes the role of the poet's wife, and Celeste Holm falls to make Berndt's wife either effective or believable.

Hartmann's Broadcast

FINAL CURTAIN

(Continued from page 29)

he had been with stock companies, later touring with his own group, with his wife, Lella Shaw, co-starred. Deceased also appeared in *The Littlest Rebel*, *A Royal Divorce*, *The Great Divide*, *A Fool There Was* and *An American Tragedy*. He had appeared on the radio in recent years.

PICKERING—Baxter, 42, radio script writer under the nom de plume of Dale Baxter, a suicide by gas, February 24 in New York. He leaves his wife and a daughter. He had been an emcee on the program, *It's Up to You*, with the National Broadcasting Co. last year.

PREVOST—Henri, 84, popular tenor of the '90s, in Paris February 26. He debuted in *Le Trouvere* at the Theater Lyrique, Paris, in 1881, and had appeared frequently at London's Covent Garden.

RAYMOND—Billy, 43, brother-in-law of Harry Phillips, West Coast carnival operator, in Los Angeles February 8.

READ—Edward B., 67, of New Haven, Conn., in Springfield, Mass., February 16 after a long illness. He was an international authority in the field of English lyric poetry and founder of the Carol Society of the United States.

REEVES—Al, 76, actor, burlesque manager and producer, once known as the "King of Burlesque," in Kings County Hospital, New York, February 26 after a three-day illness. Before retiring in 1914 Reeves was known for his banjo specialty for which he had won a medal at Steinway Hall 52 years ago. He played at the old show places at Coney Island, N. Y., and in the Bowery, New York; at Hyde's and Behman's in Brooklyn, at the Howard Athenaeum in Boston and at Gilmore's in Philadelphia. One of his productions was known as *Big Beauty Show*. He leaves his wife, Helen.

RINKENDORF—Emil, 77, Canton, O., band leader and composer over a period of 50 years, February 26 in that city. Best known as director of the old Grand Army Band, Rinkendorf took over this group of semi-professional musicians in 1883 and made it one of the outstanding musical organizations in the nation. The band became known as "McKinley's own." In later years Rinkendorf became conductor of the American Legion Band at Canton and directed it in several national competitions. President McKinley offered directorship of the U. S. Marine Band to Rinkendorf in 1898, but he refused. A son and a daughter survive. Services in St. Peter's Catholic Church, Canton, with burial in the church cemetery.

ST. JOHN—Mrs. Georgia, wife of Bert St. John, dramatic director of the Scottish Rites groups in Detroit, of a heart ailment in St. Petersburg, Fla., February 19. Deceased and her husband were formerly in the theatrical profession, she having been leading woman in various companies her husband managed. Services, followed by cremation, in St. Petersburg February 22.

SINGER—Richard, 61, concert pianist, February 28 of a heart ailment while rehearsing in a studio in New York. Survived by his widow and a daughter.

SMITH—Everett, trumpet player and former conductor of the Gouldsboro, Tobyhanna and South Sterling, Pa., bands, February 21 in Panther, Pa. Survived by his widow, two sons, three sisters and a brother. Services in Greentown, Pa., February 24.

SPLAIN—John J., 85, in St. Raphael's Hospital, New Haven, Conn., February 24 after a long illness. He was a former well-known newspaperman and began his career with *The New York Sun* and *The New York World*, afterwards becoming associated with New Haven papers as an editorial writer. Deceased later became publicity head for the late Sylvester Z. Poli, of the old Poli vaudeville circuit in Connecticut. At the time of his retirement in 1928 he was general auditor for the circuit.

STACK—Thomas F., 82, father of Francis D. Stack, formerly of Buckeye State Shows and other carnivals, recently at his home in Boston.

TAL—Mrs. Nina, 39, opera singer known as Nina Pallini, a suicide in her room in New York February 28. Mrs. Tal was a Viennese refugee, known in Europe as a singer, dancer and orchestra director. She leaves her husband, Osip, and an eight-year-old son.

TYKE—John, 45, motion picture cowboy extra, shot to death by another cowboy extra in Hollywood February 23.

WACHTER—Mrs. Agnes V., 77, at one time a well-known pianist and organist

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OPENING APRIL 20TH.

Want Bingo, Custard, Photo Gallery. Want Grind Stores, Ball Games, Long and Short Range Galleries. Want Penny Arcade, Motordrome and Fun House. Want 10-in-1, Monkey Show, Girl, Posing, Wax, Snake, Illusion and Grind Shows. Prefer with own outfits. Mrs. Boardman, write. Want Rides: Tilt, Octopus, Rollo-Plane, Ride-O, Rocket, Kiddie Rides and Pony Track. Billy Clark, write. 193 PASSAIC ST., GARFIELD, N. J.

in Philadelphia, February 25 at her home in Gloucester, N. J., after an illness of several weeks. Survived by her husband, seven sons and four daughters.

WEATHERWAX—Asa A., member of Weatherwax Brothers Quartet of Charles City, Ia., in Basin, Wyo., February 24. Three brothers, William, of Clarence, Ia.; Lester, of Wichita, Kan., and Tom, of Des Moines, survive.

Marriages

DECKER-JACKSON—Hillard F. Decker, treasurer of the Curran Theater, San Francisco, and Lalla Jackson, treasurer of the San Francisco Opera Association, in that city February 23.

HALL-COLLINS—Lewis Hall, radio actor, and Kay Collins, nonpro, March 1 in New York.

HARRISON-SCHIMMEL—Harold Harrison, advertising layout man in the New York office of *The Billboard*, and Mildred Schimmel, nonpro, at Temple Beth-El, Jersey City, N. J., March 3.

HUESEMAN - MCKENNY—Charles H. Hueseman Jr., and Mary E. McKenny, cashier at the Rio Theater, Appleton, Wis., February 19 in Dubuque, Ia.

McWILLIAMS - BROOKE—Paul McWilliams, magician, and Constance Brooke, dancer, recently in the South.

MERRIHEW-BERNARD—Verne Merrihew, nonpro, of Lebanon, N. H., and Violet M. Bernard, Enfield, N. H., daughter of Willie J. Bernard, freak animal dealer, Canaan, N. H., in Lebanon February 20.

MILLER-WORMANN—Charles R. Miller, former manager of Luna Park, Coney Island, N. Y., and Theora Wormann, February 24 in Jersey City, N. J.

NEUMAN-RUBIN—Dave Neuman, first violinist with Joey Kerns' Orchestra and staff musician at Station WCAU, Philadelphia, and Leah Rubin, nonpro, February 25 in Philadelphia.

NIX-GILBY—Walter D. Nix, manager of San Francisco's Union League Club, and Joan Gilby, formerly with the *Folies Bergere*, in Reno February 22.

O'HEARN - SAUNDERS—Maurice O'Hearn, assistant manager of the Curran Theater, San Francisco, and Hazel M. (Eudine) Saunders, dancer at the Golden Gate Theater, San Francisco, in that city February 23.

RHODES-EGGERT—Ray Rhodes, NBC salesman, and Elizabeth Eggert, nonpro, February 29 in Berkeley, Calif.

STEWART-ROPER—Michael Stewart, soloist on *Plantation Party*, and Allene Roper, nonpro, recently at the Church of the Nativity, Cincinnati.

THORP-POTTER—William Harold Thorp, mystic, of Norwich, Conn., and Anita Alice Potter, daughter of William Potter, vaude and circus performer known as William Harddig and manager of the Harddig Trio, jugglers, in Norwich February 24.

Coming Marriages

Dick Post, announcer on Wrigley's *Scattergood Baines* show, and Helen Corbin, of Chicago, next month.

Rita Claire Baum, Bridgeport, Conn., and Lewis S. Ginsburg, New Haven, Conn., sales representative for the United Artists' Corp. soon.

Robert Morley, film and stage actor,



RED HOT SELLERS

Comic Hebrew Wall Signs doz. 15c per 100 \$1.00. Hitler Jackass Party Game doz. 75c. Comic Glove Folders, new and funny, doz. 45c, gross \$4.80; Phony Diplomas doz. 20c, gross \$2.00. Magnetic Dogs, Lrg. doz. 1.25, Magnetic Dogs, Sm. 95c doz. **TRICKS** doz. Tumbling Wood Blks. .65 Coin & Ring dom. .35 Panel Boards .50 Cig. Vanish. Wd. dom. .40 Magic Coin Box .80 Ring & Coll. dom. .20 Thumbs metal best .75 Junior Sweaters fastest seller of 1940, Fur 3.50 doz. Wool 3.50 doz. Satin 1.50 doz. Flannel 1.20 doz. Send \$2.00 for 50 Samples of fast sellers & Catalogue. **MAGNOTRIX NOV. CORP.**, 136 Park Row, N. Y.

MINER MODEL MIDWAY SHOWS Season opens April 27th for the American Legion of Coplay, Pa. Can use a few more clean Concessions and one or two Shows. What have you? This show holds contracts for the following Celebrations: Alpha, N. J., Old Home Week; Princeton, N. J., Old Home Week; Phillipsburg, N. J., Street Fair for Saint James Church; Harwood Mines, Pa., Old Home Week, and others pending. Address: R. H. MINER, 161 Chambers St., Phillipsburg, N. J.

who starred on Broadway in the title role of *Oscar Wilde*, and Joan Buckmaster, daughter of Gladys Cooper, actress, soon.

Births

A son to Mr. and Mrs. Henry Fonda February 23 in Le Roy Sanitarium, New York. Father is the film actor.

A daughter, Barbara Paulette, to Mr. and Mrs. Paul Coble in Bronx Maternity Hospital, New York, February 24. Father is a musician and mother is the former Helen Brown, dancer and producer.

A six-pound son to Mr. and Mrs. Russell Cooper, of Buckeye State Shows, recently in Mobile, Ala.

A 10 1/4-pound son to Mr. and Mrs. Glenn J. Jarmes in Monona, Ia., February 22. Father is an outdoor showman.

A six-pound daughter, Gloria Anne, to Mr. and Mrs. Everett Johnson February 22 at Edgewater Beach Hospital, Chicago. Father is a well-known band leader at outdoor events.

A 6 1/2-pound son to Mr. and Mrs. DeWitt McBride in Chicago February 24. Father is a radio actor.

A son to Dr. and Mrs. Jacob Cooper-Smith February 18 at the Mt. Vernon (N. Y.) Hospital. Father is head of Station WOR's music library.

Twins daughters to Mr. and Mrs. Joseph Stopak in New York recently. Father is an orchestra leader with National Broadcasting Co. Mother is the former Celia Branz, also of radio.

Divorces

Thelma Brown from Calvin C. Brown in Columbus, Ga., February 6.

Lucille Wilson Ward O'Neal, nonpro, from G. G. O'Neal, concessioner, in Jackson, Tenn., February 8.

Rosalind Keith, film actress, from Clarence Mellor, studio cameraman, in Hollywood February 17.

Herbert Holman, London attorney, was granted a conditional divorce from Vivien Leigh, film actress, in London February 19.

Bruce Lovat-Seton from Tamara Desni, film actress, in Edinburgh, Scotland, recently.

Leone Sousa Houston from George Houston, stage and screen actor, in Los Angeles February 21.

Frances Williams, musical comedy actress, from Frank Lovejoy, New York radio actor, last week.

The first case of this kind this year has just come to our attention. We are not going to mention names and places, except to say that this dirty work has been going on in the South. In one instance a competitor, in an effort to bring about a cancellation of contract, doubled the price for which the date was contracted, and in addition offered a liberal percentage on concessions and an immediate advance payment of half of the price he would give. One does not have to draw upon his imagination much to realize what this meant to the committee, and there was nothing for the manager holding the contract to do, if he cared to retain it without going to court, but take the necessary steps to keep the date in his possession.

To make this fabulous offer as effective as possible, the manager who attempted to have the contract broken contacted not only members of the committee, but local commissioners and other city officials and informed them of his offer, this apparently for the purpose of killing all chances of the committee getting a donation to help finance the celebration.

All carnival managers know that overbidding in cases of this kind can be laid to the type of show carried so as to be in a position to do this. Shows with concessions that "step" and with pay attractions of an off-color nature have far greater earning capacities than those operated on a clean basis, and there are committees that will take all the money they can get from a carnival, regardless of cleanliness. They lose sight of the fact that fabulous sums paid for contracts must be gotten from patrons in one way or another, discreditable or not. They may not see the situation in this light, but they are in a great measure to blame when practices are resorted to that are detrimental to them and the whole carnival industry.

If there is to be any overbidding in going after dates let it be done before contracts are executed. Let's have clean competition. Let's don't cut one another's throat. Let's have some regard for the future of the business.

SOME people base their opinion of the majority upon what the minority do. So far as circuses are concerned we are afraid that might be the situation in Little Rock, Ark., and near-by places as a result of several recent notices in the Little Rock newspapers about placing in the local zoo some starving animals that had been put in a mule barn in North Little Rock last fall when Downie Bros.' Circus closed.

A circus fan of Little Rock writes us to say that these stories should create an "excellent" feeling in his city toward circuses in general, and that the next one to play there will probably "enjoy" the results at the ticket wagon.

"This distasteful happening," he continues, "provides the type of circus publicity that loyal circus fans and sincere showmen have tried so hard to combat.

"I defy anyone to find a more sincere circus enthusiast than myself, and to me it is a serious matter when any showman will allow such an occurrence as this to mar the reputation of the entire business. This is my single reason for writing this letter. To my knowledge I have never fallen on my head, a fact that William Judkins Hewitt apparently feels contributes to the etiology of the desire to write to editors.

"I cannot believe that any real showman would allow this situation to exist, and feel that there must have been some gross misunderstanding between the circus and the employee in charge. However, that this unpleasant episode did occur seems to be a matter of fact, and the newspaper articles furnished a good topic of discussion for the citizens of this city today."

AAAA To Query AFL on Charter

NEW YORK, March 4.—Associated Actors and Artistes of America last Saturday passed a resolution to inquire of William Green, American Federation of Labor president, if a charter had been granted to Ralph Whitehead to organize workers in the outdoor field, and if so, to explain the circumstances surrounding its issuance.

Prior to the resolution announcement Frank Gillmore, AAAA executive director, when queried as to whether AAAA had any opinion regarding the AFL grant of an outdoor charter, said that if AAAA ever had jurisdiction in the outdoor-worker field, it had been relinquished. Asked whether this meant there would be no conflict between AAAA and the Whitehead group, Gillmore declined to answer.

NEW YORK, March 2.—The new Circus, Carnival, Fair and Rodeo International Union got possession of its AFL charter this week. It is addressed to its officers and executive board, listing each by name. Ralph Whitehead is president and George Sheridan secretary-treasurer.

Whitehead said Joseph A. Padway, AFL general counsel and who was counsel for the defunct American Federation of Actors, is general counsel for the new union.

Whitehead also said a one-year lease has been signed, the union taking over space formerly used by the AFA.

William Green, AFL president, and Whitehead have been in communication concerning the status of Paul Sander. Whitehead said Sander left the AFA pay roll in July, 1939, when the AFA lost its charter.

ROUTES

(Continued from page 21)

Martin, Maury (Del Rio) Washington, D.C., nc.
 Martingales, The (Harry's New Yorker) Chi, nc.
 Matvienko, Dmitri (Casino Russe) NYC, nc.
 Maurice & Cordoba (Plaza) NYC, h.
 Maxwell, Marvel (Edgewater Beach) Chi, h.
 Mayhew, Nye (Copley-Plaza) Boston, h.
 Melc, Al (Wonder Bar) Atlantic City, nc.
 Melton, Kenny (Imperial) Detroit, nc.
 Menken, Hal (Tower) Kansas City, Mo., t.
 Mercer, Maryann (St. George) NYC, h.
 Midnight in Paris (Carolina) Spartanburg, S. C., 6; (Modjeska) Augusta, Ga., 7-9; (Palmetto) Columbia, S. C., 10; (Broadway) Charlotte, N. C., 11; (Plaza) Asheville 12; (State) Anderson, S. C., 13, t.
 Miles, Jackie (Maxim's) NYC, nc.
 Miller, Juanita (Embassy) Phila, nc.
 Miller & Millard (Cat & Fiddle) Cincinnati, nc.
 Modernaires, Four (Shubert) Cincinnati, t.
 Monolita (Casa Marta) NYC, nc.
 Monteria, Mata (La Martinique) NYC, nc.
 Montez, Mona (Havana-Madrid) NYC, nc.
 Moore & Revel (Royale) Detroit, nc.

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 East St. Louis, Ill.

ENDY BROS.' SHOWS, INC.

Wish to thank our many friends, as we received over three hundred letters and wires from show folks, committees and fair secretaries upon the announcement of the purchase of our new Exposition Show. It will be impossible to answer all of them and again "Thanks" for the confidence placed in us.

CAN PLACE Monkey Show, Funhouse, Unborn, Glass House, Ridee-O or Silver Streak, Bill Poster with his own truck.

WILL BOOK OR BUY No. 5 FERRIS WHEEL. Legitimate Concessions all open, Ball Games, Long Range Gallery, Box Ball, etc.

WANT RIDE HELP—Convassmen, Truck Drivers, All answer to George Kerestos—Greenville, South Carolina, Winter Quarters now open. Monroe Bros., answer.

HAVE HAVE SALE—One new Boomerang Ride, one Allan Herschell Kiddle Auto Ride. Will book above Rides on Show if purchased now. One 25 KW Sure Lite Chrysler Motor Electric Light Plant, perfect condition; several Show Fronts and Tops.

ALL ANSWER: DAVID B. ENDY, PRESIDENT, MIAMI, FLORIDA.

BULLOCK AMUSEMENT CO.
OPENING IN THE HEART OF SUMTER, S. C., MARCH 23

Wants man to take complete charge of small Cook-House. Married man preferred. Must be sober and reliable. Loop-o-Plane Foreman, also Assistant Mechanic. Can use Second Men on Rides who can drive Trucks and Ell Trailers. Want neat-appearing Men to work in Bingo who can drive Trucks and who are sober and reliable. Can place following Concessions: Photo Gallery, Cigarette Gallery, Hoop-La, High Striker or any other strictly legitimate Concession not conflicting. No gate, no racket and no deposit required. All people contracted, please answer this call. BOX 607, Sumter, South Carolina.

Moreno, Mercedes (Caravan) NYC, nc.
 Morgan, Helen (Famous Door) NYC, nc.
 Moriches, Jose (Casa Marta) NYC, nc.
 Montoya, Carmen (Colony) Chi, nc.
 Moya, Lita (Embassy) Phila, nc.
 Murray, Steve (Parkway) NYC, nc.
 Music Hall Girls (Stamp's) Phila, nc.

N

Nani, Nino (Spatola's) Phila, re.
 Nelson's Boxing Cats (Brown Derby) NYC, nc.
 Nevins, Thelma (Lido) NYC, nc.
 Niesen, Georgie (Woodcock) Boston, h.
 Niesen, Gertrude (Chez Paree) Chi, nc.
 Nightingale, Billy (Cozy Corner) Detroit, nc.
 Nitza & Ravel (Blue Room) Washington, D. C., nc.

NONCHALANTS
 WITH EARL CARROLL'S "VANITIES"
 Direction—Music Corporation of America.

Nordstrom, Dagmar (Chez Harry) NYC, nc.
 Norman, Al (State) NYC, t.
 Normandie Buoys (Santa Rita) Tucson, Ariz., h.
 Norman, Karyl (Frontenac) Detroit, nc.

O

O'Connell, Alice (Neptune) Washington, D. C., nc.
 O'Connell, Helen (State-Lake) Chi, t.
 O'Dea, Sunnie (Chez Paree) Chi, nc.
 Old New York Quartette (Hunter's) NYC, re.
 Oldfield, Emmet, & Co. (Colonial) Dayton, O., t.
 Oliver, Jule (Travelers) Wilkes-Barre, Pa., nc.
 Omar, Ben (Oasis) Detroit, nc.
 Opalita & Garcia (Hi-Hat) Washington, D. C., nc.
 Oppenheim, Harold (Chez Harry) NYC, nc.
 Ortega, Helen (El Chico) NYC, nc.
 Osborne, Phil (Gay '90s) NYC, nc.
 Overman, Wally: Seattle 7-20.

P

Page, Ann (Belmont) Miami Beach, nc.
 Palmer, Gladys (Bartel's) Chi, re.
 Palomo (Brevoort) NYC, h.
 Parker & Daniels (Chez Paree) Chi, nc.
 Parks, Frances, Debutantes (Gayety) Cincinnati, t.
 Parks, Allan (Gamecock) NYC, nc.
 Parrish, Johnny (Embassy) Phila, nc.
 Payne, Billy (Cocoanut Grove) Boston, nc.
 Pedro & Olga (Fifth Ave.) NYC, h.
 Pelletiers (Bowery) Detroit, nc.
 Pennington, Ann (Belmont) Miami Beach, nc.
 Permond, Peggy (Wiener Flaker) NYC, re.
 Perry, Paul (Bowery) Detroit, nc.
 Pingatore, Mike (Shubert) Cincinnati, t.
 Pontil, Frank (Dutkin's Rathskeller) Phila, nc.
 Powell, Eddie (Talk o' the Town) Peoria, Ill., nc.

Q

Quiz, Prof. (Earle) Washington, D. C., t.

R

Ralph, Wynn (Queen Mary) NYC, nc.
 Ramsey, Mary (Yacht Club) Phila, nc.
 Randall Sisters (Capitol) Washington, D.C., t.
 Ranson, Blenda (Nut Club) NYC, nc.
 Ray, Rene (Dutkin's Rathskeller) Phila, nc.
 Ray & Trent (Pal) Cleveland, t.
 Rayes, Paul & Eva (Chase) St. Louis, h.
 Red River Dave (Village Barn) NYC, nc.
 Reed, Leo (St. George) NYC, h.
 Renard, May (31 Club) Astoria, L. I., nc.
 Renee & Root (Edgewater Beach) Chi, h.
 Reyes, Pura (London Chop House) Detroit, re.
 Reyes & Zita (Casa Marta) NYC, nc.
 Reynolds, Jackie (Nut Club) NYC, nc.
 Rhoul & Annette (Kaufman's) Cheektowaga, N. Y., c.
 Rhythm Rockets, Seventeen (Capitol) Washington, D. C., t.

Richey, Jean (Alpine Village) Cleveland, re.
 Rilynne, Mara & Ma (Park Central) NYC, h.
 Robbins, Betty (Colosimo's) Chi, nc.
 Roberts, Roberta (606) Chi, nc.
 Rodriguez (Montparnasse) NYC, nc.
 Rodriguez, Teddy (Benny the Bum's) Phila, nc.
 Romano Bros. (Capitol) Washington, D. C., t.
 Romers, Eddie (Travelers) Wilkes-Barre, Pa., nc.
 Rooney, Pat (Palumbo's) Phila, nc.
 Roper's, Fred, 30 Lilliputians (Rox) NYC, t.
 Rosalean & Seville (Roosevelt) New Orleans, h.
 Roselle, Mildred (Parkway) NYC, nc.
 Ross, Lee, & Singing Violin (Rolling Greens) Saginaw, Mich, cc.

Rossi, Pat (Pastor's) NYC, nc.
 Russel, Lynn (Leon & Eddie's) NYC, nc.

S

St. Clair, Silvia (Le Ruban Bleu) NYC, nc.
 St. John Bros. (Hofbrau) Camden, N. J., nc.
 Salinger (Fifth Ave.) NYC, h.
 Sanders, Toby (Swing Rendezvous) NYC, nc.
 Sandra, Edith (Dutkin's Rathskeller) Phila, nc.
 Sandra (Parakeet) Phila, nc.
 Sanoff, Vera (Brevoort) NYC, h.
 Santen, Lilli (Holbrau) Camden, N. J., nc.
 Santos & Elvira (Cuban Casino) NYC, nc.
 Satchel & Satchel (Rainbow Inn) NYC, nc.
 Sava, Marusia (Casino Russe) NYC, nc.
 Sax-Soc-Tette, The (Shubert) Cincinnati, t.
 Schenk, Al (Little Rathskeller) Phila, nc.
 Scott, Inez (Hi Hat) Chi, nc.
 Scott, Margaret (Casino Russe) NYC, nc.
 Sedley, Roy (Latin Quarter) Boston, nc.
 Setz, Val (Netherland Plaza) Cincinnati, h.
 Sheridan, Nora (Gay '90s) NYC, nc.
 Sherman, Muriel (Cocoanut Grove) Boston, nc.
 Shields, Peggy (Stamp's) Phila, nc.
 Shor, Betty Ann (Walton) Phila, h.
 Shura (Cocoanut Grove) NYC, h.
 Si, Fanny & Mule Abner: Williamson, N. C., 7-8; Ensley, Ala., 12; Birmingham 13-14.
 Sillivan, Freda (Bertolotti's) NYC, nc.
 Slepoushkin, Stephan (Casino Russe) NYC, nc.
 Sloan, Estelle (Palumbo's) Phila, nc.
 Spencer, Regal (Rumely) La Porte, Ind., h.
 Spirits of Rhythm (Rendezvous) Phila, nc.
 Stanley, Irene (Le Poissonier) NYC, re.
 Starr, Jackie (Imperial) Detroit, nc.
 Stevens, Roseanne (Blackhawk) Chi, nc.
 Stewart, Bonnie (Cadillac) Phila, nc.
 Stone, Harvey (Oasis) Detroit, nc.
 Stouch, Emma (Parakeet) Phila, nc.
 Sullivan, Maxine (Cotton Club) NYC, nc.
 Sutherland, Ann (Bertolotti's) NYC, nc.
 Swann, Russell (Savoy) NYC, h.

T

Tanner Sisters (Royale) Detroit, nc.
 Taylor, Estelle (Oasis) Detroit, nc.
 Temple & Jaren (Club Ball) Miami, nc.
 Termini, Joe, & Co. (Tower) Kansas City, Mo., t.
 Terry, Ethelind (1523) Phila, nc.
 Therrien, Henri (Geo. Washington) Jacksonville, Fla., h.
 Thomas, Eddie (Cadillac) Phila, nc.
 Thompson, Edna (Parkway) NYC, nc.
 Thorson, Carl J. (Rayott Club) Niagara Falls, N. Y., nc.
 Tip, Tap & Toe (Bowery) Detroit, nc.
 Tisdale Trio (Coq Rouge) NYC, nc.
 Torres, Magola & Louis (Embassy) Phila, nc.
 Tornita & Pepita (Gaucho) NYC, nc.
 Town Hall Trio (Silver Dollar) Baltimore, nc.
 Tracey, Ben (Park Central) NYC, h.
 Tremore & Clare (Stork Club) Phila, nc.
 Tucker, Sophie (Dempsey-Vanderbilt) Miami Beach, nc.
 Tudell & Jean (Roadside Rest) Miami, Fla., nc.
 Turner, Joe (Cafe Society) NYC, nc.
 Two Jacks (Delmonico's) Phila, re.
 Tyner, Evelyn (Neptune) Washington, D.C., nc.

V

Valdez, Vida (Havana-Madrid) NYC, nc.
 Van, Gus (Colosimo's) Chi, nc.
 Van Zandt Sisters (Roosevelt) New Orleans, h.
 Vanderbilt, Gloria (Bellevue Stratford) Phila, h.
 Varone, Joe, & Four Sparkettes (Kenmore) Syracuse, h.
 Vaughn, Ray (Tower) Kansas City, Mo., t.
 Vaughn, Nancy (Barney Gallant's) NYC, nc.
 Vera, Joe (Congress) Chi, h.
 Verduin Jitterbugs (Colosimo's) Chi, nc.
 Vermonte, Claire (Fifth Ave.) NYC, h.
 Vernon, Wally (Stanley) Pittsburgh, t.
 Verdi, Al, & the Countess (Top Hat) Union City, N. J., nc.
 Vesta, Carlos (Imperial) Detroit, nc.
 Vestoff, Florida (18 Club) NYC, nc.
 Villa, Panchita (Trocadero) NYC, nc.
 Villon, Renee (Embassy) Phila, nc.
 Vincent, Larry (Commodore) Detroit, nc.
 Vincent, Romo (Walton) Phila, h.
 Vine, Billy (Hollywood) NYC, nc.

W

Wallis, Ruth (Queen Mary) NYC, nc.
 Walsh, Sammy (Versailles) Hollywood, Fla., nc.
 Waiz, Oscar (Fifth Ave.) NYC, h.
 Wanger, Wally, Girls (Lido) NYC, nc.
 Ware, Dick (Saks Show Bar) Detroit, c.
 Warner, Audrey (Morocco) Detroit, nc.
 Warner, Jack & Jill (Harry's New Yorker) Chi, nc.
 Watson, Eunice (Steve's) NYC, nc.
 Welch, Muriel (La Marquise) NYC, nc.
 Wenton, Ruth (Village Brewery) NYC, nc.
 West, Everett (New Yorker) NYC, h.
 White, Hal (Alpine Village) Canton, O., nc.
 White, Danny (Delmonico's) Phila, re.
 White, Geri (Caravan) NYC, nc.
 White, Ann (Radio Franks) NYC, nc.
 Wicke, Gus (Gay '90s) NYC, nc.
 Wiere Bros. (Royal Palm) Miami Beach, nc.
 Williams, Louie (Dutkin's Rathskeller) Phila, nc.
 Wilson, Leo (Rendezvous) Phila, nc.
 Wink, Paul (Philadelphia) Phila, h.
 Wise, Don (Frontenac) Detroit, nc.
 Wood, Barry (Paramount) NYC, t.
 Wood, Eleanor (Old Roumanian) NYC, nc.
 Wright, Charlie (Weylin) NYC, h.
 Wynn, Nan (Monte Carlo) NYC, nc.
 Wyte, Una (Rainbow Room) NYC, nc.

Y

Yost, Ben, 12 New Yorkers (Strand) NYC, t.
 Yvonettes (20th Century) Phila, nc.

Z

Zephyrs, Two (Riverside) Milwaukee, t.
 Zimmerman, Al (Zero Hereford) Boston, nc.
 Zolt, Frank (Gypsy Camp) NYC, nc.

DRAMATIC AND MUSICAL

Abe Lincoln in Illinois: (Grand O. H.) Chi.
 Bankhead, Tallulah, in The Little Foxes: (Colonial) Boston.
 Cornell, Katharine, in No Time for Comedy: (Forrest) Phila.
 Draper, Ruth: (Biltmore) Los Angeles.
 Evans, Maurice, in Hamlet: (Royal Alexandra) Toronto, Can.
 Folles Bergere: (Boston O. H.) Boston.
 Hayes, Helen, in Ladies and Gentlemen: (American) St. Louis.
 Higher and Higher: (Shubert) New Haven, Conn., 7-9.
 Hot Mikado: (Cass) Detroit.
 Huston, Walter, in Passenger to Ball: (Shubert) Boston.

Mamba's Daughters, with Ethel Waters: (Park) Youngstown, O., 5; (Colonial) Akron 6; (English) Indianapolis 7; (Memorial Aud.) Louisville 8-9.
 Man Who Came to Dinner: (Harris) Chi.
 Man Who Came to Dinner: Long Beach, Calif., 5; Pasadena 6; Fresno 7; (Alhambra) Sacramento 8.
 Margin for Error: (Plymouth) Boston.
 Muni, Paul, in Key Largo: (Ford) Baltimore.
 Scandals: (Municipal Aud.) Kansas City, Mo., 4-5; (Forum) Wichita, Kan., 7; (Convention Hall) Tulsa, Okla., 8; (Shrine Aud.) Oklahoma City 9.
 Skinner, Cornelia Otis: (Nixon) Pittsburgh.
 Streets of Paris: (National) Washington.
 Thanks for My Wife: (Selwyn) Chi.
 Three After Three: (English) Indianapolis 4-6; (Taft Aud.) Cincinnati 7-9.
 Worth a Million: (Wilbur) Boston.

BURLESQUE
 (Hirst Circuit Shows)

Burlesque Parade: (Casino) Pittsburgh 10-16.
 Co-Eds on Parade: (Empire) Newark, N. J., 10-16.
 Follies of Pleasure: (Trocadero) Phila 10-16.
 High Steppers: (National) Detroit 8-14.
 Let's Go: (Gayety) Washington, D. C., 10-16.
 Peek a Boo: (Garrick) St. Louis 9-15.
 Revels of 1940: (Gayety) Baltimore 10-16.
 Riddin' High: (Hudson) Union City, N. J., 10-16.
 Swing & Sway: (Old Howard) Boston, 10-16.

MISCELLANEOUS

Arthur, Magician: Old Texas, Ala., 4-5; Oak Hill 6-7.
 Birch, Magician: Berger, Tex., 5; Panhandle 6; Canadian 7; Wellington 8; Hollis, Okla., 11; Quanah, Tex., 12; Carnegie, Okla., 13; Clinton 14; Cherokee 15.
 By-Gosh Co.: (Midway) Midway, Ky., 1-9; (New Mills) Morehead 10-15.
 Campbell, Loring, Magician: Lancaster, Wis., 11; Elroy 12; Sparta 13; Black River Falls 14; Blair 15.
 Daniel, B. A., Magician: Ethel, Mo., 6; Prairie Hill 7; Brunswick 8-9; Carrollton 11-12; Purdin 13.
 DeCleo, Magician: Marysville, O., 24-March 16.
 Fields, Shep, & Orch.: (Colonial Theater) Dayton, O., 4-9.
 Gordon, Gray, & Orch.: (20th Century Theater) Buffalo 7-13.
 Hallett, Mal, & Orch.: (Warner Theater) West Chester, Pa., 9.
 Herman, Woody, & Orch.: (Greystone Ballroom) Detroit 10.
 James, Jimmy, & Orch.: (Univ. Ky.) Lexington 9.
 Joyce's, Jack, Trained Animal Circus: (Orange Show) San Bernardino, Calif., 4-14.
 Kressells, Four: (Hippodrome Attrs.) Dothan, Ala., 4-6; Andalusia 7-9.
 Lankford's, Walter, Band: Dothan, Ala., 4-9.
 Lewis, H. Kay, & Hollywood Varieties: Mangham, La., 5-7; Bastrop 8-9; Jonesboro 10-11; Hodge 12-13; Vivian 14-15; Shreveport 16-17.
 Lippincott, Magician: Buford, Ga., 5; Dahnega 6; Cumming 7; Canton 11.
 Long, Leon, Magician: Meridian, Miss., 6-7; Bolgee, Ala., 8; Eutaw 9; Akron 11; Moundville 12; Gordo 13-14; Reform 15.
 Lucy, Thos. Elmore: Minneapolis, Minn., 1-10; Worthington 15.
 Luneford, Jimmie, & Orch.: (Broadway Pler) San Diego, Calif., 8; (Arrowhead's Garden Ballroom) San Bernardino 9; (Shrine Aud.) Los Angeles 10; (Sweet's Ballroom) Oakland 11-12; (Aud.) Eureka 13.
 McNally, Arthur P.: Concord, Del., 4-9.
 Mel-Roy, Magician: Vivian, La., 4-9.
 Mollo the Mystic: Melbourne, Fla., 1-10.
 Slout, L. Verne, Theater Workshop: Ripon, Wis., 5; Birnamwood 6; Marathon 7; Adams 8; Milwaukee 10-13; Lake Mills 14; Wauwatosa 15.
 Slder, Harry E., Magician: Buhl, Ida., 6-8; Jerome 11-13.
 Sonderland-Cody African Jungle Show: Thomastown, Ala., 4-9.
 Teagarden, Jack, & Orch.: (The Citadel) Charleston, S. C., 8-9.
 Virgil, Magician: Athens, Ga., 5; Gainesville 6; Lawrenceville 7; Madison 8; Thomaston 11; Griffin 12; Fairfax, Ala., 13; Demopolis 15.
 Walker's Hav-a-Laf Show: Deputy, Ind., 4-9.
 Woods, Howard, & Orch.: (Flatbush Theater) Brooklyn 7-13.

CARNIVAL
 (Routes are for current week when no dates are given. In some instances possibly mailing points are listed.)

B. & H. Am. Co.: Gayce, S. O.
 Blumenthal United: Latta, S. O.
 Bright Lights Expo.: Branchville, S. O.
 Buckeye State: Laurel, Miss., 9-16.
 Burke, Frank: Yuma, Ariz.
 Crafts 20 Big: Imperial, Calif., 1-10; San Bernardino 14-24.
 Crescent Am. Co.: (Fair) Melbourne, Fla.; (Fair) Sebring 11-16.
 Crowley United: Austin, Tex., 1-7.
 Endy Bros.: Sarasota, Fla.
 Greater United: Del Rio, Tex.
 Hilderbrand's United, No. 1: Bakersfield, Calif., 4-10; Alhambra 12-17.
 Kline's Greater: Ardmore, Ala.
 Lang's, Dee: Waco, Tex., 1-9.
 Mighty Monarch: Titusville, Fla.; Palatka 11-16.
 Siebrand Bros.: San Diego, Calif.
 Southern Attrs.: Cogdell, Ga.
 Southern State: Plant City, Fla.
 Texas Kidd: Bay City, Tex.
 Tidwell, T. J.: Eastland, Tex.; Big Spring 11-16.
 Tassell, Barney: (28th ave. and Tamiami Trail) Miami, Fla.
 White City: Safford, Ariz.
 Wise Greater: Albany, Ga.

CIRCUS AND WILD WEST

Davenport, Orrin: (Shrine) Rochester, N. Y., 4-9.
 Polack Bros.: (Shrine) Memphis, Tenn., 7-13.

OPENING MARCH 30TH, PARIS, TENN.

Downtown Location

American Legion Celebration

Two Saturdays. Big Mule Day Monday. WANT SHOWS and CONCESSIONS. Minstrel, Athletic, Hawaiian, Girl Revue, Grind Shows. Write or Wire

Rogers Greater Shows

HUMBOLDT, TENNESSEE

T. J. TIDWELL SHOWS

WANT

GOOD MAN TO RUN COOKHOUSE ALSO GIRL SHOW PEOPLE

Address: Sweetwater, Texas, March 9-16; Then Six Spring Celebrations to Follow.

W. S. CURL SHOWS

NOW BOOKING

Shows, Rides and Concessions.

Splendid opportunity for Tilt-a-Whirl, Loop-o-Plane, Rollo-Plane, Kiddie Ride, with own transportation.

Chief Rolling Cloud, Louis Collins, write. W. S. CURL, Box 27, London, Ohio.

Want Carnival

WEEK OF JULY 22 TO 27 INCL.

FOR

CUBA OLD HOME WEEK CELEBRATION

Write H. S. RINKER, Chairman, Carnival Committee, Cuba, New York

Blumenthal United Shows

WANT ANY KIND OF STOCK CONCESSIONS. Want neat 5-in-1 Show or any other Illusion or Grind Shows. Opening for reliable couple who will take full charge of small Cook House on percentage. Opening for Pop Corn and American Mitt Camp. This show will play Virginia, West Virginia and Pennsylvania. Have good route and all money spots. Have our own Rides. Want A-No. 1 Wheel Foreman for Ell No. 5. Other good Ride Help, come on. B. Coleman wants Dancers for his new Girl Revue. Write or wire

AL BLUMENTHAL, Latta, S. C., this week.

LIONS' CLUB SPRING INDOOR FAIR

Smithfield, N. C., March 13-14-15-16

Want legitimate Concessions of all kinds. Can place small Cookhouse. Want Vaudeville and Circus Acts. Prof. Kay, wire address. Can place Sound Truck. Sell Bingo exclusive. Jones and Bennie Wise, wire. All Address: LIONS' CLUB SPRING FAIR, P. O. Box 324, Smithfield, N. C.

MOTOR CITY SHOWS

Featuring Human Cannon Ball Act, Want

SHOWS RIDES CONCESSIONS

VIC HORWITZ, Hotel Detroit, Detroit, Michigan

WEST COAST AMUSEMENT COMPANY

OPENING MARCH 23 IN OAKLAND

We have 18 Fairs and Celebrations now booked with outstanding Fourth of July Celebration and California's Greatest Armistice Day Celebration at Porterville. We can book Scooter or Motor-Drome. Good proposition. Must have own transportation. Also any Shows with own outfits that do not conflict. We can book Photo Gallery, Penny Pitch, Watch-La, Hoop-La, String Game, Mouse Game, Mitt Camp, Frozen Custard or any legitimate Concession not conflicting. For Sale: Eight-car Spillman Baby Auto Ride, very good condition. Tangley Calliope, bargain for cash. 40x60 "49" Banner. Want experienced and sober Ride Help in all departments. Write or wire MIKE KREKOS, Roosevelt Hotel, San Francisco, Calif. No collect wires accepted.

NEXT WEEK--HOLIDAY SHOWS--NEXT WEEK

OPEN AUGUSTA, GA., MARCH 11TH TO 16TH

WANT

Tilt-a-Whirl, Octopus, Rollo-Plane, Brady, wire. All other Rides booked. Want any good Show. Sideshow, Monkey, Drome, Crime, etc. Want Cookhouse, privilege in tickets; Custard, Palmistry, Diggers, Penny Arcade, Grind Stock Concessions--\$20.00. Can use several Grab Joints here. Ballgames, etc. WANT TO BUY QUICK--400 Ft. 9 Ft. Sidewalk, Marquee, 20 sections of Blues and Reserves for circus. Address: TOM TERRILL, Jackson Hotel, Augusta, Ga.

Wagner Inks Free Act, Fair

TOLEDO, March 4.—Al Wagner's Great Lakes Exposition Shows last week signed Rita and Dunn, high wire, giving the organization two free attractions for 1940. Shows also were awarded midway contract for 1940 Franklin County Fair, Benton, Ill. Leo Berryhill, of Ypsilanti, Mich., signed his Scooter for the season.

Strates Adds Free Acts

SAVANNAH, Ga., March 4.—James E. Strates Shows yesterday announced addition of Zacchini Bros.' cannon act and Adele Nelson's elephant act as free attractions for 1940. Zacchins are building a special cannon.

REP RIPPLES

(Continued from page 26)

M. & M. Show for its annual tour of the Black Hills. . . . AGNES CLARK leaves Kansas City, Mo., this week for Texas. . . . HERBERT WALTERS' Comedians have opened an indefinite engagement at the Ritz Theater, Ardmore, Okla. . . . BLANCH BRADLEY is sojourning in Kansas City, Mo., at present. . . . JIMMY TUBBS' circle has been engaged as a unit by Ward Hatcher for his No. 2 show under canvas this summer. . . . B. M. GOFF'S Comedians reopened last week in the Lone Star State with an entirely new cast. . . . ELWIN STRONG, former repertoire manager, is now director of the Little Theater in Madison, Wis. . . . RONALD MCBURNEY, after closing with a Kansas circle, jumped into Kansas City, Mo. . . . J. DOUG. MORGAN Show begins rehearsals soon in Jacksonville, Tex., for its annual under-canvas tour.

EXTRA EXTRA

Your name printed in exciting headlines in Chicago newspaper linking you with some big shot for a gag like this: John Doe K. O.'s Joe Louis. Agents wanted for Fairs, etc. Three copyrighted sample papers with your name in headlines and complete details, fifty cents.

ALLIED SUPPLY CO.

1940 Cleveland Ave., CHICAGO, ILL.

MODERN MIDWAY SHOWS

Opening March 23. 30 weeks of real spots. Will sell X on Cookhouse, Bingo, Wheels, Mitt Camp, Concessions that work for stock. Photos, Pop Corn sold. Shows with own outfits. Good proposition Chairplane, Kiddie Ride. We play spots that are working. Want Fishpond, Ball Games, Hoop-La, Lead Galleries, Custard. Write or wire MODERN MIDWAY SHOWS, Box 216, Cleveland, Tenn.

WANTED RIDES

Will buy or lease No. 5 or 12 Wheel and Small Merry-Go-Round. Consider used Tilt-a-Whirl. Have for sale, Single Loop-o-Plane, cheap. Address: NOLAN AMUSEMENTS, 617 Whitethorn Ave., Columbus, Ohio

KAW VALLEY ATTRACTIONS

Want to book at once Shows, Rides and Concessions. All Concessions open except Corn Game, Penny Pitch, Ball Games, Diggers; all others write. On account of disappointment, will book or buy 32 ft. Merry-Go-Round. Want to book Adult Chair-o-Plane; any Ride not conflicting. All Shows open. Opening in April in Kansas. Ray Hill, write. Address: COLEMAN LEE, Clinton, Mo., Gen. Del., here March 3rd to 10th.

BRIGHT LIGHTS EXPOSITION SHOWS

Want Rides not conflicting, Shows with or without outfits, Concessions of all kinds. Good opening for Bingo Sound Car. Playing all uptown locations, heading north to coal and steel territory. Hobe Cole and Kid Bruce, write or wire Chas. Sutton here. Write or wire JOHN GECOMA, Mgr., Branchville, S. C., this week.

IDEAL EXPOSITION SHOWS, INC.

America's Best Amusements

Can place two more Shows, Colored Minstrel Revue, Fun House or Fat Family Show. Will furnish complete outfits.

Will book Roll-o-Plane.

CONCESSIONERS, ATTENTION: Can place Wheels, Grind Stores, Long-Range Shooting Gallery, Guess-Your-Weight Scales, Photo Gallery, Ball Games, Pitch-Till-U-Win, Palmistry and all Concessions except Cookhouse and Corn Game.

All Workingmen report to winter quarters March 7 at Salisbury, N. C. Jim Hodges wants Talker for Side Show. Can place Girls and Models for Revue and Posing Show. Apply Pete Thompson. All others write or wire

WM. GLICK

YADKIN HOTEL

SALISBURY, N. C.

CANADA 25 FAIRS CANADA WALLACE BROS.' SHOWS

FAIRS—Start at Carman, Man., June 28th, Finish Simcoe, Ont., Oct. 5th

WANT—Fun House, Frozen Alive or any high-class Show that does not conflict with the following shows: Globe of Death, Circus Side Show, Girl-o-Cade, Fat Girl, Mammoth Snake Show, Monkey Circus, Hawaiian Village. Also want Animal Act for Monkey Circus.

WANT—Legitimate Concessions only. Novelties open for Class B Western Canadian Fairs.

WANT—Help on the following rides: Loop-o-Plane, Tilt-a-Whirl, Double Ferris Wheel, Merry-Go-Round, Caterpillar, Octopus, Auto Speedway and Kiddie Rides. Must be experienced.

Kindly address I. P. ("JIMMY") SULLIVAN, Box 442, Toronto, Canada.

JAMES E. STRATES SHOWS, INC.

Can place for coming season on account of disappointment Scooter Ride, Cook House. Will book large Snake Show or Jungleland Show or any new and novel show that does not conflict. Will place Concessions. Can use useful Show Help. Can place First Man for Boomerang. Show opens April 18th, Baltimore, Md. Show train leaves Savannah, Ga., April 8th. Free Acts for 1940—Zacchini Bros.' Cannon Act and Adele Nelson's Dancing Elephants. Address all communications: JAMES E. STRATES, Savannah, Ga.

PALATKA, FLA., PUTNAM COUNTY FAIR

March 11th to 16th. Florida's best date this year. Want Concessions of all kind. We do not close but move on up country playing choice locations. All address:

MIGHTY MONARCH SHOWS

N. P. ROLAND and GEORGE GOFFAS, Titusville, Florida, this week.

HELLER'S ACME SHOWS, INC.

Open in the heart of town, Cheraw, South Carolina, March 15th, Two Fridays, Two Saturdays. Want Concessions, everything open but Cookhouse. Winter rates apply until April 27th. This Show will then be in New Jersey week of April 29th, when the summer rates will begin. All people contracted, acknowledge this ad. Want Useful People for Side Show. Bobby and Sealo, write; office show. Plantation People, Talkers, Grinders. Can place Foreman for Lindy Loop, also Whip. Will book Loop-o-Plane, Octopus, U-Drive-It or Rollo-Plane. Capt. Jack Douglas wants to hear from Stonewall Jackson or anyone else that has been connected with him before. Want Girls for Artists Models Show. We have a string of 14 Fairs. Good treatment and long season assured. All address: HARRY HELLER, MANAGER, BOX 147, CHERAW, SOUTH CAROLINA.

Greater Exposition Shows

OPENING ON THE LOTS IN ST. LOUIS FOR 10 WEEKS SATURDAY, MARCH 9. WANT RIDE HELP ON ALL RIDES.

CONCESSIONS ALL OPEN—\$15.00 PER WEEK. Can Place Any Legitimate Concessions. Want Man to handle Motordrome, also Lady Riders; Flash, also Zella Bortz, answer. Address: GREATER EXPOSITION SHOWS, Care Maryland Hotel, St. Louis, Mo.

WANT FOR BARKOOT BROS.' SHOWS

FOR THE SEASON 1940.

Big Side Show, Colored Minstrel or Hawaiian Show, Mechanical or any other Show, Can place Legitimate Concessions of all kind except Bingo. Cookhouse open. Want Ride Men that can drive Trucks.

B. Barkoot wants Agents for Merchandise Concessions.

BARKOOT BROS.' SHOWS,

483 1/2 Fourth St.

(Phone: Taylor 1888)

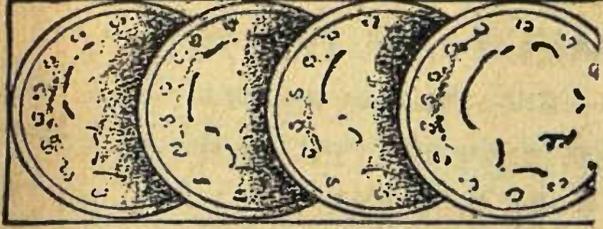
Toledo, O.

WANT---SMITH'S GREAT ATLANTIC SHOWS---WANT

Opening Sumter, S. C., Saturday, March 23rd, with an excellent spring route to follow. WANT—Ride Help for Merry-Go-Round, Ferris Wheel, Mix-Up, Doodle-Bug and Kiddie Rides. Will book Octopus and small Whip at liberal per cent. WANT SHOWS—Reliable Girl Show Operator, Sammy Solomon, answer. Want Fun House, Glass House, Mechanical or Platform Shows with own outfits. Can place Side Show Acts and Performers. Minstrel People, address Buck Bain. CONCESSIONS—Want Custard, Corn Game, Diggers, Scales; all ten-cent Grind Stores open. Will sell exclusive Merchandise Wheel's to responsible Operator at reasonable privilege. This Show greatly enlarged and going into real money territory. All address: K. F. (BROWNIE) SMITH, Gen. Mgr.; W. M. BREESE, Bus. Mgr., P. O. Box 866, Sumter, S. C. P.S.: Can place sober, reliable Griddle Man for Cookhouse.

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS

COIN OPERATED • • • VENDING • • • SERVICE • • • MUSIC • • •



AMUSEMENT MACHINES

A Department for Operators, Jobbers, Distributors and Manufacturers

Conducted by WALTER W. HURD—Communications to Woods Building, Randolph and Dearborn Streets, Chicago.

Toy Pistols —— Reveal Publicity Seekers Posing To Help Youth

Any intelligent comments on crime, and especially crime as it attracts minors, is worthy of careful study by all who are interested in children and their welfare.

The ideas in this article are based on some comments by Howard Vincent O'Brien, columnist for The Chicago Daily News. O'Brien gained national attention in newspaper circles during the presidential campaign of 1936 by saying that Frank Knox, publisher of the paper for which he writes, was "not qualified to be president." In other words, O'Brien is known as one of the independent writers and thinkers of the time and his comments on minors and crime deserve more than ordinary attention. It is to be expected that his comments will get away from hackneyed phrases and that he would question the word of the experts and the very elect if he felt they were wrong.

In his comment recently (Chicago Daily News, February 19), he does question expert opinion on the causes of crime among minors by attempting to get at the root of the subject. Perhaps it is more accurate to say that the publicity-seeking experts are held up to criticism, for the final opinion is that there are some who claim to be champions of youth who prove to be lovers of publicity more than lovers of children.

O'Brien refers to recent opinions, expressed presumably by experts, that the toy pistol is the cause of many youths entering upon a career of violent crimes, such as stickups.

"Confining ourselves to the more vulgar aspects of crime—that is, to such crude and ill-mannered activities as the stickup—let us examine its future," he says. "This future is not bright. Sociologists, jurists and select committees of women's clubs have studied the matter and have reached a conclusion. Their conclusion is that crimes of violence are due to—of all things—the toy pistol!"

"The idea is that after a little boy has listened to enough gang-busting on the air and been taken to movies with a high shooting content and pored over a few yards of inflammatory comic strips, he procures a toy pistol and is then ripe for a life of violence."

The lack of common sense in this view is pointed out by saying that, obviously, if the toy pistol could be removed from juveniles, then prisons could be torn down.

The most interesting point in the columnist's discussion is an effort to determine why intelligent men and women, who profess to be experts on the problems of youth, will try to pin responsibility for violent crimes on the toy pistol. The problem of why adult minds work that way may even be more serious than the problem of the juvenile mind.

The columnist then points out that the real causes of juvenile crime are poverty, slums, malnutrition, broken homes and the like. But these things are undramatic, he says. It is not possible to get people excited about such things. But something like toy pistols as the cause of crime can be made dramatic and will get headlines.

The idea of getting headlines and publicity, then, may be put down as the true reason why so many experts on

the problems of youth advance the reasons they do for the causes of crime and delinquency. That is why such experts and leaders of organizations dealing with youth point out the toy pistol as a cause of crime. That is why some point out the comics in the newspapers. That is why others point to the movies or to radio programs. The public can be agitated by such charges and publicity can be had in many cases

But to get down to the real job of eliminating poverty, slums, malnutrition and the things that actually cause crime is a thankless job and there is little publicity in it. It is so undramatic.

A careful distinction should be made, of course, between the thousands of capable, unassuming workers and leaders in the causes of youth and the large number of those who are in the work for the "honor" or publicity they can get out of it. Every organization working for juveniles has its corps of workers and leaders whose hearts are in their work, but there is also likely to be the agitator and the publicity seeker. Independent writers and thinkers, like O'Brien, are needed who will call the number of the publicity seekers and point out the falsity of their theories—because many people can be deceived by false theories.

It has already been mentioned that some of these publicity seekers point out the movies, others point out the "funnies," and still others point out radio programs as the cause of juvenile delinquency. In recent years the commercial form of pinball or marble games has been a favorite target of the publicity seekers.

These games are comparatively new, readily get the headlines, and so they become an easy target for those who want to get in the limelight. Mayors of large cities and governors of States have been able to get liberal publicity by attacking the games. And yet a person who quietly thinks the whole matter over, just as columnist O'Brien questioned the toy pistol theory, will begin to see the real purpose back of the attacks on pinball games.

The actual causes of juvenile delinquency are well known if anyone cares to face them. If those people who attack toy pistols, movies, comic strips, pinball games, etc., as the cause of juvenile delinquency really want to help young people, the way is open and plain. But there is no publicity in it, the work is hard, and it is usually a thankless job.

Enough of the facts are known now so that any person who pounces on superficial things like cigarets, movies, radio, pinball, etc., as the causes of juvenile delinquency can plainly be called a publicity seeker, and not an honest, sincere worker for the welfare of young people.

Many instances are on record of foolish ordinances passed by cities, when agitated by publicity seekers, in order to "save the youth of the city." Scores of cities have for years licensed such devices as pinball games, and if such amusements caused juvenile delinquency, then the records would be available. We need more independent thinkers who look for the motives behind agitation.

Novel Marathon Air Program Tests Play of Bell Machines

Station WKRC, Cincinnati, gives 16 spots to studio trial lasting 14 hours

CINCINNATI, March 2.—Unique in its purpose and production, a radio program, entitled *The One-Arm Bandit on Trial*, was broadcast thruout the day of February 22 over Station WKRC here. The program consisted of 5, 10 and 15-minute spots, 16 in all, thruout the day. In all, a total of two hours and five

minutes was devoted to the program. One of the highlights of the show was a quiz of a local judge, who viewed the playing of slot machines as a wholly human trait, which would always continue and, therefore, should not be prosecuted, but legalized and controlled.

The purpose of the broadcast was to determine how much money could be spent by playing a nickel slot machine over a continuous period of time. Two machines of different types were used. One was described as "the conventional type" and the other "a newer one with a short, flat handle and quickly revolving reels." The conventional type was played continuously from 9 a.m. until 6 p.m., when the second machine was put into use.

The first machine was reported to have averaged a take of \$28 worth of nickels per hour. It showed an average return to the players of \$21 per hour. This was a return of 75 per cent. Confidential information, however, revealed that the first machine paid off closer to 85 per cent than the 75 per cent reported. Convinced that the machine was rewarding too generously, radio program men took a machine off one of the counters in a local private club, the second bell game being less generous to the players. Machines used in private clubs are generally made to yield as high a percentage as possible to the club, the players knowing the machines support the institution.

When the second machine taken from the private club was put into play at 6 p.m. to remain in use until 11 p.m., the players found that the machine averaged a play of \$42 an hour, with a return to players of between \$15 and \$16 on the \$42 investment.

The total number of hours of play was 14. During that time \$420 was put thru the two machines for an average play of \$30 per hour. The average return to the player was 40 per cent, with 60 per cent remaining in the machine. A total of 8,400 nickels were used, and during the course of play the jackpot was hit six times, for an average payout of \$3.20. It was figured from this that a player had one chance out of 1,400 to hit the jackpot.

Sound Effects

For the actual program, 10 five-minute periods, three 10-minute periods and three 15-minute periods were scheduled. A microphone was placed close to the machine and whenever the "trial studio" was on the air, play continued, with the sound of the machine as the background for the summaries. After each summary had been reported, the scene shifted from the announcer to the machine microphone, where a running description was given of what was actually happening. As the wheels spun, the play-by-play announcer called the cherries, oranges, bells, etc., accompanied by the cheers of the crowded studio and the tinkle of falling coins.

At 6:45 p.m., George Sutherland, special events director of WKRC, had as his

READY FOR IMMEDIATE DELIVERY

To Operators in Our Territory

SEEBURG'S NEW RAY-O-LITE GUN

"JAILBIRD"

Twice the Player Appeal of "Chicken Sam"

ALSO A SURE WINNER

GOTTLIEB'S **"SKEE-BALL-ETTE"**

Free Game Slot—High Score—100% Legal

Write—Phone—or Call

AUTOMATIC AMUSEMENT COMPANY

(Now in our new building located at)

919 N. Broad St., Philadelphia, Pa. Pop. 1333

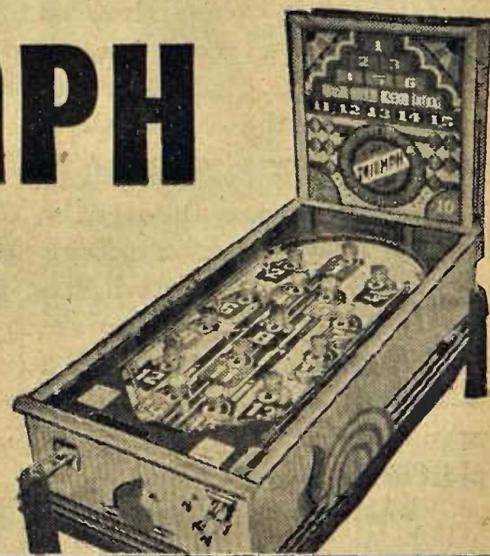
Other Offices—New York, Baltimore, Scranton

IMMEDIATE DELIVERY

OF BALLY'S

TRIUMPH

Get started now with Bally's new and sensational "BUY-BACK" game! No need to delay—daily volume shipments to Mayflower insure quick delivery to you. **WRITE FOR PRICE**, listing machines you offer on **AMAZINGLY LIBERAL TRADE-IN DEAL!**



MAYFLOWER NOVELTY CO., INC. 1507 UNIVERSITY AVE., ST. PAUL, MINN.

WEEKLY SPECIALS

RECONDITIONED GUARANTEED

Face All-Star Mystery Comets, refin., 5, 10 & 25c play . . . \$24.50
Or Ten for \$200.00.
Mills Cherry Bells, 5, 10 & 25c play . . . 39.50
Mills Blue Fronts, 5c play, refinished . . . 29.50

Double Jack Pot Columbus, like new . . \$39.50
Face Deluxe Comets . . 39.50
Jennings Silver Chiefs. 39.50
Face All-Star Comets, 1c play 19.50

One Face Saratoga, 25c play, slug proof \$89.50
MISCELLANEOUS
Groetchen Metal Typers \$147.50
Rock-Ola World Series Dixie Spelling Games. 7.50

Above offered subject to prior sale. On receipt of one-third deposit will ship subject to inspection. Write for complete Price List on Pin Ball and Counter Games.

AUTOMATIC SALES CO. 416-A BROAD ST. NASHVILLE, TENN.

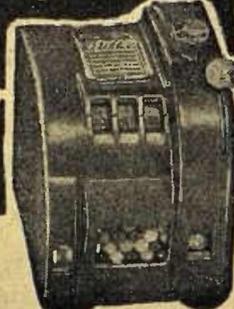
CLOSE OUT

- Evans Ten Strike, late 1939 series, used very little \$165.00
- Seeburg Chicken Sam Rifles, right off location 125.00
- 3 Only Paces Races, black cabinet, 20-to-1 odds 25.00
- 2 Exhibit HI Balls 25.00
- 1 Stoner Skill Jump 40.00
- 2 Mills Rhythm King Music Boxes 25.00
- 2 Regular Rockola with grills 35.00
- 1 412 Wurlitzer 35.00
- 2 Regular Rockola without grills 25.00
- 2 Bally Fair Grounds, one-ball payout 15.00
- 2 Mills Vest Pocket 25.00
- 25 Stewart-McGuire 1c-5c Pnut. Mach. 4.00
- Keeney Big Six 45.00
- Mills 1-2-3 Free Play 65.00
- Mills 1-2-3 Cash Payout 60.00
- Bally Eureka 49.50
- Bally Arrowhead 29.50
- Stoner Turf Champs 15.00
- Bally Headliner 32.50
- Twinkle Free Play 24.50
- Double Feature, F.P. 17.50
- 2 Keeney Hits, F.P. 12.50
- Genco Rag Time, F.P. 12.50
- Spottem. Chevron, Major, 5th Inning, Contact, Bubbles, Midway, Keen-a-Ball, all F.P. 19.50
- 3 Cowboys, F.P. 29.50
- Topper, F.P. 29.50
- Chubby, Side Kick, Trophy, Bally View, Peppy, Chief, St. Moritz, Sprint, Miami, Odd Ball, Review, Peachy, Novelty Ball Games, plain 7.50

K C VENDING CO.
415 Market St., Phila., Pa.

7 DAYS FREE TRIAL ON JIFFY

Penny cigarette game as only DAVAL can build it! Modern design. Small in size. New mechanism. Extra large ball gum display. Instantly convertible to 4-Way play. RUSH 1/3 DEPOSIT TODAY! We Ship Bal. C. O. D.



ONLY 1975

R & S SALES CO.
9 BUTLER ST., MARIETTA, O.

REWARD

Financial Independence in a dignified, interesting and Legal business is the reward of PHOTOMATIC operators.

INVESTIGATE

International Mutoscope Reel Co., Inc.
44-01 11th St., Long Island City, N.Y.

BARGAINS FROM DAVE MARION

- Western Baseball Deluxe Combination Free Play and Automatic (Like New) \$149.50
- 5 Chubbie, F.P. \$22.50
- 2 Multi Races . . 17.50
- 10 Rockola "B" . . 29.50
- 10 Criss Cross . . 7.50
- 9 Daval Races . . 3.50
- 1/3 Deposit Required. Bargains Every Week.
- Stop & Go, F.P. 24.50
- Klick, F.P. 19.50
- Wurlitzer 412. 42.50
- 5 Bingo 7.50
- 5 Centapacks . . 5.00

Write for Complete Bargain List. MARION COMPANY, Wichita, Kansas.



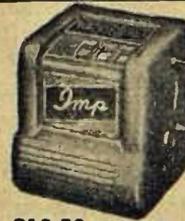
FINAL TESTING of Groetchen's Imp counter game, is shown here. Groetchen Tool Co. reports that it is turning out large numbers of the game daily.

guest Judge Joseph H. Woeste, who told of his experience in the handling of such cases. He pointed out that so-called gambling will always exist and that it would be far better to have legalized regulation of the machines. He stressed the fact that such machines should be kept out of reach of all minors but that those of age should know in their own mind in either taking them or leaving them alone—as has proved the case with Prohibition."

The final broadcast of the day at 11 p.m. was devoted to a 15-minute summary of the day's procedure. A tremendous amount of interest was evident thru the 14-hour period of the broadcast, according to station officials. WKRC received a large number of calls from persons wishing to come to the studio and "enjoy the fun of playing the machine."

C. C. Johnson in Hospital

FLINT, Mich., March 2.—C. C. Johnson, popular operator and owner of the Coin Automatic Music Co., Flint, recently spent a week in Ford Hospital, Detroit, for observation and a general rest. Johnson is said to be one of the foremost phonograph operators in Michigan.



"IMP"

The NAPOLEON of Counter Machines. 1c Cig. or 1c & 5c Fruit Reels. Metered, \$1.50 Extra. Size 5x5x6, Weight 5 1/4 lbs. 6 for \$67.50. Jobbers, write for quantity prices. Immediate delivery. 1/3 Deposit with order. **ORDER TODAY.** MARION COMPANY, Wichita, Kan.

\$12.50 Prepaid

ASK **CARL HOELZEL** WHAT HE THINKS ABOUT



SEE PAGE 88

10 DAYS' FREE TRIAL ON DAVAL GAMES!!



**RUSH
YOUR
ORDER
QUICK**

**RUSH
YOUR
ORDER
QUICK**

JIFFY-19.75

EX-RAY-34.50

HEADS or TAILS, 19.75

ATLAS NOVELTY COMPANY

GENERAL OFFICES: 2200 N. WESTERN AVE., CHICAGO, ILL.

1901 FIFTH AVE., PITTSBURGH, PA.

ASSOCIATE OFFICE: ATLAS AUT. MUSIC CO., 2982 E. JEFFERSON ST., DETROIT, MICH.

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CASH WAITING

THE FOLLOWING ARCADE MACHINES

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|------------------------------------|----------------------------|
| All American Baseball | Vitalizer (Exhibit) |
| Atlas Baseball | Astroscope |
| Blow Ball (Kirk) | Bally Basketball |
| Challenger Pistol (A.B.T.) | Bowling Games |
| Hi-Ball (Exhibit) | Gottlieb 3-Way Grip Hockey |
| K.O. Fighter (Good Condition) | Love Meters (Exhibit) |
| Metal Typo (Groetchen) | Name Plate (Rover) |
| Photomatio | Skill-Jump (Groetchen) |
| World's Series Baseball (Rock-Ola) | Western Baseball (Latest) |

Also Any Other Money-Making Arcade Machines.
If Prices Are Right—Cash Waiting—Any Quantity.
BOX 138, Care Billboard, Cincinnati, O.

WE WANT TO BUY

any style Arcade Machine, Exhibit Love Meters, Love Testers, 2-Way Gottlieb Grip Testers, Mills Vest Pocket, Mills Q.T. Slots; Exhibit Longchamps, console; all kinds Keeney Consoles; Evans Lucky Star, console. Give us serial number and condition of each machine at lowest prices desired. Will buy or exchange for Pin Games or other Machines.
K. C. VENDING CO., 415 Market St., Phila., Pa.

ASK **JIM PASSANANTE** WHAT HE THINKS ABOUT



SEE PAGE 88

Western Trio Gets Hit Acclaim

CHICAGO, March 2.—Sales Manager Don Anderson, of Western Products, Inc., reports he is highly excited over the reception given the firm's new free-play game, Trio. "Coinmen in all parts of the country are giving the game a terrific play," he reports.

"When one considers the game, it is no wonder that they are using so many Trios on location. Trio has everything an operator or player could want in a free game. It is new in appeal, exciting in play and thrilling in action. Trio is the kind of game that keeps players lined up for hours. A player may win on symbol combinations, on high score or on a combination of symbols and high score.

"This flexibility of winning has made players all over the country wild about Trio. With all these features incorporated on one game, it really isn't surprising that we've had to step up production in order to keep pace with orders."

Art Cabinet in Top Production

CLEVELAND, March 2.—Art Cabinet Sales Co. is going at top speed these days with cabinets, speakers and its new line of conversions for old phonographs, according to Leo Greenberg, sales manager.

Monarch Installs New Shop Equipment

CHICAGO, March 2.—"We've got a shopful of new equipment to better enable us to recondition used games," reports Al Stern, official of the Monarch Coin Machine Co. "Our purchase of new equipment was in line with our determination to furnish the finest in reconditioned equipment as well as the finest new machines.

"We are firmly convinced that the policy of giving the best in this type of reconditioning pays and pays. Operators realize that the value of a reconditioned used game lies in the quality of workmanship in the repair and re-finishing. Monarch has always given the best in this type of work and our new equipment will enable us to still further improve the condition and appearance of all Monarch quality reconditioned used games."

Coming Events

New York Cigaret Merchandisers' Association banquet, March 9, Hotel Pennsylvania, New York.

Exhibit of Evolution of Bagatelle, banquet, floorshow, etc., New Jersey Amusement Board of Trade, Newark, N. J., April 7.

State meeting of the Indiana State Operators' Association, Inc., in Indianapolis, April 14, to elect officers and transact important legislative business.

Indie Retail Sales Are Up

WASHINGTON, March 2.—Preliminary estimates by the Commerce Department show a 6.5 per cent gain in the sales of independent retail stores in 1939 over 1938. Sales in December, 1939, increased 38 per cent over November, 1939, principally to the holiday buying spurt. The December sales figures were also 5.5 per cent above December, 1938.

The estimated dollar value of sales in 1939 as reported by 20,799 independent retail stores amounted to \$2,496,723,619, as compared with \$2,345,529,750 in 1938. The largest increase was reported by stores in Alabama, with a gain of 14 per cent over 1938.

Crosby Heads Minn. Assn.

Diedrich and Hunter are also re-elected by group's board of directors

MINNEAPOLIS, March 2.—Tom Crosby has been re-elected president of the Minnesota Amusement Games Association. Associated with him as officers are Kelly Diedrich, vice-president, and H. P. Hunter, secretary-treasurer. Both shared Crosby's honor in being re-elected to offices which they held during the past year.

The officers were elected by a board of directors which was chosen at the association's annual meeting February 6. Members of the board include the following:

Elected for a term of three years: T. H. Crosby, Faribault, Minn.; Kelly Diedrich, Chaska, Minn.; M. J. Farrell, Grand Rapids, Minn.; Charles Potter, Fairmont, Minn., and H. P. Hunter, Aitkin, Minn.

Elected for a term of two years: Fred Neuman, Minneapolis; Fred Norberg, St. Peter, Minn.; Archie Pence, Minneapolis; Holly Cliff, Zumbro Falls, Minn., and Jesse Rose, Sauk Center, Minn.

Elected for a term of one year: Harold Lieberman, Minneapolis; A. L. Wunderlich, La Crosse, Wis.; G. L. Pease, Breckenridge, Minn.; A. L. Buck, White Bear, Minn., and Leonard Michaud, Litchfield, Minn.

MOTORIZED MERCURY



Clock Motors give Mercury a constant speed at any temperature. Reels click into place with precision 1-2-3 and out pops a token on a winner.

It cost us thousands of dollars to develop this clock—it's a honey—and our patent attorney has seen to it that nobody else will copy it . . . so if you want the best token payout counter game—there is only one: Groetchen's MERCURY—all others are made obsolete by this Clock Motor.

Try a sample of "motorized" Mercury

Send order today—attach a Postal Money Order for \$5.00 deposit—within a few days you will unpack one of the neatest counter machines you ever laid eyes on—truly a mechanical marvel.

GROETCHEN TOOL CO.
130 N. UNION STREET, CHICAGO

creased sales and popularity of our products at all times. We try to keep our finger on the operating pulse at all times. By so doing we are able to produce better equipment—to give all operators more for their money. We have come to the conclusion that one of the biggest reasons for the steady increase in popularity of Keeney equipment, particularly this year, is the fact that we are now offering more products that any and all operators may capitalize upon anywhere. We've got the top line in all fields."

Gerber & Glass Enthuse on Imp

CHICAGO, March 2.—Paul Gerber, of Gerber & Glass, Chicago, is again waxing enthusiastic about Groetchen's counter machine, Imp. "Imp is without a doubt one of the most popular machines it has ever been our privilege to distribute," he stated.

"When we say privilege to distribute, that's exactly what we mean. At the time Imp was introduced, and we took distributorship in the Midwest area, we naturally saw large sales possibilities for it. Time has proved that we were right, but it has also proved that we underestimated the value of this great new three-reel cigaret counter machine. Operators thruout this section of the country have created such a great demand for Imp that our facilities have been overtaxed in completing orders."

Stoner's Latest Release Is Baseball

AURORA, Ill., March 2.—Stoner's newest is a five-ball game called Baseball. "Now is the time for Stoner's Baseball," said official Clarence Adelberg, "for the interest in baseball is now coming to the fore in our sports-minded public.

"We are getting in with our baseball game at this time, inasmuch as the sports pages are blossoming out with news from the training camps, of changes in teams and the yearly fun of holdouts.

"There are no holdouts with Stoner's Baseball, for everyone jumps right for the game the minute it is placed on location. Tests proved that the game is interesting to anyone who is interested in baseball and that must be about 99 per cent of our population."



OVER 300 MUSIC MEN, OPERATORS AND DEALERS from six Southwestern States attended a recent preview showing of a line of 1940 phonographs, which was sponsored by the Electro Ball Co., Inc., Dallas.

EASTERN FLASHES

NEW YORK, March 2.—The beverage vender business continues to grow. Six local firms are featuring the machines. . . . Ops are beginning to become a bit more inquiring about their associations as evidenced by the increasing number of questions they're asking the leaders of these groups, it is reported. . . . Benny Leonard postcards from Des Moines, where he is training the Western Golden Glovers, to extend his thanks to the Eastern column who treated him so royally at the Chicago convention. He says he's still in close contact with the coin machine business. . . . Joe Greene, of Hub Automatic Sales, Boston, was a visitor here this week. He told about his parties in Boston and New Haven, Conn., at which he introduced the new Wurlitzers. . . . Earl Winters reports a lot of things are happening at the International Mutoscope Building in Long Island City, especially now that Voice-o-Graph and Machine Gun are clicking so big. . . . Mike Munves claims the arcade season has already started and his mechanics are working overtime getting out the orders.

IN ACTION . . . Nat Cohn and Harry Rosen are back in action in a big way now that Modern Vending is receiving steady shipments of Gottlieb's Skee-Ball-Ette. Rosen has been busy appointing distributors in all parts of New York, New Jersey and Connecticut. Cohn hopped off for Florida Tuesday (27) to spend a few weeks with his family. According to Rosen, the arrival of the first batch of Skee-Ball-Ettes almost caused a riot. "We didn't have the dock receipts in our hands more than five minutes before the machines were sold and we were on the phone asking Dave Gottlieb to rush us another carload," Rosen reported.

OVER THE TOP . . . Bert Lane, of Seaboard Sales, Inc., reports he's topping last year's sales records by a wide margin, due to the reception the Gabel Kuro phono and the two new Genco games, Big Town and Big League are receiving. "The three products are taking up my attention from morning to night," he says, "but it's worth it."

"BEST OF THEM ALL" is the way Sam Sachs, of Acme Sales Co., reports ops are acclaiming the latest phono remodeling job announced by his firm. "The boys tell us our latest remodeling job eclipses all others. There's no doubt that it's the best on the market today."

AROUND THE TOWN . . . After being away from his office for two weeks due to illness, Jack Fitzgibbons is back again and full of pep. He's telling that Bally's Triumph is the "greatest game of all time." . . . Joe Fishman and Marvin Liebowitz claim they set some sort of record when they cleaned out a large stock of used phonos in less than 24 hours this past week. . . . Out in Merrick, L. I., where Earle Backe holds sway, the postman is reported totting one batch of orders after another to National Novelty Co. headquarters. "Our reconditioned game bargains are the reason," Backe states. . . . "We believe that ops who want something that's really different can't go wrong with the new Keeney machine gun which we

are showing," states Willie Blatt, of Supreme Vending Co. . . . DuGrenier Sales Corp. fired the opening gun in its campaign to call the cigaret ops to its Champion machine.

CLICKS . . . Harry Block, of Block Marble Co., Philly, reports that ops all over the country are ordering the Guardian Service kits which his firm distributes. "This is one of the greatest collections of necessities ever put together for the operators' benefit," Harry maintains. "It contains everything an operator needs to repair or service a machine. What's more, we have brought the new Guardian kit to the ops at a reasonable price."

FROM BALTIMORE . . . Roy McGinnis sends word that the new manager of his Mills Empress and Mills Throne of Music sales department, Ed Silance, "is not at all silent." According to Roy, "when it comes to telling Maryland music ops about these machines, Silance is anything but silent. He's right there when it comes to telling the boys all about the wonders of the phonos."

NEW JERSEY NOTES . . . Freddie Mendelson, of Royal Distributors, Elizabeth, N. J., has been appointed sales manager of the firm's record department. . . . Now that his firm has been appointed distributor for Northwestern merchandisers for the State of New Jersey, Al S. Cohen, of Asco Vending Machine Exchange, Newark, reports business is increasing to such an extent that the firm will soon take up larger quarters on Broad street. "Yep, we'll have a party, too," he said. . . . Morris Prince, one of the older Newark ops, has opened a new business which he'll be telling the trade about very soon. . . . Jack Berger, of Newark Coino Distribs, reports he's doing a whale of a job on his new special budget plan for the New Jersey ops. . . . In addition to being the new Superior Salesboard distrib, Dave Engel, of Dee & Bee Distribs, reports that his partner, Ben Seid, has bought out some of the big phono routes in the State.

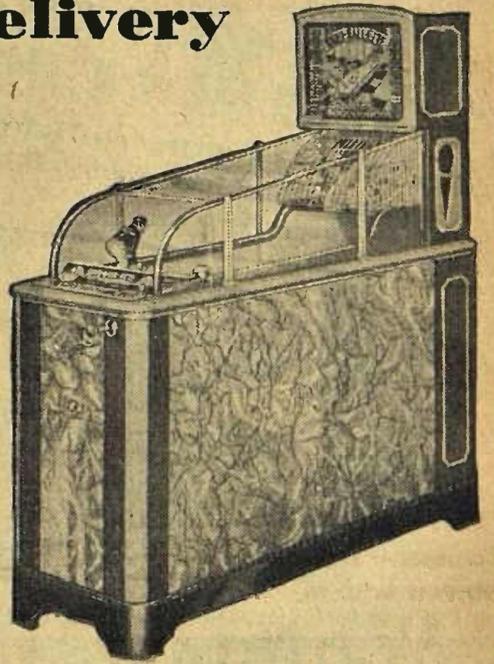
NEWS . . . about the Ponser organization emanates from Jersey this week, where Irv Morris, of the Ponser Newark offices, reports that Bill Zuk, formerly of Jersey Trading Co., has been added to the floor staff of the organization. "We have also increased our repair and stock departments and are giving New Jersey ops better service than ever before."

INTEREST . . . Julius A. Levy, sales manager of Sodamat, automatic drink vender manufacturer, claims "operators are showing an unusual amount of interest in our drink vender. In fact, practically all the units scheduled to come off the production line between now and April are already sold. Ops who desire early delivery better place their orders soon."

MEN AND MACHINES . . . Dave Simon is still taking it easy. He's seeing the Broadway shows, the hockey

Immediate Delivery ON "Gottlieb's Smash Hit" Skee-Ball-Ette

Write-Wire-Phone
R & S SALES CO.
9 Butler St., Marietta, Ohio

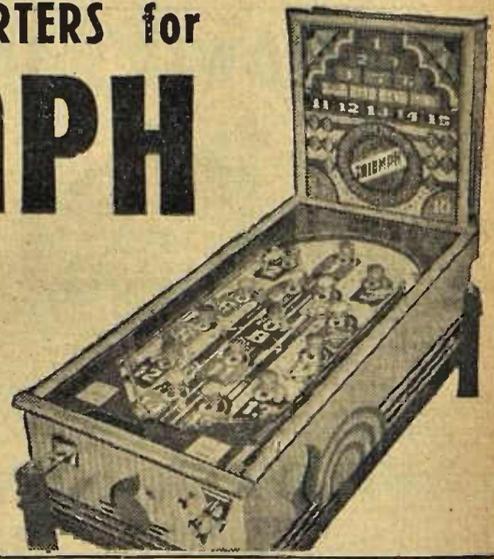


MICHIGAN HEADQUARTERS for TRIUMPH

Operators! We spotted Bally's TRIUMPH as a sensation at the January Show and got our volume order in early! So come to J and J for QUICKEST DELIVERY and BEST TRADE-IN DEAL!

RUSH YOUR ORDER FOR IMMEDIATE DELIVERY

J and J Novelty Co. 4840 Mt. Elliott, Detroit, Mich.



games and prize fights. His brother, Al Simon, and Jack Semel, of Savoy, Brooklyn, are rabid readers of *The Billboard*. Al hollered loud and long when his copy wasn't delivered on time this past week. . . . Murray Simon, the third of the famous Simon boys, is doing a swell job in West New York, N. J. . . . The quality of the organization that Hymie Budin has built up from scratch is exemplified by the rapid rate at which he's sending the new games out of his headquarters these days. . . . Another Brooklyn office

that's mighty busy is Brooklyn Amusement Machine Co., where Charley Aronson and Bill Alberg are pushing Evans' new 1940 Ten Strike. . . . G. V. Corp. reports that the sales of its Adams Gum Venders are bigger than ever and that the national advertising campaign being carried on by Adams Gum is helping all ops specializing in this equipment. . . . Milt Soffer, of Allied Wholesaling, claims that his firm has done wonderfully well with Exhibit's games and is sure it will cash in with Lancer, Exhibit's latest creation. . . . New coin-changing mechanism is reported being readied for the market by a New York engineering firm, which believes it will be just what ops want.

A SURPRISE PARTY . . . was given Babe Kaufman by Sam Rabinowitz last week. Babe was celebrating a birthday and Sam entertained at the Buttonwood Manor, a swank eatery in Jersey. Miss Coleman, of DuGrenier, didn't forget Babe either.

AN INCREASED ORDER . . . far in excess of the original order for Totalizers, the 1-cent counter game, was placed by Dave Robbins. The game has proved a hit, and Dave is now in a position to supply quantities immediately to all his jobbers in New York, New Jersey and Connecticut, he reports.

Successful Operation

MARCUS HOOK, Pa., March 2.—Successful operation of 150 parking meters in the city's business district has been reported by the Marcus Hook Boro Council. During the year of 1939 the meters brought the township \$3,000, with the result that it is planned to extend the metered zone. The meters may be used three nights a week in addition to the present all-day metering.



"I'M ALREADY SOLD," said B. D. Lazar, of B. D. Lazar Co., Pittsburgh and Philadelphia, when Bally Sales Manager George Jenkins demonstrates buy-back feature on new Triumph novelty game. Lazar is reported as placing large orders for Triumph while visiting Chicago recently.

FREE PLAY SPECIAL!
BIG SIX\$47.50
REBOUND 34.50
ALI-BABA 29.50
RUSH US YOUR ORDER QUICK FOR Keeney's MACHINE GUN
Chicago Coin's HOME RUN
Mills EMPRESS
Mills THRONE OF MUSIC
George Ponser Co.
11-15 E. RUNYON ST., NEWARK, N. J.
New Tel.: Bigelow 3-6432

10 DAY MONEY BACK GUARANTEE ON IMP
It's the Biggest Money-Making Counter Machine Ever Built!

\$12.50 EACH
Cartons of 6
\$67.50



Radio Type Gum Vender. A Natural for Every Operator. Cigarette or Cherry Reels, only 5"x5"x6". IMP has Finest Coin Chute. Will never clog. 1/3 Deposit—Balance C. O. D.

EQUIPPED WITH REGISTER, \$1.50 EXTRA

GERBER & GLASS 914 DIVERSEY CHICAGO, ILL.

MAYFLOWER'S SPRING PREVIEW

USED NOVELTY F. P.	Kentucky Club \$39.50	Derby Time, Mult. \$29.50
Scoop \$59.50	Red Head Track Time 34.50	Across the Board 22.50
Clipper, New 42.50	B. Cab. Gal. Dominoes 27.50	1-2-3 22.50
Box Score 32.50	Liberty Bell 15.00	Flasher 17.50
Battling Champ 32.50	MISCELLANEOUS	Hi-Boy 17.50
Spot 'Em 32.50	Ten Strike, 1939 Model, Used 4 Weeks \$139.50	RECONDITIONED PHONOGRAPHS
Flash 32.50	Rockola Horoscope 79.50	Seaburg Plaza, 110 D.C. \$180.00
Fifth Inning 32.50	Bally Hot Venders, New 32.50	Wurlitzer 24, 32 Volt 149.50
Bally Royal 29.50	USED PAYTABLES	Wurlitzer 24, Sl. Pr. 119.50
Side-Kick 29.50	Gold Medal \$99.50	Wurlitzer 616, M. Gl. 109.50
Sun Bow, New 19.50	Grand Stand 89.50	Wurlitzer 616 72.50
USED CONSOLES	Thistle-down 74.50	Rockola Rhythm Master, 18 Records 49.50
Royal Flush, F. Sample \$119.50	Hawthorne 69.50	Wurlitzer P-12 30.00
Buckley New Hd. Riviera 109.00	Winning Ticket 62.50	Mills Do-Re-Mi 29.50
Buckley Colors 49.50	Blue Ribbon 62.50	Mills Swing King 20.00
Seven Bells 49.50	Homestretch 62.50	Mills Dancemaster 15.00
Track Odds 49.50	Derby Clock, Mult. 42.50	
Hi-Jah Special 49.50	Derby King, Mult. 32.50	
Skill Time 47.50	Horseshoe, Mult. 32.50	
Four Horsemen 39.50		

MAYFLOWER NOVELTY CO., INC.
1507 University Avenue, St. Paul, Minn.

FOR A REAL GAME AND A REAL DEAL GET IN TOUCH WITH US ON BALLY'S GREATEST HIT

TRIUMPH

WHAT HAVE YOU TO TRADE IN? WE'LL GIVE YOU A DEAL YOU CAN'T AFFORD TO MISS!

ROY McGINNIS, 2011 Maryland Ave., Baltimore, Md.

WORLD'S LEADING HEADQUARTERS PENNY ARCADES LEGAL MACHINES

WRITE NOW! TELL US WHAT YOU NEED!

FREE PLAY GAMES	
Rebound . . . \$40.00	Up & Up . . . \$17.50
All-Baba . . . 35.00	Cowboy . . . 29.00
Davy Jones . . 22.50	Flash 20.00
Big Six 49.00	Chief 15.00
Headliner . . . 32.50	Arrow Head. 25.00
Airliner 35.00	
NOVELTY GAMES	
Pick 'Em . . . \$37.50	Buckaroo . . . \$20.00
Variety 30.00	Contact 10.00
Chevron 15.00	Snooks 10.00
Bang 10.00	Write for Full List!

MIKE MUNVES CORP.
593 TENTH AVE., NEW YORK
Cable "MUNMACHINE"

Chi Coin Baseball Game---Home Run

CHICAGO, March 2.—From Chicago Coin Machine Mfg. Co. comes an announcement by Sam Gensburg, official of the company, who states: "Chicago Coin is making available to coinmen a brand-new highly developed baseball free game.

"We've got another hit machine for operators from Coast to Coast. It's a baseball machine and is named Home Run. It was a Chicago Coin baseball machine that stole the play during 1939. That game was Majors. But now we've got something in Home Run that is even better than Majors.

"It is a highly developed yet simple machine. It is the only two team baseball machine built. It has more fascinating play features than have ever been incorporated on a game of this type. It has new action, new scoring, new thrills.

"On Home Run home runs are recorded. Home Run has some brand-new supersensitive bumpers. Scoring oppor-

BARGAIN

THE METAL TYPEWRITER

6 reconditioned and ready to operate. Will sacrifice at \$135.00 each F. O. B. Oakland, California.

MILLS SALES COMPANY, LTD.

1640 18th Street, OAKLAND, CALIFORNIA



BILL ALBERG, of Brooklyn Amusement Co., recently paid a visit to Chicago and the Exhibit Supply Co. to inspect Exhibit's new game, Lancer.

L. A. County Gets License

Fee of \$6 year brings hope to pinball fans in populous area

LOS ANGELES, March 2.—The board of supervisors of Los Angeles County voted February 27 to license pinball games in the unincorporated areas of the county. The question had been a serious issue in the county following the acute political disturbances in the city last year about pinball games.

This action is said to cancel the idea of a popular vote on pinball games, which had been proposed for some time in March. Only one member of the board voted against the license.

The new ordinance, which becomes effective after 30 days, will place an annual fee of \$6 on each machine. It will forbid the operation of games within 1,000 feet of schools and also forbids persons under 18 from playing the games.

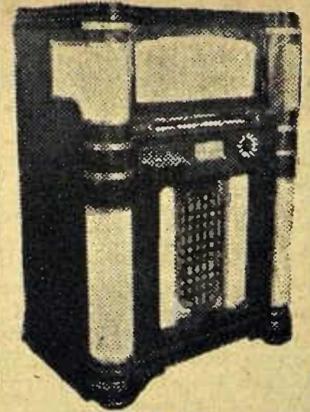
In a recent report submitted to the supervisors, Wayne Allen, county manager, gave them some very impressive facts on the number of cities and States that license pinball games. It seems surprising to many law-making bodies to know that so many scores of cities have ordinances licensing the games for popular amusement.

tunities for 1,000, 2,000 and 4,000 points are an appealing factor with every player."



MILLS DISTRIBUTOR JACK FUGITT, of Reno, discusses the mechanical perfection of the Mills Throne of Music and Empress phonographs with Herb Mills, treasurer of Mills Novelty Co.

MERIT CUTS PRICES ON



- Spottens, Rinks, f.p. \$17.00
- Majors, Chubbies, Contacts, f.p. \$18.00
- Fair Grounds, f.p. . \$49.50
- Red Head Skill Times \$30.50
- Wurlitzers Illuminated by Experienced Factory Men. 1940 trend. Original Cabinet Modernized. Send for Photograph \$60.00

MERIT MUSIC SERVICE,
622 N. Eutaw Street, Baltimore, Maryland

SLIGHTLY USED MACHINES FOR SALE

- 3 Keeney Triple Entries \$139.50
- 8 Galloping Dominos, Black Cabinet 39.50
- 3 1939 Galloping Dominos, Lock Payout, 30-to-1 Odds, Used 6 Weeks 175.00
- 3 1940 Galloping Dominos, Used 3 Weeks 205.00
- 3 Paces Races, Brown Cabinet 95.00
- 4 Paces Races, Black Cabinet 49.50
- 4 Jennings Multiple Races 49.50
- 1 Evans Lucky Lucro 150.00
- 3 1938 Skill Times 85.00
- 1 Super Track Time, Used 5 Weeks 175.00
- 3 Mills Square Bells, Numbered Reels 75.00
- 3 Mills Square Bells, Animal Reels 115.00
- 8 Bally Double Features 20.00
- 3 Exhibit Rebounds 55.00
- 3 Exhibit Golden Gates 55.00
- 8 Mills 1-2-3, Free Play 79.50
- 5 Mills 1-2-3's with Bally Payout Unit 35.00
- 1 Seeburg Rayo-Lites Chicken Sam 150.00
- 1 Seeburg Rabbit Model 95.00

Terms: One-Third Cash With Order, Balance C. O. D.
A. R. KISER & COMPANY, Charlotte, N. C.
127 North Brevard St.,

WILL TRADE

Ten Strike, 1939 Model. Want High Score Free Play; Mr. Chips, Ocean Park, Roxy, Thriller, etc. Send list.

MARION COMPANY, Wichita, Kan.

Brickman Gets High Sales Post

WASHINGTON, March 2.—Ira T. Byram Jr., manager of the Silent Sales System, Washington distributor, announced recently the appointment of W. E. Brickman as general sales manager for the firm. The firm handles a complete line of machines from many of the leading manufacturers.

"Brickman has been actively engaged in the industry for 15 years, ever since the days of Holcomb & Hoke's first non-selective coin-operated phonograph," declared Byram. "He has spent that time serving the many needs of the operators and jobbers in this section of the country.

"Under Brickman's leadership, our sales department will feature all of the latest new machines first as well as a complete line of reconditioned machines. A full line of supplies and accessories is also in stock.

"Also we have the most complete shops and service department in this part of the country. The best of service men and factory-trained mechanics are in charge and can handle the most difficult repair jobs," said Byram.

"Play You for the Drinks"

(An editorial from *The Philadelphia Record*, February 21)

"As an admirer of the ingenuity of the gentlemen who devise pinball machines (we can't offhand remember seeing any two alike) we are naturally interested in the newest police drive against them.

"But we wish authorities would make up their minds once and for all whether they are designed for fun or whether they invite a mild form of gambling. The last legal word on the subject appears to be a four-year-old opinion by Judge Thomas D. Finletter. He hold that they aren't inherently gambling devices and can be seized only when they are used for gambling purposes.

This ruling ought to simplify police procedure. It appears to mean that a detective who finds a couple of scofflaws playing for beers or a cigar-store proprietor paying off in nickels for high scores has a right to haul machine and desperadoes off to the police station. But if a sportsman is merely interested in seeing the lights light and the balls roll he and the gadget shall both be unmolested.

"At any rate, the machines scarcely seem to warrant the fuss of drives, campaigns and crusades. Particularly when, in a good many places, an investigator not too intent upon watching the pinball players could find a bookie doing business as usual in the back of the room."

Sam Stern Opening Pronounced Success

PHILADELPHIA, March 2.—Sam Stern, of Keystone Vending Co., who utilized the novel idea of sending out live carrier pigeons to carry his invitations to attend the grand opening of his new show-

rooms at 1423 Spring Garden street, was happy today in the realization that his party February 25 was a success in every sense of the word.

Stern sent out 274 pigeons, resulting in more than 750 persons attending the grand opening. Stern's new showrooms were the hit of the party. Designed by a well-known Philadelphia architect and built by a leading construction company, they are modern in design and decorated in pastel shades.

Huge stockrooms, repair departments, record departments and every other feature of a completely equipped distributor were inspected by the multitude of guests.

A partial list of those present includes George Moloney, Ralph Nicholson, Perk Perkins, Bill Gersh, Archie Berger, I. F. Weff, Cliff Bailie, Joe Fishman, Bill Cooper, Mr. and Mrs. Ed Johnson, Joe Ash, I. H. Rothstein, G. W. Reffert, G. W. Reffert Jr., Allen E. Strauss, Mr. and Mrs. F. E. Brown, John Kovacs, John J. Martin, Stephen Kovacs, Melvin H. Messner, Eddie Sugar, Walter Y. Yest, Sam Shore, Raymond Rosen, T. Dutell, E. Klein, Jack Sheppard, John Campbell, Harry Hard, Carl Volneck.

Phil Greenspan, John B. Young, Jerry Lichtman, Charles Lacher, W. Clare, Max Roth, Paul Frankel, Sidney Hasch, Jack Carney, S. Mickleberg, M. Hellaf, F. Hammond, Florence Shapiro, Ray Hogg, William Shapiro, Ray Hartman, Sidney Berkowitz, D. Cooper, Jack Berkowitz, Charles Baker, P. Cavallini, S. Frovini, Mike Carpen, H. Wrebler, Spurgeon Werdner, E. W. Hayes, J. McLaughlin, George Freeman, Ray O'Day, Helen Wenzell, G. & P. Music, David Joyce, Herb Henaler, Eddie Heller, Peter Brick, John Sofcheck, Joe Kanka, Bill Rodstein, Ruth Workman, Bernard Cooper, S. B. Friedman, John Stockett, Paul David Price, Valerie Squeddy, Paul J. Brown, Millie Stern, Pearl Stern, W. J. O'Brien, David Pader, B. Berger, Bill Yanks, Max Bushwick, Morris Margolles.

Ben Appenhelm, Beryl Price, Gary Levy, Jack Rauch, Harold Burkholder, Harold Barley, Eugene Knell, Sam Snyderman, Cy Glickman, Carl and Agnes Friese, Goldie and John Holman, Nils Peterson, W. W. Heist, Rex Alexander, Larry Yanks, Norman Smith, Martha Lazar, Tiny Ost, Jack Kaufman, Harold J. Elkman, Bill Gross, Lewis H. London,

CLOSING OUT 1500 MACHINES

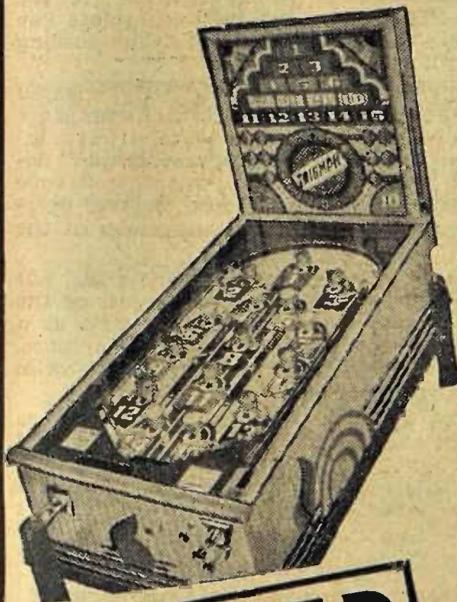
QUANTITY BUYERS, ACT QUICK! WRITE OR PHONE JOE CALCUTT TODAY

CONSOLES	50 RED HEAD 1937 SKILL TIME	
	50 MILLS SQUARE BELLS	
	25 KEENEY SUPER TRACK TIME	
	25 KEENEY TRIPLE ENTRY	
15 BROWN CAB. J. P. PACES RACES	15 1939 GALLOPING DOMINOES	
200 ASSORTED CONSOLES, TOO MANY DIFFERENT KINDS TO LIST!		
1-BALL	50 MILLS 1-2-3	250
	25 MILLS HI-BOYS	
AUTOMATICS	15 KLONDIKES	MORE ASSORTED PAY TABLES
	15 FAIRGROUNDS	
FREE PLAYS	10 KEENEY DERBY CHAMPS	100 MILLS 1-2-3 WITH FRUIT OR ANIMAL REELS
		100 FIFTH INNINGS
		75 DOUBLE FEATURES
25 HEADLINER—25 BALLY VICTORY—25 GOLD CUPS—25 GEMS AND A GREAT MANY OTHERS TOO NUMEROUS TO MENTION!		
ALSO	SLOTS, COUNTER GAMES, NOVELTY PIN GAMES AND MANY OTHERS! EVERYONE GUARANTEED PERFECT! ALL MACHINES SUBJECT TO PRIOR SALE! HURRY! ACT NOW!!	
THE VENDING MACHINE COMPANY		
205-15 FRANKLIN STREET - FAYETTEVILLE, N.C. "Cable Address COINSLOTS"		

TRIUMPH

READY FOR DELIVERY

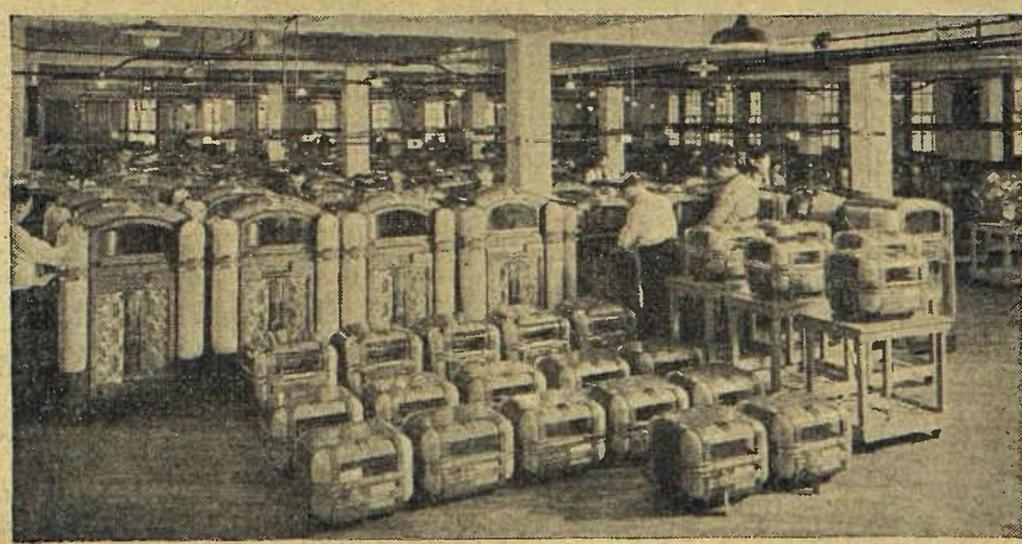
Come and get 'em—Bally's greatest novelty or free-play hit—the "BUY BACK" game that earns more in a day than most games earn in a week! Volume shipments from factory insure IMMEDIATE DELIVERY if you hurry—but it's first come, first served!



UNITED AMUSEMENT COMPANY
3410 MAIN STREET,
KANSAS CITY, MO.

Coin Machine Operators WANTED

... Many high-class Amusement Parks are anxious to get competent men to equip and run Penny Arcade Concessions. We have a list of excellent spots available anywhere in the U. S. We can turn these leads over to you if you can handle them. We can equip the complete arcade for you and guide you in its proper operation. For full details write us today. Box 146, Billboard, Cincinnati, O.



A PORTION OF ONE DAY'S SHIPMENT of Wurlitzer phonographs receive final inspection before being crated and shipped. Wurlitzer is working at capacity, it is reported, and is hard put to keep up with orders for the 1940 models. According to M. G. Hammergren, Wurlitzer general sales manager, large shipments are being made daily to all parts of the United States in an effort to fill all orders promptly.

Large Stock at National Coin

CHICAGO, March 2.—New display rooms of National Coin Machine Exchange will carry one of the most complete stocks of new and used games in this part of the country, according to Harry Heyman, sales manager. "We will carry on our floors a large variety of all types of coin machines, both new and reconditioned, ready to go on locations," said Heyman.

"Prices are always lowest, consistent with top-notch quality, for which National is well known. With our new facilities, our large and well equipped mechanical shops and modern equipment, we can render the kind of service that pays operators best.

"In addition to our reconditioned stock, we represent a large number of coin machine manufacturers, most prominent among which are D. Gottlieb & Co., Bally Mfg. Co., Exhibit Supply Co.; Genco, Inc., and a number of others, in addition, of course, to Rock-Ola phonographs."

Joe Schwartz, head of the company, was highly gratified with the splendid new quarters and said: "There's nothing I like better than having the facilities for serving our customers in the very best manner that is humanly possible."

Big Town Game Clicks at Avon

CLEVELAND, March 2.—Art Nagel, of Avon Novelty Sales Co., says that the new game, Big Town, is going over in a big way wherever shown. He predicts that it's going to be a top favorite soon.

ASK
JOE CALCUTT
WHAT HE THINKS ABOUT

SEE PAGE 88

KING Jr. 3.95

(Send for Circular)

BIGGEST SHOW HIT

IMP-

Radio Type Gum Vender.
A Natural for Every Operator.
Cigarette or Cherry Reels only 5 1/2 x 5 1/2 x 9. IMP has finest Coin Chute.
Will never clog. Price Only



\$12.50

Carton of Six, \$67.50, F.O.B. Factory. 1/8 Cash With Order.

TORR 2047A-SO. 68
PHILA., PA.

EASTERN FACTORY DISTRIBUTOR



Make More Profits With Royal Ace Dependable Bulk Vendors

New, attractive design makes location easy to get and keep. Royal Ace owners report higher collections over old-style machines. Easy to service, plus strong looking on coin tray and merchandise compartment. Modern beauty built into a vendor that gives years of service. Sample machine, \$5.99. Reduced prices for quantities. One-third deposit with order. Balance C. O. D.

HLADKY MFG. CO.

Cedar Rapids, Ia.



OPERATORS!
Order This Coin Counter

Penny-Nickel combination, slotted coin-counter, polished aluminum, lifetime guarantee. Counts pennies and nickels like magic; flared, over-size mouthpiece for tube wrapping. Only \$1.00 each prepaid; cash with order, no C.O.D. Write for complete details and low prices on the finest bulk Vendors obtainable, **TOPPER, CHALLENGER** and **SPECIAL**. Also Stands, Wall Brackets, etc.

VICTOR VENDING CORP.
4203 Fullerton Avenue, Chicago

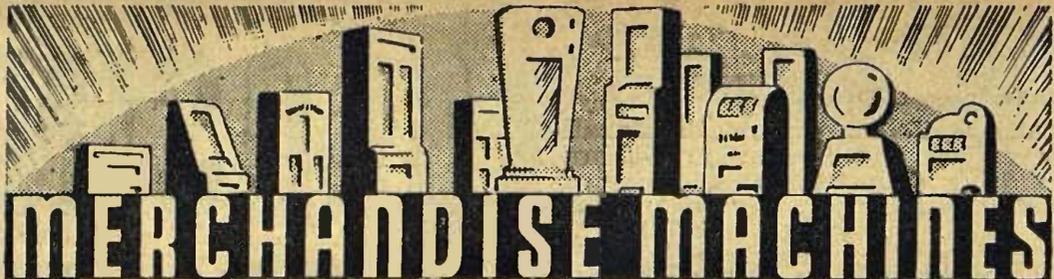
PROVEN Money Makers!



Experienced operators know the important thing is to get the Vendor into the location! Tom Thumb's got everything beat. Handsome, compact, it gets into taverns, waiting rooms, stores and restaurants closed to ordinary vendors. Thousands already placed; room for thousands more. Die cast precision machine; no comebacks. We'll match it against any others in the low priced field. Has 12 revolutionary features, including Magic Coin Selector, Yale Tumbler Locks, adjustable dispenser. Vends candy, gum or peanuts. 1 1/2 and 3-lb. sizes. Thousands of Tom Thumb Vendors now bringing real profits to operators. Don't wait. Write for full details, prices and money-back guarantee today.

FIELDING MFG. CO., Dept. 61, Jackson, Mich.

ADVERTISE IN THE BILLBOARD
—YOU'LL BE SATISFIED WITH RESULTS.



"In-a-Bag," Says Jennings' Haley

CHICAGO, March 2. — The popular phrase, "It's in the bag," now takes on new meaning, according to G. F. Haley, sales promotion manager of O. D. Jennings & Co. "The oft-used words now have two meanings," said Haley. "First, it refers to In-a-Bag, the Jennings penny machine which vends nut meats and bulk confections in glassine bags. Second, it refers to the term applied by the operators to the machine, 'In the bag'—slang for meaning having a winner.

"The In-a-Bag vender has been a winner in every location in which it has been used, according to operators. They note that the new modern and sanitary vending machine enables them to get more and better locations. Factories note that workmen will not have to waste time washing their hands in order to enjoy a bagful of nuts or candies. Retail shops welcome In-a-Bag because dainty women find they do not soil hands or gloves when confections are delivered in glassine bags; and locations near schools are especially good because teachers, parents and health authorities indorse the machines as the sanitary way for kiddies to buy their penny treats.

"The most recent step in the perfection of In-a-Bag has been the increased use of stainless steel in practically all parts of the machines," Haley concluded.

Report Champion Favored by Ops

NEW YORK, March 2.—Walter H. Mann, president of DuGrenier Sales Corp., reports that cigaret machine operators everywhere are enthusiastic over the new DuGrenier Champion. "Our new Champion is destined to be the champion cigaret machine of all time," stated Mann.

"New as well as experienced operators greet Champion with open arms. We are convinced that no matter where the operator is located he will find that the new Champion is the machine to please his customers and increase his sales.

"The Champion is an operator's machine, built by the finest craftsmen and conceived from the ideas and suggestions made by the cigaret machine operators. DuGrenier has made it its policy to work with the operator in every regard to better his business."

Cigarette Merchandisers' Associations

Everything is in readiness for the fourth annual banquet of the CMA of New York to be held Saturday (9) in the banquet room of Hotel Pennsylvania. Reservations have been coming in so rapidly that the S. R. O. sign has been out for several days. Matthew Forbes, manager, reports that the committee ruled that attendance is to be held down to the normal capacity of the room rather than jeopardize the success of the affair by overcrowding it.

The entertainment committee hasn't left a stone unturned to secure the best available talent for the floor show, which will be staged immediately following the dinner set to start promptly at 8 o'clock. Marty Beck and orchestra will play for the show and for dancing during dinner and after the show. Announcement was made that there will be no speeches.

On Sunday (10) the Interstate Cigarette Merchandisers' Association will meet at Hotel Pennsylvania. The new president, John Sharenow, of the CMA of New Jersey, will preside. Many matters of importance are scheduled for discussion.

At a general meeting and a session of the board of directors of the CMA of New York held Thursday (29) Irving Wildstein, of the Dublin Cigaret Service, was named secretary of the association. Wildstein has been an operator for the past two years and has taken an active interest in the work of the organization.

The next meeting of the New York CMA is set for March 14. During the past few weeks meetings have been held each Thursday night to discuss plans for the banquet. Forbes expressed his appreciation for the co-operation of the members in arranging for this event, which will be a highlight in the annals of the group.

With many State operators in the city for the banquet, cigaret machine manufacturers are said to be planning open house Saturday afternoon. Representatives of Rowe, DuGrenier and U-Need-a-Pak will be on hand to greet the ops and show their lines.

During January Philip Morris sales are said to have approximated 875,000,000. This was an increase of about 18 per cent over January, 1939. The January sales were reported to show a decline of approximately 1,000,000,000 under December. This was attributed to the seasonal trend in cigaret sales.

Sam Yolen has taken on the additional hobby of photography. He says this will go hand in hand with his yachting. Yolen has a new 32-foot cruiser that he bought late last summer. This season he plans to sail the bays and take pictures.

Not much has been seen of Teddy Vassar, of the Vassar Cigaret Service. Since the snow began to fall, making it ideal for winter sports, Vassar probably has gone for his place in up-State New York to do a little skiing.

Bill Peek, of Peek Cigaret Service, says winter is all right but he's looking forward to spring and summer. Frankly, Peek wants to get back on the golf links.

OPERATORS, HERE'S SUPER VALUE



Northwestern

MODEL 40

- ★ Chute Cover Lock
- ★ Vends All Products
- ★ Accurate Portions
- ★ Positive Agitation
- ★ Simple Mechanism
- ★ Easy To Service
- ★ Built Like a Safe
- ★ Eye - Catching Appearance
- ★ Hammeroid Finish
- ★ Variety of Colors

\$4.95

In Lots of 100 F. O. B. FACTORY

Write Today for Complete Details!

THE NORTHWESTERN CORPORATION
205 E. Armstrong St., MORRIS, ILLINOIS



FREE TRIAL OFFER

"COLUMBUS" Vending Machines are the best, sturdily built to give years of service. They will make you more money today and for many years to come. Good 35 years ago. Better today! Send \$6.15 for sample, or 6 machines for \$30.90. Place them on location for 10 days, if not satisfied at the end of this period return the machines and receive your money back without question. Send your order now without delay, as this offer is only good until March 17, 1940.

MODEL M 1/3 Dep. With Order, Balance C. O. D.

RAKE

3 S. 22d St. Phila., Pa.

WANTED FOR CASH

Used NORTHWESTERN Standard 10-5c, De Luxe, Triselector. State quantity, condition and Lowest Cash Price!

ASCO, 383 Hawthorne Ave., Newark, N. J.

TOPPER TOPS 'EM ALL

VENDS 900 to 1200 BALLS OF GUM. Also vends all kinds of Nuts and Candies. THE MACHINE that STAYS on LOCATION. Used on outdoor or indoor locations. BIGGER PROFITS and BETTER LOCATIONS are assured with a TOPPER.

EXCELLENT USED VENDORS
100 Robbins 2-In-1 . . . \$5.95 Ea.
25 Snacks (Penny) . . . 8.75 Ea.
50 Advance "D" Ball Gum 3.50 Ea.
3 for \$10
Also Binges, Criss-Cross and Advance Electric

CONFECTIONS, Etc.
Ball Gum (All Sizes)
Pistachios (All Sizes)
Indian Nuts
Rainbow Peanuts (Pee-Wee)
Boston Baked Beans (Pee-Wee)
Jelly Beans (Pee-Wee)
Licorice Lozenges
Peanuts (All Kinds)
Also Toys and Charms

PIONEER VENDING CO. \$6.75
461 Sackman St., Brooklyn, N. Y.
EXCLUSIVE DISTR. — New York. 1/3 Cash With All Orders. Established 14 Years. Balance C. O. D.



CLEARANCE SALE

USED CIGARETTE MACHINES — LOW PRICES

MASTERS—6 COLUMNS—CHROMIUM FRONT	\$19.50
NATIONAL 6-26	22.50
NATIONAL 9-30	59.50
MILLS—12 COLUMN—PRACTICALLY NEW	49.50
WURLITZER, ROCK-OLA, MILLS PHONOS, Perfectly Reconditioned. Low Prices. Write	

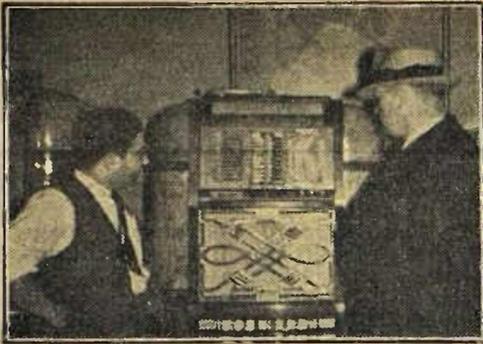
BABE KAUFMAN (CIRCLE 5-1642) 250 W. 54th St., N. Y. C.

Sicking, Inc., has TRIUMPH
Bally's new and sensational "BUY-BACK" game triples collections
Operators of Southern Ohio and Vicinity
Order today for immediate delivery
SICKING, Inc. 14th & Central Parkway Cincinnati, Ohio

Tentative Dates Set for Show

CHICAGO, March 2.—James A. Gilmore, secretary of Coin Machine Industries, Inc. (CMI), in an announcement as to the dates of the 1941 Coin Machine Show, revealed that it would be held either the week of January 12 or 19, 1941.

Pending a revision of the date set by the Canners' Association Convention, which might conflict with the dates for the coin machine show, the week of January 12 has been reserved, with option on the week of January 19. Chicago hotels are endeavoring to have the Canners postpone their show until the week



MAX HARRISON, of Minneapolis, looks over the phonographs in the display rooms of the Silent Sales Co., Minneapolis. Ben Friedman, of the firm, is at the left.

of January 26 in order that Chicago hotels might be able to house the large crowds which both shows draw. CMI prefers the week of January 19.

If the hotels succeed it will leave the Hotel Sherman free to house the coin machine convention and show exclusively, in which case the annual show will be held the week of January 19.

As soon as the decision of the Canners' Association can be obtained, CMI will make a definite announcement, it was said, in order that operators, distributors, jobbers and manufacturers can make arrangements accordingly.

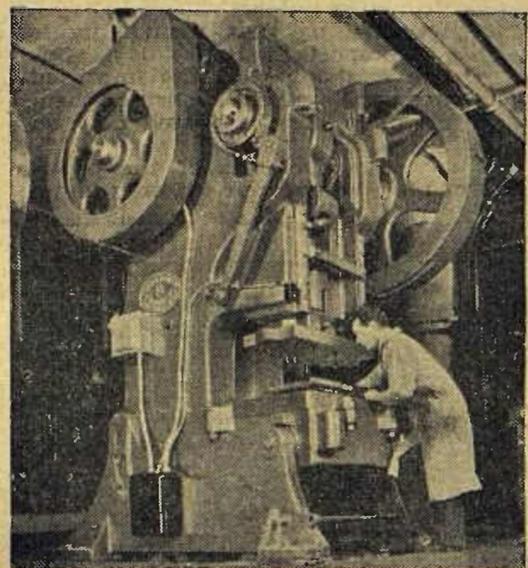
Big New Repair Shop for Vend-All

MINNEAPOLIS, March 2.—Philip Jonap, of the Vend-All Novelty Co., announces that his firm has established a complete repair shop for all types of coin machines. Jonap reveals that every type of equipment to repair and renew machines had been installed to render service to operators in the Minneapolis territory.

Besides the repair shop, Vend-All maintains a display of new equipment from leading manufacturers in its new quarters at 316 South Fourth street. The new location is easily accessible and is convenient to coin machine operators, with a parking lot immediately adjacent to the premises.

Incorporation Report

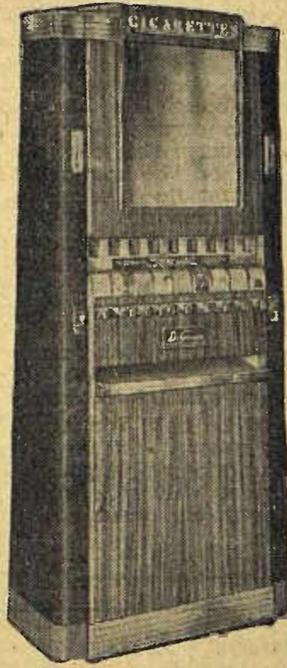
ALBANY, N. Y., March 2.—Allied Wholesaling Corp., a newly formed vending machine enterprise located in New York City, was granted a charter of incorporation by the secretary of state recently. The company has a capitalization of \$20,000. The promoters and stockholders include Adele Schneider and Sylvia Frank, Brooklyn, and Solomon Michaelis, Richmond Hill, N. Y.



IMPROVEMENTS in the inner mechanisms, altho not visible, are very important, say Rock-Ola engineers. Important in the new Rock-Ola phonographs is a change in construction of the chassis—a new, fabricated steel, interchangeable chassis. Many other mechanical improvements have been added. Installation of two machines, such as the above, as well as other devices, has made phonograph improvement possible. Chief processing engineer F. F. Becker supervised installation of the new equipment.

Du Grenier CHAMPION

"America's Finest Cigarette Merchandiser"



Designed by Dreyfuss



ACCLAIMED

... by America's leading operators as "The ultimate in cigarette machine construction!" Beautiful, aristocratic design! Proven, perfect mechanism! A LIFETIME CHAMPION MONEYMAKER! Join the Leaders! INCREASE YOUR EARNINGS—Operate "CHAMPIONS"!!

WRITE, WIRE OR PHONE FOR FULL DETAILS OF DUGRENIER'S EASY TIME PAYMENT PLAN

DUGRENIER SALES CORP., 630 FIFTH AV., NEW YORK

39c WORTH OF 'SURE' BEE-BEES PAYS 440 PENNIES!

THIS AMAZING NEW "SURE" VENDOR PAYS PROFITS SO FAST YOUR HEAD MUST SWIM

Millions of people know the name "SURE." Why not establish a route of "SURE" Vendors that pay enormous profits and bring fast sales because of the product? These "SURE" Bee-Bees are a new candy pellet, delicious to taste, sure-fire in killing breath odors. Everybody wants them, buys them. And this amazing new "SURE" Vendor is a beautiful machine that sells a product that has a count running well over 10,000 Bee-Bees per pound! Tests show a pound of Bee-Bees costing 39c brings 440 pennies!

"SURE" NATIONALLY ADVERTISED

"SURE" breath purifier in liquid form is nationally advertised, seen everywhere. What a tie-up for Bee-Bees! We also have a "SURE" Chewing Gum Vending Machine that's brand new and going like a house afire. Here's a LOW PRICED, BIG PROFIT proposition on both or either of these new machines. Both vendors are the very last word in mechanical construction. Both are powerful in advertising and eye appeal. Operators already are cleaning up real money.

WRITE for full details quick. You will be shown breath-taking profits and one of the most attractive propositions in the entire vending machine field. As a "SURE" operator, we will show you endless ways to make money fast, for the entire "SURE" line of nationally advertised products has proved a selling sensation. Don't wait. Write or wire today.

SURE LABORATORIES

841 N. Wabash, Dept. B-3, CHICAGO, ILL.



ALMONDS FOR VENDING MACHINES

Blue Diamond Almonds—the finest you can buy—are available on a count-per-ounce basis to meet your most exacting needs. Write for prices and full particulars.

CALIFORNIA ALMOND GROWERS EXCHANGE Dept. V, Sacramento, California

SAVE ON STANDS

PENNY-NICKEL COUNTERS

National Headquarters For

PIPE-ANGLE IRON-SHEET METAL STANDS-FILLED UNFILLED

QUALITY VENDORS, \$3.25 and up. Write

AUTOMATIC

2425-K Fullerton, Chicago, Ill.

ASK

JACK MOORE WHAT HE THINKS ABOUT



SEE PAGE 88

MORE MONEY Vending Nuts and Candy

—with New Improved

IN-A-BAG

Get more locations—and better locations, now, with IN-A-BAG, the first and only machine of its kind. Vends nut meats and bulk confections in a new, modern, sanitary way that meets the hearty approval of health authorities, parents, teachers. Builds good will. Everybody likes IN-A-BAG; children, men, women go for it. Beat the other fellow to it, with money-making 1c IN-A-BAG.

WRITE OR WIRE FOR DETAILS

O. D. JENNINGS & COMPANY

4309 West Lake Street

Chicago, Illinois



VENDS NUTS AND CONFECTIONS IN GLASSINE BAGS

2 SURE WINNERS!

The New Model 40—All the features operators have always wanted! Chute cover lock. Vends all products. Accurate portions. Positive agitation. Simple mechanism. Easy to service. Built like a safe. Eye-catching appearance. Hammered finish. Variety of colors.

The Model 39 Bell—Proven a successful money-maker on hundreds of locations. The machine all operators swear by. Sure, steady profits!

Write today for easy terms on these and all other Northwestern winners. Trades accepted. Many Used Machine bargains! Keep in touch with us—

NORTHWESTERN SALES AND SERVICE CO.

589 Coney Island Ave. (BU-4-2770) Brooklyn, N.Y.



The New Model 40



39 Bell

THE LAST "WORD" IN YOUR LETTER TO SATISFIED WITH RESULTS

MUSIC MERCHANDISING

Write-a-Title Contest On Phonographs Begins

**\$1,000 in prizes offered
for best names submitted
by location patrons**

CHICAGO, March 2.—Write-a-Title, a contest for patrons of phonographs, got under way in locations throught the nation March 1. Operators participating in the first month's contest have placed the unnamed record on their machines, emblazoned locations with banners announcing the contest and released entry cards for use by players of the mystery record.

The contest is sponsored by the International Association of Automatic Electric Phonograph Owners, under the direction of E. C. Steffens, president of the association. The first record, under a new label, Comet, was recorded by Jack Russell and orchestra, well-known Chicago band. In order that operators might secure full use of the record, *I Have a Right to My Dreams*, by the same orchestra, is recorded on the opposite side of the disk bearing the unnamed contest tune.

Sixty-two prizes amounting to \$1,000 will be distributed to patrons and location owners in the first monthly contest and a like amount in each monthly contest following. First prize is \$500. To enter the contest the patron need only hear the record, then fill out an official entry card giving his suggestion as to the title. The contest closes March 31 and awards will be announced shortly afterward. After a title has been chosen words will be written for the tune and it will be recorded again with title and words. It is expected that with proper publicity the newly named contest record will become one of the outstanding records on automatic phonographs.

The record sponsors are furnishing at a minimum price the record, one 9 by 11 two-color card, three attention-demanding advertising location streamers; one title strip, 50 entry cards and one printed list of the contest winners. "An analysis of the material furnished shows that we have but one idea in mind in this contest," said Steffens. "That is to stimulate play on automatic phonographs for the benefit of phonograph owners." Local associations of phonograph owners are co-operating with the international association in presenting the contest.

The record itself, under the new Comet

label, is a regular 10-inch double-faced record, which is being recorded and pressed by one of the largest record companies.

Steffens advises that any doubt he may have had about the enthusiasm with which the phonograph owners and operators would receive this effort to improve the income of the machines was dispelled by the first flood of orders for the March contest records. He reveals that phonograph owners in more than 35 States are using the business stimulating Write-a-Title record. Several States are barred from using the contest. However, according to Steffens, the contest was approved by the Solicitor of the Post Office Department in Washington before the contest was set in motion.

No contest will be held for April, but the May contest records will be released for use on the phonographs about April 15 and the contest will run until May 31, allowing about six weeks' play on the phonographs.

**"Possibilities" Hits
2 Out of 10 in Feb.;
Four More Look Good**

NEW YORK, March 2.—In its weekly venturing out on the limb of predicting what songs and records will be profitable for music machine operators, the "Possibilities" section of the Record Buying Guide, which appears in this department each week, hit the mark twice out of 10 titles listed during the month of February, and in the next couple of weeks will probably be able to make a bow on having called the turn correctly on at least four more of those 10. Of the 12 songs listed as "Possibilities" during January, seven made good and an eighth, *The Gaucho Serenade*, clicked after the January recapitulation story appeared on these pages in the February 10 issue of *The Billboard*.

Listed during February were *You'd Be Surprised*, *The Starlit Hour*, *Put Your Little Foot Right Out*, *Angel*, *When You Wish Upon a Star*, *Do I Love You?*, *Mene Mene Tekel*, *Tuxedo Junction*, *Leanin' on the Ole Top Rail* and *It's a Blue World*. Of those, *You'd Be Surprised* jumped into the "going strong" two weeks after that *Tuxedo Junction*, in the Glenn Miller version, was another instantaneous click, starting to move upward the next week after its inclusion in "Possibilities."

Practically certain to turn into successes of some consequence are *Starlit Hour*, *Wish Upon a Star*, *Ole Top Rail* and *Blue World*. The time element must be figured in, with some songs taking longer to get started than others. The next month will undoubtedly reveal that

Beg Your Pardon

In *The Billboard*, February 24, page 80, we published a news item concerning the Modern Vending Co., using a Newark, N. J., date line. The Modern Vending Co. is located in New York City and we regret this error.

In *The Billboard*, March 2, page 67, we published a publicity picture for the Wolverine Music and Specialty Co., Detroit. Thru error the caption read Western instead of Wolverine.

these four numbers are added proof of the astuteness of the Record Buying Guide in picking hit items.

Urge Gabel Kuro For Class Spots

CHICAGO, March 2.—"A new instrument which is beautiful, different and above the ordinary for the best locations in the country—that's the new Gabel Kuro automatic phonograph which we recently introduced," comments Robert Gabel, head of the John Gabel Mfg. Co., Chicago.

"As I have always said," continued Gabel, "there are locations which deserve the best in phonographs—one that is set apart from others. The best locations may be given a phonograph that is so much better than that placed in the ordinary location. Never before has such a phonograph been available.

"Now, however, the Gabel Kuro is exactly what the top spots have wanted—an instrument combining the widest, most sonorous tonal range, with quality the main theme. The Gabel Kuro has been praised for its magnificent beauty and tone ever since it was first exhibited at the recent convention. 'It couldn't sound better if the recording artists were playing in the same room,' according to operator comments.

"The new Kuro of striking modernistic design was created in the mind of the famed craftsman and designer Brook Stevens. It is a radical departure from anything ever before seen in the automatic phonograph field."

Recognition for Phono Changeovers

CHICAGO, March 2.—The remodeling work of the Miraben Co. in modernizing phonographs is gaining more recognition each week, according to Ben Lutske, firm president. "Operators from almost every State are writing us to ship them the parts we use in remodeling phonographs," revealed Lutske.

"It seems to us that remodeling is growing in importance every day. Operators are realizing that the improved appearance of the machines brings them much in return thru increased play on the phonographs.

"To convince operators of the popularity of remodeling, we need only invite

them to visit our factory. There they will see the number of men we have at work and the amount of shipping we do daily. Operators will become convinced that remodeling is the answer to their problem as it has been the answer to other operators' problems. Too, they will agree with us that the quality of Miraben remodeling parts cannot be excelled."

Houston

HOUSTON, March 2.—The 1940 model Rock-Ola phonographs were presented to South Texas music operators recently at one of the most enjoyable and best attended showings ever held in this section. Stelle & Horton, of Houston, sponsored the affair, which lasted all day and until past midnight.

The distributing firm had just finished a complete job of remodeling its plant, which contributed much to the success of the showing. Despite an unusually large crowd, neither the display room, where new models were exhibited, nor the adjoining lounge room where drinks and refreshments were served continuously, were uncomfortably crowded.

H. H. Horton and H. M. Crowe, general manager and traveling representative, respectively, of Stelle & Horton; Hans von Reydt, new Rock-Ola district manager, and Franklyn N. Hurd, direct Rock-Ola factory representative, shared the responsibility of entertaining the visitors and demonstrating the new machines.

H. L. Eason was elected executive secretary of the Associated Phonograph Operators of Harris County at a board of directors' meeting recently and assumed his duties after the board's choice had been confirmed at a regular business meeting of the association. The office has been vacant since early in December, when W. A. Niemackl, former secretary, was killed in his place of business.

The appointment of Hans von Reydt as Rock-Ola district manager was announced recently. His territory includes the States of Texas, Oklahoma and New Mexico. Von Reydt is well known in the Southwest, particularly as a phonograph distributor. It is a generally accepted fact that he has sold more phonographs than any other person in South Texas. His wife, Maria, expects to travel with him much of the time.

Mrs. C. M. Durlnis, phonograph operator of Galveston, Tex., and Joe Johnson, manager of her equipment, were in Houston recently, looking over new phonographs and buying equipment.

A. M. I. company has moved from W. Webster avenue to Taft street. Need of room for expansion was the reason given for the change by Manager L. R. Gardener.

Philadelphia

PHILADELPHIA, March 2.—Harry Rubin is the newest entry in local vending machine circles. He has leased quarters at 311 Cherry street, occupying the second floor. He will call his concern the Vibro-O Co.

Edward Casnoff, West Philadelphia operator, has reorganized under the name of General Coin Machine Co. and has taken a store at 227 No. 10th street.

Parking meters, 521 of them, will appear soon in the business section and Courthouse Square of Norristown, in the suburban section. The machines will cost \$58.50 each and will be the standard nickel-in-the-slot design. However, machines will introduce an innovation and have a penny slot. Arrangement calls for 5 cents for an hour parking and 1 cent for 12-minute parking.

Keystone Vending Machine Co., local distributor and operator of coin machines, will soon step into larger quarters. Company has leased a three-story showroom at 1423-25 Spring Garden street, extending thru and including the five-story commercial building at 1430-32 Brandywine street in the rear.

Music Operator Uses Spot Radio Announcements

DETROIT, March 2.—The problem of advertising is sadly neglected by the operator, even of music machines. But, one Detroit operating firm, the Brilliant Music Co., has adopted a new medium almost totally neglected by the coin machine industry—radio.

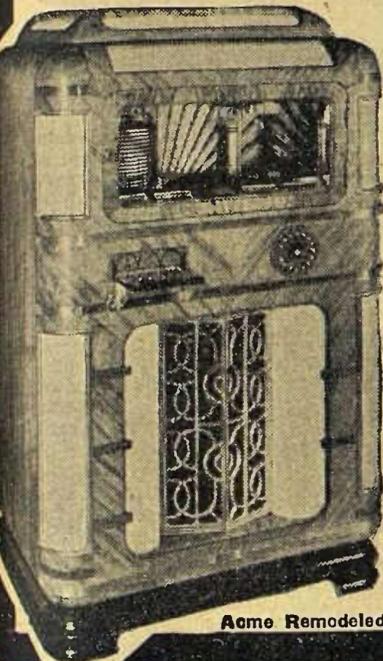
Brilliant is using spot announcements on local radio stations telling of the services the company offers. Institutional prestige is built up for the music machine industry, as a whole, in this manner. Announcing his store as "headquarters for coin-operated machines," Brilliant and his partners make their name familiar to listeners, so that even if no direct call to the store results, the way will be smooth for the man who goes out to get locations for them.

An important sideline is plugged too—placing of music machines for parties where music is always welcome. These one-night stands are profitable in their returns, because the machines are kept playing constantly for the evening by the host or guests.



PENN COIN-O-MATIC HAS REMODELED AND ENLARGED its Philadelphia quarters in order to be better able to display Wurlitzer phonographs for the convenience of Philadelphia operators. "This is only the beginning," declared a Penn official, "1940 will be our greatest year. Our enthusiasm is based on the tremendous reception given to the 1940 Wurlitzer phonographs."

AMERICA'S FINEST PHONO REMODELING and PARTS



COMPLETE SETS OF PARTS FOR . . .
 WURLITZER 616, as Shown (Dome \$8.95 Extra) . . . \$21.00
 WURLITZER 24 (Includes Dome and Base) . . . 38.95
 WURLITZER 412 (Dome \$8.95 Extra) . . . 17.00
 Complete Set of Instructions With All Parts

YOUR WURLITZERS REMODELED AT FACTORY

WURLITZER 616, as Shown (Includes Dome) \$38.45
 WURLITZER 24 (Includes Dome and Base) . . . 47.25
 WURLITZER 412 (Dome \$8.95 Extra) . . . 25.00

BRAND NEW REMODELS—NEVER ON LOCATION

WURLITZER 616, as Shown (Includes Dome) \$119.50
 WURLITZER 24 (Includes Dome and Base) . . . 162.50
 WURLITZER 412 (Dome \$8.95 Extra) . . . 62.50

1/3 With Order, Bal. C. O. D., F. O. B. Brooklyn, N. Y.
 WRITE for COMPLETE DETAILS and CIRCULARS!

ACME SALES CO.

New Address, 1775 CONEY ISLAND AVE., B'KLYN, N.Y.
 N.Y. CITY SHOWROOM and DEPOT, 625 TENTH AVE.

Acme Remodeled 616

PHONOGRAPH BARGAINS

Wurlitzer 500-A	\$229.50
Wurlitzer 600-A	199.50
Wurlitzer 600-A Keyboard	204.50
Wurlitzer 600	179.50
Wurlitzer 24	119.50
Wurlitzer 616-A	74.50
Wurlitzer 616	69.50
Wurlitzer 412	34.50
Wurlitzer P-12	29.50
Wurlitzer P-10	17.50

Wurlitzer 61	\$ 99.50
Wurlitzer 51	49.50
Seeburg Model A	23.50
Seeburg Model B	24.50
Seeburg Selectophone	15.00
Seeburg Rex	109.50
Rockolas 12 Record 36 Models	21.50
Rockolas 12 Record 36 Models	24.50
Monarch	129.50

MISCELLANEOUS

Western Baseball 1939, Light-Up Backboard	\$75.00	10 Imperial Cigarette Machines, Like New	\$ 7.50
Stewart & McGuire Super Streamline Nine-Col. Cigarette Machines	62.50	Mills Free Play 1-2-3s	75.00

1/3 WITH ORDER, BALANCE C. O. D.

G. & S. AMUSEMENT COMPANY

Wurlitzer Distributors

121 4TH AVENUE, SOUTH

NASHVILLE, TENNESSEE

NOTICE

To All Operators in Indiana and Eastern Illinois

For MILLS THRONE OF MUSIC and NEW EMPRESS PHONOGRAPHS.

WIRE, WRITE OR CALL

Will Accept Trade-Ins as Part Payment.

Also Distributors for BALLY ALLEYS and BALLY BULL'S-EYE RAY GUNS.

Indiana Distributing Co.

2906 WABASH AVENUE
 TERRE HAUTE, INDIANA

Phone C-6260

Phonograph Bargains

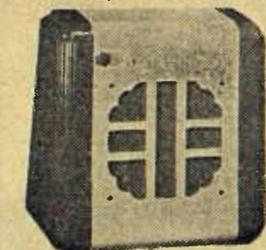
You can't miss on these Machines. We guarantee them to be in perfect operating condition and good appearance.

Wurlitzer 412	\$34.50
Wurlitzer P12 in Universal Illum. Cab.	65.00
Wurlitzer 412 in Universal Illum. Cab.	75.00
Wurlitzer 616 in Universal Illum. Cab.	99.50
Wurlitzer 616	79.50
Wurlitzer 24	139.50
Rockola Standard 1939 Model	175.00
Rockola DeLuxe 1939 Model	189.50
Rockola Windsor	99.50
Seeburg Selectophone, 10 Record	17.50
Seeburg Gent, 20 Record	149.50
Seeburg Casino, 20 Record	159.50
Seeburg Plaza, 20 Record	179.50
Seeburg Crown, 20 Record	189.50
Mills Do Re Mi	25.00

1/3 Cash With Order—Balance C. O. D.
 Will Trade for Free Play Tables.
MODERN MUSIC COMPANY
 1318 11th Street, DENVER, COLORADO

EXTENSION SPEAKERS

Beautiful two-color cabinet, cream and red, designed to harmonize with your finest location. Perfect reproduction of tone.



PRICE \$6.95
 with 6 in. Speaker
 9.95 with 10 in. UNIT
 Speaker units; perm. magnet type capable of handling output of latest Phonographs. Double your earnings with these Speakers. Order a sample and be convinced.

Size 14x13x7
 Ten Day Money Back Trial.
 Additional Literature Gladly Furnished.
VAUGHAN CO. 3924 N. Clark St. CHICAGO

the passing of the heated second primary election. Wurlitzer, Rock-Ola and Mills Throne of Music machines are all selling steadily, altho music operations are sharply off since the Lenten season brought to an end the playful carnival period.

Returning from a wide sweep thru Alabama, Mississippi and Louisiana, Fred King, of C. & N. Sales Co., finds a good demand for pins and bells and is finding it difficult to furnish enough counter games involving merchandise awards.

High praise for the popularity of Keeney's 1940 Super-Six is expressed by Louis Boasberg, head of the New Orleans Novelty Co. and operator of the Sport Center. The firm recently received its first 20 Super-Sixes, and Boasberg reports heavy play at practically all locations where this new creation has been placed. More of the type have been ordered.

Al Mendez, district sales manager for Wurlitzer, has completed a wide sweep thru his territory and reports shipments running behind orders on three new models of Wurlitzer. Operators thruout the Deep South are enthused over the new features of the 800 Model and are buying in lots of five to 20. Mendez reports. The J. H. Peres Amusement Co., local Wurlitzer distributor, is behind in its deliveries, and Peres fears that it will be weeks before he can accumulate stock for spot shipments.

Particularly rushed at this time are the phonograph rental operators. Nightly parties by the thousands tax the facilities of all operators here and premiums are being offered to get necessary machines. Despite this shortage, music operators must be congratulated for their failure to "take advantage of the acute situation" and none are overcharging.

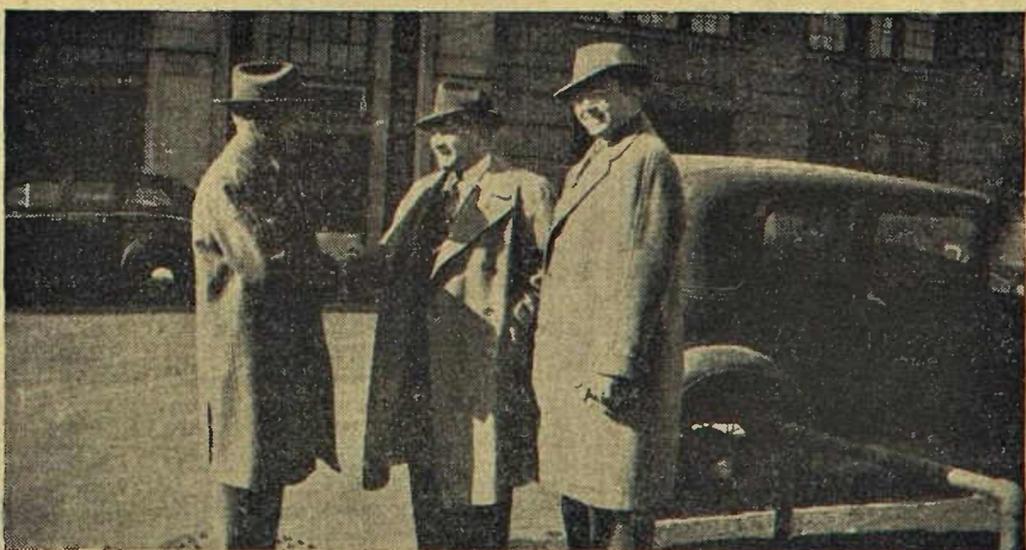
A widespread epidemic of the flu has hit the coin machine colony of this area but none of the cases known are considered to be serious. Back on the job recently after three weeks confined to bed was Julius Pace, of the Dixie Coin Machine Co. and genial prexy of the local operators' association. The attack kept the genial local op head from seeing the Chicago show.

In town to see *Gone With the Wind* was E. Lemoine, of the Lemoine Novelty Co., Cottonport, La., Wurlitzer operator. Lemoine stopped in to see the new Wurlitzers on display at the J. H. Peres Amusement Co. and then placed an order for several new models.

New Orleans

NEW ORLEANS, March 2.—February was a wet month, interspersed with abnormally cold weather. This followed the coldest January in the South's history, a combination which has been adverse to smooth operation of pin games, claws and phonographs in the Crescent City area. Corner locations and playlands find receipts off compared with the last quarter of 1939 but advantage has been gained by locations in corridors of large office buildings where operators report a land-office business to partly offset the outside drop.

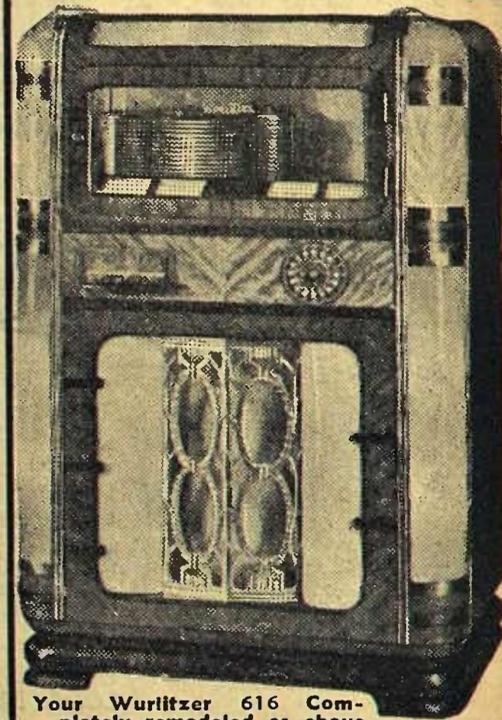
Despite the letdown in operations, distributors of leading free-play pins and phonographs are having trouble filling orders on early shipments of several of the more important lines. The 1940 equipment of J. H. Keeney, Bally, Exhibit Supply, Chico and Stoner is popular here and rural and city operators are buying at a brisk pace in the belief that business will improve with warm weather and



"CONGRATULATIONS," SAYS DAVID C. ROCKOLA, left, to Sam Stern on his appointment as Rock-Ola distributor for Eastern Pennsylvania. Rock-Ola vice-president I. F. Webb is at the right. Stern recently opened new quarters in Philadelphia.

MIRABEN LIGHT-UPS

ADD *Glamour* TO YOUR OLD PHONOGRAPHS!



Your Wurlitzer 616 Completely remodeled as above with plastic top 1/4 domes . . . \$24.50
 Materials only as above No. 616 M-1 . . . \$19.50

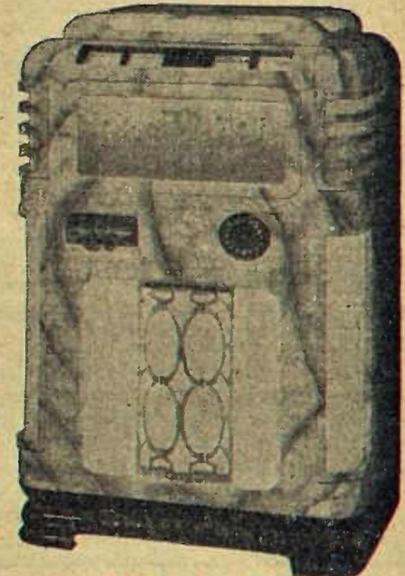
\$21.50 After March 15th

Write Today for Prices on Remodeling Jobs or Materials for All Other Wurlitzer and Rockola Phonographs.

MIRABEN COMPANY

829 MILWAUKEE
 CHICAGO, ILL.
 TELEPHONE
 HAYMARKET 2883

MUSIC OPERATORS ATTENTION!!



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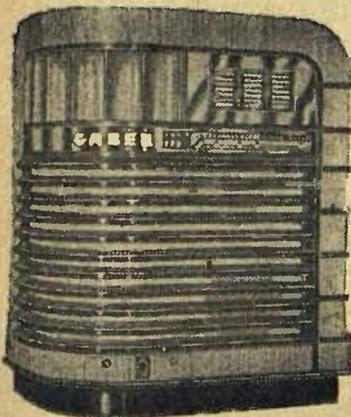
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Direct Sales Agents for Leading Manufacturers!

Talent and Tunes On Music Machines

A COLUMN FOR PHONOGRAPH OPERATORS

Lots of red-hot news emanating from the recording company offices last week was of vital importance to music machine operators.

First and foremost is the announcement that henceforth Artie Shaw records will be released under the Victor and not the Bluebird label. What's more, Shaw's band will be considerably larger. His former organization consisted of 14 instruments; his new group will number 31. He has added a full string section, woodwind section and French horn. "The general idea," says Shaw, "is not to get away from swing music but to present dance music with more color than is possible with the usual brass and saxophone setup that has perhaps, due to constant usage, become monotonous." Band is set to record six numbers March 4, thus completing the first half of a two-year contract that calls for 50 sides a year.

Second news flash is that Larry Clinton switches from the Victor to the Bluebird label. Clinton, who gave the ops such smash hits as "Dipsy Doodle," "My Reverie," "Our Love" and others, always has been a good seller on the higher priced Victor disks, but his popularity should soar still higher with operators now that he's available on Bluebird records. His first recordings for Bluebird will be released in April. Clinton has a new girl singer in place of Mary Dugan.

Other flashes of interest to ops are that Bunny Berigan has disbanded his orchestra and rejoined Tommy Dorsey's gang as first trumpeter. Another addition to T. Dorsey's orchestra is George Auld, who took over the Artie Shaw gang for a while after Shaw hung up his baton. Still another note of news is that Duke Ellington will record for Victor henceforth.

Morris Lerner, a successful operator of music machines in Philadelphia, sent an unusually interesting letter to the Talent and Tunes desk this past week. It's unusual because he reveals how he has set up a record buying guide of his own to help the patrons of his machines select the records they want to play.

"I know I am not telling you anything new when I say that your Record Buying Guide is a veritable 'bible' in helping operators buy the right records for their machines. It's especially helpful to me, since I have a limited route and cannot afford to gamble on records," Lerner writes. "But I wonder how many operators attempt to set up some sort of a guide to help the people who patronize their machines select their numbers.

"I'm not referring to the large amount of merchandising and advertising material I receive from band leaders and the offices who book them. If I put all of it on my machines it would so

clutter them up that patrons would have to wade thru a mile of pictures and banners to get their nickels in the machines. Besides, I do not think it right to clutter up a beautiful machine with signs after I've spent several hundred dollars to get it.

"My plan is simply this: I've devised a small bulletin board made of thin pine that measures 24 by 32 inches. This is just the right size, because it's large enough to attract attention yet doesn't take up too much wall space. I spot this bulletin board on the wall close to the machine. On it I place your Record Buying Guide, 'Sheet Music Leaders,' 'Songs With Most Radio Plugs' and 'Review of Records'—all columns that I cut from *The Billboard*. To attract the attention of patrons and add a bit of showcase to the board I fill up the remaining space with pictures of band leaders or girl vocalists. Girl pictures are preferred, because of the greater eye-appeal. The girl in my office clips out these stories and others she thinks of interest from *The Billboard*. These I give to my service men each week, and fixing up the bulletin board in each location is just as definite a part of their job as changing records.

"The best proof I can cite as to how well the idea has clicked for me," Lerner concludes, "is that not a single location owner has complained about the board altho, as you can imagine, I had a hard time getting the consent of some location owners to give me the necessary wall space. But these men have found out, just as I have, that patrons like to read about the recording orchestras and respond to the guide by playing more selections and thus increasing the take. Some location owners have told me that the board stimulates trade by keeping patrons in the location for a longer time during which they buy more drinks. In addition, a lot of patrons come in expressly to read the board when word gets around, as it does once in a while, that there is some hot news on the bulletin board."

"The Woodpecker Song" is a combination of an American lyric written to a melody published in Italy under the name of "Reginella Campagnola," which means little queen of the countryside. In fact, Will Glahe's recording is still known by that name in Europe. Tetos Demetriades, of Standard Phono Co., who imported the Glahe master record, is responsible for rechristening the song upon hearing the persistent rhythmic woodpecker-like beat that runs thruout the recording. Demetriades, incidentally, was the man responsible for "Beer Barrel Polka." He brought in Glahe's "Skoda Lasky," a Bohemian folk song, changed its name to "Beer Barrel Polka," had words written for the tune and sent it on its way. So popular has the number become both here and abroad that the name of the song has been changed in Europe to "Beer Barrel," too.

Many of the New York operators are predicting that Jan Savitt's recording of *Kansas City Moods* is one of the best bets out for jitterbug spots. In fact, Albert Bodkin, of American Amusement Co., who operates in Long Island, says it will be bigger than Miller's *In the Mood*. . . . There's a noticeable revival of recordings that were once big moneymakers in New York music machines. *The One Rose*, *Mexicali Rose* and *Sweet Lelani*, all by Bing Crosby; *Begin the Beguine*, by Artie Shaw; *Sing, Sing, Sing* and *One o'Clock Jump*, by Benny Goodman, and *Beer Barrel Polka* are all staging comebacks. . . . Operators who specialize in tavern locations report they could use more old-time songs recorded by male quartets. As one op puts it, "After a few drinks, patrons in many spots want to hear a tune they know so they can join in the singing if they feel like it." *Heart of My Heart* was suggested as an example of a song that would fill the bill, especially if recorded by the Ink Spots or the Mills Brothers.

Max Schubb, of Triangle Music Co.,

Talking Movie Machine Gets Publicity Send-Off

Promise of film supply gives new hope for coin-operated movies

elty Co. was swamped with telegrams and phone calls from regular customers of the firm wanting first rights on the movie device. Editorials appeared in some newspapers, one New York newspaper suggesting that the movie machine may soon displace the coin-operated phonograph.

The Mills firm, however, stated that they were making and selling automatic phonographs and expected to continue to do so. The type of locations for which the new movie machine is designed is said to be an indication it will not upset the automatic phonograph business.

CHICAGO, March 2.—On February 22 a new firm, the Mills-Globe Co., opened in Hollywood to manufacture and place a new sound movie machine to be operated by the deposit of a coin. Newspapers and radio news commentators spread the news that evening. The new combine is composed of Jimmy Roosevelt, a producer of films; Fred Mills, of Mills Novelty Co. here, and others. Financing was reported to be about \$3,000,000.

From press reports it is indicated that the new machine will appear something like a modern automatic phonograph and that it will probably use a dime coin chute at first. Later, nickel chutes may be used. The Mills firm has manufactured a nickel movie machine for some time, but it did not offer sound movies. Jimmy Roosevelt, as Hollywood's newest movie producer, will make the films for the new machine, probably at the rate of one a week, the films to run about three minutes. The Mills firm has had great difficulty in getting attractive film subjects even for its earlier movie machine, so the firm headed by Roosevelt will supply this deficiency by making films especially for the machine.

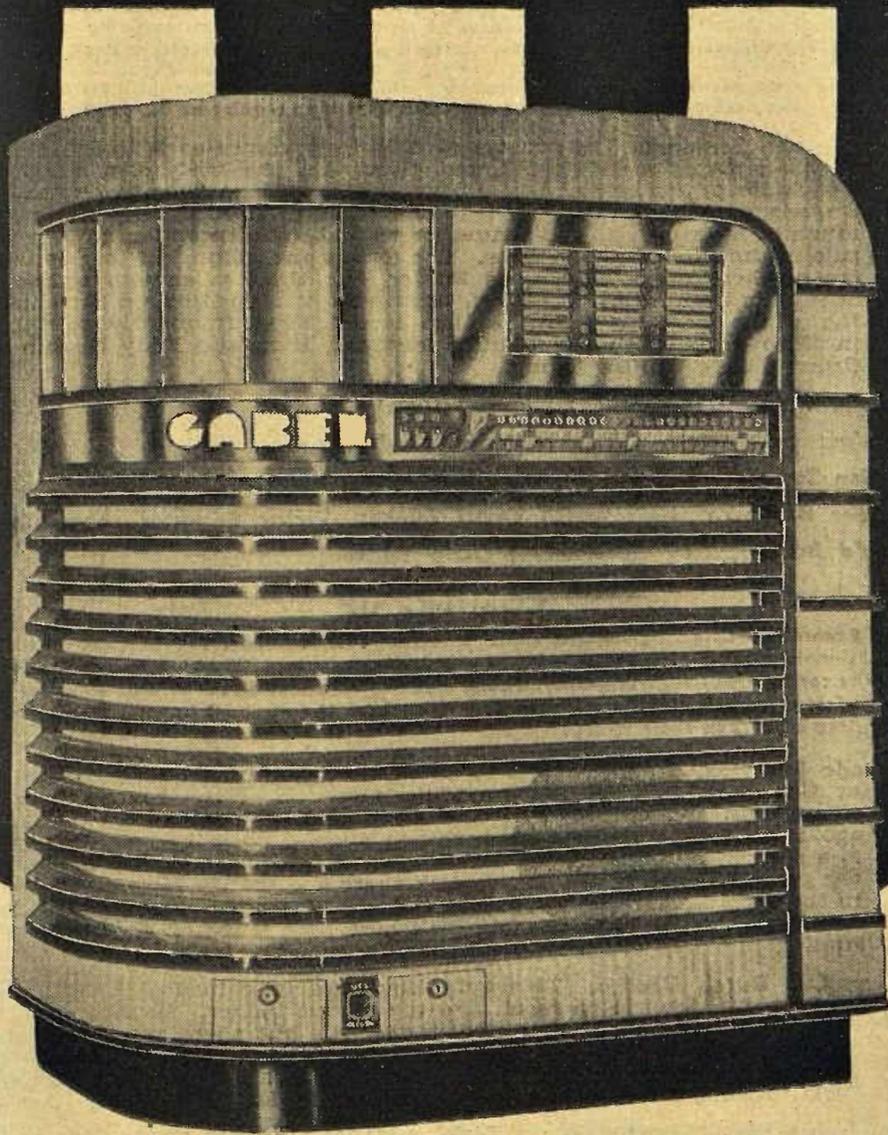
In Chicago at the home office of the Mills firm, it was said that the new organization was separate and apart from the Mills Novelty Co., but that the Mills factory would make the machines. At first not many machines will be placed. The Mills factory will continue to manufacture and market its coin-operated phonographs in large quantities.

Almost sensational reactions greeted the news of the new sound movie machine. The home office of Mills Nov-



JOE ABRAHAM, OF YOUNGSTOWN, O., Mills phonograph distributor, does the "walk" with a jitterbug in the Mills Music Hall. Jive music is supplied by the Empress phonograph.

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FAR, far ahead of everything in sight . . . the dramatic, breath-taking new GABEL Kuro is the phonograph that gets and holds the best locations. So different, so vividly modern that it defies description. The thrilling, higher-fidelity tone of the matchless GABEL 24-record mechanism is the proud product of 35 YEARS OF KNOWING HOW! Undeniably, the GABEL Kuro is the phonograph of tomorrow . . . take advantage of it today. Write or wire for complete details now!

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Detroit, writes in to point out that the recording companies should pay more attention to the quality of the records they make if they want to retain the music machine operators' business. "One record which immediately comes to mind," he writes, "would have been a big hit here if it hadn't been for a flaw in it toward the middle so that the grooves broke down after the disk had been played a few times. I know one spot where this disk was changed six times on New Year's Eve because six different records of this song broke down in the same way."

Schubb also takes the recording companies to the woodshed for the manner in which they select artists to make some tunes. "In the theater," he points out, "every actor is carefully selected and costumed for his part. But a lot of records coming out have a song sung by a male vocalist that was expressly written to be sung by a woman, and vice versa. For instance, 'Oh, Johnny, Oh' as sung by Bonnie Baker is swell, but

this same song sung by a man sounds silly."

Mississippi

NATCHEZ, Miss., March 2.—Snow, ice and bitter cold waves, which for the past several weeks kept this section of Southwest Mississippi and Northeast Louisiana in the grip of winter's worst weather, has let up, and business in the coin machine areas has returned to normal. Operators said the snow hurt them some, but not as much as they had anticipated, and all in all the business has been fair even if the weather has been foul.

Sam Serio, of Seramac Co., reports his business is okeh. Sam recently opened a grocery store, which is one of his new locations.

Big Bill Eldt has 20 new Wurlitzers

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in new spots in this section, replacing in some instances old machines in some of his 85 locations.

New bowling game, Ten Strike, is creating a furor in this area.

Bill Eidt was unable to attend the Wurlitzer show in Monroe, La., but Sam McCabe and Sam Serio represented this section at the showing, a most marvelous

one, as they all agreed. All of the operators here made purchases either in person or via phone, and several of the new machines have arrived and have been placed in spots.

Allen Huller, of the La-Ar-Tex Co., has returned from a visit to Vicksburg, Miss., where he formerly made his home. He says business is okeh with his company.

ART KASSEL

building



"Kassel's in the Air"

with 4 new recordings for

Bluebird Records

- 1 The Guy Needs a Gal
(Art's own song)
- 2 Table Truckin'
- 3 Up the Chimney Go My Dreams
- 4 It Happened in Kaloa

"Kassel's in the Air" now on tour under exclusive management Music Corporation of America



AN Exclusive SMASH HIT!

Harry James and His Orchestra

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"HEADIN' FOR HALLELUJAH"—F.T.



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1940 BARGAIN PHONOGRAPH PRICES

Wurlitzer 500	\$225.00	Wurlitzer 616, 412, Illuminated Grill & Top,	\$10.00 Extra.
Wurlitzer 500A	230.00	Wurlitzer 500 & 600, Equipped With Selective	Wall Box and Adapters, \$58.50 Extra,
Wurlitzer Keyboard 600	195.00	Cable, 100 per Foot.	
Wurlitzer 600	179.50	600, 616, 412, 25 Cycle, \$5.00 Extra.	
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All Machines Professionally Refinished, Thoroughly Cleaned Inside and Reconditioned.

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WURLITZER 412s - - - \$34.50

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COMPLETELY REMODELED WURLITZER 412

With Highly Polished Aluminum Grille, Side Louvers, Coin Guard and Plastic. 10% Off in Lots of 10.

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Record Buying Guide

An Analysis of Current Songs and Recordings From the Standpoint of Their Value to Phonograph Operators

GOING STRONG

Recordings listed below are currently the biggest money-makers in automatic phonographs. Selections are the consensus of reports gathered each week by representatives of The Billboard from at least four leading phonograph operators in each of the 30 most important phonograph operating centers in the country. Recordings listed without an explanation are those that have appeared under this heading for one week or more and have thus become such established successes that they require no further explanation.

The Gaucho Serenade. The success of this song comes as a little bit of a surprise, inasmuch as it followed closely on the heels of a smash hit like *South of the Border*, whose general pattern it more or less resembles. Sequels, or even similarly styled follow-ups to hits, usually never have much of a chance, but this tune seems to be the exception to prove the rule in the case of phono disks. The extent and volume of its popularity are nowhere near as large as *Border*, but there is enough unanimity of reports from all over the country to rate it a position up here among the winners. Dick Todd has the record most frequently mentioned in the reports, with Glen Miller following him, and Eddy Duchin and Sammy Kaye trailing along.

In the Mood. (14th week) Glenn Miller.

Careless (9th week) Glenn Miller, Dick Jurgens.

Indian Summer (6th week) Tommy Dorsey, Glenn Miller.

At the Balalaika (4th week) Orrin Tucker, Victor Silvester, Abe Lyman.

You'd Be Surprised (3rd week) Orrin Tucker.

COMING UP

Recordings listed below are those which operators report are not yet top-notch money-makers but which are growing in popularity on automatic phonographs. Selections are the consensus of reports gathered each week by representatives of The Billboard from at least four leading phonograph operators in each of the 30 most important phonograph operating centers in the country.

Tuxedo Junction. Nobody ought to be too surprised at the sharp rise taken by this one this week. Glenn Miller's version of the Erskine Hawkins compo was long awaited in record form, and with its release two weeks ago it was only natural that things should start happening. There is a surprising angle to this item, however, and that is that along with the great interest in the Miller disk there has been a revival of interest in the recording made by Hawkins of his tune some weeks ago. Glenn will undoubtedly have the big disk here, but a lot of ops seem to be finding profit in the Hawkins version, also.

In an Old Dutch Garden. This appealing number gained a little bit this week in its struggle to reach the top of the ladder. Several operators report it to be among their strongest songs, but there aren't enough of them as yet to merit this one a place among the champions. It's enough of a money-maker, however, for all ops to have it in their machines. Dick Jurgens, Glenn Miller and Eddy Duchin are particularly liked.

Confucius Say. Also making a slight advance the past seven days is this one, whose inspiration came from the series of gags currently replacing the weather as opening conversation between friends. Guy Lombardo has regained the edge in popularity he enjoyed when the song first debuted some weeks ago, altho Kay Kyser is still very much in the picture. Bringing up the rear is Frankie Masters.

Darn That Dream. As the two last-mentioned numbers climbed upwards a little, this one slipped back a bit this week. Blue Barron is the music box favorite at the moment, with Benny Goodman trailing him, but neither record can be considered phenomenal. It's doubtful if the song will ever be much bigger than it is right now, and it's best for operators to be guided by their own experience with it.

The Man Who Comes Around. Holding its own is this Tommy Tucker record, continuing what has been a very erratic course in a now more or less placid way, at least as far as the past week was concerned. From the way this started a month or so ago it seemed headed for certain hitdom, but it never quite managed to make it, and it's hardly probable that it will now.

Between 18th and 19th on Chestnut Street. Also falling to move ahead or fall back to any appreciable extent is this novelty number, in its Bing Crosby-Connie Boswell record incarnation. Ops should have it in the boxes, but will be disappointed if they look for too much from it. Charlie Barnet's disk is getting up there with the Bing-Connie version pretty nicely.

POSSIBILITIES

Recordings listed below have not as yet shown any strength in automatic phonographs but are the most likely prospects for music machine success among new record releases. These suggestions are based upon radio performances, sheet music sales, reports from music publishers as to the relative importance of certain songs in their catalogs as well as on the judgment of The Billboard's music department.

Sweet Potato Piper. This has everything to put it in the hit class and it's this department's opinion that any op who isn't prepared on it is going to be extremely sorry. Plenty of good disks are now available, including one from Bing Crosby (who sings it as part of the score of his new picture, *The Road to Singapore*) and one from Glenn Miller.

Too Romantic. A companion song to *Piper* from *Road to Singapore*, this also has plenty of chance for success, for the same reasons. These two numbers may be a necessity for every operator before too long.

On the Isle of May. Latest in the string adaptations from the classics, this comes from the pens of the writers who turned a Tschalkowsky melody into the successful *Moon Love* some months ago. They have hit upon an equally beautiful and appealing melody here, and they may have a repeat hit on their hands.

Row, Row, Row. The territory around Indianapolis finds this Mitchell Ayres recording much to its liking, which discovery may spread to other sections if the record begins to get around.

Danny Boy. The reverse side of Glenn Miller's *Tuxedo Junction*, and a lovely arrangement of an old favorite that has been a hit for Miller every time he has played it in theaters and on the air. It has possibilities of clicking on the phonos, as well.

(Double-meaning records are purposely omitted from this column.)

Be Ahead of the Crowd
SUBSCRIBE TO THE BILLBOARD

REVIEW OF RECORDS

(Continued from page 12)

Inferior incentives, making little more than the mill run ballroom brand of rhythm, are the sides of Tommy Reynolds for psuedo-swing disking of *Marcheta* and *Deep Night*; and Sonny Burke for *I May Be Wrong*, and with the controls slowed down for a *Lament* that fails to impress. And you can skip in its entirety *Bless Your Heart* and

Blues at Midnight by Ernie Fields, who is ballied as having the only outfit that swings like Basie's Band, which is a sheer falsification of fact as far as this example is concerned.

For the jive and jam juice, Slim Gaillard continues to cut his effervescent brand of Harlesemese with his barrelhouse gang for a couplet of originals. *Huh! Uh-Huh!* and *Chitlin' Switch Blues*, with Harry Squires, his managerial guidance, the collaborating composer. Johnny Hodges, with selected star pupils from Duke Ellington's podium, gives more of his stand-out alto sax improvisations for *I Know What You Do* and *Dream Blues*, originals with the *Dream* being the impression of a musical nightmare. Benny Carter culls a greater share of attention for his high-riding on *Riff Romp*, which is just that with both the band and arrangement bright. Flip-over fills with a bluesy ballad, *The Favor of a Fool*.

The ensemble breaks for *Robins and Roses* and *My Melancholy Baby* still carry the kicks of an earlier era's Pennies with Red's tootling covering up the mediocracy of the other well-meaning instrumentalists.

Another first brings the svelte song-styling of Shirley Howard for the first time on wax. A throaty songstress, she bawls the ballads in appealing fashion. Makes her debut a dandy with the oldie *After I Say I'm Sorry* with the newer *The Sky Fell Down*. Another song seller for whom there should be a deepening wave of enthusiasm is Dinah Shore, whose soothing pipes wilts you with the wordage of *I've Got My Eyes on You* and *Watching the Clock*. Both word painters rise above the dated musical setting provided by the studio ork working with a cut-up stock. Handicap is especially annoying for Miss Dinah's disking.

Altho not a newcomer, there's new life in the disking of Charlie Barnet. Blaring of the band has smoothed out and the kinks in the growling ironed out with the result that there is greater relaxation to rhythmic riding. And with Charlie's complete mastery of the sax standing out, it's a righteous riff romp for his *Southland Shuffle*, which warms 'em up for *Clap Hands, Here Comes Charlie* taken at traffic-stopping tempo and taking the glory away from a late Chick Webb's classic disk of the same *Charlie*.

Wingy Manone gets in his rare *Isle of Capri* mood to bring back a refreshing bit of barrelhousing for *Put On Your Old Grey Bonnet* and *South With the Boarder*, an obvious parody. Tony Pastor gives echo to the Artie Shaw Band with *The Rhythmin' Game*, a novelty ditty designed to perpetuate *Shoot the Likker to Me, John Boy* rhyming. Band is weighted down on the flip-over with *Under the Woo-Woo Tree*, tune strictly filler fodder.

Enoch Light makes another entry in waxing circles on this label, and to better advantage. Makes disks dance music with *Someday You'll Find Your Bluebird*, waltzer from the *Bluebird* flicker, and dandies with a novelty ditty, *Run, Rabbit, Run!*, singing of Bunny O'Dare and the ocarino trio adding gloss to the side's wax.

Decca Dandies

WOODY HERMAN dominates the disking at this factory, packing an irresistible invitation to dance with *Would Ja Mind?* and *It's a Blue World*, and in like manner for *Do I Love You?* and *Thank Your Stars*. If the mood demands an invite to cut the carpets, Woody gives the inspiration with *The Rumba Jumps*, a below the border jumper from *Three After Three*, and *Peace, Brother, Peace* from the resting place of *Swinging the Dream*.

The savage stomperos get good beating by the horns of Teddy Powell's Band on Ben Homer's *Pussy in the Corner* and *Some Day*. And after the *Pussy* takes to the corner, the inspiration comes from the sweeter sides of Guy Lombardo's standard stickiness for *Turn On the Old Music Box* and *When You Wish Upon a Star*. In the silky manner of Russ Morgan, the maestro cheeks-to-cheek with *What's the Matter With Me?* and *So Long*, latter the result of the songwriters listening to *Blue Moon* once too often.

Bluebird Beauts

SEVERAL platters preems on this label command the respect of the record fraters. First of all, and at long last, Red Nichols revives his *Five Pennies*.

DECCA

Hot Tips for Operators

THESE DECCA NUMBERS ARE MAGNETS FOR NICKELS!!!

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Bing Crosby and Connie Boswell
- WRAP YOUR TROUBLES IN DREAMS
Bing Crosby
- 2999 JUST ONE MORE CHANCE SWEET POTATO PIPER
Bing Crosby
- 2998 TOO ROMANTIC THE MOON AND THE WILLOW TREE
Bing Crosby
- 2989 KANSAS CITY MOODS TUXEDO JUNCTION
Inst. FT. Inst. FT.
Jan Savitt and His Orchestra
- 2954 WOODPECKER IN AN OLD DUTCH GARDEN FT. VC.
Inst. FT. Inst. FT.
Russ Morgan and His Orchestra
- 2840 OH JOHNNY, OH JOHNNY, OH! SOUTH AMERICAN WAY
Andrews Sisters
- 2908 AT THE BALALAIKA I ONCE HAD A HEART, MARGARITA
Tango Tango
Victor Silvester and His Orchestra
- 2936 CARELESS INDIAN SUMMER
Inst. FT. Inst. FT.
Tony Martin
- 2993 ON THE ISLE OF MAY EAST SIDE KICK
FT. VC. Inst. FT. Inst. FT.
Woody Herman and His Orchestra
- 2955 CARELESS SMARTY PANTS
FT. VC. Inst. FT. Inst. FT.
Woody Herman and His Orchestra
- 2920 SHE HAD TO GO AND LOSE IT AT THE ASTOR "MA" (He's Making Eyes at Me)
FT. VC. Inst. FT. Inst. FT.
Dick Robertson and His Orchestra
- 2991 I'VE GOT MY EYES ON YOU GOTTA GET HOME
FT. VC. Inst. FT. Inst. FT.
Bob Crosby and His Orchestra

Decca Records Inc.

Canadian Distributors:
THE COMPO CO., LTD.
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QUEBEC

Gray GORDON AND HIS

TIC TOC

Rhythm

GET THESE HITS!

"I LOVE ME"
(I'm Wild About Myself) and

"AIN'T YOU ASHAMED"

Here's What The Billboard's RECORD BUYING GUIDE SAYS:

I Love Me. Another oldie, this time dug up by Gray Gordon and recorded by him in a manner that should have little trouble clicking in the boxes. The vocal by Rita Ray on a basically amusing lyric is one of the features of this disk that could make it plenty worth-while for ops.

BLUEBIRD RECORD NO. 10591

STREAMLINE BOXES OFFER

\$8.50 Weekly Average Returns Per Spot

Proven, Tested and Maintained in hundreds of Phonograph locations using an average of six (6) STREAMLINE BOXES per spot. This is a West Coast Average. Eastern operators are reporting earnings as high as \$3.00 per week per STREAMLINE BOX.

One Operator Showing a Profit of \$104.00 in 8 Months on a \$7.50 Investment.

The More a Phonograph Plays — The More It Is Played

Order in ten boxes, 5 Bar and 5 Wall, with what armored cable you want and make a test. If the boxes earn 75c a week each, cover every spot you have. YOUR INCOME GOES UP. YOUR MACHINES ARE CHAINED DOWN. YOUR MUSIC BUSINESS IS ADVERTISED ON EVERY BOX WITH A GENTLE URGE. "PLAY 1 TO 20 NICKELS." Give the Public lots of Coin Chutes, they will put the money in. Make it easy.

NATIONALLY PRICED

Streamline Wall Box, \$6.90.	Slug Rejector Box, \$12.75.	Streamline Bar Box, \$7.90.
Cable 5c Per Foot.	Instrument Casting, 35c	"T" Joint Boxes, 55c.

Shyvers Manufacturing Company

2315 W. HURON ST. (Phone: ARMitage 0896) CHICAGO, ILL.
Western Operators: Order From Shyvers & Shyvers, 119 W. Denny Way, Seattle, Wash.

FLASH

Lowest Prices on All Models of Used Phonographs.

Complete New List Just Out.

Write Today for List.

Southern Automatic Music Company

542 2nd Street, Louisville, Ky.	312 W. 7th Street, Cincinnati, Ohio	620 Mass. Avenue, Indianapolis, Ind.	425 Broad Street, Nashville, Tenn.
---------------------------------	-------------------------------------	--------------------------------------	------------------------------------

"THE HOUSE THAT CONFIDENCE BUILT"

PENNY PHONO'S a Winner!

"Mine already grossed nearly enough to pay for themselves"

writes H. B. ACKLEY CO., Minneapolis, Minn.

H. B. Ackley, like the rest of us, is in business for profit. When he swung to PENNY PHONO he demanded proof of substantial and consistent profits. PENNY PHONO proved beyond all doubt the profit possibilities of the new, virginal field of penny-music—just as it has proved them to thousands of others all over the country. PENNY PHONO will scoop up a fortune in pennies for YOU too, through its patented recording of

★ 20 LATEST HIT TUNES on a Single Record! (10 to a side—doubling life of record)

—at one stroke banishing all record-changing mechanisms!—which in turn cuts the cost of PENNY PHONOS to less than 1/2 the others! —paring record costs to but 7 1/2¢ a tune! —fractionalizing repair bills (only 4 moving parts) —cutting service time so one man can service 100 instruments! Weighing but 1/3 to 1/2 as much as others, and taking up but 1/3 the room —it slides into hundreds of locations barred to heavy, bulky machines!

World's Most Beautiful Coin-Operated Instrument

NEW 1940 DE LUXE MODEL

Has Both 1¢ and 5¢ Coin Chutes

New Coin Chutes hold 1 to 15 pennies—1 to 3 nickels (each nickel plays five tunes). Also readily convertible to 3-for-5¢ play, where locations warrant.

New Fluorescent Lighting gives 100 watts illumination for 30 watts power—no filaments, no breakage—with minimum life of 2,000 hours! "Cold" light, it doesn't heat up and warp records.

● NEW 1940 IMPROVED STANDARD MODEL —priced so low it pays for itself in just a short time!

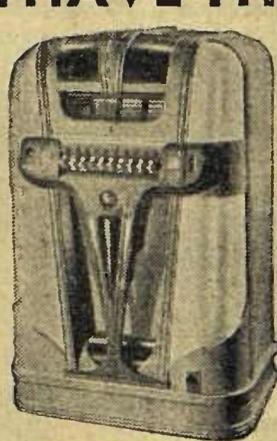
Get set in this lucrative field now—on the ground floor. See and hear PENNY PHONO today at your nearest dealer's, or wire or write direct to

CINEMATONE CORPORATION

1107 N. HIGHLAND AVE., HOLLYWOOD, CALIF.

WESTERN PENNSYLVANIA
WESTERN NEW YORK
WEST VIRGINIA

WE HAVE THEM



AMERICAN CIGARETTE MACHINE CO.

1349 Fifth Ave., Pittsburgh, Pa.
974 Michigan Ave., Buffalo, N. Y.

ENDORING THE BEST!

Mills 5-IN-1
Genco's BIG LEAGUE
Daval's HEADS OR TAILS
Groetchen's IMP

WRITE FOR PRICES!!

— THIS WEEK'S SPECIAL —

MILLS 1-2-3s\$79.50
1/3 With Order—Balance C. O. D.

ADVERTISE IN THE BILLBOARD —YOU'LL BE SATISFIED WITH RESULTS.

ATLAS A STOCK ON HAND

To Insure Quick Delivery

Reconditioned **SPECIAL BARGAINS** Guaranteed

- Wurlitzer 51—12 Record Marbled Phonograph—Counter Model \$ 56.50
- Jennings Cigarola—Model XV 97.50
- Mills Moderne Scales 29.50
- Groetchen Metal Typers (including tokens) 159.50

PAYTABLES

- | | |
|---------------------------|-------------------------|
| Sport Page \$ 64.50 | Hawthorne \$79.50 |
| Grandstand 94.50 | Dead Head 79.50 |
| Pacemaker 110.00 | Fleetwood 29.50 |

PHONOGRAPHS

- | | |
|---|--------------------------------------|
| Seeburg Model A \$ 29.50 | Seeburg Plaza \$179.50 |
| Seeburg Model B 32.50 | Wurlitzer P12 37.50 |
| Seeburg Model H (Key-board Selection) 49.50 | Wurlitzer 412 44.50 |
| Seeburg K15 (15 Rec.) 69.50 | Wurlitzer 716 74.50 |
| Seeburg K20 (20 Rec.) 99.50 | Wurlitzer 616 79.50 |
| Seeburg Rex 109.50 | Wurlitzer 24 132.50 |
| Seeburg Royale 119.50 | Rockola Monarch (1938) 124.50 |
| Seeburg Gem 149.50 | Rockola Imperial 20 49.50 |
| Seeburg Regal 169.50 | Mills Dancemaster 17.50 |
| Seeburg Casino 159.50 | Mills Deluxe Dancemaster 21.50 |

Beautiful Illuminated Grill Installed \$9.00 Extra.
Title Strips Furnished—40c per 2000 Strips.
TERMS: 1/3 Deposit—Balance C. O. D.
CABLE ADDRESS: ATNOVCO

ATLAS NOVELTY CO.

2200 N. Western Ave., CHICAGO, ILL. (General Offices)
1901 Fifth Ave., PITTSBURGH
Associate Office: Atlas Automatic Musio Co., 2982 E. Jefferson St., Detroit, Mich.

ONLY \$115.00 Scientific's WINNERS!

SKEE-JUMP

Console Skill Game

TOTALIZER

Counter Skill Game

SEE YOUR NEAREST JOBBER NOW OR WRITE DIRECT!

SCIENTIFIC GAMES CORP.
21 STEUBEN ST. BROOKLYN, N.Y.

\$19.50

TRIUMPH

IMMEDIATE DELIVERY
LIBERAL TRADE-INS

B. D. LAZAR has just returned from Chicago, where he made arrangements for large daily shipments of TRIUMPH to insure quick delivery to Lazar customers . . . and a quick start with the greatest money-maker in years. Order TRIUMPH today!



B. D. LAZAR CO. 1635 Fifth Ave. PITTSBURGH
1425 N. Broad St. PHILADELPHIA

OPERATORS In Greater New York, Long Island and Southern N. Y. State
ORDER EVANS' NEW, IMPROVED 1940

TEN STRIKE GOING GREATER THAN EVER!!

HERE'S WHY More Speed! More Accuracy! More Strikes! More Spares!
New Totalizer Permits Top Score of 150 for 5 Frames!
NO PRICE ADVANCE! Rush Your Order Quick!!

RUSH YOUR ORDER QUICK FOR THESE BUYS!!

- | | | |
|---|-------------------------------------|--|
| FREE PLAY GAMES | BANG \$14.00 | SPECIAL!
SEEBURG'S
CHICKEN SAM
Only \$129.50 |
| TWINKLE \$27.00 | CHEVRON 14.00 | |
| THRILLER 40.00 | 5TH INNING 12.00 | SPECIAL
WURLITZERS
412-616-24
WRITE FOR PRICES! |
| UP & UP 20.00 | CONTACT 10.00 | |
| BLACKOUT 47.50 | LOT-O-FUN 15.00 | |
| 4-5-6 50.00 | SPOTTEM 12.00 | |
| ALI BABA 35.00 | CHAMPION 31.00 | |
| NOVELTY GAMES | VARIETY 31.00 | |
| WESTERN BASEBALL,
1939, Lightup
Backboard \$75.00 | BATT. CHAMP 10.00 | |
| | EASY STEPS 10.00 | |
| | GUN CLUB 10.00 | |
| | 1/3 WITH ORDER,
BALANCE C. O. D. | |

BROOKLYN AMUSEMENT MACHINE CO.

660 BROADWAY, BROOKLYN, N. Y. (All Phones: EVERgreen 8-4732)

WANT

PACE SARATOGAS — MILLS SQUARE BELLS — LATE MULTIPLE ONE-BALLS MODEL F TARGETS — SPARKS, MERCURY'S, GINGERS, LATE FREE PLAY GAMES for cash or will allow liberal trade-ins on the purchase of anything you can use—new or reconditioned coin operated equipment. Immediate deliveries on 1940 Ten Strikes, Keeney's ANTI AIRCRAFT GUN, Western Baseballs, Baker's Pacers, Groetchen's "IMPS." Cable: GISSER CLEVELAND. Half Deposit With Order.

CLEVELAND COIN MACHINE EXCHANGE, 2021-5 Prospect Ave., CLEVELAND, OHIO

Marmer Visits Daval Factory

CHICAGO, March 2.—Bill Marmer, of Sicking, Inc., Cincinnati, was a visitor to the Daval Co., Inc., plant here this week. Marmer said that his firm is boosting the new Daval counter games, especially Heads or Tails.

"This is the first counter game in some time that has brought a new play idea to the trade," declared Marmer. "Here the player himself becomes an integral part of the machine. He is matching his coin against what the reels will produce. At the same time Heads or Tails is sure not to get any slugs, because the player's coin must show up in the front glass panel. A slug would avail the player nothing. Other features we like are the mechanical ingenuity and design for which Daval is famous."

"Bill Marmer is doing a whale of a job on Heads and Tails," reports Al S. Douglas, head of Daval. "He is keeping us busy rushing machines to him on a daily schedule."

L. J. Briggs, director of the Bureau of Standards, brought in with him from Washington the official weights of the Bureau of the Mint, which have been calibrated at the Bureau of Standards for the annual test. The assay commission is one of the oldest institutions of the government, having been created in 1792.

PACES RACES

- BROWN CABINET
Serial Numbers 5,000 to 6,000 **\$69.50**
- SLOTS**
- Brown Drill-Proof \$49.50
 - Melon Bells 39.50
 - Silver Chiefs 29.50
 - Jennings Blue Chiefs, Serials 132,000 27.50
 - Jennings Blue Chiefs, Serials 117,000 17.50
- 1/3 Deposit With Order
MT. ROYAL NOVELTY, Inc.
306 BALTIMORE ST., BALTIMORE, MD.

Government Tests Quality of Coins

PHILADELPHIA, March 2.—The historic "trial of the coins" was held February 14 at the Philadelphia Mint when 79,847 coins, largest number in the history of the traditional ceremony, were assayed. Of every 2,000 coins struck off in the mints here and in Denver and San Francisco during the past year one has been reserved for the annual test and the test coins have been assembled here. A commission named by President Roosevelt determined whether the coins examined conformed with the legal requirements as to weight and fineness.

Mrs. Nellie Tayloe Ross, director of the mint, was present at the ceremony. Dr.

ASK
ROY McGINNIS
WHAT HE THINKS ABOUT



SEE PAGE 88

JUST OFF THE PRESS!

CONFUCIUS SAY

"CASH IN" on this New Salesboard Panic!

CONFUCIUS SAY: very fine salesboard . . . much color . . . much appeal . . . much profit . . . tickets very fine . . . show Chinese symbol . . . give Confucius saying . . . 1600 Re holes . . . take in \$80.00 . . . pay out \$47.20 . . . profit \$32.80, plus additional \$2.50 from Re . . . Superior Products again steals march on rest of industry . . . converts fad of hour into board of year!



SUPERIOR PRODUCTS • 14 NORTH PEORIA STREET
—CHICAGO, ILLINOIS—

IMP - Idol of a Million Players

IMP is definitely America's new Counter Champion



Every week thousands—yes, we say thousands—of obsolete Counter Games are replaced by the sleek looking, silent IMP Counter Games. Cleverly disguised to look like a Miniature Radio, IMP has an excellent mechanism, with the new foolproof, clogproof rotomatic Coin Chute. Cherry Bell Reels, Cigarette Reels or Number Reels. Straight Penny Play, Combination Penny and Nickel Play or Straight Dime Play at the same low price. PEP UP THOSE LAZY LOCATIONS WITH IMP—INJECT NEW VITALITY INTO YOUR COLLECTIONS BY OPERATING IMP.



SAVE \$7.50 BY ORDERING A CASE OF SIX IMPs FOR \$67.50

GROETCHEN Tool COMPANY

126 N. UNION STREET • CHICAGO

BARGAINS GALORE!

9 Evans Ten Strikes, guaranteed like new, latest 1939s, each... \$149.50
2 or more, each... 144.50
In lots of 5 or more, each... 139.50
1 Bally 1938 Hot Popcorn Vendor, vends everything, ABT slug proof coin chute, floor sample... 35.00
10 Bally Eagle Eyes... 49.50
50 Bally Streamline 1939 Popcorn Vendors—Write for Prices and Details.
All guaranteed in good operating condition. One-third deposit required. 2% discount if full amount accompanies order.

LEMKE COIN MACHINE CO.

31 WEST VERNOR, DETROIT, MICH.

Triumph Awakens Sebring's Muse

CHICAGO, March 2.—A hint of spring in the air and a peek at Triumph collection records are said to have inspired Al Sebring, of Grand National Sales Co., to write poetry. The poem, originally attributed to another person and later to Sebring, advises operators: "When collections take a slumph, drag your old games to the dumph—get in the money with Triumph."

"Altho I have quite a reputation," Sebring confided, "as an expert on the proverbs of the ancient Chinese philosopher, I never suspected that I possessed poetic talent until Triumph inspired me."

"Triumph is beyond all question the greatest game ever built. To operators who don't care for poetry I offer this plain prose fact: daily Triumph collections are often equal to the average weekly earnings of other hit novelty games in the same spot."

Hoelzel Shows "Show-Me" Men

KANSAS CITY, Mo., March 2.—"I'm from Missouri—you've got to show me," is not merely a Missouri proverb, but the actual slogan of operators in the Kansas City area, according to Carl Hoelzel, head of the United Amusement Co.

"Operators in my territory," Hoelzel explained, "are skeptical to the point where they'd rather miss a winner than be stampeded into buying a game without positive proof of earning power."

Baker's Sky Pilot Now in Delivery

CHICAGO, March 2.—Harry Hoppe, vice-president of Baker Novelty Co., announced this week that after long, rigid tests on location, Baker's anti-aircraft gun, Sky Pilot, has been placed in production. Delivery is being made now, it is said, to buyers who placed their orders at the 1940 Coin Machine Show.

"Results obtained from tests were far beyond our expectations," declared Hoppe. "Operators report that crowds continue to gather around the game and that Sky Pilot holds the players week in and week out."

"Baker's Sky Pilot is adaptable to any location. Its mechanism is simple and self-contained in a beautiful solid walnut cabinet. Just set it in location and plug it in. We have created a legal game that duplicates 'uumph' in an anti-aircraft gun. It provides all the thrill of shooting a real machine gun at an airplane in motion. The plane bursts into flame when hit."

"Two hundred and fifty shots for five cents is a great come-on. Hits are registered and the game is equipped with sound effects, amplification of which is adjustable. It is ideal for all locations where people congregate. High score feature makes it suitable to any territory requirements."

Jack R. Moore Plans Air Raid

PORTLAND, Ore., March 2.—Stating that West Coast operators, from the Canadian to the Mexican border, are camping in his various branch offices, awaiting additional shipments of Triumph games, Jack R. Moore threatened today to fly his own plane direct to the factory to put personal push behind his orders.

"I know the factory is doing its best to keep me supplied, and if the Triumph demand elsewhere is anything like it is on the West Coast, I can see why I've had to divide 50 a day between my offices. But I've got to get more Triumphs out here fast or get away from the operators who're picketing our loading platforms. Why, they're even phoning my home at night to try to get just one for a special spot. So I may as well fly to Chi and transfer some of the heat to the factory."

When I told operators Triumph would revive those bulging bank rolls, they would remind me they're from Missouri—and I gladly obliged. Every operator who said 'show me' was shown. I showed them collection records that made them forget they were from Missouri. I took 'em out to check-up locations and let them watch plapers pump three, four, five, up to six nickels into Triumph per game. I let them heft cash-boxes as heavy as a paving brick. And, when I got thru, they were still saying, 'Show me—show me the quickest way to get a flock of Triumphs on location.'

Imp THE IDOL OF A MILLION PLAYERS!



Gum Vender. Beautiful Radio Cabinet, Cigarette Reels, Roto-Matic Coin Chute. TAKE IT FROM US, IT'S A HONEY. Max & Harry. The Gold Dust Twins. \$12.50 Each—6 for \$67.50.

Birmingham Vending Co.

2117 Third Ave., N., BIRMINGHAM, ALA.

QUICK DELIVERY

ON BALLY'S SENSATIONAL

TRIUMPH

Volume shipments daily to all offices insure immediate delivery! Liberal trade-in allowances!

WRITE OR WIRE!

JACK R. MOORE CO.

413 S. W. 13th Ave., Portland, Ore.
100 Elliott, West, Seattle.
104 Golden Gate Ave., San Francisco.
7 N. Bernard St., Spokane, Wash.
63 W. 2nd, So., Salt Lake City.

SEND

For Catalogue of Hottest Salesboards and Jar Deal Numbers of 1940.

WINNER SALES CO.

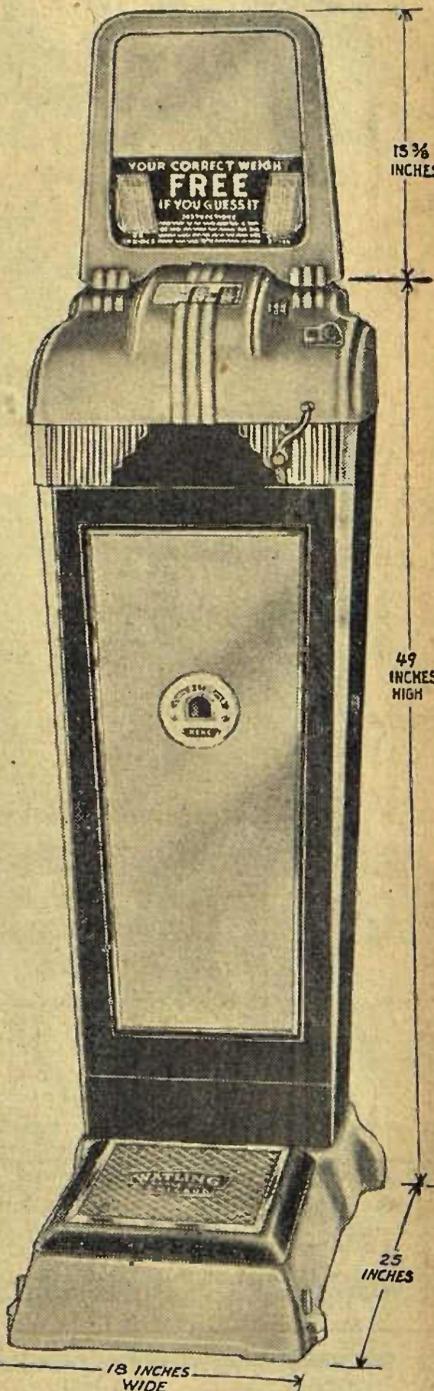
3307-9 ARMITAGE AVE., CHICAGO

"Pick a Winner With a Winner"



AT OPENING OF MODERN VENDING office in Newark, N. J. Left to right, Alfred C. Tyfery, Newark manager; Spence Reese and Joe Darwin, of Rudolph Wurlitzer Co.; Harry Rosen and Nat Cohn, of Modern Vending Co., New York.

\$10.00 DOWN
Balance Monthly



NEW GUESSING SCALE

Operates Automatically
No Springs--Balance Weight
30-DAY MONEY-BACK GUARANTEE

WATLING MFG. CO.

4640-4660 W. Fulton St.
CHICAGO, ILL.

Est. 1889—Tel.: COLUMBUS 2770
Cable Address "WATLINGITE," Chicago

J. H. WINFIELD CO.

1022 Main St. BUFFALO, N. Y.

BUFFALO'S

distributor of

Wurlitzer Phonographs

and Coin Operated Amusement Machines of Leading Manufacturers.

A good display of new and reconditioned Novelty and Free Play Machines on hand at all times.

ADVERTISE IN THE BILLBOARD—YOU'LL BE SATISFIED WITH RESULTS.

DAVAL

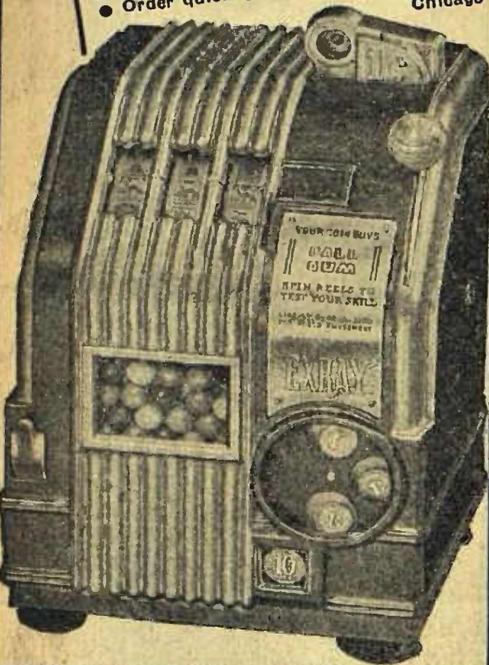
EX-RAY TOKEN PAYOUT

READ THESE FACTS!

- They'll tell you why "EX-RAY" is being acclaimed "America's finest token payout Counter Game."
- Complete separation between cash box and mechanism—prevents coins from clogging or jamming working parts.
- Large cash box capacity.
- Large ballgame vendor and display.
- Only Counter Game with 3 coin escalator.
- Interchangeable to visible captive tokens.
- 1c or 5c play.
- Cigarette or beer strips.
- Silent as the sphinx.
- Sold as a 5-ton truck.
- Smooth as a fine jeweled watch.
- Order quick.

34⁵⁰

F. O. B. Chicago



THE DAVAL CO., INC.
2043 CARROLL AV., CHICAGO

Operators Throng Sicking Quarters

CINCINNATI, March 2.—"Looks like another grand opening," declares Bill Marmer, referring to the crowd of operators in the new Sicking, Inc., headquarters. "The operators are just waiting for a shipment of Triumph, due here this afternoon. All week the operators have been practically camping here in order to grab Triumphs as fast as we pulled them off the truck."

"I thought the Reserve rush was a madhouse, but that was like an afternoon tea for the butterfly collectors' club compared to the present stampede to get Triumph. And, of course, you can't blame the operators for getting excited when you see what the machine's buy-back idea is doing on location."

McGinnis Sees Baltimore Boom

BALTIMORE, March 2.—Roy McGinnis is predicting a boom in free-play novelty game operation in the territory served by his company. "Call it any kind of a boom you want—it's a buy-back boom," he says.

"My belief that we are heading into a tremendous buying wave is based on the volume of hard cash deposits operators are laying on the line to get Triumph."

"Plenty of operators, who waited too long before grabbing Bally Reserve and thus got left high and dry are now determined to get in on the ground floor with the Triumph. Operators recognize in Triumph the kind of game that will bring back those bank-rolls, and they're scrambling to be first with Triumph."

Operators Hail Calcutt Policy

FAYETTEVILLE, N. C., March 2.—Joe Calcutt, head of the Vending Machine Co., who is conducting a clear-the-decks-for-Triumph campaign, expressed enthusiastic satisfaction recently at operators' acceptance of his policy.

"As a distributor," Calcutt stated, "I'm vitally interested in boosting operators' purchasing power; the more purchasing power they have to expand their operations, the more machines I sell. And I'm convinced from my check-ups on Triumph that this 'buy-back' game will in the next six or eight weeks build up the biggest fund of purchasing power operators have possessed in years. Only a comparatively small part of this will be reinvested in equipment."

"So with an eye to future purchasing power, I'm doing everything I can to induce operators with live spots to send their present equipment to the sticks and put Triumph in every worthwhile spot on their routes. Operators who investigate will be highly satisfied with the trade-in deals allowed on Triumph purchases."

Monarch FREE PLAY GAMES

MECHANICALLY PERFECT — BEAUTIFUL APPEARING

KEENEY	CHICAGO GOIN	EXHIBIT
Supercharger \$67.50	Nippy \$62.50	Jumper \$69.50
Thriller 57.50	Lucky 54.50	Conquest 47.50
Cowboy 44.50	Topper 52.50	Golden Gate... 44.50
Up & Up 34.50	Ocean Park .. 47.50	Avalon 39.50
Hit Number .. 17.50		Contact 29.50

BALLY	DAVAL	GENCO
Gold Cup \$140.00	Follow Up \$37.50	Mr. Chips \$59.50
Topnotcher 64.50	Box Score 32.50	Bang 42.50
Eureka 54.50	Gun Club 27.50	Airport 39.50
White Sails 52.50	Triple Threat 24.50	
Champion 47.50	Side Kick 24.50	GOTTLIEB
Arrowhead 34.50	Gem 19.50	Keen-o-Ball \$49.50
Spottem 31.50		Taps 32.50

SPECIAL!
EXHIBIT CONQUEST, Like New, \$42.50
MILLS 1-2-3, FREE PLAY, LATEST MODELS, \$84.50

1/3 Deposit With Order, Balance C. O. D. Write for Our New Price Bulletin.

MONARCH COIN MACHINE CO.

1731 BELMONT AVE., Cable "MOCOIN" CHICAGO, ILL.

Skee-Ball-Ette Ups Gottlieb Production

CHICAGO, March 2.—"Skee-Ball-Ette is capturing the nation and we're working with full power to produce enough to satisfy everybody," reports Dave Gottlieb, head of D. Gottlieb & Co. "The two Gottlieb factories are operating under pressure, 24 hours a day, in an endeavor to keep up with the demand."

"The coin machine industry was quick to see the enormous potentialities of this game and what it could do to boost operators' collections," he explained. "Their acceptance was instantaneous, and as a result we're literally being stormed from all quarters of the country. Orders are piling in and every one is asking for rush delivery in quantity."

Even tho we've doubled our facilities by operating two complete factories, and our production is many times our former rate, it's still physically impossible to build enough Skee-Ball-Ettes to supply the demand. On top of all that our Big Show is spurting ahead with a tremendous volume of orders coming in. Distributors who arranged for large quantity delivery are lucky indeed."

Genco's Big League Leads Off Season

CHICAGO, March 2.—Big League is the first home run of the season, according to operators from Coast to Coast, declare officials of Genco, Inc. Demand for the new game has been so large that factory production has been doubled and still the orders are coming in so fast that the factory is having trouble filling them, Genco execs say.

Bert Lane, Genco factory agent in the East, said that Seaboard Sales was having a great initial run on Big League. Meyer Gensburg, Genco official, revealed that his firm has released Big League at this time because he believes the early baseball bird catches the nickels. "From the sensational earnings reported on the first Big Leagues on location," he stated,



NEW MONEY-MAKING SENSATION!

PICK-A-PACK

COUNTER CIGARETTE GAME
Producing amazing earnings in all types of Locations!

PENNY PLAY
NOW! \$14.75
SPECIALLY PRICED F. O. B. Chicago

GUARANTEE
Try PICK-A-PACK for 10 days. If not satisfied, purchase price will be refunded!

BAKER NOVELTY CO., Inc.
2626 Washington Blvd., CHICAGO

SALESBOARD OPERATORS

Read
"DEALS"

A column about new salesboard ideas, deals and personalities. In the

Wholesale Merchandise Department

THIS WEEK and EVERY WEEK

"It seems we were right in starting off the coin machine baseball season now. At the present time people are beginning to awaken to the coming baseball season. Major league training camps are in action and the sports fans are taking to our new game with a zest and vigor that is always extra strong at the beginning of the baseball season."

Carload Sale of Exhibit's Lancer

CHICAGO, March 2.—Bill Alberg, president of Allied Wholesalers, Inc., who recently visited Chicago and the Exhibit Supply Co., declared: "Exhibit's Lancer steals the show in the novelty game field. It's a great game for all territories."

Alberg is said to have been especially enthusiastic about the special new feature which enables operators to instantly change Lancer from a multiple way to win game or straight high score game. "This feature," he said, "will make a big hit with operators and greatly increase the market for this winner." It is reported that Alberg's initial order was one carload of Lancers.

Guaranteed Used Games

- NOVELTY—FREE PLAY**
- | | |
|-----------------------|----------------------|
| Black Out .. \$40.00 | Avalon \$37.50 |
| Rebound 42.50 | Vogue 42.50 |
| Twinkle 39.50 | White Sails .. 49.50 |
| Triple Threat. 37.50 | Roller Derby . 42.50 |
| Conquest 39.50 | C. O. D. 42.50 |
| Dble. Feature. 22.50 | Top Notcher .. 49.50 |
| Headliner 42.50 | Chief 27.50 |
| Hi Lite 29.50 | Golden Gate .. 29.50 |
- YOUR CHOICE \$5.00 EACH**
- OR ALL 16 FOR \$75.00
- | | |
|----------------|----------------|
| 4 AIRWAY | 1 SUSPENSE |
| 1 HARE N HOUND | 2 PALM SPRINGS |
| 2 THUNDERBOLT | 1 BAMBINO |
| 2 CARGO | 1 NAGS |
| 2 BOBS | |

- PHONOGRAPHS**
- | | |
|---------------------|----------|
| Wurlitzer 24 | \$129.50 |
| Wurlitzer 616 | 75.00 |
| Seeburg Regal | 165.00 |
| Seeburg Gem | 139.50 |
| Seeburg Rex | 109.50 |
| Wurlitzer 412 | 35.00 |
- Wurlitzer 616, complete with illuminated Grill-Side Louvers and Plastic over door 89.50
- TERMS: ONE-THIRD DEPOSIT WITH ORDER, BALANCE C. O. D.

L. BERMAN & CO.
112-114 N. W. 1st St., EVANSVILLE, IND.

ASK
SAM TARAN
WHAT HE THINKS ABOUT



SEE PAGE 88



PART OF THE GROUP OF FACTORY REPRESENTATIVES who took in the opening of the new Sicking, Inc., quarters in Cincinnati February 22. Bill Marmer, firm's vice-president and general manager, is shown in the center of the front row. Ben Goldberg, Sicking president, is shown with just his eyes peeping out, two rows behind Marmer.

MILLIONS DEMAND IT!

THOUSANDS OF LOCATIONS ARE WAITING FOR...

FOOT EASE VITALIZER
GREATEST LEGAL PENNY MACHINE - MORE PROFITABLE THAN SCALES. Investigate NOW! Term Payments if Desired... Write.

EXHIBIT SUPPLY CO. 4222 W. LAKE ST. CHICAGO

Jenkins Asks For Patience

CHICAGO, March 2.—Returning to his office after a three-day vacation, which he blamed on telephone calls, George Jenkins, sales manager of Bally Mfg Co., found relief in the fact that production on the new Triumph "buy-back" novelty game had been doubled.

"However," Jenkins declared, "I'm still in a position where I've got to plead for patience. The reason I took a 'powder' this week was because every time the phone rang I knew I was in for a work-out. Apparently every operator, jobber and distributor found out at one and the same time that Triumph was an even better game and faster money-maker than we claimed. And they all wanted delivery yesterday!"

"The factory is swamped with orders, shipments are going out in rotation, production is being stepped up daily and extra shifts are struggling to keep up with the demand. From our very first announcement, operators apparently sensed another sensational hit and started piling Triumph orders in to our distributors. And now that first volume shipments have been on location long enough to show the boys what Triumph will do for them, orders are coming in faster than ever."

"Upward Trend Continues"—Taran

ST. PAUL, March 2.—Upward trend of sales volume, reported recently by Herman Paster, of Mayflower Novelty Co., is picking up speed, according to Sam Taran, head of the Mayflower organization. "In fact," Taran added, "the word 'trend' is putting it rather mildly—especially since Northwest operators have got a line on the phenomenal earnings of Triumph, the buy-back game."

"One of the surest yardsticks to measure operators' interest is the number of operators who drive into St. Paul. Distances are great in these parts, and operators get in the habit of doing their buying by mail, telegraph or phone. But when a really hot one comes along they hop in their cars and hurry to headquarters—hoping to be able to haul a couple of games back with them."

Casmus Buys Carload of Games

BIRMINGHAM, Ala., March 2.—Charlie Casmus, head of the Mint Vending Co., reveals that he has placed an order for a carload of Triumph, the buy-back game. "Of course," said Casmus, "I've been getting five or 10 a day while the factory has been prorating shipments."

"Now that the factory is in mass production I'm getting set to give Mint Vending customers real service. By the way the operators are ordering, after checking collections on Triumph, I'd say this initial carload will be merely the first of many."

Wow!

BASEBALL

by **Stoner**
ready now!

see it—that's all we ask



BIGGEST SHOW HIT

IMP—

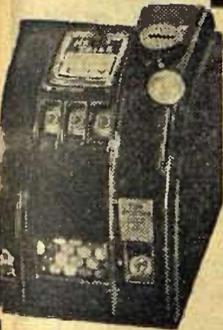
Radio Type Gum Vender. A Natural for Every Operator. Cigarette or Cherry Reels only 5 1/2 x 5 1/2 x 6. IMP has Finest Coin Chute. Will never clog. Price Only

\$12.50

Carton of Six, \$67.50, F.O.B. Factory. 1/3 Cash With Order.

H. G. PAYNE CO.

312 Broadway, NASHVILLE, TENN.



GET BACK ON THE GOLD STANDARD WITH THE "GOLD DUST TWINS" AND

HEADS OR TAILS

RUSH \$19.75 TO MAX AND HARRY HURVICH TODAY!

BIRMINGHAM VENDING COMPANY
2117 THIRD AVE., NORTH BIRMINGHAM, ALA.

20 TOM MIX RAY GUNS...\$45.00 EA.
10 ROCKOBALL JRS..... 35.00 EA.

1/3 DOWN

All in perfect condition. Add \$3 if crate is required.

CROWN MACHINE CO.

2928 N. Kenneth Ave., CHICAGO

BUYS FROM BUDIN CAN'T BE BEATEN!

FREE PLAYS	FREE PLAYS	NOVELTY PLAY
ALI-BABA\$37.50	THRILLER\$42.50	VARIETY\$32.50
BIG SIX 47.50	HEADLINER ... 37.50	FLASH 15.00
CONQUEST 30.00	NOVELTY PLAY	LOT-O-FUN 16.50
GOLDEN GATE 37.50	CHAMPION ...\$32.50	RINK 8.00
1/3 With Order, Balance C. O. D., F. O. B. Brooklyn.		

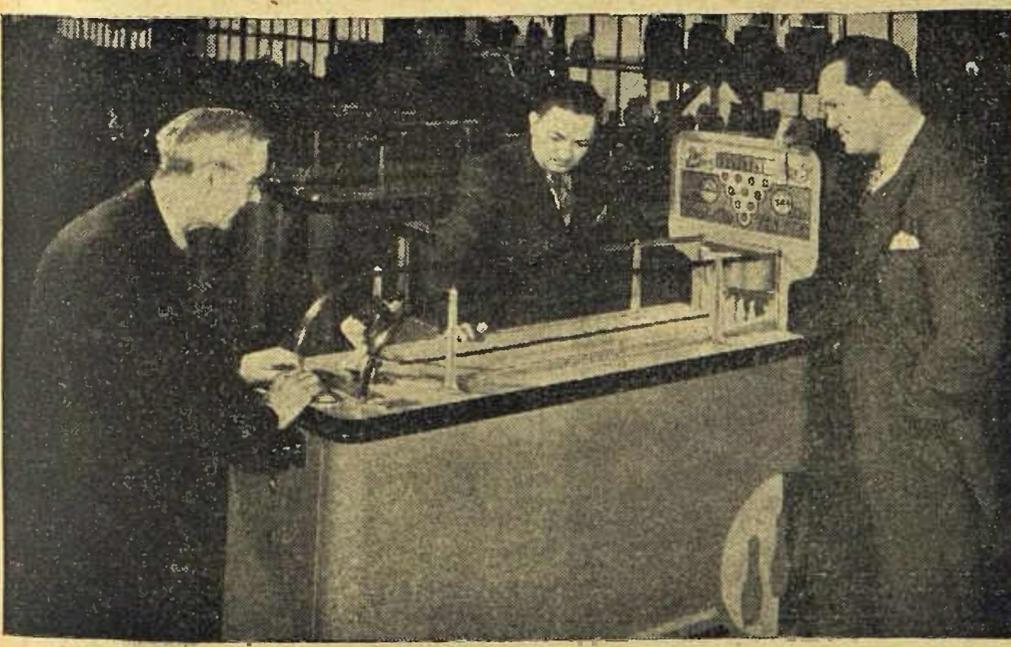


BUDIN'S, INC. 174 SO. PORTLAND AVE., BROOKLYN, N. Y. Telephone: NE-8-0140

BIG CITY LIGHTS PAY BIG PROFITS!

This glittering, glamorous, irresistible board is the best bet of the New Year! 5c a sale, 2400 holes. Takes in \$120.00, your average profit \$50.25. Don't delay—ORDER TODAY!

GLOBE PRINTING COMPANY
1023-27 RACE STREET - PHILA., PA.



WILLIAM ANDERSEN, National Coin Machine Exchange, Chicago, is shown making a 144 score on the Rock-Ola Ten Pins bowling game of a possible 150. F. Q. Doyle, Rock-Ola district manager, looks on, and G. W. Risberg, Rock-Ola games manager, is at right.

"THE HOUSE OF PROVEN WINNERS"

NOVELTY GAMES	Chevron	AUTOMATIC PAYOUT
Bally Eureka, F.P.\$46.50	Double Feature 18.50	Fleetwood\$24.50
Bally Victory, F.P. 69.50	Arrowhead, F.P. 29.50	Bally Entry 22.50
Rebound, F.P. 39.50	Spottem 19.50	Klondike 29.50
Jumper, F.P. 49.50	Variety 33.50	Grandstand 84.50
Paramount 9.50	Thunderbolt 9.50	Fairgrounds 22.50
Zeta 9.50	Vogue, F.P. 44.50	Homestretch 39.50
Follow Up 39.50	Scoop, F.P. 54.50	Hey Day 19.50
Parachute, F.P. 39.50	Avalon, F.P. 37.50	Pacemaker 99.50
Fifth Inning 22.50	Airliner, F.P. 42.50	4 Horsemen 37.50
Champion 34.50	Golden Gate, F.P. 42.50	Lincoln Fields 35.00
Conquest (Mystery), F.P. 39.50	White Sails, F.P. 49.50	Rays Track 35.00
Bally, C.O.D., F.P. 59.50		Paces Races 90.00
One-Third Deposit Must Accompany All Orders — Balance C. O. D.		

J. AND J. NOVELTY COMPANY

4840 MT. ELLIOTT AVE. Plaza 1433 DETROIT, MICHIGAN.

PLAYER WINS 3 WAYS— YOU WIN All WAYS

ON WESTERN'S **TRIO** FREE GAME



PLAYER WINS

on symbol combinations, on high score or on combination of symbols and high score. Player also gets extra fun in kicker action with 1,000 point scoring on metal play field!

YOU WIN

on Low Price, exciting, colorful action-appeal, dependable performance and repeat-play build-up! Long location life gives you long profits on your investment!

ALSO AVAILABLE WITH REELS IN BACKBOARD . . . BELL FRUIT OR WAR SYMBOLS. THIS MODEL KNOWN AS HIGH FLIER—SAME LOW PRICE!

4-coin multiple chute, on Trio only, at slight extra cost.

WESTERN PRODUCTS, Inc.

925 W. North Ave.
Chicago, Illinois

Walzer Reveals Game's Simplicity

MINNEAPOLIS, March 2.—“It won't be long now,” reports Al Walzer. “Not the mystery but the simplicity of Casino Golf will soon be revealed. The greatest things in life are the simplest and that is the way it is with Casino Golf. We have taken the element out of the machine and have given the player more to do.

“Baseball is played by hand—the passing arm and the trained foot give the big thrills in football. Tennis and all other sports are action. As for golf—the accuracy of the shot is paramount. Control is the main essential. When the player inserts his nickel into Casino Golf it gives him the privilege of taking his stance, addressing the ball—then sending it down the fairway.

“If he has control he sinks his shot. If he misses, it is his own mind and muscles that fail to co-ordinate. The Walzer theory is that too often the player inserts a coin and merely becomes a spectator as the gears go around. We put the player back in the game.

“Children plead to be let in the game and adults are but children grown up. They still love to play, and Casino Golf will attract millions of these players, because a nickel places the player right in the middle of the golf course, where his score depends wholly on his stroke and skill and he can compete in a twosome or a foursome if others, too, want to go around the course,” Walzer added.

Chicago Distrib Visits Iowa Ops

CHICAGO, March 2.—Eddie Ginsburg, official of the Atlas Novelty Co., is still pursuing his resolution made at the beginning of 1940 to contact operator friends of Atlas often and at regular intervals.

Ginsburg left recently for a trip thru Iowa. He reports he will continue to travel thruout Atlas' territory in order to inform all operators of the latest coin machine developments.

Ginsburg also carries news of new Atlas services which the firm has inaugurated in order to better serve operators with the finest in new and reconditioned equipment. He reports from Iowa that he has received a fine reception from operators and that business is better than even he suspected.

To Discontinue Irish Sweepstakes

PARIS, March 2.—After nine years of operation, during which time the organizers are reported to have grossed not less than \$300,000,000, the Irish Sweepstakes will be abandoned. No reason is given. The sweepstakes have been illegal in Great Britain for several years.

The last drawing will be conducted on the occasion of the running of the Grand National at Liverpool April 5.

Since 1930, the organizers, out of the total take, have returned to the public about \$235,000,000 in the form of prizes, while \$65,000,000 has been donated to

COUNTER GAMES

All A-1 Reconditioned and Thoroughly Inspected Before Being Shipped. Ready To Operate.

A.B.T. TARGET (Model F)	\$12.50
AUTO PUNCH (5c)	5.00
BABY RESERVE (Bally 5c)	4.75
BALLY BABY (1c Cigarette)	6.00
BALLY BABY (New)	11.00
BELL SLIDE (1c-25c)	4.00
BUCKLEY PURITAN	7.50
BINGO (1c)	6.50
BABY SHOES (5c)	2.50
CENT-A-PACK	6.50
CHICAGO CLUB HOUSE	4.00
CHURCHILL DOWNS (1c)	2.50
CHICLET VENDER (1c)	1.50
DEUCES WILD (1c-25c)	6.50
DEUCES WILD	5.00
DOUBLE DECK (1c-25c)	3.00
DOUGH BOY (New)	8.50
DE LUXE CENT-A-PACK	6.50
DIXIE DOMINOE (1c-5c)	4.00
DAVAL RACES (1c-25c)	2.50
DEUCES WILD (Gum Vender, New)	17.50
GEM VENDER (1c Black)	5.00
GEM VENDER (Green)	5.00
GROETCHEN "21" (1c-25c)	5.00
HOLD & DRAW (1c-50c)	5.00
HIGH TENSION (1c-25c)	2.50
INDIAN DICE (5c)	4.00
INDIAN DICE (New)	12.50
JENN. GRAND STAND (5cToken)	8.50
JOKER WILD (1c-25c)	5.00
KING SIX JUNIOR	5.00
LUCKY PACK (1c Vender)	8.00
LUCKY PACK (Without Vender)	7.00
MILL WHEEL (Bally 5c)	3.75
MERCURY (New Model)	27.50
MYSTERIOUS EYE (5c)	5.00
MIDGET RACES (1c-25c)	2.50
NUGGET (5c)	4.00
OLD AGE PENSION (1c-25c)	5.00
PUNCH BALL (5c)	1.75
PENNY PACK	8.00
PENNY PACK (New)	17.50
REEL "21"	3.75
RADIO WIZARD (1c-25c)	1.50
REEL SPOT (1c-25c)	3.00
ROYAL FLUSH (1c-25c)	5.00
REEL DICE (1c-25c)	4.00
REEL RACES (1c-25c)	3.50
ROLO (1c)	1.50
SKIPPER (5c)	2.50
SELECT 'EM DICE (1c-25c)	4.00
SLAP TARGET (1c)	2.75
STICK GUM VENDER (1c)	1.50
SMOKE REELS (1c)	7.00
SMOKE REELS (New)	22.50
TRACK REELS (1c-25c)	4.00
TALLY (Daval 5c)	6.50
TIT TAT TOE (1c)	3.50
VEST POCKET BELL (Tight Reels)	24.75
WIN-A-PAOK (Divider)	7.50
WONDER BELL (Bell & Fruit Reels)	4.50
ZEPHYR	7.00
ZEPHYR (New)	17.50

MISCELLANEOUS

BANG-A-DEER (Unrated)	\$69.50
WORLD SERIES	57.50

Terms: 1/3 Deposit, Balance C. O. D.

IDEAL NOVELTY CO. 1538 MARKET ST. ST. LOUIS, MO.

WONDER 3 BAR JACKPOT

OVER 100 WINNERS ON \$2500 PRIZE

LARGEST BOARD RECEIVES ONE PUNCH IN JACK POT

WONDER 3 BAR JACKPOT F-5280

1025 hole—Takes in \$51.25
Pays out \$27.76—Average Profit \$23.49

PRICE \$1.80 1/2 EACH

OTHER FAST SELLERS

1640 hole F-5240-3 Bar Jackpot at .	\$2.28 1/2
1200 hole F-5275-Horses at	2.75
800 hole F-5270-Pocket Dice at	1.63 1/2
720 hole F-5255-Pocket Jack at	1.30 1/2
600 hole F-5305-Royal at	1.50

CHAS. A. BREWER & SONS
Largest Board and Card House in the World
6320 Harvard Ave., CHICAGO, U. S. A.

ASK **CHARLIE CASMUS**
WHAT HE THINKS ABOUT

SEE PAGE 88

Irish hospitals. With the sweepstakes going out of business the French drawing will remain as the only major lottery in Europe, with an annual gross over \$45,000,000.

EARLY SPRING CLEARANCE SALE

QUALITY SPEAKS FOR ITSELF

Sport Pages	\$ 69.00	Across-the-Boards	\$29.00	Tom Mix Gun	\$59.00
Seabiscuits	89.50	1938 Track Times	85.00	SLOTS	
Thistledowns	89.50	1938 Kentucky Clubs	47.50	Rebuilt Blue Fronts, 5-10c	\$39.00
Grandstands	89.50	Dark Horse	20.00	Brown Front Gold Awards, 5-10c	37.50
Winning Ticket	89.00	Pamco Rosemont	17.00	Mills Gold Awards, 5-10c	35.00
Derby Time	49.50	Derby Days, Slant Top	29.00	Triple X, Floor Sample	45.00
Pacemaker	120.00	Derby Days, Flat Top	22.00	Roi-A-Tops, 5-10c	20.00
Big Race	22.50	Club House	29.00	Cigarette Slots	35.00
High Card	10.00	Bang-A-Deer	85.00		
Quinnella, 7-Coin Head	35.00	Rotarys, Like New	57.50		
Thistledowns, Tkt. Mod.	95.00	Seeburg Gun	59.00		

A complete line of New and Used Novelty Games. New Bally Bull's Eye, Bally Triumph, and Bally-Alley. New Slots and Automatic Payouts.
1/3 Deposit With Order — Balance C. O. D.

MODERN AUTOMATIC EXCHANGE, INC. 2618 Carnegie Ave., CLEVELAND, O.

WANT MEN

Reliable, energetic, ambitious men who are not afraid of work. To operate a large number of one cent legal counter coin machines. We supply you with machines never before introduced to the Public. Territory protected. No limit as to number of machines we can supply.

Total amount required—\$750.00.

Inquire Box No. D-60, care The Billboard, 25 Opera Place, Cincinnati, O.

WURLITZER'S THE WINNER

AMUSU NOVELTY CO. CELEBRATED National Wurlitzer Days with the introduction of the 1940 Wurlitzer phonographs to a large group of music merchants who gathered in the Amusu headquarters at Spartanburg, S. C., to view the new instruments. Left to right are Bill Bryant, Charlotte, N. C.; L. W. Whipple, Rock Hill Music Co., Rock Hill, S. C.; O. P. Jamison Jr. and Pat Jamison, Greenville, S. C.; General Manager R. T. Thomason of Amusu Novelty Co., Wurlitzer distributor, and O. P. Jamison Sr., Greenville, S. C.

AMERICA'S ONLY 2 TEAM BASEBALL GAME!

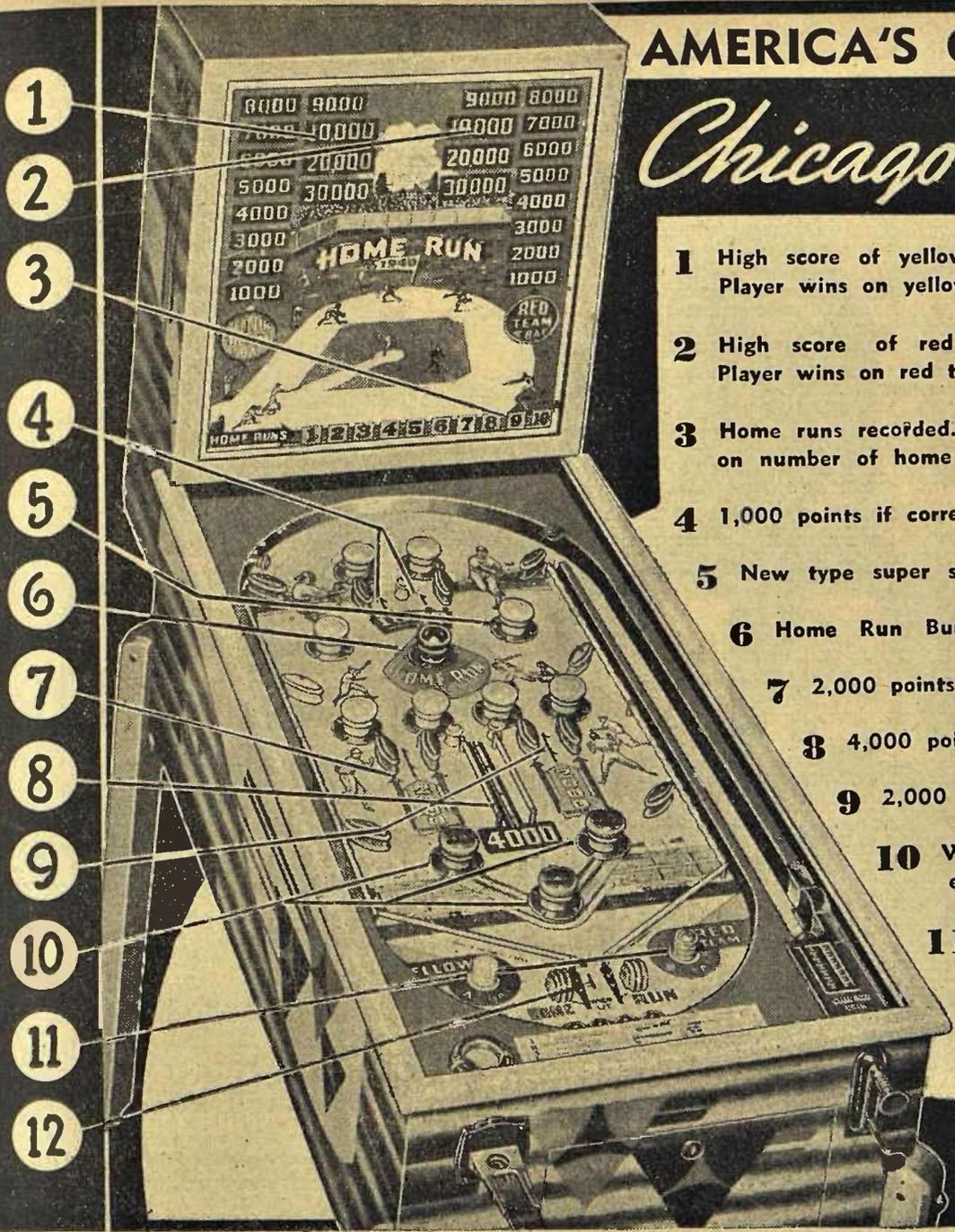
Chicago Coin's 1940

HOME RUN

Better than 1939's hit MAJORS

FREE GAME \$99.50 ★

Free Game Instantly Convertible To Straight Novelty Play



- 1 High score of yellow team recorded here. Player wins on yellow team high score.
- 2 High score of red team recorded here. Player wins on red team high score.
- 3 Home runs recorded. Player may also win on number of home runs.
- 4 1,000 points if corresponding lite is lit.
- 5 New type super sensitive bumpers.
- 6 Home Run Bumper.
- 7 2,000 points if lit.
- 8 4,000 points at all times.
- 9 2,000 points if lit.
- 10 When lites are lit bumpers register 1,000.
- 11 Indicates team at bat. (change after 10 bumps)
- 12 If lites are on, ball going thru gives Home Run.

CHICAGO COIN MACHINE MANUFACTURING CO.
1725 DIVERSEY BLVD, CHICAGO

Heavy Demand At Detroit J&J

DETROIT, March 2.—Arrival of the new game Triumph caused a riot of operators frantically trying to grab the new novelty game, according to Jimmy Passanante, manager of J & J Novelty Co., Michigan distributor for the game.

"Our trouble was," Passanante explained, "figuring out how to divide

our first shipment of 100 Triumphs among customers whose advance orders totalled nearly 500. That was a week ago, and I've been dodging the office ever since, until today, when another big shipment arrived in time to calm the boys down. I've been in the business a long time and I've seen some pretty sensational hits, but I'm frank to say I've never seen anything to equal the demand for Triumph."

Dime Play Is New Imp Feature

CHICAGO, March 2.—Groetchen's popular new Imp now has the added feature of being supplied with straight dime play, as well as combination penny and nickel play, reports Karl Klein, company official. "This is particularly important to the operators," stated Klein, "inasmuch as Imp, with the clever cabinet and three reels, now moves into the big-money class.

"Reports of location earnings on the dime play Imp have already been received and the earnings are frankly amazing. One operator, who dropped in at the factory to order several additional cases, reported that the first Imp set up on location on dime play pulled hundreds of dimes in the first five hours.

ASK **AL SEBRING** WHAT HE THINKS ABOUT



SEE PAGE 88

BOWL 'EM OVER

with

STRIKES and SPARES

New snappy-action Symbol Ticket Bowling Board. 145 Winners — 136 Consolation Awards. Colorful! Flashy! Gets attention-anywhere.

No. 1625 (Semi-thick) 1600 Holes
Takes In - - \$80.00 | GROSS \$40.13
Average Payout 39.87 | PROFIT

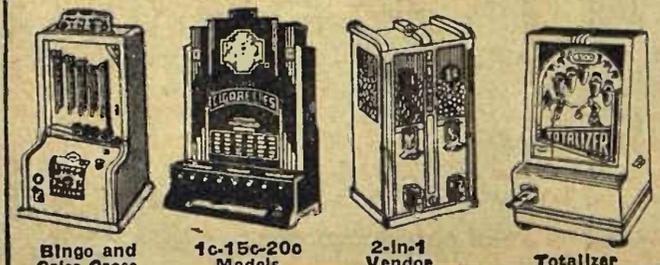
PRICE EACH | Write for Catalog of other Profit-Makers

HARLICH MFG. CO. 1413 W. Jackson Blvd. Chicago, Ill.

Quickest Delivery and Best Trade-ins on... **TRIUMPH**

GET OUR PRICES ON NEW AND USED GAMES!

GRAND NATIONAL SALES CO. 2304 W. Armitage Ave. Chicago, Ill.



Write Today for **FREE CATALOG** of over 100 different New and Used Vending Machines and Counter Skill Games. Immediate delivery!
TOTALIZER ONLY \$19.50

D. ROBBINS & CO.
1141-B DE KALB AVENUE, BROOKLYN, N. Y.

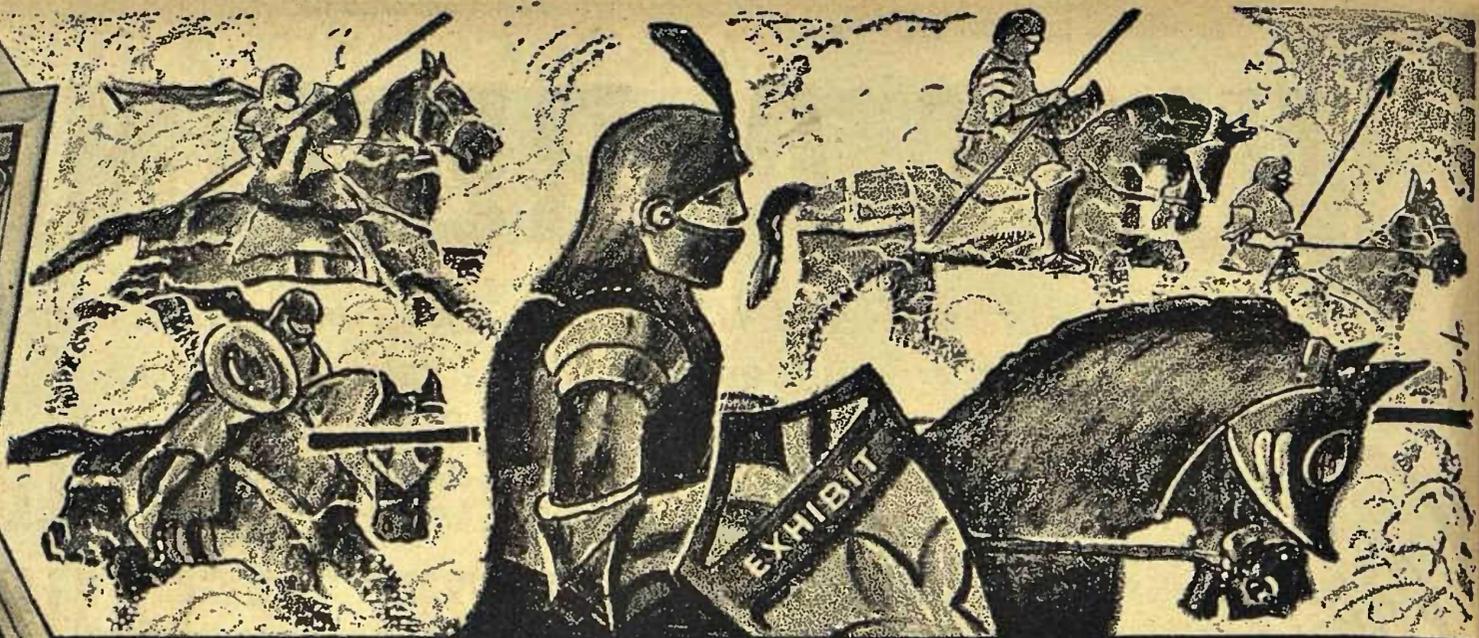
BARGAIN LIST

We list below the various Slightly Used Machines we have to offer subject to prior sale. Prices are effective March 9, 1940.

- 1 Mills 1-2-3 Animal Reels, Free Play \$ 87.50
- 2 Mills 1-2-3 Fruit Reels, Free Play 87.50
- 1 Major, Free Play 22.50
- 1 Fifth Inning, Free Play 27.50
- 2 Bally Eureka, Free Play 42.50
- 1 Topper, Free Play 39.50
- 1 Nippy, Free Play 52.50
- 1 Vogue, Free Play 47.50
- 3 Grand Nationals 120.00
- 1 Bally Klondike 19.50
- 1 Air Race 12.50
- 1 Bally Derby 10.00
- 1 Carom 10.00
- 2 Jennings Ciga Rola, Model V, 5c. 55.00
- 3 Seeburg Ray-O-Lites 120.00
- 1 Paces Races, Cash Pay, No. 5881. 100.00
- 3 Paces Races, Cash Pay, Nos. 4572-5285-5568 90.00
- 1 Paces Races, Cash Pay, 30-1, No. 4680 85.00
- 3 Galloping Dominos, '38 Model, Cash Pay, Large Odds Drum 110.00
- 1 Bally Skillfield 42.50
- 1 Lucky Star, Cash Pay 77.50
- 1 Pace Pay Day 175.00
- 1 Skill Time 89.50
- 2 Lucky Luere, Cash and Metered Payout 127.50
- 1 Columbia Bell 27.50
- 1 Challenger 17.50
- 3 Model F Targets 12.50
- 1 Comet 17.50
- 1 Gottlieb 3-Way Grip Tester 8.50
- 1 Rock-Ola Deluxe '39 Phonograph 225.00
- 1 Rock-Ola Standard '39 Phono... 195.00
- 1 Mills '39 Phonograph, like new 237.50
- 2 Wurlitzer 412 Phonographs 37.50
- 1 Wurlitzer 312 Phonograph 37.50
- 1 Rock-Ola Imperial 20 Phonograph 87.50

All orders must be accompanied by 1/2 certified deposit. Write us for your price on any new coin-operated machine that has been released by the respective manufacturer.

MOSELEY VENDING MACHINE EX., INC.
OO BROAD ST., RICHMOND, VA.
Day Phone 3-4811 • Night Phone 5-5328.



'LANCER'

- New* LOW VOLTAGE LITE UP SPRING BUMPERS
- New* SILENT TROUBLE FREE SCORING UNIT
- New* LAST SECOND MAGNETIC SUSPENSE
- New* PLAYFIELD ACTION at BOTTOM of BOARD
- New* MORE WAYS to WIN
- New* EXTRA SPECIAL FEATURE for Strictly HIGH SCORE TERRITORY incorporated in every game. (This New Feature solves your heat problems)

FREE GAME
99.50
CONVERTIBLE

SEE IT! - GET IT NOW! from your Distributor

EXHIBIT SUPPLY CO. • 4222-24-26-28-30 W. LAKE ST. • CHICAGO

also **FLAG SHIP** also **CONGO** also **BOWLING GAME**
FREE PLAY NOVELTY GAME 1 or 5 BALL 3 COIN MULTIPLE FREE PLAY-PLUS HIGH SCORE FOR THE WEEK FEATURE

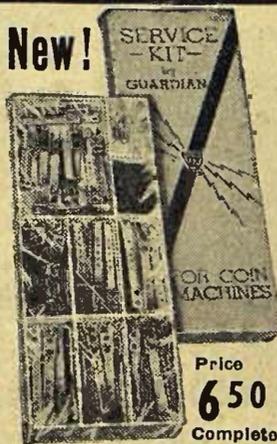
PHONOGRAPH BARGAINS

1/3 Certified Deposit, Balance C. O. D.

Wurlitzer 24	\$129.50
Wurlitzer 616	79.50
Grillo, \$10.00 Extra	
Seeburg Mayfair	185.00
Seeburg Casino	155.00
Seeburg Regal	165.00
Seeburg Gem	139.50
Seeburg Royale	119.50
Seeburg Rex	109.50
Seeburg Model A	29.50
Seeburg Model B	29.50
Mills Dance-master	14.50
Mills Swing King	19.50
Rock-Ola 12 (AC-DC)	27.50
Rock-Ola Standard	175.00
Rock-Ola DeLuxe	185.00
SINGLE GRIPPERS, Gottlieb	7.00

MILWAUKEE COIN MACHINE CO.
1455 W. Fond du Lac Ave.,
MILWAUKEE, WIS.

New!



HAVE YOU SEEN THE NEW GUARDIAN CONTACT SERVICE KIT?

The greatest NECESSITY for operators ever conceived! IN ADDITION to the regular assortment of switches, silver points, leaves, separators, lifters, bushings and fish papers—the NEW Kit now contains:

1. SET OF CONTACT POINT ADJUSTERS
2. 72 ASSORTED "HARD-TO-GET" BRASS RIVETS
3. 25 ADDITIONAL LARGE SIZE SILVER POINTS

With these NEW items added to the regular Guardian Kit you are FULLY EQUIPPED to make repairs on all the latest games! RUSH YOUR ORDER FOR THE NEW Guardian Service Kit TODAY—SAVE TIME—SAVE MONEY—SAVE HEADACHES!! (Enclose 1/3 Deposit With Order, Balance Shipped C. O. D.)

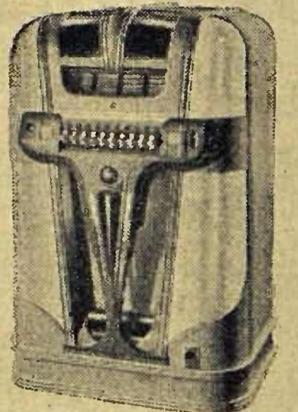
Price
650

Complete

NOW DISTRIBUTED EXCLUSIVELY BY
BLOCK MARBLE CO., 4919 N. 8th St., Philadelphia, Pa.

EASTERN PENNSYLVANIA, CENTRAL and SOUTHERN NEW JERSEY, DELMARVA OPERATORS

WE HAVE THEM



KEYSTONE NOVELTY & MFG. CO.
28th & Huntingdon Sts., Philadelphia, Pa.

ASK
BILL MARMER
WHAT HE THINKS ABOUT



SEE PAGE 88



POKER PLAY

1,200 Holes Average Payout. Board Filled With Poker Hands.

Takes in at 5c	\$60.00
Pays Out (Average)	33.48
Profit (Average)	\$26.52
List Price,	\$5.28.

AJAX MANUFACTURING CORP.
119-125 N. 4th Street, PHILADELPHIA, PA.
Write for Catalogue

\$62.50
MILLS FREE PLAY
1-2-3s

PERFECT CONDITION
Terms: 1/3 Cash With Order, Balance C. O. D.
Lambry Novelty Company
213 S. POPLAR ST., CHARLOTTE, N. C.

JUST A REMINDER!!

As shipments of CASINO GOLF go forward we make this important announcement to the entire industry:



CASINO GOLF is sweeping the nation! Your territory may still be open!! So WRITE, WIRE OR PHONE

THE "REAL-STROKE" GOLF CLUB AND OTHER NOVEL FEATURES OF CASINO GOLF ARE FULLY PROTECTED UNDER U. S. PATENT AND COPYRIGHT LAWS!



A.M. WALZER CO. *Midland Bank Bldg. Minneapolis, Minn.*

Extra Special Opportunity

TEN SLIGHTLY USED EVANS 1939
TEN STRIKES, \$149.50

Packed in Original Cases.
Also Three Slightly Used Exhibit
PENNY FOOT VIBRATORS at \$69.50 EA.
Two (Floor Samples) Grootchen Metal Typers,
\$145.00 Each

CASH PAY-OUTS
REBUILT AND CLEAN
2 Fairgrounds }
3 Fleetwoods } **\$25.00**
5 Multiple Aksarbons }
5 Multiple Paddles } **EACH**
5 Derby Times }
8 Stables }
1 Velvet }

10 Preakness	Each \$15.00
1 De Luxe Preakness	35.00
12 Handcappers	29.50
8 Stepper Uppers	65.00
3 Derby Clocks	50.00
9 Pot Shot Multiples	50.00
2 Pot Shot (Free Play)	50.00
1 Feed Bag (Jack Pot)	42.50
2 Klondikes	29.50
5 Turf Champs (Ticket)	15.00
1 Pike Peak	15.00
10 Galloping Dominoes	39.50
3 Tanforans	29.50
3 Jennings Liberty Bells	29.50
5 Keeney Dark Horse	25.00
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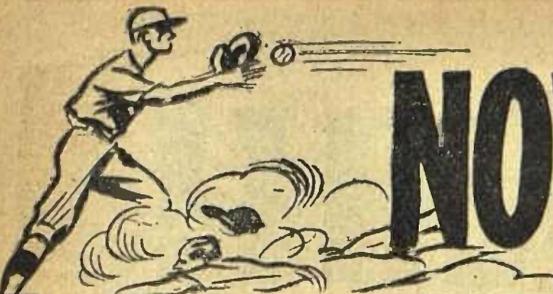


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SEE PAGE 88

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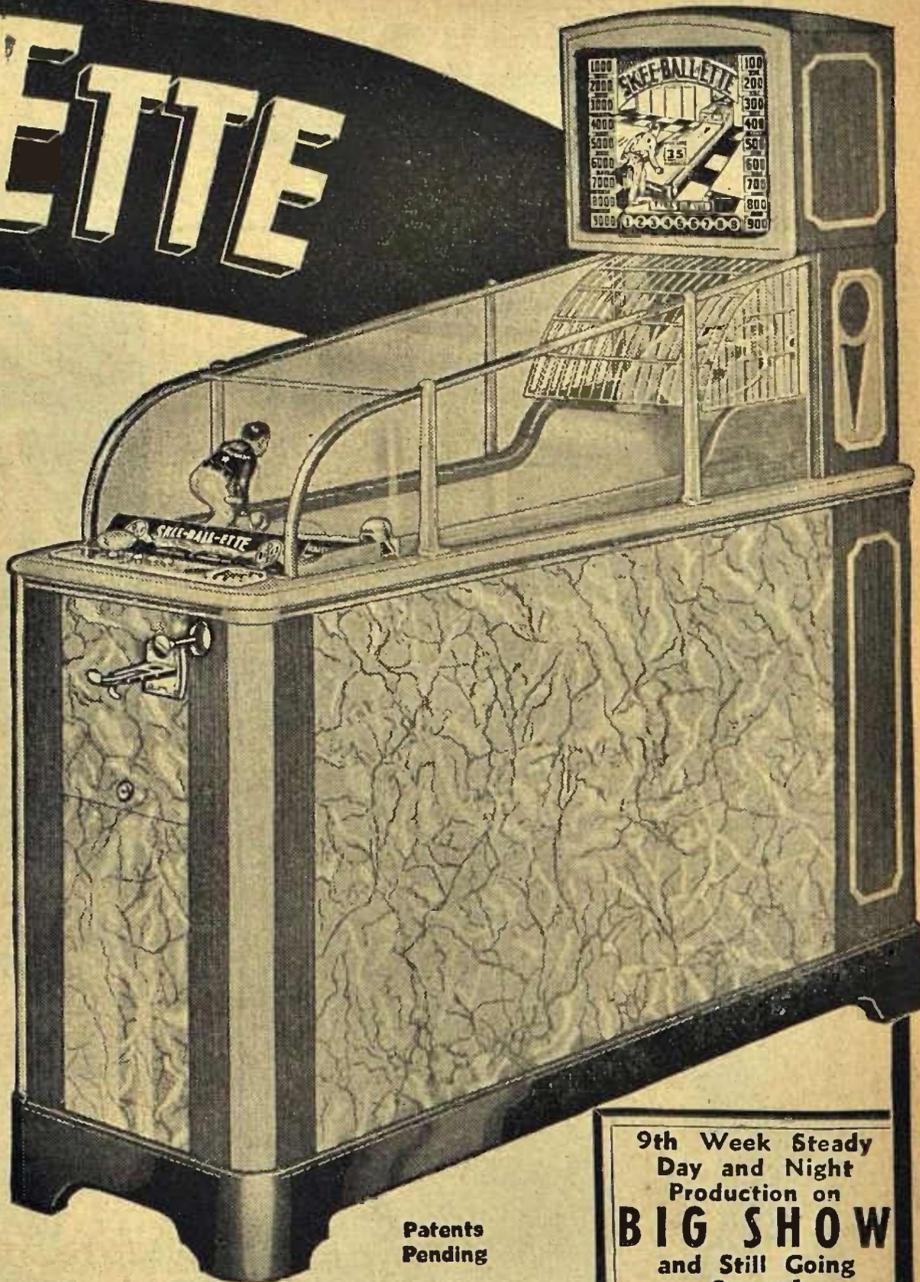
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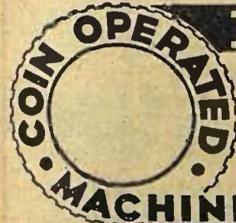
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Sensational new BUY-BACK idea

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HURRY! HURRY!

Factory swamped under biggest avalanche of orders in years! Remember Bumper! Remember Bally Reserve! Remember the wild scramble to get delivery! Make up your mind to get in on the ground floor with TRIUMPH! Rush your order to your favorite distributor or wire factory for complete amazing details and price--today!

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"Bally again brings ops new prosperity!"
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"Better than Bally Reserve by far!"
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"Better than some paytables for profit!"
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"What a game!"
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"A knockout!"
SAM TARAN

"Never saw anything to equal TRIUMPH!"
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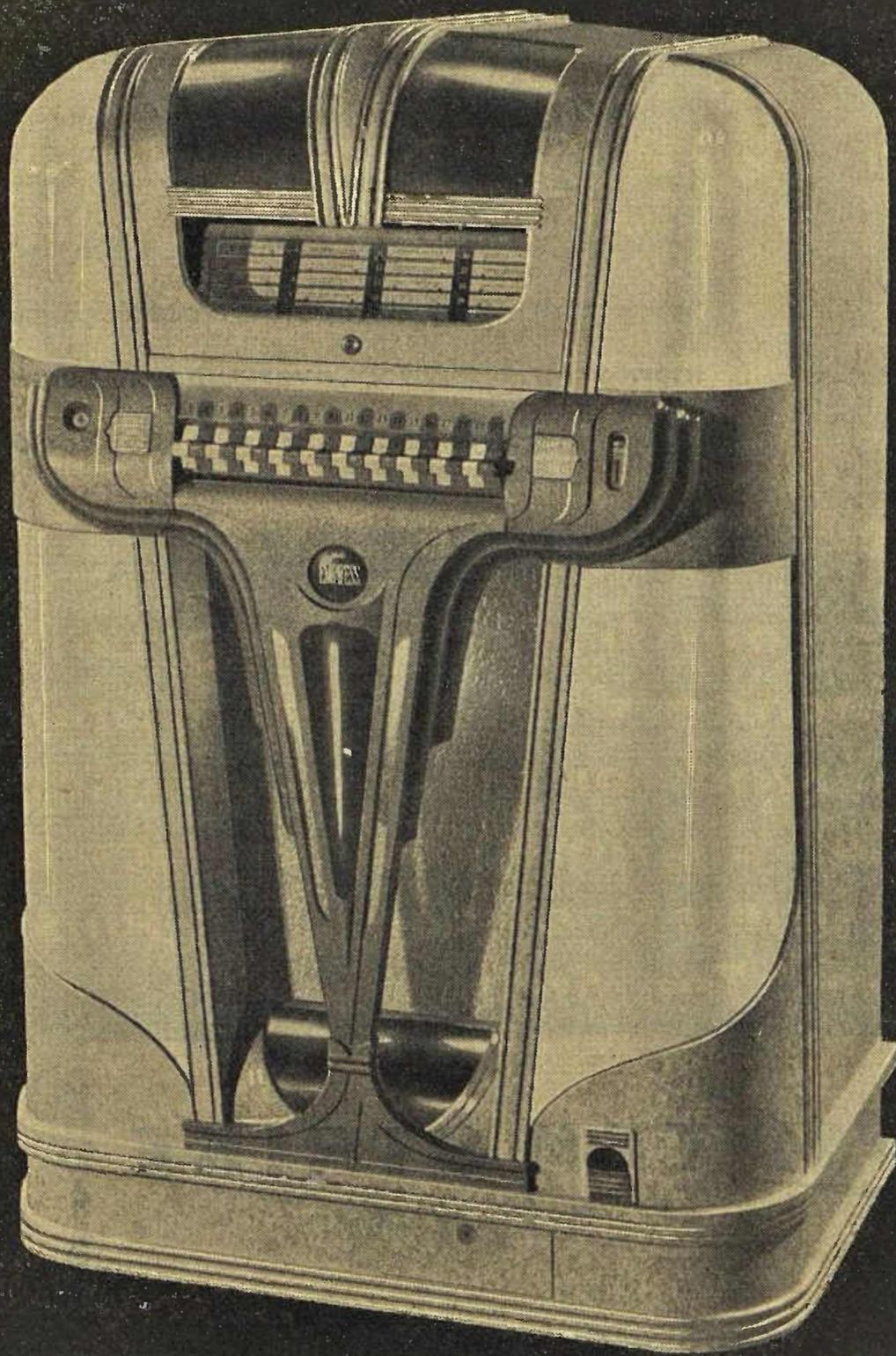
"Ops enthusiastic — and me too!"
BILL HAPPEL

13TH BOX
 RESERVED FOR THE OP WHO MISSES TRIUMPH

"Bally's done it again!"
HARRY MOSELEY



Superb Tone!



Mills New Empress

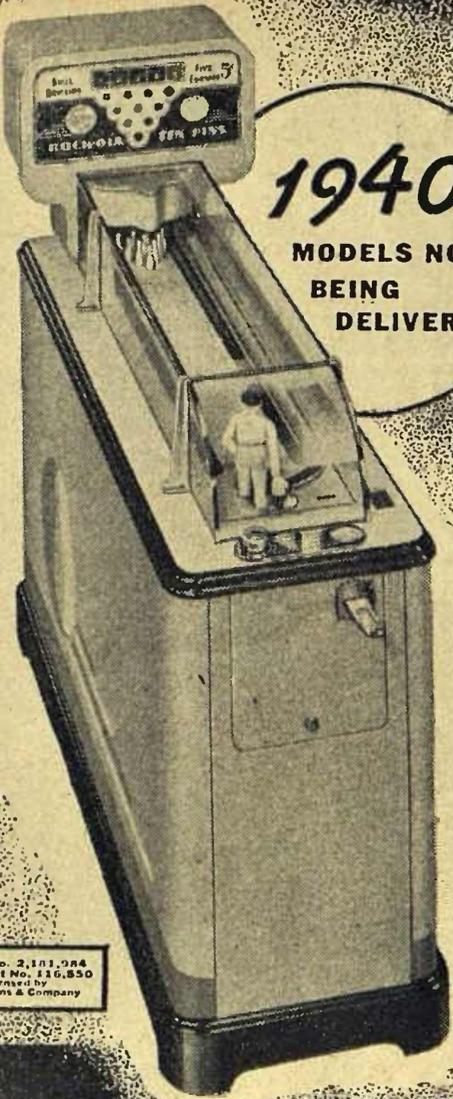
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IT'S *Rock-Ola's* TEN PINS

1940

MODELS NOW
BEING
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Patent No. 2,181,984
De. Patent No. 1,16,850
Licensed by
H. C. Evans & Company

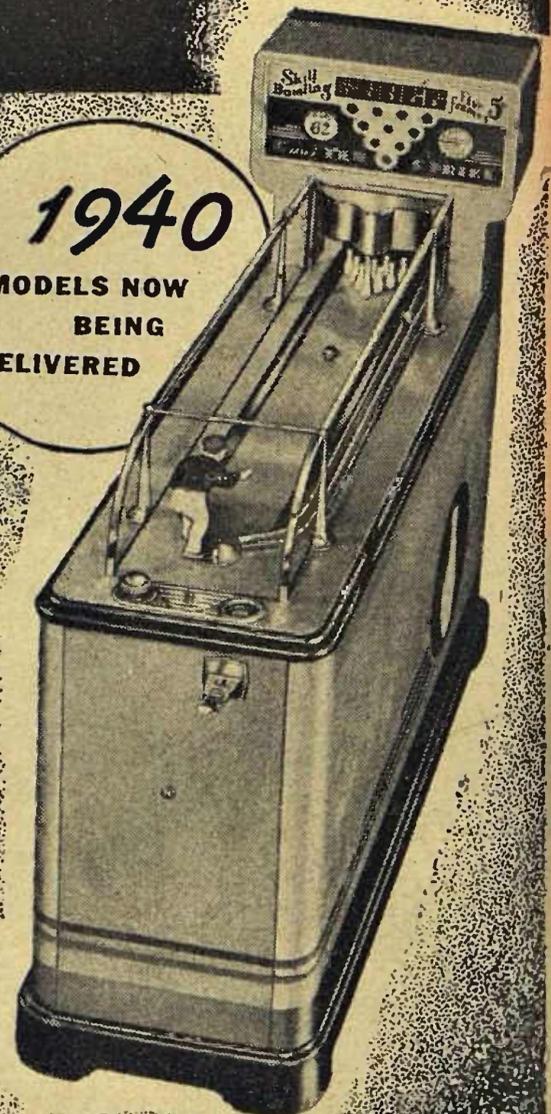
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2 of the country's leading coin machine manufacturers are cooperating to supply the demand for the most sensational legal game of all time. You've got a winner if you're using Rock-Ola's Ten Pins or Evans' Ten Strike.

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Evans' original Ten Strike bowling game created such a tremendous demand that it soon became necessary to add the additional production facilities of the Rock-Ola Mfg. Corporation. Ten Strike hit the spot for operators and location owners alike. For here was an ideal opportunity that yielded rich, dependable profits. Ten Strike was a complete sensation in 1939 and is the operators sure bet for continued prosperity in 1940. For the liveliest, most popular game attraction the industry has ever known, for a continuous source of profits—it's Evans' Ten Strike.

1940
MODELS NOW
BEING
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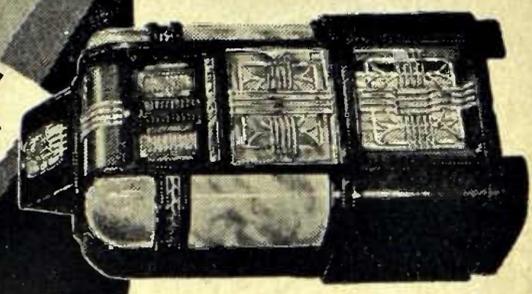
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389 Ohio Street
(Tel. 2-3477)

SAGINAW, Michigan
Edward Heinz
809 Jones Avenue

KALAMAZOO, Michigan
King Pins Games Company
828 Mill Street
(Tel. 4014)

MILWAUKEE, Wisconsin
Becker Novelty Company
2246 North 30th Street
(Tel. KILBURN 3930)

ELGIN, Illinois
Elgin Music & Novelty
112 S. Grove Avenue

CHICAGO, Illinois
National Coin Machine Exchange
1411 Divisadero Parkway
(Tel. BUCK 0466)

MOLINE, Illinois
N. A. Mantle
1011 Fifth Avenue

INDIANAPOLIS, Indiana
Front Wixel
450 Massachusetts Avenue
(Tel. LINCOLN 9232)

GARY, Indiana
J. P. Kramer
416 Gary Street
(Tel. GARY 25936)

KANKAKEE, Illinois
Goussert Sales Company
244 South Schuyler Avenue
(Tel. MAIN 380)

DAYTON, Ohio
Mural Service Company
121-112 East Third Street
(Tel. 82)

CINCINNATI, Ohio
Ohio Specialty Co.
12 W. Court Street

KNOXVILLE, Tennessee
Carl E. Palmer
Pork Hotel

LOUISVILLE, Kentucky
Carl A. Hooper
527-529-531 S. 2nd
(Tel. WOODBATH 4063-BALMONT 2409)

ATLANTA, Georgia
Edgar I. Woodlin
1300 McLendon Avenue, N.E.
(Tel. DEARBORN 7911)

BIRMINGHAM, Alabama
Birmingham Vending Company
2117 Third Avenue, North
(Tel. 3-5183)

ST. PAUL, Minnesota
Lo Beau Novelty Sales Co.
1946 University Avenue
(Tel. NEAR 2828)

SIoux FALLS, South Dakota
Gordon Stout
1331 West 10th Street (Tel. 78394W)

DES MOINES, Iowa
A. A. Becker
859 24th Street
(Tel. 74270)

SIoux CITY, Iowa
Pamiralo Distributing Company
804 Commerce Building

OMAHA, Nebraska
AmusicMatic Service
8099 Cuming Street
Calamia Distributing Company
5129 South 24th Street

KANSAS CITY, Missouri
United Amusement Company
3510 Main Street
(Tel. VALENTINE 3825)

WICHITA, Kansas
Marion Company
569 West Douglas
(Tel. 3-9458)

OKLAHOMA CITY, Oklahoma
Boyle Amusement Company
522 Northwest Third Street
(Tel. 7-5631)

ST. LOUIS, Missouri
Ideal Novelty Company
1578 Market Street
(Tel. GARfield 6072)

LITTLE ROCK, Arkansas
Standard Automatic Music Co.
1200 W. 7th Street
(Tel. 405-84-7924-22450)

MEMPHIS, Tennessee
Earl Montgomery
1014 Union Avenue
(Tel. 2-1700)

BLyTHEVILLE, Arkansas
O. M. Morgan
405 West Main Street

DALLAS, Texas
Fisher Brown
2000 S. Harvard Street
(Tel. 4-5131)

HOUSTON, Texas
Stelle and Horton
1211 Louisiana Street
(Tel. RAIney 4098)

NEW ORLEANS, Louisiana
Louisiana Amusement Company
822 Caspary Street
(Raymond 1710)

BILOXI, Mississippi
United Novelty Company
304 West Howard Avenue
(Tel. 101-102)

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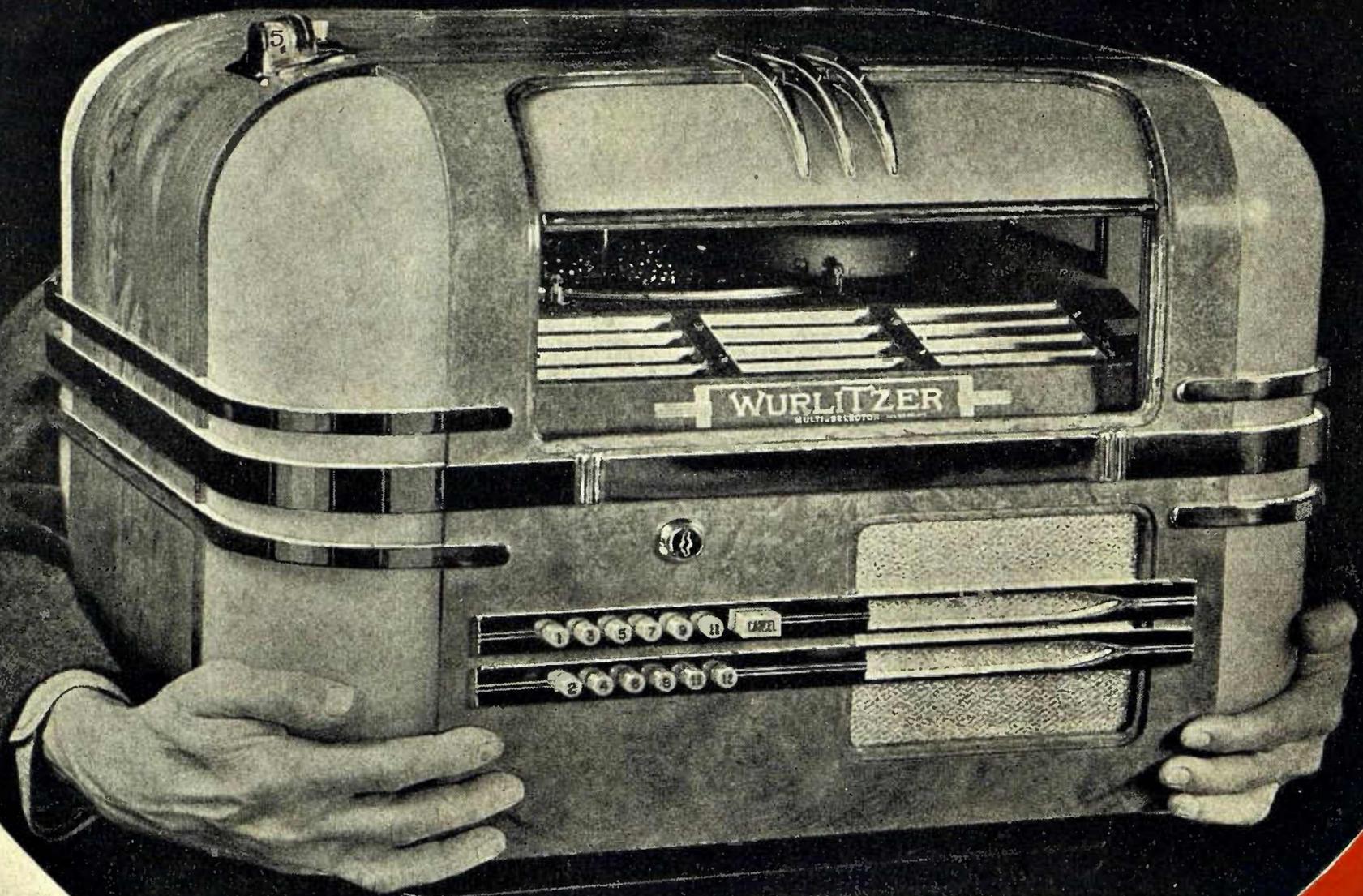
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