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The Billboard

The World's Foremost Amusement Weekly

JANUARY 21, 1939

15 Cents

Vol. 51, No. 3



—De Mirian Photo.

LEO DESLYS
And His Orchestra

A NEW COAST TO COAST "NETWORK"

a powerful factor in making "names"

200,000 AUTOMATIC PHONOGRAPHS

ON LOCATIONS FROM THE EAST COAST TO THE WEST
FROM NORTH TO SOUTH

IT HAS BEEN CONSERVATIVELY ESTIMATED THAT NO LESS THAN

9,000,000 RECORDS

ARE PURCHASED BY OPERATORS AND ARE PLAYED ON THESE MACHINES EACH YEAR

● In the past several years a new "network" has quietly come into being, even more quietly climbed to a place of importance in the musical scheme. This Coast to Coast "hook-up" consists of more than 200,000 automatic phonographs on locations all over the country. Operators of these machines—the men who place them on locations—purchase over 9,000,000 records for them. And millions hear the music played by today's leading orchestras on these machines and thus determine their band and vocal favorites.

● More and more orchestra leaders are coming to the realization that records play an important part in determining their future popularity on one-niters, on location, on any and every engagement. More and more they are learning that they can build prestige and increase the drawing power of their names by turning out the kind of records the automatic phonograph operator will place in his machines.

● The automatic phonograph operators—the men who decide which records will be "broadcast" over this great new "network"—count upon The Billboard to help them determine which records they shall use. They look to the outstanding, authoritative features illustrated in the box at the right to guide them in proper record selections.

What the Records Are Doing for Me---

In this, the operators' own column, the music merchants of the entire nation help one another to select the biggest money-making records. It is a service by the operators and for the operators. When contributing to this column be sure to include the name of the recording, the name of the artist and the type of location the recording goes best in.

Record Buying Guide

An Analysis of Current Songs and Recordings from the Standpoint of Their Value to Phonograph Operators.

Off the Records

By M. H. ORODENKER

Sheet-Music Leaders

(For Week Ending December 10)

Sales of music by the Maurien Richmond Music Corp., Inc., are not included, due to the exclusive selling agreement with a number of publishers. Acknowledgment is made to Mayer Music Corp., Music Sales Corp. 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.

SONGS WITH MOST RADIO PLUGS

Portraits of Record Artists

One of a series of thumbnail biographical sketches of band leaders and other artists whose recordings are enjoying widespread popularity in phonograph machines.

ARTISTS' Management
Salutes
NACOMM
AND GREET'S OPERATORS WITH
A New Series OF
PAUL WHITEMAN
DECCA RECORDS
Including The Billboard's recent Hit Selection, featured in "Operator's Specialty":
"I'M COMIN' VIRGINIA"
"AUNT AGAN'S BLUES"
By Paul Whiteman's Band With Waich for the DECCA Release of Paul Whiteman's "Swinging Strings"
17 E. 45th ST. N.Y.C.
MU. 2-1888

Progressive orchestra leaders—men who know their business—are extending every effort toward making the automatic phonograph operators who control the "network" of 200,000 machines conscious of their latest releases. At the left is a typical example—an advertisement which appeared in the December 17, 1938, issue of The Billboard for Paul Whiteman.

In 1939 . . . in working for your band's progress, don't overlook the new automatic phonograph "network." And don't overlook the help

The **Billboard**

can give you in getting time on this Coast-to-Coast "hook-up."

The Billboard

Vol. 51
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The World's Foremost Amusement Weekly

January 21,
1939

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86 "POSSIBILITIES" CLICK

Ducat Code Still Unsettled; Brokers Continue Exchanges

NEW YORK, Jan. 14.—An exchange of ultimatums between theater ticket brokers and the League of New York Theaters this week will bring about several revisions of the theater ticket code, both parties admitted. An outgrowth of trial of nine brokers Thursday on sundry charges of violating the code is the determination of accredited brokers to continue exchanging tickets with un-accredited agencies as long as the League allows choice seats to get into the hands of non-signers of the code. Despite the League's coup d'etat in rounding up the last outstanding theater for its membership thru a dictum which had forbidden accredited brokers to trade with non-League theaters, there is reported unrest among membership and a threat to revolt against leadership of James F. Reilly, executive secretary. Treasurers at a membership meeting of the Theatrical Managers, Agents and Treasurers' Union last night agreed to appear before the League's grievance committee on charges of code violation.

Before the League's committee of Martin Beck, Sam Grisman, Milton Weinberger, counsel, and Reilly, the brokers, most of whom are members of the Associated Theater Ticket Agencies, testified to exchanging tickets with un-accredited brokers simply because the latter have been able, consistently, to obtain front-row-center seats. Since the League has been unable to prevent these leaks, brokers feel justified in their conduct and have challenged the managers to discipline them on that score. Among the brokers present were William McByde, Postal, Leblang's, Newman's Theater Ticket Office, the Broadway and Philip Furst.

Authoritative rumors have it that one member of the grievance committee exited in disgust after muttering that something had to be done about the present set-up. His move up to the board of governors of the League to rule on the committee's findings.

Earlier in the week the League had issued a bulletin of instructions to the brokers, limiting them to deals with League members. Communication brought a protest from the Associated

Cocteau Not for Kids, Paris Edict; City Sued for 175 G's

PARIS, Jan. 7.—Trouble between Jean Cocteau, playwright, and the Paris Municipal Council, which developed over Cocteau's intention to give school children over 16 years of age two free performances of his *Les Parents Terribles*,

SLA Banquet Set for Toronto

CHICAGO, Jan. 14.—Joseph L. Strellich, secretary of the Showmen's League of America, announced this week that it has been definitely decided to hold the league's annual banquet and ball in Toronto next fall. Exact date has not been set, but it will be during the meeting of the International Association of Fair and Expositions.

Edward A. Hughes, managing director of the Canadian National Exhibition and prominent member of the league, was unanimously chosen as banquet and ball chairman and he promises a gala affair. It is probable the banquet will be held at the King Edward Hotel.

Theater Ticket Agencies, but the issue didn't flare to any heights because the Billmore Theater immediately applied for League membership. Labor Stage, only other outstanding house, was discussed on basis of its belonging to a labor organization, which could not very well become affiliated with an employer group. Avenue wage, however, convinced the League knew better than to arouse the ire of the International Ladies' Garment Workers' Union, which owns Labor Stage.

TMAT after a change of heart resolved that under its new constitution the (See DUCAT CODE on page 10)

Sharp Decline in Purchase Of Broadway Plays for Films

NEW YORK, Jan. 14.—The year 1938 shows a sharp drop in the total number of Broadway plays bought by Hollywood, a 66 2/3 per cent drop in average prices paid per production and over \$1,000,000 drop in total Broadway sales as compared with last year's figures.

The 11 plays sold for picture production in 1938 averaged \$26,773, whereas in 1937 the 18 legit properties averaged \$77,781. Totals for the two years, respectively, are \$294,500 and \$1,400,050. Nineteen plays brought \$678,000 in 1938. Film companies also bought fewer magazine stories and unproduced plays. Magazine stories dropped from 79 to 57. Total plays dropped from 76 to 50.

Considering the 60 per cent drop in

Beckmann & Gerety Get Texas Fairs

CHICAGO, Jan. 14.—A wire from B. E. Gerety, of the Amusement Corp. of America, informs that he has signed contracts for the Beckmann & Gerety Shows to play the Texas State Fair, Dallas, and the South Texas State Fair, Beaumont.

a modern version of *Oedipus*, has brought the enterprising author a harsh letter from M. Le Provost de Launay, president of the council.

In his play, intended by Cocteau to edify students, a mother commits suicide when her son marries the cast-off sweetheart of his father. When the municipal councilors branded the story immoral and particularly unfit for students of any age they were making more than a civic gesture, for Paris owns the Theatre des Ambassadeurs, where the piece is showing, tho it leaves the building.

Both sides stood their ground. Cocteau finally decided to make a legal issue out of the dispute and wrote a letter to the council to which M. Le Provost de Launay replied, calling the mislabeled "a tissue of incoherent lies and vulgarities."

Cocteau's lease on the house has been canceled. He is asking thru the courts \$,000,000 francs (\$175,000) damages from the City of Paris and the reversal of the lease. The opinion of Henry Bernstein, playwright and producer of the *Gymnase*, was sought. He had long sought (See COCTEAU NOT on page 10)

Check-Up Shows Pic Producers Casting Far Afield for Talent

Breakdown lists 48 making good in pix, 21 in legit, 12 in night clubs and vaude, 3 in radio—comparative 1937 figures in above fields are 28, 11, 13 and 10

NEW YORK, Jan. 14.—Bearing out the charge that Hollywood is digging deeper into other fields of entertainment for its talent, returns on *The Billboard's* "Possibilities" for the year 1938 show a 75 per cent jump over last year in number of hopefuls who cracked silver screen fame and a 39 per cent increase in the number who made good in other fields. Year of comparative plenty for legit musicals reflected itself also in the 21 names making the grade this year, representing a 91 per cent increase over last year. Actual figure comparisons with last year are:

Total names listed in Possibilities—168 for 1938 and 178 for 1937; names which clicked—88 for 1938 and 64 for 1937; pictures—48 for 1938 and 28 for 1937; legit—21 for 1938 and 11 for 1937; night club-vaudeville—12 for 1938 and 13 for 1937; radio—3 for 1938 and 10 for 1937.

Outstripping prophecies was the Yvonne of May Barton. Recommended a dramatic actress for pictures, she turned novelist, publishing *The Single Hound* early last year.

Largest number of indorsed performers for a single enterprise were scooped by the musical *Sing Out the News*, which enlisted the services of Harold Rome and Charles Friedman, who had been singled out by *The Billboard* for their success in *Ring and Needles*, and included in its cast Christina Lind, former band vocalist; Hazel South, colored night club singer, and Ginger Manners, all "Possibilities" recommendations.

In the same branch of show business the Craze Sisters are enjoying limelight in *Hellzapoppin*, along with Hall Sherrman and Betty Hutton. Vitaphone Co. is starting the last two in a two-reel musical-entertaining production. The legit "Possibilities" catalog also includes Ray and Grace McDonald, Isla Valle, Walter Long, Betty Bruce, Rega England, Frank Gaby, Helen Denizen, "Squints" Bohn, Iris Adrian, June Forrest, David Evans, Richard Manning and Guy Klugger.

Among the 48 "Possibilities" who have cashed in on their flicker appeal is John (Julie) Garfield, along with Patricia (See POSSIBILITIES on page 10)

"Cue" Mag Plans Ticket Service

Producer tie-up assures good seats—other publication distrib plans in offing

NEW YORK, Jan. 14.—Coincident with the American Theater Council discussion of suburban community distribution of theater tickets, Cue magazine has announced the inauguration of a ticket service to subscribers. Fillmore Hyde, editor, announced the new department in this week's issue of the publication. Cue service will go into operation immediately, but there will be a delay in the ATC's play to distribute thru department stores having suburban branches. Several other distribution plans are being promoted by private persons for possible tie-up with publications on charge account ideas. Cue has lined up the co-operation of major producers in order to obtain good ticket locations.

Under direction of Lorella Val-Mery, legit press agent, the department will charge 25 cents for delivery of orders made within the 5-cent car-fare radius. Reservations can be made between the hours of 9 a.m. and 7 p.m. The Cue anticipates no difficulty in operation due to the theater's ticket code, the new service would sign the code if by so doing it would avoid trouble. Readiness on part of the producers for current hits to allocate tickets to this new office, however, promises favorable indorsement from the ATC and the League. Bureau is also duly licensed by the State.

Another plan offered, but not accepted, would require subscribers to keep on deposit with the publication a minimum amount to cover cost of maximum box-office prices just in case customer failed to call for tickets reserved at box office. Managers are wary about such a plan, which the public might look up on as another scalper proposition even tho, there would be promise of refund upon notice of withdrawal. Too many sucker subscription plans have been foisted on the public in recent years to give such (See "CUE" MAG PLANS on page 10)

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New Dramatist Pact in Works; Old One Stays

NEW YORK, Jan. 14.—So soon as accelerated negotiations for a new dramatists' contract appealing to motion picture companies, counsel for Dramatists' Guild will this week take the bull by the horns and draw up a legal form and submit it for ratification to both Hollywood and New York producers rather than continue the present never-ending discussions. Even when ratified, the new contract will not supersede the present basic agreement but will merely supplement it, allowing producers the choice of either agreement.

Repeated delays in negotiations have discouraged the group of DO members who have been clamoring for a new deal. The majority of the playwrights, it is claimed, are satisfied with the present contract, preferring the open market bidding for screen rights to the contemplated arrangement which would sell their rights before legit production. Established dramatists favor risking all until after Broadway runs, when they can bargain for better picture terms. Newer scribbers, less certain of bargaining power, will take immediate picture sales, sacrificing larger income for assurance of Broadway production. Play brokers, however, are not convinced that the additional contract will result in many more scripts being sold and produced.

At any rate Dramatists' Guild wants to settle the issue once and for all. Believing that greater headway can be made in that direction when negotiators have a definite text to work on, the Guild will draft a contract embodying DO concessions thus far. Picture and legit representatives can then argue section by section, modifying as they go along.

The new contract, in the main, provides for the sale of picture rights simultaneously with the disposal of producing rights. Prices will be fixed, playwright foregoing continuous percentage royalties. Established authors will probably stick to the higher stakes possible under the present contract.

JOHNNY HODGES, Duke Ellington's sax star, follows up his *Jazz's Blues* with a new tune, *Wonderful*, written in collaboration with Ellington. Vocalion releases a disc of it in February.

LEO DESLYS (This Week's Cover Subject)

LEO DESLYS started his cabaret singing career in 1922 in *Marrero*-New York Bar, where he featured a balladeering style that he shortly afterwards dropped in favor of smarter, more sophisticated songs. The change occurred in London, in that city's music halls and in well-known clubs like *Ciro's*, the *Embaasy* and the *Cafe de Paris*. Deslys also had his own night spot in the English capital, the *Edelton Mowbray*, but gave it up in 1929 to go to Paris as a star of the French stage and cabarets.

He appeared at the *Casanova* in Paris for six months with such success that they decided to build a new place for him, called the *Monsieur*, where, according to Leo himself, some weeks he got paid and others not. During 1930-'31 he had two very successful seasons in *Blarlett* at the *Casanova* (managed by the same firm that operated the *Madam's*), and then he decided to return to America and try his luck in New York's night club world.

His first engagement here upon coming back was at the *Lido Club*, which turned out well artistically but not financially, with the result that in January, 1932, Deslys started a two-week engagement at the *Simon Club* on West 53d street, New York. After his first performance the management was ready to call it quits due to a surprising unappreciation of sophisticated songs; after a few nights, however, the bosses, to quote Leo, "got used to me" and instead of staying for a fortnight he remained for 18 months.

Then came appearances at the smart *El Carron*, the *Pisco Figue*, the *El Morocco* and the *Spiny Place*, all in New York. He followed these successes by getting married and taking a two-year sabbatical from the entertainment field. But, like all artists, he could not stay away from it, and he is now back once more, currently fronting a 15-piece band at *Le Mirage*, week-end side rendezvous of New York society.

Possibilities

CLEANED BY MEMBERS OF THE BILLBOARD STAFF

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

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

For RADIO

BEATRICE HOWELL—Impersonator and character comedienne with the Benny Davis act, caught last week at *Loew's State*, New York. An attractive brunet, she is adept at excellent vocal imitations—on the satiric side—of film stars, male and female. A promising comedienne and should be ripe for a spot on an air program. Also recommended for film shorts.

For VAUDE

IRENE COOT — attractive young colored acro dancer who is superlatively good in her line. Caught in *Policy Kings*, short-lived legit musical at the *Hayes Theater*, New York. She stopped the show cold by doing a series of sensational stunts. Working with ease, grace and assurance, she puts across her tremendously difficult routine with a maximum of effect. Strongly recommended as a single or as feature of a unit. Also rates a spot in better legit shows than the one in which she was caught.

AFM-Film Confab Postponed Again

NEW YORK, Jan. 14.—Confab between major picture producers and the American Federation of Musicians on Wednesday (11) regarding increased employment for pit orchestras was again deferred, this time until April 17. Joseph N. Weber, AFM president, said no definite line of action had been agreed upon but that the producers were aware of the AFM's problems and showing a co-operative attitude.

Queried whether the union would strike in the event producers would not come to terms, Weber stated such an eventuality was too distant to consider now. With talks postponed again, it is felt that the AFM pit situation may hang fire until the Federation's annual convention in June.

El Brendel Jr. Cites Need For a Ballroom Men's Org

PHILADELPHIA, Jan. 14.—An aggressive organization to protect ballroom operators and dance promoters was urged this week by El Brendel Jr., prez of the dormant National Ballroom Operators' Association and manager of the Scottish Rite Temple. The only group of ops that have banded together effectively for the welfare of the industry, he said, was the *Lowry* group headed by Tom Arber, and he decried that lack of interest of members in his own organization. In a plea to his membership he pointed out that many benefits can accrue to ballroom operators by concerted action.

There are many existing evils that could be bombed, he said, including the routing of bands in cities in the same area within a short space of time, thus robbing them of their box-office power. For example, a band will play *Williamsport, Pa.*, on a Wednesday and the next day turn up in a town 30 miles away, depending on virtually the same dancers for the draw. Brendel said if his organization were effective it would be possible to set up a clearing house for all bookings that would check routes and prevent such situations. Brendel also said some action should be taken against booking same bands in theaters and then peddling them in the same areas as ballroom attractions. Potential ballroom patronage who catch the band

San Fran AFA in Plan To Organize Apprentice Group

SAN FRANCISCO, Jan. 14.—Local board of the American Federation of Actors has approved plan which may set up an affiliated apprentice group.

Idea, according to Al Smith, AFA representative, is to organize youngsters in talent and dancing schools who give public performances. Membership fee would be 25 cents monthly. Smith said that while the AFA has power to enforce its demands on public performances, it has no control over amateurs. He said that those in the junior group could eventually graduate into full membership.

However, before the plan could be put into effect, Smith declared, the matter would have to be put up to the AFA national council. Sully Rand was appointed by Smith to look into the plan.

Smith's action was begun when the *Oakland Post* of the American Legion announced a juvenile talent quest, with the purpose of awarding scholarships, units to play in various show houses. Something of a miniature *Major Bowes* idea.

Smith said that the thing could become extensive if the Legion should adopt it on a national scale and that it might prove harmful to professional performers. He said that he had proposed to the Legion that it supplement its amateur shows with one or two professional acts.

Philly Union Smacks \$300 Fine on Society Maestro

PHILADELPHIA, Jan. 14.—Glen Williams, 21-year-old society maestro currently at *Arcadia-International Restaurant*, was fined \$300 by the local musicians' union this week for allegedly offering to hire a man under scale. Altho Williams vehemently denied the charge, the heavy fine was levied by the trial board.

The young maestro said the complaint was brought against him by a member of his orchestra who was discharged because he refused to travel out of town with the band. The union is also holding part of the salaries of the Williams crew in escrow because of suspected kickbacks, which Williams also denies. He contends that the union officials are prejudiced against him because of his youth and society background.

Representing the producers in the talk with Weber were Sidney R. Kent, Barney Balaban, Nate J. Blumberg, George J. Schaefer, Harry D. Buckley, Leonard Plicker and Joseph Isaacs. These execs, in the order named, repped *20th Century-Fox*, *Paramount*, *Universal*, *Radio-Keith-Orpheum*, *Columbia* and *Warners*.

Thru Sugar's Domino

LACK of sympathy with a man's philosophy or cause does not necessarily imply lack of sympathy or respect for the man. In fact, one of the factors that go towards making a real man is his ability to inspire affection and respect for him in persons who are definitely opposed to the things for which he stands. By this standard and by many others Henry Chesterfield, for more than a generation the heart and soul of the NYA and its related social and charitable projects, was a real man. His untimely and sudden death last week has left thousands of show people, including this scrivener, with a feeling of loss. Chesterfield was a charming, forceful and able man. He brought happiness, suavity and sunshine to countless numbers of performers. Regardless of the utilitarian and easily discernible motives behind the generosity of those who provided him with the wherewithal to do his work among those of the performing profession, Chesterfield did his job well. So well, in fact, that as the years passed and up until the time the decline of vaudeville weakened the structure that the vaudeville magnate had created for him Chesterfield's influence became greater and greater as a godfather to performers who were in want of food, shelter, hospitalization and a few kind words said over their earthly remains after the final curtain had been rung down.

Who did not always agree with Chesterfield. The bare truth is that we disagreed with him more times than not. But we never had the occasion to refer to him honestly as other than a gentleman truly of the Chesterfieldian school. In better days Chesterfield was well compensated for his work, but none could say that he had not well earned the money he was paid thru the patronage of E. F. Albee and the pennies, nickels and dimes contributed by the public to the NYA's traditional basket collections.

Not long from now the heated battles that were fought on the performance front will be well nigh forgotten by the former combatants, and those who had not fought will hardly sense what it was all about. Even now the old hatreds, party lines and feuds are things of a partly faded past. What remains, thanks to the mellowing effect of time on human hearts and recollections, are the clearly etched figures of men who had the courage of their convictions; who gave no quarter and fought even until death for the things in which they honestly believed. Heroic and blameworthy it might sound at this time, in another era that is more peaceful politically but less so economically, there were such men and they will be long remembered as men. Chesterfield was among them. He had courage. He had a big, bump heart. In the acting and vocational sense this erstwhile Theoplian was well cast for the role he played.

It was ironic that the man who had participated in more funeral services than any other well-known figure in the show business should receive his death summons at a funeral service in which he was playing a conspicuous part. Many of us probably gave thought at this in whimsy to the immortality of this man who seemed so many 50 their graves and carried on from year to year with growing vigor and robustness. Ironically, too, was the incident of them being included among those who ministered to him at the last a man who in the antithesis of things for which Chesterfield stood. But Death is a great leveler. It takes from us those whom we love and revere; it softens us towards those who have borne arms against us, leaving us legacies of tolerance and understanding that only a glimpse into eternity permits us to see with true clarity.

We shall miss Henry Chesterfield. We already miss with a nostalgia that cuts deeply the era that he represented. Shoptalk about routes—real routes—split weeks, full weeks—booking offices that contract for 20 weeks and give out only 15 weeks—(How many of us can do that 15 weeks today?)—negotiations over scenery bills—ownership of material by the Keith office—blacklisting of acts—competitive fights between Albee, Marcus Loew—the Shuberts as vaudeville magnates—Bill Morris's fights with the combine—Max Hart and his suit—all of (See *SUGAR'S DOMINO* on page 9)

Broadway Beat

By GEORGE SPELVIN

A actor, answering a casting call the other day, was asked to come back for another reading, but said that he couldn't because he was committed to do a little picketing; and further questioning elicited the information that he had to picket in connection with the recent taxi strike. . . . The casting director explained that he has been driving a cab between plays and doing very nicely, thank you. . . . The *Kickerbooker Holiday* cast got itself a dose of extra rehearsals after playing the show pretty loosely the other night. . . . By the way, who polishes Walter (Stuyvesant) Huston's silver peg—and is it strictly a union worker's function? . . . It's queer that the management of *The Pygmalion Path*, the Buckner-Hart opus presented by George Abbott, completely dodges the fact that the play was adapted from Victoria Lincoln's *February Hills*. It's particularly strange in view of the fact that the connection was announced a couple of years ago. . . . Quite a few of the drama defenders didn't mention the novel at all—but the dramatization is fairly faithful to the parent. . . . George Balanchine is planning a series of Sunday night dance concerts featuring Mariejean and using some of the girls in his ballet for the Met. . . . The two-piano recital by Ethel Bartlett and Rae Robertson at the Town Hall Sunday afternoon was a very, very beautiful session. . . . Guy Palmerton is seriously ailing in a local hospital, the medics being unable to localize a bronchial infection.

Now that old leader Joe Venuti has come to an understanding with magician Paul Rosini on the why and wherefore of "a tiny walk," the hot fiddle is passing his verbal Mickey Flans to neighbor Mary Jane Walsh. One night last week at the Belmont Plaza's Glass Hat Room Venuti announced to the customers that Miss Walsh would not appear because she had laryngitis—with the addenda, "That's what they told me to say." It was all the waiters could do to stop Miss Walsh from throwing an ash tray or an ax for that matter—at the ensuing maestro. And to add fire to the feud, when the crowd demanded an encore from the fiddler he further glibbed, "I can't do a thing—my larynx is broken!"

Bill Robbins is the only agent in the Palace Theater Building who has a piano in his office; the building doesn't permit pianos. . . . But it does permit radios—it does indeed. . . . Pedro Vall, manager of the Club Gaucho, plays the clarinet with the rumba band and speaks Spanish—but he's really a Greek (Petrol Valiance). The club's owner, Dimitri, was born in Egypt of Greek parentage. . . . Night spots—the new melting pot? . . . In his desire to fry the inflated premiere in the Screen Guild show to a crisp, Leonard Carlton, New York Post radio columnist, got away from himself and doused the word "digestible" with two negative prefixes, thereby automatically returning it to its original meaning; "undigestible," he said. . . . Ada Horman and Dorothy Harnes are now assisting Dick Mocker in press agenting Ralph Hite's local hotbed. . . . Statistics: It took a local press agent to figure out that Bill Saunders, maestro at the Montpelier, has played 111,000 numbers in his 13-month stay at the spot, all neatly calculated on the basis of a minute and a half. . . . For several years Boris Aronson thumbed his nose at the brush and comb, but now he's represented by both *The Merchant From Youngers* and *The Gentle People*. . . . Zeb Silver, hillbilly act, recently gave his tick musical washboard to William Knudsen, head of General Motors; Knudsen saw Carver perform and asked him for a washboard to add to his collection of curios and odd musical instruments. . . . A member of the WPA Federal Theater is an astrologist; he examined his books and the stars and emerged with the definite statement that it wasn't in the cards for him to get a public slip. . . . But he did.

Indian Revue in Seattle

SEATTLE, Jan. 14.—An All-Indian Revue is at the Spinning Wheel, downtown cabaret, featuring the Wayne Family; Raymond Wray is now on the

WPA Non-Reliever Rule

ALBANY, Jan. 14.—Non-relief WPA workers have been made eligible for unemployment insurance benefits in this state following a recent decision by the Unemployment Insurance Appeal Board. Commissioner Frieda S. Miller has placed the non-relief WPAers in same category as claimants from private employment, and ruled that a non-relief worker may file a claim for benefits on any day in which he performs no actual work for the government.

Magician Ties In With Rotary Clubs On Southern Tours

SHAMROCK, Tex., Jan. 14.—Employment opportunities for road shows working this and adjacent territory are good, according to reports of performers, with musicians, stagehands and city officials doing everything possible to give live attractions a break. Unpleasant note creeping into situation, however, is fact that shows coming into the area sometimes prove to be badly produced and dressed, despite big advance build-up. Managers, however, are on the lookout for good stage attractions.

George Marquis, magic turn recently playing around Shamrock, show in his second year on the road, with scarcely a breathing spell. Claims that organizations such as Rotary, Kiwanis and Lions clubs are particularly co-operative.

Last week the Rotary, Lions and Kiwanis clubs met in joint session to "welcome" Marquis to Plainview and to Pampa, Tex., and in Amarillo the Rotary Club co-operated with Marquis in insuring him a packed house.

This sort of tie-up enables acts and units to play audiotiums and halls on guarantee and percentage arrangements and to compete successfully with the straight movie houses.

Show Legislation Up in Nebraska

LINCOLN, Neb., Jan. 14.—Nebraska's unicameral legislature is now in session, weighing the recent statement of Governor R. L. Cochran, who said amusements were not necessarily luxuries nor to be subjects of luxury taxes. Because they were the poor man's sole relaxation Cochran's statement was made before 60 showmen here. He said a tax on any box office was not looking the rich, but soaking the already overburdened poor man. Cochran submitted that the State even recognized some amusements as necessities, having definite appropriations in the budget for the 18 State institutions for motion pictures and tobacco, a move making them necessities in the eye of the law.

Even so, films have five measures to look out for: a 5 or 10 per cent tax on gross film rental and gross box-office take for assistance purposes; theater divorcement; two-man booth for labor; \$250 per house graduated occupation tax on chain theaters; and possibility that film programs may be limited by legislation to 150 minutes in consideration of PTA's howl against the length of dual features.

Carnivals and circuses still have the threat of legislation which is designed to keep them out of Nebraska a month or more ahead of the State fair, and the State fair may try to get across some refinancing of the bonds (\$230,000) on the grand stand. If the fate of the anti-ASCAP bill is decided by Federal Court as to constitutionality during introduction of bills, there may be a new try against music combos.

New Series of Legal Opinions

In the next issue, in the Carnival Department, will appear the 12th of a new series of legal opinions of special interest and benefit to people concerned with prize contests. It will be titled *Legality of Prize Contest*. One of these articles appears in the last issue of each month. The author, Leo T. Parker, is a well-known writer and lawyer.

Is a Musical Act an Act or Music? Don't Ask the Unions

NEW YORK, Jan. 14.—Despite a "settlement" by unions some months ago, night club performers who accompany themselves instrumentally, or who use an accompanist, are still in a dither over union complications. Last year American Federation of Actors and American Federation of Musicians agreed that when music was incidental to an act it came under jurisdiction of AFA. Accompanists, however, according to Jack Rosenberg, president of Musicians' local 802, come under jurisdiction of musicians' union.

In cases where night club entertainers are obliged to join musicians' union, the problem becomes more acute in that musicians work under a six-day week contract, whereas AFA members usually work seven. Rosenberg says he will get together with AFA to clarify matter.

In some instances acts have been so confused and subjected to such pressure that they joined both unions. For example, the Bo Brummels, comedy turn using comedy instruments, now at International Casino, are members of both 802 and AFA. Al Trahan is also a member of both.

Recent instance bringing the complex situation into relief was that involving Natalie Paris, singer booked into the Victoria Hotel last month. Miss Paris, who is accompanied by a pianist, was approached by 802. Pianist joined, but

finger refused, claiming she was an AFA member. Pianist, according to 802 ruling, was barred from playing the spot for a year, and union threatened to pull hotel orchestra in event Miss Paris would not join. *Paris*, becoming panicky, came out. (See IS A MUSICAL ACT on page 9)

Get into the Road Show Business
Hundreds of men are making big money operating Talking Picture Shows in theaterless communities. We rent 16 mm talking pictures for from \$20 to \$25 per week, and rent and sell Projectors.
Write today
Ideal Pictures Corporation
Dept. B.B.
28 East 8th Street, Chicago, Ill.

AT LIBERTY
ICE SHOW AND PORTABLE FREEZING UNIT WITH 40x60 TANK COMPLETE. WANTED BUREAU UNIT, 20 PEOPLE. This Show Touring Hawaii and Orient. Is Open for Engagements in the U. S.
Write
ED FERN
Honolulu, Hawaii.
Or Write
E. K. FERNANDEZ
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HUGE ARENA AVAILABLE
for six months during
WORLD'S FAIR
GAY BLADES Ice Skating Rink, Broadway at 52nd, in the heart of New York. 100x225 feet, balcony all around. 60 feet ceiling. NO POSTS OR COLUMNS. Rare opportunity April-October. State use intended. L. I. BRICKER, 1658 Broadway, N. Y. C.

THEATRE EQUIPMENT NEW & USED
MOVIE SUPPLY CO., Ltd.
712 S. WABASH AVE. CHICAGO, ILL.

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

THE FILM WEEKLY AUSTRALIA
Covering the Motion Picture and Entertainment Field Generally.
Conducted by KEVIN BRENNAN.
105 City Terrace, Building, Pitt Street, Sydney, Australia. (See THE BILLBOARD.)

ROOFLESS PLATES 3 POINT SUCTION FEATURE!
Featherlight—no painting—Natural Taste—Made in U.S.A.—No Spreads—Flavor like the real thing—Keeps clear month—3 1/2" Round—100 per 100 lbs.—50-day trial. Write for FREE Monthly Pamphlet. 24-Hour Service. HOD LAM.
1941 Hod William Bldg., Tampa, Fla.

Broadcasters, Agents Not 'Service' Outfits

WASHINGTON, Jan. 14.—While singling out hotels and restaurants for intrusive service establishments exempt from the Wage and Hour Law, general counsel last week issued an interpretation which does not include radio broadcasting companies and advertising agencies in that privileged category. The opinion, however, is subject to alteration by the courts or the Administrator. The act specifically mentioning night clubs in its interpretative statement, counsel is understood to class them with restaurants and hotels.

"We recognize that the foregoing companies (broadcasters, agencies, etc.) perform services," it is nevertheless our opinion that such enterprises are not, in the ordinary case, sufficiently similar in character to retail establishments to be considered 'service establishments' within the meaning of Section 13 (a) (2)," explained the official statement.

Theater Dance Group Impresses

NEW YORK, Jan. 14.—Theater Dance Co. presented another program of modern dancing last Sunday evening at the ANMA Dance Theater here. This is the dance group that has been attracting attention because of its efforts to theatricalize and make more commercial the modern dance idea.

The dancers are successfully getting away from the now heavily stylized modernistic movements and are doing a good job with both heavy dramatic and lighter comedy subjects. The program's highlight was *Ode to Freedom*, (choreography by Eleanor King). The finale was outstanding, too. It was a group of satirical numbers that won quick audience response because they were snappy, light and understandable miracle for modern dancing.

By Alf, Eleanor King and Alice Dudley were among those most prominent. Leon A. Arkus management. John Colman accompanied most of the numbers.

STOCK TICKETS
ONE ROLL... \$ 30
FIVE ROLLS... 2.00
TEN ROLLS... 3.50
FIFTY ROLLS... 15.00
100 ROLLS... 29.00
ROLLS 2.00 EACH!
Double Coupon.
Double Price.
No C. O. D. Orders
See Single Tick. 1x2 1/2"

HAPPY NEW YEAR
Have You Ordered Your 1939

TICKETS
If Not, Then Send Your Inquiry to
THE TOLEDO TICKET CO., Toledo, Ohio, U.S.A.

SPECIAL PRINTED
Red or Machine.
10,000... \$ 6.95
30,000... 9.95
50,000... 12.75
100,000... 20.00
1,000,000... 150.50
Double Coupon.
Double Price.

STRIKE UP TO AGENCIES

WSAY Eyes Deal As MBS Outlet

ROCHESTER, Jan. 14.—Gorton Brown, owner of WSAY here, is hoping to make a deal with the Mutual Broadcasting System whereby his station will join the ranks of that web's affiliates. Station, which has no affiliation now, is a 100-wattier nighttime, 250 watts daytime.

Winston Thornburgh, recently appointed national sales manager of WSAY, was in New York last week. He talked to Fred Weber, general manager of Mutual, on possibilities of joining.

Powell, Blondell To Do Waxings

HOLLYWOOD, Jan. 14.—Dick Powell and his wife, Joan Blondell, are reported set to do a transcription series tentatively called *Sweethearts*. Program will be produced by Radio Attractions, which is now selling the *Fu Manchu* waxed show. The Powells are to do a guest spot from New York next week on the new Ethyl gasoline show.

NEW YORK, Jan. 14.—Radio Attractions is setting plans for two new radio series, one based on a film series and the other in a cartoon strip. Film show is the *Hopalong Cassidy* series. Bill Boyd, who does the pix, will also be in the air show. Cartoon series is the *Five O'Clock* syndicated cartoon.

Another Sponsor To Ride With "Ranger"

NEW YORK, Jan. 14.—The Lone Ranger picked up another sponsor this week when General Baking signed to sponsor his doings on a number of stations. Bakers bought "Silver" for a group of Colonial network stations for New England, Columbus, Kansas City, Oklahoma City and Enid, Okla. This is sponsor number umpteenth for the profitable Western opera, which has about 40 different baker sponsors in about 100 cities.

Dr. West, dental products, had Ranger on WAAB, Boston, but is shifting to *The Green Hornet* with the General Baking purchase. Toothery could not take larger New England coverage. *Howe* is produced by Kings-Trendle, producers of Ranger.

General Baking, agencyed by B.B.D. & O., also has Ranger on WOL, Washington.

NBC Starts Chi "Town Meeting"

CHICAGO, Jan. 14.—NBC has completed plans here for a "town meeting" similar to *American Town Meeting of the Air*. Local show will be called *WGN's Town Meeting*, with Samuel Stevens, dean of Northwestern University's Liberal Arts College, acting as mediator. Preview introducing the new stint will be aired next Tuesday, to give a "proper build-up" with the first regular show starting January 21 for a full hour.

First subject has been tentatively set as "City Management Form of Government." Idea is to have prominent individuals participate from all thru the Midwest, but with emphasis centered on Chi.

NBC Grabs Renewals

NEW YORK, Jan. 14.—National Broadcasting Co. has secured one-year renewals on five accounts. Lowell Thomas' *The Day's News* has been inked for another year by the Sun Oil Co., beginning January 20. Four dring accounts renewed are *Ross Aces* for Amcin Co., effective January 31; *Mr. Keen, Tracer of Missing Persons*, for Blooded; *American Album of Popular Music*, for Bayer Aspirin, effective February 5; and *Manhattan Merry-Go-Round* by R. L. Watkins Co., in the interest of Dr. Lyon's Tooth-powder, effective February 5.

Gesundheit!

NEW YORK, Jan. 14.—On the Fred Allen show this week one of the commercials dealt with an actress who lost a part in a show because she sneezed. This led to the plug, part of which was delivered by House Jameson.

When he was finished, Jameson walked away from the mike—and sneezed.

Jessel Set for New Local Show

NEW YORK, Jan. 14.—George Jessel will be starred in a new radio program starting between March 15 and April 1 for Reid's ice cream product. Show starts as a local program but station has not been decided. With Jessel will be Richard Himber's Orchestra.

Program was sold by Ben Rockefeller through the Fedler & Ryan agency.

Chi BBB Settles 500G Damage Suit

CHICAGO, Jan. 14.—Settlement has finally been reached between Chi's Better Business Bureau and the Taylor Washing Machine Co., according to the latter's attorney, Harold A. Fein. Over a year ago Taylor Co. filed suit against BBB asking \$500,000 for damages allegedly received when the bureau induced radio stations WBBM, WJJD, WIND and WCFL to refuse advertising from this account. According to Fein, final settlement involved no cash at all, but merely a lifting of BBB's ban on the firm's advertising media.

Immediately after this settlement, Taylor, thru the Charles Silver agency, began negotiations with WBBM for buying time for a transcribed show but for some not-quite-clear reason, the washing machine company's deal for time fell thru. One report was that station still did not want to take a chance on any lagging other sponsors, but another report has it that the agency muffed the works by squawking over available time. Anyway, deal did not go thru.

CBC Reports Surplus Of \$88,000 for Year

TORONTO, Jan. 14.—The annual report of the Canadian Broadcasting Corp., released by Gladstone Murray, general manager, shows an operating surplus for the fiscal year ended March 31 last of \$88,024. Revenue of the corporation from radio license fees (\$2.50 per radio), advertising and interest on bank deposits totaled \$2,253,725. Expenditures, totaling \$2,165,701, included programs, \$1,068,419; operation of stations and studios, \$393,968; and general and administration, \$146,688.

Fixed assets of the corporation increased \$702,887 during the year, and of this \$500,000 was financed by an interest-bearing loan from the government.

Applications for television licenses will be considered only when they come from parties financially capable of conducting research and for experimental purposes only.

Flour Show Has New M. C.; Old One Quit; He's Now Texas Gov.

PORT WORTH, Tex., Jan. 14.—With W. Lee O'Daniel, master of ceremonies and sponsor of the Hillbilly Flour Co. broadcasts, being inaugurated governor of the State of Texas January 17, the Hillbilly programs on WBAP, Fort Worth, and the Texas Quality Network will be turned over to O'Daniel's sons, Pat and Mike, who have been members of the Hillbilly band since the campaign days of last summer. Pat O'Daniel also has been named president of the Hillbilly

Only Way To Avoid Radio Walkout Is Seen in Agency Action

By JERRY FRANKEN

NEW YORK, Jan. 14.—A strike of radio actors, members of the American Federation of Radio Artists, looks as most certain now. Best chances of avoiding this strike are in the hands of advertising agencies, which may stop the strike by reopening negotiations with the union. Following AFRA's walkout from a meeting with the American Association of Advertising Agencies, the union's national board held a long session, after which the union locals were ordered to hold meetings on or before January 21 to vote on the question of a strike. However, this order does not mean merely that a strike is yet to be decided. It actually means that a strike will be called unless by some major upset the locals should decide otherwise.

There are a number of reasons for this condition. In the first place, the scale proposed by AFRA and offered the agencies by the union was the scale asked for and approved by the union membership. In the second place, at its recent convention the union authorized its negotiating committee to call a strike if at least such a step was warranted, and the national board action unquestionably stemmed from optimism given by the negotiating committee. In addition, AFRA is firm now, according to spokesmen, in stating that there can be no compromise. Spokesmen point out that the scale proffered was the scale requested by the membership. Finally, AFRA members have been told to prepare themselves for a strike.

Agency Men Show Concern That there is concern among agency

men is quite evident, the situation providing a chief topic of talk, since AFRA left the meeting with the Four A's Chief question in the agency field is whether AFRA will really go out, and if so, is it strong enough to make a strike effective? Agency men state that while broadcasting would certainly continue, an effective AFRA strike would reduce radio to the level of 1929. Agency men also realize that AFRA has a strong weapon in that the public is today strongly labor-conscious.

There is definite resentment in certain agency fields in the belief that one of two agencies are making the entire group suffer. There are many agencies whose scales are now at a level with or above the AFRA demands. There are several below that, with one special case. The question is asked why all the agencies should suffer as a consequence of the misdeeds of one. Union protagonists answer this by saying that there is no reason agencies now paying AFRA scale or better can't sign without the Four A's and that the agencies could prove their faith by so doing. Union members feel that at least a year has been wasted in the dealings with the Four A's, which could ultimately only recommend and not bind its members to contracts. It is generally felt that a compromise should be worked out. The union's scale is high on several counts. It is felt, while the counter-scale offered by the agencies is, on the other hand, much too low. However, the union, dealing action on other scales in the show business, knows that the minimum will also very likely become the maximum and that a scale often leads to salary losses for some.

Union Position Strong

E. Roosevelt Offers 10-Yr. Lease on KTHS

LITTLE ROCK, Ark., Jan. 14.—In his proposal to buy KTHS, Hot Springs NBC link, Elliott Roosevelt has offered to form a management corporation to direct the station provided the Chamber of Commerce, owner, increases the power from 10 kw. to 50 kw. He proposed that the now company be capitalized at \$150,000. Arkansas citizens to hold controlling interest. Estimated cost of increasing wattage is placed at \$175,000.

Roosevelt proposed to pay the chamber annually for 10 years one-tenth the cost of increasing the station's power, plus "a reasonable interest" on the investment and a guaranteed \$5,000 annual return. At the end of 10 years the company headed by Roosevelt would return the station to the chamber in guaranteed operating condition.

Roosevelt's plan would not require the approval of T. H. Barton, oil magnate, who recently agreed to call off purchase of KTHS providing he be consulted before the station was sold or leased to any other interests.

Roosevelt plans to allow the Chamber of Commerce at least two hours daily for advertising the Hot Spa. The radio committee of the chamber has taken the proposal under advisement.

The union is every impartial observation is regarded as in a strong position. If in the future it is to mean anything at all it must sign a scale with those in control of commercial network broadcasting. Round-table talks, as in the past 10 months, do not seem to have been productive, and the present campaign was the only logical conclusion. Unlike Equity in its unsuccessful motion picture strike, AFRA has a strong membership and the support of the important name performers.

The problem of such stars as Jack Benny, Fred Allen, Bing Crosby and others is a difficult one to answer. Benny and Allen, for instance, are really producers and employers as well as actors. If they did not go out and thus violate their contracts with their sponsors the members of their casts would, and the stars might go on an AFRA unfair list. These stars might be in the middle, facing suits if they break contracts by facing blacklisting and labor antagonism if they do not go out.

A strong AFRA weapon is its affiliation with the Associated Actors and Artists of America, AFL performer international, including Equity and the Screen Actors' Guild. An AFRA strike might thus mean that Equity and Guild members would not work on strike radio programs, as an ultimate possibility the closeness of the unions is proved by the fact that AFRA stems from Equity and was financed by Equity, SAG and American Guild of Musical Artists' money.

Impartial opinion is that a strike can be avoided, but only if the approaches toward settlement come from the advertising agencies.

A strike would not affect sustaining broadcasts. In the contracts with NBC and Columbia covering sustaining salaries the networks were given this protection inasmuch as they have no control over commercial program payment.

AKRON, O., Jan. 14.—Gene La Valle is the new production manager of WJW here. Will serve as program director. Formerly at WHK-WCLE Cleveland, and broadcast daily on Mutual.

"Gateway to Hollywood"

Reviewed Sunday, 6:30-7 p.m. Style—Dramatization. Sponsor—William Wrigley Co. Station—WABC (CBS network).

Wrigley Co.'s new program is an amateur show, on a very busy basis to be sure. It guarantees featured roles for the two winners in an RKO-Radio picture to be called *Careers*. This tie-up means ample exploitation and merchandising angles, but what the program needs, if the first is a basis on which to judge, is some entertainment.

Program is under supervision of Jesse L. Lasky, one of the picture business' great names and veteran producer. Lasky introduced the idea of the show, to try out an actor and actress each week, with the winners to get not only the leads in the pic, but new names. Boy will be known as John Archer; girl, Alice Eden. Lasky also introduced, as guest, Cecil B. DeMille, explaining that he and DeMille had always been together whenever either or both started something new.

Camille Patten was the girl on this show, Ralph Bowman the boy. They played in a little house called *No Greater Love*, a Civil War "drama" by Peter Dixon, who's written—much better stuff and nothing worse. Miriam Hopkins, as another guest, supported the two candidates. Story was nothing on which to judge acting ability, but at least Miss Hopkins held on to her drawl to the end, others dropping it along about the second side. Wilbur Hatch did the music and Charles Vanda supervised the production.

One plug was atrocious. Lasky said to the aspirants just as one sketch started, to "Chew Double Mint gum, as he has seen countless stars do just before camera roll." His voice is just good for radio.

Scripts are needed urgently.

Franklin

"Open House"

Reviewed Tuesday, 6:45-7 p.m. Style—Variety. Sponsor—William J. Barker Co. Station—WICC (Bridgeport, Conn.).

Featuring Phil Porterfield, this is the first of a six-week series of twice-weekly programs from the New Haven studios of WICC. Porterfield creates an atmosphere of bachelor solitude even to the inevitable puppy. Does a rambling monologue and then bursts into several songs. Displays a nice baritone voice.

Frank Harburt and Dave Ramsey, piano duo and stars of many Yale campus productions, supposed to be guests dropping in to relieve Porterfield's solitude, did several nice inter-pretations. Guest stars will be changed weekly.

Commercials were nicely given by Mac Laskowitz.

"History in the Making"

Reviewed Sunday, 9:30-10 p.m. CST. Style—Dramatized news. Sponsor—Sinclair Refining Co. Agency—Federal Advertising. Station—WBM (Chicago).

Idea of this show is not new, but is exceptionally well done. Historical news-making events are linked to contemporary reverberations, dramatizing the chain of consequences and results. Program caught, for example, led off with a dramatization of Frisco's Preparedness Day parade bombing in 1916 and then hopped to Tom Mooney's recent pardon. Other events depicted were the history of China's open-door policy, French con-

Program Reviews

EST Unless Otherwise Indicated

"Sweetheart Serenade"

Reviewed Wednesday, 7:45-8 p.m. Style—Musical. Sponsor—Manhattan Soap Co. Agency—Franklin Bruck. Station—WEAF (New York).

Jack Berch, baritone, reappeared on the air later this week with a 13-minute songster thru which the sponsors hope to make listeners Sweetheart Soap-conscious. Show is on twice weekly, Wednesdays and Fridays.

Berch has a pleasing voice which he displays in a well-chosen potpourri of songs. Baritone doesn't limit himself to any one type; following something like *Your Eyes Are Deeper Than Your Heart* with Kreisler's *Stars in My Eyes* and topping them off with *This Girl's Be Love*. Does his own announcing personally and in general turns in a better-than-average quarter-hour of this type.

Singer is backed by an instrumental trio which never gets out of hand and into a listener's hair. Electric organ predominates and makes for a smooth accompaniment. Berch uses last year's film song hit, *You're a Sweetheart*, as a theme, naturally enough. Richman.

"Twenty Years Ago and Today"

Reviewed Wednesday, 7-7:15 p.m. Style—News comment. Station—WHN (New York).

Sam Shayon, Panchon & Marco Agency official, has in some sense of the word become a commentator, with a program built around news of 20 years ago and its similarity to current events. Program at one time was on the air as a dramatization but apparently has been revised to a straight commentary.

The highlighting of news as practiced by Shayon has no new twists, except of course for the contrast; and even they have just a slight tint of comparison. In his comments Shayon sounds a little Gabriel Heasterish, but falls in spots to maintain a high pitch of interest in his effusions. Some of the time, however, he goes off with an air of authority and evokes periods of interest.

Selection of subjects seemed worthwhile and very close to the current of popular thought, but the actual material didn't lend itself to very much comparative value. As an example, the comparison of the Palmer Red raids of 1919 to the present attacks against Secretary of Labor Frances Perkins as similarities of intolerance doesn't hold up. A keener sense of news perception is needed in the writing of the scripts. Plainly speaking, the material isn't startling enough for this type of program to make a dent in the public mind.

Zett.

Screen Actors' Guild Show

Reviewed Sunday, 7:30-8 p.m. Style—Variety. Sponsor—Gulf Refining Co. Agency—Young & Rubicam. Station—WABC (CBS network).

Gulf Oil's new program is the result of a deal between that firm and the Screen Actors' Guild, the world's oldest labor union, whereby SAG members will appear without pay, Gulf to pay the talent costs into the Motion Picture Relief Fund. Only steady members of the

show will be George Murphy as emcee and Oscar Bradley's Orchestra.

First program was plenty of entertainment and set a good mark for following programs to shoot for. Talent, plus those mentioned, had Jack Benny, John Crawford, Judy Garland, Reginald Gardiner. Kid songster got the show off to a flying start with one of her typical slow and fast about numbers and later did a repeat. She helped pace the show very well and warrants a return. Gardiner did his locomotive imitation routine, a classic bit of foolery, and scored to generous laughter.

Benny and Miss Crawford worked together, leading up to a sketch wherein Benny was to prove his potency as a screen lover. It was a pretty funny sketch, but the pay-off, the high spot and the biggest laugh was a bit of studio business. The radio audience was effectively barred from knowing what the punch was.

Murphy is a genial emcee, altho on this show he had little to do. Bradley's music, of which there was rather little, was bright and pert.

"Tune Up Time"

Reviewed Thursday, 10-10:45 p.m. Style—Variety. Sponsor—Ethyl Corp. Agency—B. B. D. & O. Station—WABC (CBS network).

New show to plug the Ethyl lead antiknock gasoline has Walker O'Keefe, Andre Kostelanetz and his orchestra, Kay Thompson and a choir and guest stars. Program is on the air at the same time as radio's best variety program, the Bing Crosby show for Kraft Food Products. To get an audience commensurate with the size and cost of the new show the Ethyl series will have to improve. The debut program was fairly entertaining, with the customarily excellent Kostelanetz music and the singing of the guest, Lily Pons (Mrs. Kostelanetz), outstanding. O'Keefe has always struck me as a comedian on the verge of being really funny and he held to that on this show. There were one or two good laughs, but nothing scoko. Certainly nothing to make stanch Crosby followers turn dial.

Comedian serves, of course, as emcee, with comedy spots coming out of a March of Time take-off old stuff. Banter with Miss Pons and a sketch burlesquing the current movie trend to go in for family films; that is, the Hardy, Jones family genre. Best laugh came out in crossfire with the singing star when she commented that opera is often tragic because the composers dealt so often with death and one never knew when the end was to come. O'Keefe asked for which Metropolitan she was working.

Musically the show was fine, altho Miss Pons didn't guess it right when she chose to do *My Favorite*. Kostelanetz's music, of course, is excellent; arrangements are in his typically sweeping and colorful style and the music was played to fit. Choral group, with Miss Thompson, was likewise good.

Commercials were well done, built on the fact that Ethyl Corp. makes no gasoline, but sells the tetraethyl to refineries. Paul Stewart, working as a dumb guy trying to figure it all out, turned in a nice job, while the actual selling was handled by Dan Seymour, crackerjack radio salesman.

At most other times this show would have a much better chance, but it's up against radio's most adult vaudeville show.

Franklin.

"Ski Express"

Reviewed Friday, 8-8:30 p.m. Style—Talk and music. Sustaining on WNEW (New York).

Program is WNEW's concession to the increasingly popular sport of skiing, as indulged in by a growing number of New York City residents. Thirty minutes try to add those who go to the alpine and jumps, offering help and instruction, in addition to detailed weather reports of skiing conditions.

Large portion of the show is concerned with those reports, covering many of the accredited ski sections of New York and New England and compiled with the co-operation of the Central Ski Committee and *The New York Sun*. Instruction end of the program comes from Cik Nelson, ski expert on each week with a different lesson and mightiest authority

on the art of sliding down hills vertically. Rezy Morosani, head of a European ski school, was interviewed on the program caught.

Lessons are couched in technical terms and mean less than nothing to listeners whose aching thrills are received in a numbered theater. To those who know what it's all about the instruction is no doubt helpful. Nelson's Swedish dialect goes with his subject, but it's a bit difficult to understand and makes him sound more like El Brendel than an authoritative lecturer.

Sandwiched in between the talk is a transcribed ork playing several pop tunes. Swiss chansons might be used to better effect, pops sounding slightly out of place in the ski atmosphere. General interest and value of the show to ski enthusiasts are obvious, but Mr. Average Man will find it pretty short on standard entertainment angles.

John Jaeger produces and emcees, with Hal Moore doing the announcing. Richman.

"Poetic Paradise"

Reviewed Wednesday, 9-9:15 a.m., CST. Style—Poetry and music. Sustaining over KWK (St. Louis, Mo.) and KWOS (Jefferson City, Mo.)

Allen C. Anthony brings his excellent reading voice to this 25-minute stint in a series of simple poems, ably backgrounded by Rich Hayes, organist. Anthony possesses a voice for poetry, and without the usual drippy sentimentality that seems to permeate most poetry programs he has here an appealing offering that won't miss, particularly with the women.

Anthony doesn't try any of the so-called "deep" poetry, but confines his selections to popular, well-liked and well-known compositions of favored poets. When caught he handled a particularly difficult group of poems without seeming to get slushy about it at all. Rather refreshing to find a poetry reader who doesn't attempt to put tears in his voice.

Ready for sponsorship. Jackson.

Liz Arden Promises To Honor and Obey

WASHINGTON, D. C., Jan. 14.—Elizabeth Arden Sales Corp., Elizabeth Arden, Inc., and Florence M. Lewis, trading as Elizabeth Arden, have entered into a stipulation with the Federal Trade Commission to discontinue misleading representations in sale of cosmetics, including Ardena Veiva Cream Mask, Eight-Hour Cream, Venetian Orange Skin Cream and Ardena Orange Skin Cream.

The Arden group promises not to say that the cream alone or in combination will remove or prevent wrinkles or that the preparations lift muscles or affect the contours of the face in any way, that they refine or nourish the skin or that they are recommended for skins lacking natural nutritive qualities.

Material Protection Bureau

A Free Service for Readers

ATTENTION is directed to The Billboard's Material Protection Bureau embracing all branches of the show business, but designed particularly to serve the Vaudeville, Night Club and Radio fields.

Those wishing to establish idea of material priority are asked to enclose descriptions of same in a sealed envelope, bearing on its face their signature, permanent address and other information deemed necessary. Upon receipt the packet will be dated, attested to and filed away under the name of the claimant.

Send sealed packets, accompanied by letter requesting registration and return postage, to Elias E. Sugarman, The Billboard's Material Protection Bureau, 6th Floor, Palace Theater Building, New York City.

The Bureau takes every reasonable precaution to safeguard packets submitted for registration with the Bureau but does not guarantee or assume any liability in connection with same.

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BILLY SWANSON

and his MUSIC ON TOUR

Consolidated Radio Artists

RAY KINNEY

and his Native HAWAIIAN ORCHESTRA NOW APPEARING

Nightly at the Hawaiian Room, HOTEL LEXINGTON New York.

Also with His ALOHA MAIDS in the New Musical Hit, "HELLAPOPPIN"

and with the Air via NBC Saturday, 9:30 P.M.—Sunday, 11:30 P.M.

Talking Shop

By JERRY FRANKEN

Vital Statistics

Much reading matter this week. Two of the new digests, *Radio Digest* and *Listeners' Digest*, to hand. Also the NAB's *ABC of Radio*; Max Wylie's book *Radio Writing*, a promotion piece from Mutual; and another, called *Nudge*, from WRIC, Greensboro, N. C. The digests look interesting, interesting enough to make people say something like, "I didn't know radio had such good stuff." But both are steadfastly unoriginal in format and I still wonder if people will pay a quarter for them. The NAB's booklet is a nice job and should do some good for the industry. I haven't gotten to *Radio Writing* yet. Mutual's brochure is a fifty, but a mile too long. *Nudge* is "cute"—and I can't think of another word for cute, which is a horrible word.

Even tho' not asked, the opinion is volunteered that I go for Johnny Mercer's contributions to the B. Goodman (Came) show. . . . Al and Lee Reiser, working to get away from their rep as strictly piano fella's, have augmented their o'rk on the Scheerer beer show to 18 men, and have given up their NBO sustenance. Seems like as far back as I can remember the feres were doing their two-keyboard stuff for that job.

Things are happening to Lanny Ross. He celebrates 10 years in the business; is thrown a party by music publishers and throws friends a costume party in which guests are to come disguised as songs. I go as is. Song title—*Deep in a Dream*.

Maxon agency, to foil scribes calling both NBO and the agency for information. Please tickets, keeps no tickets, but sends them to NBC. Which reminds, Alexander Woolcott's contribution on his second *Info Please* appearance was nil—but his Stephen Foster tribute on the *Tropic Key* was superb. CBS press release credits Lynn Murray with discovering Earl Rogers, latest CBS singer. This is phonous, Rogers, born Emanuel Rosenberg, got to CBS and Murray thru Jerry Lester. The *Billboard's* own actor-columnist.

Goodie Ace's, fast o'er "I'm going to the moon and I hope I break even. I can use the money." Appointment of Fred Willis, assistant to William S. Paley at CBS, to post of director of short wave operations for the network is supposed to be "fraught with significance." Praught is a good word for punning, which has, of course, nothing to do with the appointment.

Sid Loberfeld, writes to say he's been sports broadcasting a dozen years and please say something. Okay, Sid Loberfeld has been sports broadcasting a dozen years.

Mark Warnow is back from Florida. Went to spend some time with Mrs. Warnow, recuperating from an illness.

10 NBC doesn't believe in and favor liquor advertising on radio how come Schaefer show is still on WCAP, which is only an owned and operated station? . . . Dorothy Beckman, WQXR, is spending her vacation on skis.

WCAU Wins First Joust With PUC

PHILADELPHIA, Jan. 14.—Dauphin County Court, Harrisburg, last week granted an injunction to WCAU to restrain the Public Utility Commission from enforcing the new State law forbidding the airing of race track information.

The restraining was granted as the result of a suit instituted by Dr. Leon Levy, president of WCAU; and 20 other Pennsylvania stations. Levy contended that the law was unconstitutional insofar as it discriminated against radio stations in favor of newspapers.

McKesson-R. Affair Costs WOR Hunk of Business

NEW YORK, Jan. 14.—Aurora Laboratories, which started a series on Mutual this week, canceled its time on New York because of the McKesson-Robbins (Sapeta) mix-up. Company makes cold tablets and was working out a distribution deal for the New York Territory, with the McKesson company to handle this distribution. WOR was canceled.

Company now plans other distributing methods and hopes to have a New York set-up ready by fall. Program features Stella Unger in Hollywood chatter.

"ABC" Sketch

MILWAUKEE, Wis., Jan. 14.—Station WTMS here is dramatizing *The ABC of Radio*, booklet published by the National Association of Broadcasters to give listeners a better understanding of why and wherefore of radio. Show has a narrator, who also answers questions posed by a booklet. Music and sound effects used by way of illustration, etc. Program is a quarter-hour Friday night show, written by Harry Eldred, station p. a.

WFIL Howls Over WCAU's "Ex" on Inaugural Airing

PHILADELPHIA, Jan. 19.—WFIL is raising a howl over the exclusive rights granted to WCAU to air the inaugural ceremonies of Gov. Arthur H. James in Harrisburg next Tuesday.

WFIL, which had an inside-track with the outgoing Democratic administration, got a polite brush-off by the bipartisan committee in charge of the inauguration.

Insiders see in the situation a result of the close political alliance of WCAU's Lery Brothers with the James administration and a slap at the WFIL interests, which were the fair-haired boys of outgoing Gov. George H. Earle.

WFIL was told by the inaugural committee that WCAU's coverage would take care of the Philadelphia area. Other stations in the State to air the program are WHP, Harrisburg; KDEA, Pittsburgh; WGBL, Scranton; WRE, Wilkes-Barre; WBAX, Wilkes-Barre; WPAN, Allentown; WFBG, Altoona, and WKLB, Sunbury.

FCC Segregates Lawyers, Press

WASHINGTON, Jan. 14.—Federal Communications Commission has taken steps to separate the sheep from the goats. This week, "to relieve the congestion in the information office," the commission split its hand-out rooms to segregate the press and the lawyers which for some time have overrun the press room. Newspaper and trade paper men will be served by duly appointed information officers, but lawyers will have to use another room set aside for their use. Also press has experienced inconvenience of attorneys grabbing every available phone to wire clients, so attempt had been made by the FCC to provide better facilities. However, present change does not make reporters buoyant as new press relations has brought its own disillusion since inception.

Complaint now is that stations aren't the only ones censored—recent episode of reporter asking for copy of civil service letter to Chairman McNinch brought promise from the chairman that it would be forthcoming. An hour or so later the information office informed the reporter that the "chairman had changed his mind." Net result was word to press that the information office was changing the chairman's mind.

A definite belief exists among reporters covering FCC that the information office is entitled to limited tolerance for errors, but flash-in-pan innovations have created more misunderstanding than goodfellowship; attempts to "plug

Press Agents Set "Schedule" For "Per Clip" Payment System

NEW YORK, Jan. 14.—Independent press agents working on space rate payment schedules, instead of straight weekly or monthly fees, have set a "schedule of payment," so-called "schedule" is based on a scale agreed upon by the press agents and their clients as to the comparative values of breaks in various media. Press agents claim that with most clients being constant squawkers and also nagging for more space and less fees, the schedule system works quite to dual advantage.

As the scale drawn by the time grabbers shows, a good week may bring the press agent \$75—provided all sources gave clippings. On the other hand, if

NAB-RMA Map Campaign To Make Americans Radio Bugs

WASHINGTON, Jan. 14.—Efforts by the National Association of Broadcasters and the Radio Manufacturers' Association to radiate radio into every home in America moved forward this week as the NAB laid plans for a joint promotional campaign designed to make every dealer in America a booster for his local station or stations—and the "American system of broadcasting."

Four planks have been put in the NAB-RMA platform in order to make every child and adult American conscious that a radio is a radio and not a piece of furniture. Dealer-manufacturer ads are to stress the entertainment and educational benefits to be derived from home, office and auto listening, while window displays featuring various makes of receivers are to be tied into plugs for local stations. An important stride won by the NAB is reported to be the decision by manufacturers to order their ad agencies to prepare radio copy for dealer use in an equal measure to that of newspaper. Formerly, because of the proof of insertion demand in order for dealers to obtain advertising credits from the distributors and manufacturers, it has been the custom for agencies to

prepare advertising primarily for newspaper use. Now radio will have its fling, presumably, with proof of insertion being the station's receipt.

Four planks of the NAB-RMA movement are: (1) To increase the listening hours; (2) to improve the quality of listening—better receiving sets; (3) to "sell" the variety in radio programs—not furniture for the living room; (4) to sell the "American system of broadcasting," the NAB and the individual stations, in the various communities.

Rather than make a big splash and then end up as a quiet ripple, the NAB-RMA program plans to proceed on a feel-the-ice method, with plans being tested on small scale at first before launching into a nation-wide application. Ideas were exchanged between the NAB and RMA in a joint meeting that week-end with delegates huddled in NAB's new suite atop the Normandy Building. Attitude of the RMA was that the manufacturers and dealers form the "circulation department" of radio, NAB on the other hand explained that the broadcaster supplied the reason for a receiving set. Each needs the other was the conclusion of the meeting, and generalizations were arrived at for submission to the meeting of the RMA board meeting February 2. Each camp has an admitted selfish viewpoint—RMA pushing for more set sales, while the NAB wants general good will and more listeners. The American system of broadcasting is almost entirely an NAB goal to make the average listener absolutely convinced that government stations automatically mean sub-standard programs.

Sees No Reason for Free Sustainer Work

Wayne, Pa.

To the Editor: Summary of the radio situation by Jerry Franken in the Holiday Oreetings issue of *The Billboard* merits a hearty Yes. We all know that radio's use of the talent is here to stay and that there is a principle involved as to remuneration. It is all too true that the "build yourself a name and then get paid by a sponsor" bait has worked. No other well-established industry or profession uses this method.

It is true that radio, which because of its nature could be free from the cinema aspect of "name idolatry," still favors more before personalities than material. With the cinema now expensively working to correct this, radio has an object lesson which should save it time and money in experiment. The public, not the morose mass mind so glibly spoken of, can and does want better production on the air, on Broadway, and from Hollywood. This is obvious, yet many in high position do not see it.

Some of the best productions on the air, in the drama and film are those which have cost the least. Is there any reason why those who have set a standard in broadcasting should not be deemed worthy of their hire? The possibilities for the future thru television and developments in broadcasting are boundless, but in order to proceed in a healthy manner there is a principle in ethical justice that must be met. I believe that we who have served gratuitously on sustaining programs have done so in sincere gratitude for the experience and training.

However, since audition standards are high, radio can well afford to pay all artists worthy of air time a living wage. MILDRED BYEAM FISHBURN.

leaks" have created speedy, streamlined release which mislead correspondents having to meet daily wire.

According to present plans, the broadcasters will give time, the dealers window displays. No agency is indicated for the joint program—with NAB promotional departments being geared to handle the entire job in order to supply necessary co-ordination.

President Neville Miller and Public Relations Director Ed Kirby represented NAB at the recent confab, with Bond Geddes, Frank Mullen, Thomas Joyce, Oswald Schutte and Herb Randell talking for RMA.

Gerwing Quits AFRA Post

HOLLYWOOD, Jan. 14.—George Gerwing, recently named executive secretary for American Federation of Radio Artists here, has resigned. Gerwing replaced Normal Field six weeks ago. Resignation was attributed to ill health. "Until a new man is appointed details will be handled by I. B. Korbium, AFRA counsel."

SUGAR'S DOMINO

(Continued from page 4) these we miss—and Chesterfield's passing hastens the closing of the chapter that was crowded with these things—as vital as life itself in their day—Today only a memory that makes one feel that he is getting old and keeps him from playing his part in a workaday world of radio, talkies, chance games, giveaways, successful and fiasco attempts to revise vaudeville, television, Bobstchek trying to foist life into a stubborn stiff; Olsen and Johnson listening to them talk about vaudeville's being dead and cashing in with vaudeville at a *Star* Hickard box office. . . . Good-by, Henry! Thanks for the memory and better luck in the next town. . . .

IS A MUSICAL

(Continued from page 3) ceded act despite fact that act had contract. Picketing by APA resulted in hotel restoring her job, but band would not play because of 802 pressure. Miss Paris sang sans music for a while, then quit.

According to the APA, edict by Joseph N. Weber, APA president, had it been literally followed by locals throuth the country, would have solved much of the difficulty. But musicians' locals, APA claims, are not co-operating.

Strollers, singer-pianists and singer-accordionists have been hit the hardest by this mix-up. They are used a great deal in hotel lounges and so between-show entertainment in night clubs. Some strolling combos double as cafe dance music. Others put on concerts, and still others work the tables. They usually include singing and in some cases even comedy.

Schedule is as follows for radio breaks only:

Daily Mirror (Nick Kenny).....	6 5
Daily News (Ben Cross or Sid Shalit) 6	
N. Y. Journal-American (Dinty Doyle) 15	
N. Y. World-Telegram (Alton Cook)....	15
N. Y. Times Sunday radio page.....	5
N. Y. Herald Tribune radio page....	5
Any trade paper.....	5
N. Y. Post (Leonard Hartson).....	5
Photograph, any paper.....	10

Radio Talent

By JERRY LESSER

THE love scenes on the Jane Arden scripts have been so torrid of late that NBC censors have taken to toning them down. . . . The life of Mary Sothens may soon make its appearance on the airways. This was the grand show that ran for years for Blind's Honey and Almond Cream. . . . Noel Mills canceled the lead opposite Franchot Tone on the Kate Smith show last week. Script was written by Elaine Carrington, author of Pepper Young's Family. . . . Walter Kinella is in rehearsal with the new Abbott show, Luck of the Irish, which makes its Broadway debut soon. . . . Beatrice Miller has started a new role on Hilltop House, that of Madame Edmon, a Continental character. . . . James Van Dyk is now the banker, Livingston, on the Central City show. . . . Alan Kent has been made a member of the Circus Sains and Sinners. . . . Peter Donald just received his fourth renewal on his Light Up and Listen Club show. To date he has turned out 123 scripts on this series.

Mr. and Mrs. Jay Jostyn were victims of a burglary the other night. Only quick thinking and the fact that Mrs. Jostyn was trained in the theater saved the pair from what might have proved a more serious situation. They were asleep in an upstairs bedroom when Mrs. J. was awakened by a noise in the room. She saw the figure of a man approaching the bed. Using voice 7 E, she called out, "What are you doing in this room. Get out of here. Hurry now." It awakened Jay, who dashed after the man, but he

escaped through rear door. Net loss: a few dollars' taken from a purse and a night's sleep. . . . Phil Cooke's CBS radio appeal for used books for shut-ins drew a total of 74,558 contributions. . . . Stanley Waxman has gone to WLW, Cincinnati, as director-writer-editor. . . . When Claire Trevor appears on the Kate Smith program January 19 it will mark her seventh anniversary since her debut in a New York hit, "Whistling in the Dark." The show opened January 19, 1932. . . . Fred Uital has discarded his crutches for a special cast on his leg and is now using a cane. . . . One of Myrtle Vall's most prized possessions is a rosewood piano originally made for Madame Krafftine Schumann-Beink.

Chick Vincent, of Trans-American, is one of the busiest directors these days, having directed 23 shows and auditions last week. . . . MacDonald Carey, who came here from CHI where he played leads on The First Nighter and other shows, is now doing the juvenile lead on Stella Dallas. . . . On a recent broadcast of Criminal Case Histories, on NBC, there was a lot of shooting, breaking of glass and general confusion as the sound effects portrayed a criminal jumping thru a closed window in the sheriff's office. When it was all over and justice had triumphed the famous warden remarked to announcer Nelson Case, "I'm sure he's glad to get back to prison where it's nice and quiet." . . . Norman Schwartz has been promoted from the traffic department to the post of assistant director at Trans-American.

debut January 25 on the Kraft Music Hall show.

THAT publicity release from the Spooler-Goodman agency telling how the WCFL switchboard was swamped with listeners' squawks during a broadcast of President Roosevelt's speech to Congress because they could not hear Willie Winn, a horse-racing handicapper, usually on at that time is a good example of what the public wants when it turns about in our estimation. . . . Gene Byron is scribbling in some Spanish lessons between broadcasts now in preparation for what Gene hopes will be a trip to Old Mexico. . . . Marge Kerr, NBC publicity scribe, is having a whirl at the mike this week when she is interviewed on Don McNeill's Breakfast Club show. . . . Arthur Sears Henning, CHI Trib's Washington correspondent, is being picked up remotely from the capital by WGN here, the station owned by that newspaper.

Robert G. Venti, Printup was a member of the former piano-playing vaudeville team of Carman and Printup. . . . Fred A. Baxter, president and general manager of WDSN, Inc., Superior, Wis., expects to start construction on his new station in February.

DUCAT CODE

(Continued from page 3)

union was responsible for the conduct of its members and that counsel might appear with the accused before the League's hearing. Hal Oliver, business agent, had given that interpretation to The Billboard originally and agreed that that was the only course of action possible under the terms of that agreement between TMA and the managers. Gustave Gerber, counsel, however, had not supported that attitude until last night.

COCTEAU NOT

(Continued from page 3)

to obtain the Ambassadors lease (he has it now) and, speaking on the Cocteau incident, he said, "I do not wish to take sides in the present conflict, but I desire simply to say if Jean Cocteau had consulted me I should have advised him to refrain from inviting the school children to see his play."

"CUE" MAG PLANS

(Continued from page 3)

a set-up much public confidence, box-office men hold. . . . Report of the ATC plan finds but four department stores interested in suburban distribution. They are Ithaca's, Newark, N. J.; Arnold Constable's, Waukegan, and Saks' Fifth Avenue. In addition to this, the meeting took up the subject of the World's Fair and more or less decided to keep the legit end of the spectacle right here on Broadway rather than in the Flushing area. Plans for the drama festival and international convention were mailed, too.

POSSIBILITIES

(Continued from page 3)

Morison, Sheppard Strudwick and Eve Arden. When MOM releases its Ice Follies, "Possibilities" Beas Ehrhardt will be cutting the ice therein. . . . Film companies have been alert to the value of shorts and two-reelers of outstanding performers in the night clubs and vaudeville bills. Enlisted for this type of screen work have been Barry McKinley, Gus Gee Foster, Edith Mann, Myra Johnson, Barbara Binks, France Sisters, Chester Fredricka, Betty Worth, Linda Hill, Val Irving, Julie Janner, Jerry Kruger, Gil Lamb and Ken and Roy Paige. . . . Others on picture company pay rolls (shorts or features) are Eleanor Lynn, William Lynn, Georges Metzger, Frank Milan, David Oliver, Artie McGovern, Jan Kleppner, Loretta Lee, Paxton Sisters, Anis and Aland, Imogene Coca, Billy Daniels, Charles Foy, Pierre Prunay, Georges and Jaina, William Dewhurst (since deceased), Jean O'Neill, Rex O'Malley, Billie Reed, Edna Sedgwick, Virginia Verrill, the Three Where Brothers, Woody Herman and his band and Gary Leon.

Radio seemed the most difficult field to crash this year. Only three were successful. Presently outstanding is former mayor James J. Walker, who is emceeing WMCA's Sunday visiting hour. Two weeks after Jack Waldron's name appeared in "Possibilities" he became emcee of the WIN Amateur Show. Irving S. Cobb is the third. . . . Orchestra world has witnessed rise of Jack Jenny from trombonist on radio studio staff to leader of his own band, as recommended; now at the Opus Club. Tito, formerly of Mill Britten's Band, another "Possibility," heads his own outfit too. . . . Twelve names found night clubs and vaudeville a stiffling haven. Up from burlesque came Mary Joyce and Countess Nadja, Bernie Miller, Dury product, is now vocalist with Vincent Travers' Band, Artie Shaw, since his 1938 selection, has become a name band, playing vaude and scheduled to go into the Strand Theater early in February. Other achievements in this category are listed for the Deacon Brown Trio, Gloria Day, Ethel Sheppard, Eleanor Tennis, Leo Leiber, Fred Lowry and Linda Moody.

From All Around

PHILADELPHIA Advertisers and Agencies: Lawrence I. Everling has been named second vice-pres of Richard A. Foley Advertising Agency, Inc. He has been associated with the agency since 1919 as merchandising and radio expert and account exec. . . . George H. Pierre joined J. M. Korn & Co., Inc., as head of merchandising activities. . . . T. D. Perry, formerly head of the research department, has been made a member of the copy staff at Atkins-Kynett Agency. . . . Brentwood Knitting Mills, sports wear, has placed its account with J. M. Mathes, Inc., New York City. . . . Charles R. Eyles, pres of Richard A. Foley agency, takes to the speakers' platform this week to address the senior class at Drexel Institute on Advertising as a Career. . . . H. H. Kynett (Atkins-Kynett) is responsible for the multiple prints of ships decorating the walls of the agency. He is an authority on the subject and often lectures on his hobby. . . . Elaine Kinter is a new receptionist at Jerome B. Gray & Co. Mrs. Howard Schuyler resigning to devote her entire time to her family, which is due for an increase some time in March. . . . C. Harold Marston and John W. Clagburn, vice-pres and account exec, respectively, of the George-Marston Agency, returned from Reading, Pa. where they presented advertising plans for the 30 Berkshire Knitting Mills campaign at the company's annual sales meeting.

Ouelton Mazy, manager of WRD, Richmond, Va., back from a business trip to New York. . . . KQV, Pittsburgh, has a twice-a-week show titled "Love-Making, Inc." Sponsored by Spear & Co. Program, among other things, gives mythical lessons on how to make love. . . . Julia notes: Doug Down, program director from Abilene, Tex., and previously associated with many Western stations, has organized a freelance agency in Tulsa, Okla., to produce radio shows. Mrs. Down, formerly Dorothy Demaree, is musical director of KOMA, Tulsa. Harry Schwartz, owner of KOMA and a member of the musicians' local, has been elected president of Tulsa Federation of Labor for the 17th consecutive term.

WLW Items: Jerry Branch, WLW, Cincinnati, engineer, placed in an advisory capacity to James D. Shouse, Crosley Corp. vice-president in charge of broadcasting. . . . Paul Smith of WLW-WSAI newscast, taking his bar exam this week. . . . Dick Kerley, of WLW-WSAI night shift, ill with streptococcal infection. . . . John Conrad, production chief of WSAI, has placed movie trailers into Zanation and Norwood theaters. Eight spots now carrying trailers promoting station's commercials. . . . James Douglas, who has been in charge of all programs for the Central States Broadcasting System, KOH-EPAB, KFOR, Lincoln and Omaha, will leave WLW in two weeks to join CBS in St. Louis.

BEN G. SLATER, Milwaukee attorney newly elected to the Wisconsin Assembly, is believed to be the only radio voter in the country doubling as a legislator. Slater has been heard on WTMJ, Milwaukee, since 1934. . . . John M. Printup, formerly associated with WISN and WEMP, Milwaukee, in sales work, has been named commercial manager of WRN, Racine, Wis., succeeding

Advertisers and Agencies

By PAUL ACKERMAN

BEN POLLET, Compton agency expert on Canada, left for the cold country on Procter & Gamble business. . . . Young & Rubicam's Sam Larnson, who trekked to Hollywood recently for opening of the Screen Actors' Guild show, going to Honolulu on Dole program business. Fred Wils. Y. & B., to Puerto Rico for a vacation. . . . J. Walter Thompson expects to stagger talent on Kellogg variety program so this about two-thirds of the names will appear each week. . . . Lynn McMinnis and Gordon Thompson coming into town with Rudy Vallee program first week in February. . . . John J. Anthony, creator of Good Will Hour, resting in Atlantic City.

Will Yelen, of Tom Fisdale office, back on job after illness. . . . Chicago "Road of Life" program goes on Canadian net beginning Monday (16), and E. & G.'s "Guiding Lights," sponsored by P. & G. White Naphtha in United States and Chiapo in Canada, will be sponsored by White Naphtha in both territories. . . . James Stewart and James Bryan guest on "Silver Theater" January 22 and 23, with Betty Davis and Clark Gable set for SAC show January 22. . . . Raymond Edward Johnson left Chicago to join cast of "Valiant Lady." . . . Six of show's players, incidental, including Joan Blaine, Judith Lowry,

Charles Carroll, Sidney Flon and Johnson—are from the Windy City. As is Manny Sepal, program's sound effects man.

HELEN LEVINE, of WOR program department, and Ben Boeke, producer, are in Florida—but not together. . . . Compton agency not only has its legal department check advertising copy, but also has a specialist within the copy department going thru blurbs with a fine comb. All since Wheeler-Lea Bill and added activity by Federal Trade Commission. . . . Jack Poppole, chief engineer at WOR, is ill. . . . Plenty of legit talent now on the other side of Big Sister, for instance, Mrs. Halls Stoddard, Alexander Kirkland and June Walker. . . . Kelly-Smith last week-end moved into new offices.

NBC notes: Dr. James Rowland Angell, NBC's educational counselor, elected president of the English Speaking Union of the United States. . . . P. Mills, studio engineer, married to Jeanne Marchant, non-pro. . . . Milton S. James, of the statistical department, now with the Social Security Board. . . . George P. Malcolm, official NBC How Do You Do Man, father of a son. . . . B. Wright Mallory, page, promoted to the press department.

Chicago Air Briefs

By HAROLD HUMPHREY

RAY JOHNSON and wife, Betty Calne, have signed off permanently from Chi's airlines to live in New York and try to further their stage ambitions. . . . C. L. Menger, newly appointed program manager at NBC, spent most of the week in New York conferring at headquarters. . . . Another Chicagoan set to leave for the Big Town is Howard A. Jopson v-p. at Blackett-Sampson-Hummerts who resigns effective February 1 to join exec staff of Lord & Thomas there. . . . Ted Peckham, the gigolo agent, was in town squaring Margaret Hillias, star of the Manhattan Mother show. . . . Bonnie Baker, Orrin Tucker's canary, is back at her stand after a siege in the hospital. . . . Al Clark Weber received an honorary appointment to the music committee of the coming New York World's Fair. . . . Don Pedro and his ork are filling in on Tuesday nights at the Blackhawk Cafe, calling it South American night.

trip from the Coast for Mabel Stark, the wild animal trainer, to make a guest appearance on the "It Can Be Done" show Wednesday. After the airing Mabel and Mr. and Mrs. Robert Ringling, of Evanston, Ill., were wired and dined by Eddie Guest, star of the stars. . . . Gabe Ward, of the Hoosier Hot Shots, is a proud papa this week—a son, Ned. . . . Joseph McDonald, NBC legal head here, returned from Washington, where he was attending the FCC hearings. . . . Charles Nevada, sports commentator from WTMJ, Milwaukee, is in town splitting shop talk with some of his brethren. . . . Burrigdo D. Butler, WLS pres, and Glenn Snyder, station manager, are on a business swing thru the East. . . . Brat Morrison, of the "First Nighter" show, is hobnobbing on crutches nursing a foot gashed by a skate while posing for ice-skating pics. . . . Cote Vandemark, operatic soprano from the Netherlands, makes her American

B. E. D. & Co. special all-expense

PUBS MAY WAX OWN TUNES

U. S. Dance Disks Top German Market; Bing and Swing Faves

BERLIN, Jan. 14.—An examination of phonograph record releases in Germany for the past six months shows that American dance music, primarily swing, dominates the market. Consideration is given only to the two major recording companies, Lindstrom-Electrola and Gramophon-Telefunken, all others being of minor importance. Only the latter company has dedicated a label, Brunswick, exclusively to American rhythm music. On Electrola platters you find Benny Goodman and Leopold Stokowski, while their Odéon gives you Louis Armstrong beside Bach's Ave Maria. Gramophon used the internationally known "dog" label for the realm of Kurt Wagner, reserving Brunswick for dance rhythms.

It is also interesting to note that of the 437 records released in these six months, only 36 were recorded in England, all others American importations. Of the American recordings, 162 (37.1 per cent) were "commercial" pop songs, while 239 (54.2 per cent) were of the hot jazz variety. The remaining 36 (8.7 per cent) from England also carried a generous sprinkling of swing sides, principally by Benny Carter, Coleman Hawkins and the French Hot Club Swingtet.

This gives the impression that swing dominates everything else, singling out the individual artists who have the biggest share in the distribution presents a different merchandising picture. Bing Crosby leads the list with 24 recordings, Jan Oster follows with 20, both Jimmie Lunceford and Artie Shaw are present with 18 recordings, 16 for Horace Heidt and one less for Teddy Wilson. Then come Russ Morgan, Connie Boswell, Louis Armstrong, Chick Webb, Bob Crosby, followed by others in lesser numbers.

It is not without interest to see which song titles are to be found most in this list. They are, in order of frequency, Yours and Mine; Vieni, Vieni; with Rosette, The Merry-Go-Round Broke Down and Thanks for the Memory not

far behind. It has to be borne in mind that American tunes and motion pictures reach here with double delay. It is not until they have gained recognition in England do they come to Germany. Besides, because the German film industry is subsidized by the government, very few American films reach these shores at all.

The inclination of Brunswick towards hot jazz is further evidenced by releases of such gems as *Fidgety Feet* and *Clarinet Marmalade* by Fletcher Henderson, Red Nichols' *Whispering* and numerous swing albums.

The writer has been commissioned by Brunswick to release two Classic String Albums, containing some of the rarest recordings by King Oliver, Chicago Rhythm Kings, Elmer Schoebel, Mound City Blue Blowers, the Wolverines, the Cotton Pickers and several of the first Benny Goodman sides.

D. Schulz-Kohn.

Songsmiths to Scripters

HOLLYWOOD, Jan. 14.—It may not constitute a trend, but two songwriters here have dropped the muse of music in favor of script writing. Harry Akst, after years of pop and pie tunesmithing, is working with Lou Breslow on the script of 20th Century-Fox's *Shooting High*, new musical, for his first fling at writing anything other than songs. Jimmy Kern, after a 10-year association with the Yacht Club Boys, during which he supplied gags and music for their comedy numbers, left the act to join Universal as a writer and director. First assignment is to work on the script of Bing Crosby's forthcoming *East Side of Heaven*.

DON MARIO has a new number called *Were Closer Than the Trylon and the Perisphere*, for which he not only wrote both words and tune but drew his own title page as well. Permission was granted to use the insignia and trademark of the World's Fair on the compo.

Sheet-Music Leaders

(For Week Ending January 14)

Acknowledgment is made to Maurice Richmond's Music Dealers' Service, Inc., Music Sales Corp. 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.	Title
1	1	1	The Umbrella Man
2	2	2	My Ravello
3	3	3	Deep In a Dream
4	4	4	Two Sleepy People
5	5	5	Jeepers Creepers
6	6	6	You Must Have Been a Beautiful Baby
7	7	7	All Ashore
8	8	8	FDR Jones
9	9	9	This Can't Be Love
10	10	10	Fordland and the Bull
11	11	11	They Say
12	12	12	I Must See Annie Tonight
13	13	13	Hurry Home
14	14	14	Sweethearts
15	15	15	Heart and Soul

Music Items

Music Men and Matters:

Lou Diamond, head of Paramount Pictures' music interests and the studio's short subjects department, is on the Coast viewing product of indie producers of shorts material. Sam Coslow is in New York after a lengthy sojourn in Hollywood. Nick and Charles Kenny have a one-year contract with Leo Feist, Inc.

Joe Santley and George Mario start work this week in their new posts with Irving Berlin, Inc. Santley leaves Professional Music Men to replace Harry Link as general manager, and Mario comes over from Chappell to assist him. Jacob L. Steigel, New York attorney, bought the rights to 15 Earl Carroll songs, in addition to interests in plays and other property, for \$625. Included among the numbers were old Vanities tunes like *Blue Shadows*, *Once in a Lifetime*, *It's Great To Be in Love* and *Requel*.

George Schottler, formerly in the Bemick Professional department, is now doing similar work in the standard and educational departments of the Warner group. E. B. and Mrs. Marks are in Miami for a two-week respite from Manhattan's chill winds. Bill Wiseman, sales manager for Marks, is on a Coast-to-Coast business junket.

Songs and Such:

It had to happen, and so Sammy Cahn and Saul Chaplin turned out a sequel to *Old Man Mose* called *Old Man Mose Ain't Dead*. Boys wrote it especially for Betty Hutton, blond bombshell with Vincent Lopez's *Band Tempo* Music. Boston outfit will soon release black-and-whites on George C. Mackinnon's *You Set Me on Fire*.

Richard Hageman follows his widely acclaimed scoring job on Paramount's *If I Were King* with the assignment to do a similar chore for *Beau Geste*. Oreste Vinaro, European composer and conductor, did the music to be used in the Theater Guild's production of Stefan Zweig's *Jeremiah*.

Feist is releasing a series of rumbas, tangos and congas, with *Broadway Conga* the first in the series. Tune is by Ernesto Lecuona, composer of *Siboney*, with English lyrics by Walter Hirsch. *Four Padres*, by Eliseo Grenet and Hirsch, will also be part of the series. George Cole is doing the arrangements for both numbers.

Earl Robinson, writer of the song Abraham Lincoln in *Hallelujah*, is introducing a new style of folk singing to New York Night life at the Cafe Society. Irving Siegel is following the lead of the Gerahwin number, *Love Is Sweeping the Country*, by specifically describing how. Two of his new composes are *Colorado Sweetheart* and *Sweetheart of Wisconsin*, released by Joe McDaniel Music Co. Richard Markel collaborated on the script. Charles D. Kingsbury on the lyrics.

Idea Outgrowth of Recording Impasse; Viewed as a Threat

NEW YORK, Jan. 14. Several important music publishing houses are weighing the pros and cons of a move, unprecedented in publisher circles, to record their own songs. Implanting of the idea in pub's minds is directly attributable to the current impasse reached between them and the recording companies in regard to issuing new licenses to the wax factories to cover the separate fields of manufacturing discs for home use and for coin-operated machines.

Irving Berlin, Inc., is thinking seriously of going into the recording biz and is negotiating with World Broadcasting Co. a radio transcription and record outfit. Saul Bornstein, Berlin v.-p., expects to come to a definite decision within two weeks. Lou Bernstein, head of Shapero-Bornstein, likewise has such an idea in mind, although his plans are nebulous at the moment. Chappell has already made what might be considered the first move by contracting with Liberty Music Shops, operating a chain of music stores, to record a number of pieces from *The Boys from Syracuse* and *Leave It to Me*, scores of which it publishes. Liberty outfit in the past has dined special artists with particular appeal to society patronage. Chappell tie-up is the first in large-scale pop operation. Other pubs are angling with Muzak, wired record services.

Pubs' recording intentions are thought in some quarters to be nothing more than a threat or a scare for the recording firms in order to force them into line. At present discs are making a few new songs, using stock arrangements, and releasing under the compulsory statute of 2 cents a side. Pubs are endeavoring to have them negotiate separate contracts for coin machine sales, with the ultimate goal that of licensing the machines, with a hoped-for \$3,000,000 yearly added income from this source. Records have shown no willingness to accede to pub's demands so far. The publishers' recording plan may be only a threat, the fact still remains that they haven't much to lose by such a move and stand to gain considerably over their present income from records.

Possibility exists that the record companies may work out a plan whereby they could give the 4 cents a disc asked by the pubs for coin-machine distribution and make up the loss by an adjustment of record prices. Instead of the present 75 and 35 cents per disc recorders may price their product at 65 and 45 cents. Total amounts to the same thing, but the additional revenue from the increase on the cheaper records, sales of which are much greater than the 75-cent brand, might make up the difference of the larger royalty payment for machine selling.

Neb. Plans New Anti-ASCAP Bill

LINCOLN, Neb., Jan. 14.—ASCAP is not out of the legislative woods in Nebraska after all, according to Senator Frank Brady, who authored the anti-ASCAP bill which is now in process of court test here. Brady says regardless of the action of the court, which will probably be adverse to his bill, he's prepared to submit another to the present Legislature which will seek to get around the objections listed by the court to the present one.

"They can't stop us from compelling registration of every song title and ownership of it with the secretary of state's office," said Brady. He estimated a number of other ideas were in the wild to strafe music combs attempting to do business in Nebraska.

Gene Blazer is on the ground for ASCAP.

Songs With Most Radio Plugs

"Jeepers" Creeps to Top; "Love" in Runner-Up Slot

Songs listed are those receiving 10 or more network plugs (WJZ, WFAP, WABC) between 3 p.m.-1 a.m. week days and 11 a.m.-1 a.m. Sundays, for the week ending Thursday, January 13. Independent plugs are those received on WOR, WNEF, WJCA and WHN. Film tunes are designated as "F," musical production numbers as "M." Based on data supplied by Accurate Reporting Service.

Position	Title	Publisher	Plugs
3	1. Jeepers Creepers (F)	Witmark	33
5	2. This Can't Be Love (M)	Chappell	25
4	3. You Must Have Been a Beautiful Baby (F)	Remick	22
1	4. Thanks for Everything (F)	Robbins	21
2	5. I Must See Annie Tonight	Bregman	21
14	6. Hurry Home	Spiel	21
21	7. Simple and Sweet	Miller	21
7	8. Get Out of Town (M)	Chappell	19
8	9. FDR Jones (M)	Chappell	18
17	10. I Go for That (F)	Phonous	18
10	11. Deep in a Dream	Harna	18
8	12. They Say	Witmark	18
12	13. What Have You Got That Gets Me? (F)	Phonous	17
6	14. My Ravello	Robbins	16
11	15. I'll Have Eyes (F)	Phonous	16
11	16. Umbrella Man	Harna	16
15	17. You Look Good to Me	Bregman	15
15	18. It's a Lonely Trail	Berlin	15
12	19. Room With a View	Bregman	14
12	20. An Old Curiosity Shop	Feist	14
9	21. Ya Got Me (M)	Lincoln	14
9	22. Could Be	Santley	13
21	23. Lovely Debutante	Pox	13
11	24. What Do You Know About Love?	Marks	13
16	25. Between a Kiss and a Sigh	Santley	12
10	26. Two Sleepy People (F)	Phonous	12
23	27. Have You Forgotten So Soon?	Berlin	11
20	28. I Long To Belong to You	Red Star	11
16	29. All Ashore	Shapiro-Bernstein	10
19	30. Angels With Dirty Faces	Fischer	10

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New York — Cleveland — Kansas City

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Little

JOE HART and his ORCHESTRA

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HERBIE HOLMES and his ORCHESTRA

Currently Palace EGGWATER BEACH HOTEL, Chicago, Ill.
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currently featured LANTZ MERRY-GO-ROUND, Dayton, O.
Exclusive Management
FREDERICK BROS. MUSIC CORP.
New York — Cleveland — Kansas City

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FLORENCE DAVIS Electronic Piano RUSS BODINE
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JIMMY BARNETT and his ORCHESTRA

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New York — Cleveland — Kansas City

Orchestra Notes

By M. H. ORODENKER

Cotham Cab
ANOTHER of Benny Goodman's star pupils is being primed for a maestro's career, trumpeter ZIOGY ELMAN preens on platters, as did his aide-de-camp, Harry James, cutting his first tooting on Bluebird. . . . bursted back in Benny's mind, the thought shared by Willard (MCA) Alexander, is for every instrumentalist in the band to eventually blossom out in front of his own band. . . . under Goodman-Alexander guidance and sponsorship. JOHN HARMOND, dean of the swing critics, drops his pen for a return to the platter factories. . . . joins American Record Corp. (Brunswick-Vocalion) as associate recording director and talent scout—his talent quest reaching out for material writers as well as artists. . . . juggling of band properties among the percenters finds FERDE GROFE coming back to the CRA fold; JZZY GROVE taking over the management of EDGAR HAYES; VINCENT TRAVERS going over to William Morris Agency, and General Amusement Corp. (R-O-K) adds The Dukes and the Duchess, cocktail combo, to the rolls. . . . MITCHELL AYRES aired his grievances before the R-O-K execs, but it's no go as far as a release is concerned. . . . CHRISTINE EDWARDS, formerly with the Chicago office, takes over the CRA publicity desk here. Florentino Barrets moving to the club department. . . . AFM's G-men have been investigating New York band bookings below the Minors-Dixon line and the evidence already collected makes some really beautiful fireworks fodder.

On an Eastern Wing

Encouraged by the success of Paul Whiteman's concert last Thursday at the Stanley Theater, Utica, N. Y., when 2,300 devotees stormed the house, M. H. WALDRON, prez of Continental Orchestra Corp., is planning on other similar presentations to follow. . . . already has Benny Goodman penciled in for a concert next month. . . . Waldron has also set JAN CAMPBELL at Utica's Riverside Club, starting an indoor stretch this week. BILL SCOTT opens a 10-week period the 26th at Belvedere Hotel, Baltimore. . . . LANA and her ork draw a holdover for the remainder of the season at Laurel-in-the-Pines Hotel, Lakewood, N. J. RONNY ROMMEL lingers at Chilton Ford Pavilion, Rosendale, N. Y. . . . ROLAND YOUNG, former bass player with Rommel and now fronting his own combo, is one-lighting it in New England under management of E. S. Edwards.

Cocktail Combos

LEAVE it to the ingenious big-little bands for instrumentation unique that makes for music distinctive. JOHN GART, who draws a holdover at Shelton Corners of Shelton Hotel, New York, draws all his inspiration from the electric socket. . . . boasts an all-electric foursome, including the Hammond organ, vibraphone, guitar and a fiddle equipped with a battery which electrifies the tone. EDYTH and HER SOPHISTICATES start a fortnight's stroll the 29th at McQuire Hotel, Evansville, Ind. THE THREESTRINGS take in a return trip to Baltimore this week to give the sipping public at the Blue Mirror. . . . THE FOUR AMBASSADORS moved into the Glass Hat Room of Chicago's Congress Hotel, the Four Californians bowing out. TISDALE TRIO are now in their eighth year at 600 Route Restaurant, New York after a pause of several years, during which time he pursued the elusive reward of journalism. ROMNEY HOWARD, chic in St. Marys, O., returned to his former love and has rounded up a cocktail combo, THE CO-EDS. . . . it's a boy-belle foursome with Eddie Maurice and the Gross Sisters, Beryl and Marie. . . . FOUR SQUIRES start strolling this week at Town House, Los Angeles. . . . the PLANNEDUO wind up a stretch with the next month at Spencer Hotel, Marion, Ind. . . . the SWING BUSTERS stroll into Tampa Terrace Hotel, Tampa, Fla., this week for three weeks.

On a Westward Wing

In Chicago circles, EDDY BRANT'S Rhythm Boys take over the Stevens Hotel stand on the 27th, Carlos Molina boxing out; ORLIN TUCKER draws a

new holdover ticket at Palmor House, remaining in the Empire Room thru April 12 and BILL CARLSEN takes in a four-week return trip to Triamson Ballroom on the 21st. . . . Bill's dickerings for a release were for naught and his band is still wedded to MCA. . . . in San Francisco, LEON MOJICO opens this week for a month at El Patio Ballroom, and JOSEPH SUDY has his option taken up at Sir Francis Drake Hotel for the February month. . . . O. V. Tavern, new Cincinnati niter, lights up with WILL HAUSER teeing off for a five-week stand. EMIL VELAZCO starts the 21st at Madura's Dancehall, Whiting, Ill. Hanging thru February 16 among the barnstorming bands, BLUE BARRON adds the March 4 date at IMA Auditorium, Flint, Mich., and CARL (DEACON) MOORE a February 6 stand at Shrine Masque Auditorium, Springfield, Mo.

Doings in Dixie

BUBBLES DECKER is breaking in a new band at Westwood Supper Club, Richmond. . . . spot becomes a CRA exclusive as a result of Billy Shaw's flying trip to the Virginia town. . . . en route to Rice Hotel, Houston, RUSS MORGAN plays the March 8 date at Mayfair Club, Tyler, Tex. . . . MEL CROCKER leaves Hotel Metzger, Salem, O., and MCA behind for Richmond Club, Lexington, Ky., and CRA. . . . at the Florida resorts, MAURIE ROSE returns this week for his second season at Ringling Hotel, Sarasota; IRVING SIEGEL locates at Herby's Night Club; West Palm Beach; WALT LAESER camps at Cabin Club, Ft. Lauderdale, and ABE LYMAN starts February 7 at Royal Palma Club, Palm Beach. . . . BENNY MEROFF, using Arthur Schutt's band, plays the January 25 week at Loew's Theater, Washington.

New York Bandstand

ARTIE SHAW takes to theater touring on leaving Hotel Lincoln. . . . takes in a fortnight at the Strand, following Leo Reisman February 3, and plays three additional weeks of Warner Bros. time at \$6,500 per week. . . . MCA is bringing KEN BAKER, Los Angeles maestro, to town, opening the 24th at Roseland Ballroom. . . . HAL SAUNDERS goes in to his third year at the east side Montparnasse Restaurant. . . . AL DONAHUE is to return to the Rainbow Room in May, marking his sixth return trip to Radio City's skytop salon. . . . Durrelle Alexander has again taken up her song singing assignment for EDDY DUCHIN, who leaves Plaza Hotel next week for theater touring. BOBBY PARKS holds over at the Plaza, with Jack Maraby and replacing Duchen. . . . VINCENT LOPEZ also bows out this week for the movie palace, returning to Billy Rose's Case Manana in April. ELISEO GRENET, well-known Cuban composer, responsible for Mama Inez and creator of the conga, brings his Flamencos to El Chico, Greenwich Village spot. . . . JIMMY DORSEY has been set for a Strand Theater fortnight starting March 31, following his Hotel New Yorker stand. . . . with Jan Savitt going into Hotel Lincoln, CHARLIE BARNETT brings his band this week into 52d street's Famous Door with four NBC remote shots weekly.

Notes Off the Cuff

FATS WALLER is set for another European tour, sailing February 24 for a 12-week jaunt. . . . JACK BELASCO, well-known Chicago maestro, has been made managing director of White City Ballroom in that windy city. . . . LOUIS PANICO is currently dishing out the dance incentives there. WALTER (MOUSE) POWELL debuts his band February 4 at Manhattan Center, New York; playing the Bensonhurst MCA's Club dance with Ina Ray Hutton. . . . RED NICHOLS takes a swing around the Tommy Archer string of ballrooms, playing the Rigodon at Sioux City, Ia., on the 29th; Arkato in Sioux Falls, S. D., February 1; Tromar in Des Moines on the following night; Frog Hop at St. Joseph, Mo. February 4, and the 5th at the Clermont in Omaha. . . . PAUL WHITEMAN gets the call to play the nation's central birthday ball in honor of BOB RAY BENSON and DON DE VOTI train (See Orchestra Notes on opposite page)

Pic Indies Offset AFM Scoring Rule

HOLLYWOOD, Jan. 14.—Independent film producers have found a way out of the headache imposed upon them by the American Federation of Musicians last year when the union banned the reuse of music sound tracks by working out a plan, devised by Abe Meyer, whereby they obtain music under a pooling arrangement. Indies were hard hit by the AFM ruling that music once recorded for film could not be used again, with the \$10 minimum per man for a recording cost too steep for the scoring necessary.

By combining their recording needs and hiring a single band Indies can now score their product at a cost comparable to that expended before the union ban became effective last spring. Since that time individual hiring of recording musicians in most cases cost the quickie producers too much to guarantee more than a scoring of the main and

Masters' \$605 Under Par

LINCOLN, Neb., Jan. 14.—Altho him was the first name of size in these parts in more than three weeks, Frankie Masters proved disappointing when he turned up last Friday at R. H. Pauley's Turpike Casino. Aking was 75 cents in advance and a buck at the wicket. About 700 dancers, mostly moppets, turned out to make it a \$695 take. Lincoln's three ballrooms started the new year with a welcome metallic ring in the cash registers and high hopes that the dancing urge will be in full swing for the next year. Busley had Jimmy Livingston as the New Year's Eve attraction, taking in \$1,200 from 1,000 dancers at \$1.10 and \$1.50 per. It was the biggest crowd ever turned out to greet a newcomer to this territory. Harry King, at King's Ballroom, took in \$640 that same night, 2,100 dancers paying 40 cents per for the music of Maurice Ballister. At Flax-lor Ballroom, Wally Wallace played for 1,600 persons at 40 cents per to give Matt Esbalter a swell \$600 gate.

WALLY STOEFLER and his Orchestra

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JACK GILLETTE
and His Famous NBC ORCHESTRA
Featuring GRACIE WHITE Lady of Swing
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Thatcher Leaves R-O-K

CHICAGO, Jan. 14.—Tom Thatcher, of the Rockwell-O'Keefe office here, left to join again with George Hillman and Charlie Richter, who are now running a local booking firm under the name of Kennaway Music and Entertainment Corp. These same three were members of the old Kennaway, Inc., bookers. Art Weema, who has been with his brother and manager, Bob, in the R-O-K office for past several months, assumes Thatcher's duties.

MCA Signs More Cleffers

BEVERLY HILLS, Calif., Jan. 14.—Music Corp. of America has taken a quartet of songwriters under its managerial wing, binders having been packed with George Antheil, Lou Alter, Edward Kay and Arthur Morton. Office has been eyeing composers, arrangers and songwriters and recently added Abe Meyer to the staff to handle the cleffers. Ray Gilbert and Sid Walker, special material transmitters, have been under MCA management for some time.

Jurisprudence Jive

MILWAUKEE, Jan. 14.—A demonstration of the Big Apple, performed by a terp team in court, was admitted as evidence this week by Civil Judge Joseph E. Cordes here in the case of Sam Librizzi, winner of a \$5 prize for performing the dance at the Eagles Ballroom here, vs. Steve Schaeffer. The former seeks \$600 damages for an injury to his right shoulder he claims was incurred when his car collided with that of Schaeffer. Counsel for Schaeffer testified that Librizzi could not have been injured as he claimed or he would not have won the dance prize a week later.

Declaring the dance as demonstrated looked more like an Indian dance, Judge Cordes took the case under advisement.

Grier Tees Off New Hotel Solo Stand With Okeh \$400

PORT WORTH, Tex., Jan. 14.—Crystal Ballroom of Hotel Texas here became a Saturday night stop-over for the traveling names. Polky premed last Saturday with Jimmie Grier on tap. At a 90-cent general admission, about 450 dancers turned out to make a \$400 gate.

Take was satisfactory to Henry Love, hotel manager, altho the Den, downstairs nitery, was shuttered for the night so that the regular patronage could attend the special dance. MCA, which books the Den, will handle the bookings for the ballroom stand.

Berigan So-So With \$630

BRIDGEPORT, Conn., Jan. 14.—Altho he is usually a tremendous draw here, Bunny Berigan failed to live up to expectations last Sunday at Ritz Ballroom. Drew only 900 dancers. Prices were jacked up a bit higher than they have been lately, 65 cents for men and a dime more for the men. Take was \$630, which promoters didn't feel was such a much.

Gillette's Two-Way Wire

ATLANTA, Jan. 14.—Jack Gillette's Ark is unique in that it is probably the only band in the business to have two-way radio reception as part of its traveling equipment. Outfit tours in a truck and a passenger car, and the radio-gad-gets enables Gillette to talk from one to the other over a distance of about 40 miles. Set, similar to latest police-car equipment, was installed by Louis Bove, a member of the band and radio operator of WRECC, Lorain, O. Gillette is planning a network broadcast from either the car or the truck, which will pick up, in addition to the music, the complete conversation between the vehicles.

802 Frescos Elect

NEW YORK, Jan. 14.—Fresco Club, social org for members of Musicians Local 802, held a supper-dance and installation meeting this week with Jack Rosenberg, 802 proxy, presiding. Officers elected for the year are David Grupp, president; Willie Greager, vice-president; John Bernstein, secretary; Henry Treibig, treasurer, and Hymie Leventhal, sergeant at arms. Trustees are Jack Jwyde, Jerry Miller and Sam Raderman, last named also presiding as toastmaster. Guests included William Feinberg, Harry Süber, Sam Süber, Richard McCann and other local 802 execs, and Thomas J. Minichino, secretary of M.V. Vernon, Local 655.

ORCHESTRA NOTES
(Continued from opposite page)

out of New York to open the 25th at Brook's Surfside Club in Miami Beach, Fla. . . . Lyric Theater, Indianapolis, has added TOMMY DORSEY for the February 24 week, and BENNY GOODMAN for the March 3 stam. RITA RIO and MIKE RILEY stage a music battle at RKO Proctor Theater, Schenectady, N. Y., for three days, starting the 30th . . . and so we send our cuffs to the cleaners.

JOE GLAZER has Roy Edridge opening this week for an indef stay at ArCADE Ballroom, New York; Don Redman? leaving New York's Savoy Ballroom for barnstorming until June 12, and a four-week holdover for Eddie South at Blatz's Gardens, Milwaukee.

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Banner Year for Platters

NEW YORK, Jan. 14.—With the sales totals for the year just-ended put at \$3,000,000, a 12 per cent increase over the preceding year, phonograph records companies anticipate record sales for the next 12 months to hit between \$4,000,000 and \$5,000,000. Increased emphasis on radio-phonograph combinations, the steady expansion in sales of inexpensive record players and the in-creased number of retail outlets for records accounts for the estimates of increased volume in platter sales for the new year.

HAROLD MENNING was re-elected president of the Appleton, Wis., musicians' union. Other officers named are Merf Lavan, v.-p.; O. J. Thompson, secretary; Tom Temple, treasurer; John Westengel, business agent, and Paul Johnson, sergeant at arms.

Music in the Air

By DANIEL RICHMAN

Small Combes

A SMALL five or six-piece band has a difficult job on its hands when it comes up against the finished fullness and polish of its large, instrumentally better balanced competitors...

Variety Show

On the Jenney air debut the half hour included a couple of the acts current at the Onyx, the Merry Macs, fourtime also featured on the Fred Allen show...

Too Much Swing

PETE HERMAN (Coca Hansen, Boston, WJCA) has a small outfit that might profit from the lesson offered by Jenney. Herman's music is all of the jam vintage and a solid 30 minutes in the same groove is too much...

Bigger and Better

Swinging back to the normal-sized type of outfit without leaving the club, a set of radio tubes in any sort of working order reveals the fact that LEIGHTON NOBLE (Hotel Statler, Boston, WABC) knows the proper ingredients for a listenable dance remote...

Mitchell Ayres and His Fashions in Music

(Reviewed at Murray's, Tuckahoe, N. Y.)

AYRES has a band deserving a far better fate than has been accorded it lately. Foregoing any freakish stylizing, he relies upon a surprisingly comprehensive library of well-arranged, well-routed and well-played numbers...

A dozen men (including Ayres) have worked together co-operatively since leaving Little Jack Little behind, with no change in personnel for the past couple of years, which accounts largely for the smoothness and polish emanating from the rostrum...

Catalog is amazing in its extensiveness. The numerous sets over a span of several hours failed to include a single repetition, and numbers range from waltzes of the Gianna Mia genre thru current pop, rumba, yesterday musical comedy tunes and rug-cutting stomps to cloyer...

Novelties also come in for their share of attention. I Must See Annie Tonight and Tom, Tom, the Piper's Son two outstanding examples of effortless showmanly clowning of the Waring school...

"Stuff" Smith

(Reviewed at Blue Fountain Room, Hotel LaSalle, Chicago)

IT'S hot jazz in the raw that heads your ears when in the presence of "Stuff" and his six syncopaters, an oak

which in eight years of tooling has built a rep thru recordings and some long sessions in New York's Onyx Club and the Pamac; Door on the Coast. To lovers of the jazz hot, this ork is paradise, but to a solid citizen in Dubuque it would probably not register.

There's a pigno, drums, trumpet, guitar, sax, bass and "Stuff's" electric fiddle in action here, and all on the credit side. Smith, on that juiced-up fiddle, is just about the globe show. He gets a marvelous effect on it and swings the bow with real sock, even sawing out fast ones with double stops...

Sister Gladys Madden warbles some of the vocals, but somehow she just can't be reconciled with this crew. Her voice is pleasant enough, but this is not the spot for her type of pleasantry. "Stuff" and the boys tug at their tunics on swell novelty arrangements of Ferdinand the Bull and Tulip Time...

Frankie Masters

(Reviewed at Turnpike Casino, Lincoln, Neb.)

THE tooling is tuned to Masters' personality-polished music. Very few of the leaders seen on the road today have the finesse, sophisticated charm and versatility of the maestro, yet many of them do much better business at the box office...

Outfit runs with the bestness of a musically tailored company, yet the work of Masters and the men is so easily done it fails to sell for what it's worth. Bell-toned music is swell, attracts the listening ear and is easy to dance to; his novelties are smart and clever, and

J. Dorsey Cuts T. Dorsey in A Brotherly Battle of Swing

WITH all due respects to the Tommy of the Dorseys, and not forgetting your Goodmans and Shaws, this critical purveyor of the piping hot breaks out in a rash of raves for Jimmy Dorsey, who returned last Tuesday to the Terrace Room of Hotel New York, New York. Not that the elder brother of the two, Jimmy, has a better band or a greater band. Not exactly a newcomer in the ranks, Jimmy still has a long road to travel before the American public will become as sentimental over "saxophone" Dorsey as they are about "strambone" Dorsey...

shly better than when last caught here. In all, it's rhythmnations that have that indefinable but persistent lifting qualities that just make you wanna get up and hoof it.

With Tommy bowing off the band stand at midnight and turning it over to Jimmy, it marked the first time in years that the Dorsey brothers reunited on the same stand, the old theme song of their collective band, Sandman, marking the formal bow. Jimmy introduced his new theme song to first nighters, his own sax-studded combo, Contrasts. Disk devotees will recognize it as Oddies of Noddies, which Jimmy recorded some 10 years ago for Brunswick.

Bob Little, brushing against ten cars the right way for the ballad singing and drummer McKinley for the ditty songs, it's only the ten gender that's weak on the song selling. Ella Mae Morse, who joined the band in Dallas, is the new canary. And unless the stage fright that impaired her piping was due to the first nighters that included morland's Robert Taylor, gal is miscast.

Off the Records

By M. H. ORODENKER

The Dorsey Freres

THE pity of it that a clash of temperament kept the Dorsey brothers apart. And while each has gone a long way in their own respective ways, this listener can't help but mope over sentimentalism when listening to waxings of the original Dorsey Bros. Orchestra. Their collective efforts accounted for a band that anticipated the times, and in some respects each failed to match it singularly today.

Accompanying the Boswell Sisters, which makes it a bargain buy all around, it's a dandy double in Minnie the Moocher's Wedding Day and It Don't Mean a Thing, especially for Tommy's sentimental siddling on the latter side. And with Bing Crosby doing the yodelling, Someone Stole Gabriel's Horn and Stay on the Right Side of the Road. While Bing's pipes were not as mellow then as today, his singing to the Dorsey wearing was more spirited than that which we find on his current Decca releases from his Paris Honeymoon flicker, slinging it straight up and down for the wordage of I Have Eyes, The Finny Old Hills, You're a Sweet Little Headache and a Ja-da Joo-bah!

(See OFF THE RECORDS on page 82)

nearly every member of the band is good for several features — seemingly, the ticket to woe 'em, but he apparently is just not for the balls.

Instrumentalists featured are Jay Matthews, trumpet; Pat Fellman, clarinet; Russ Dillon, drums, and Carl Bean, who wrole the bell-tones show-off, Ring Them Bells, which the band uses. Four Masters Voices — Dick Kessler, Norville Price, Bud Shifner and Fellman — back his own pipes in some neat vocals. Lady of the rostrum is Marian Frances (Chaplinworth), a voice trimmed for radio and intimacy, a voluptuous looker and possessor of unusual grace and charm. Gets by very well. Oldfield.

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stage of the Broadhurst Theater with gushing rivers of sentiment—but if you think that's anything against it you're crazy. It is one of the warmest, most lovable, most human and altogether charming plays to grace these shores since *Invader* and old *Ice* went out of fashion. It says nothing new, heaven knows, and it has no ax to grind—unless it be an enunciation of the eternal ties of that dear octopus, the family; its ingredients are as old as an bedroom and as commonplace as a mother's tears; it makes frank and unabashed use of theatrical hokum that was winning sobas and smiles when the first caveman said "Let's pretend" to the second caveman and so started the eternal career of the theater. But it is told with such lively sympathy, it treats its characters with such gentle understanding, its observation of common life is so sensitive, so revealing and so true that you completely forget the means in a full and happy appreciation of the end. That end is a thoroughly delightful evening in the theater.

In these emancipated days when foul speech is hailed as great art (as in *O' Alice and Men*) and depravity becomes the subject of a farce comedy (as in *The Primrose Path*) a play like *Dear Octopus* comes as a thrice welcome relief. It reminds us that grace and loveliness and gentility are still alive, in a small measure at least, in the theater as well as in the world. And it serves to remind us of the days when they were very much alive in the theater—the days, incidentally, when the theater flourished. It is possible there are a few insistent modernists who may be able to resist the charm of *Dear Octopus*, blinding their eyes to its very real virtues of insight and sympathy and understanding—but they are merely to be pitied. Only those of us who thoroughly enjoyed the play can know how much they miss.

The story, such as it is, is simple. Charles and Dora Randolph are celebrating their golden wedding anniversary, and their children, grandchildren and even their one great-grandchild gather to offer love and homage. They are ordinary people, the Randolphs, and even their tragedies and exclamations are ordinary things. There is the daughter who hasn't been home for seven years because she was living in Paris with a married man unable to obtain his freedom; the daughter who has devoted her life to business success and so became a victim of countless neurotic follies; the widowed daughter-in-law who has sunk her claws into the youngest son; the gentle young spinster who is Mrs. Randolph's companion, who worships that son with a love that she tries pitifully and hopelessly to conceal; the young grandson and his wife with their first-born; the placid daughter living in placid wedlock with a placid and commonplace man; their children and various others. There is little or no action in the accepted theatrical sense—the daughter from Paris, who has lost her married man, finally manages to tell mother about it and receives sympathy, understanding and sanctuary; the poor little companion sees her love breath-takingly fulfilled—but in the two hours that we watch these people on the stage we come to know them, to understand them completely, and therefore to love them. There have been playwrights who have done worse jobs than that.

There are faults, of course. The first act is not only static but also unpromising, serving merely to introduce the characters and filling entirely to awaken any real interest in them. But from that point onward the author takes over and goes to work in earnest. The dialog is down to earth but very lovely—revealing whole characters; whole lives in brief, beautiful, crystal-clear flashes that have the rare quality of true investigation. And there is a certain amount of homely but astoundingly right philosophizing—the apostrophe to the institution of the family, and much illuminating and gently wise talk of the eternal universal problem of growing old. It is, strangely enough, a problem that really affects more people more deeply than any discussion of a political system or an ephemeral economic injustice.

Adding to the effect is the beautiful staging of Glen Byam Shaw and the work of a magnificent cast. Lucille Watson and Reginald Mason, as the heads of the family, read like a pair of elderly, adorable angels—and Miss Watson brings all of her huge knowledge of stagecraft, all of her splendid acting ability, to the aid of the lovely scene with her daughter from Paris. Rose Hovary, as that daughter, does the *Handwerk* I have ever seen her do; Jack Hawkins, from Lon-

don, is always effective as the son, and also helping tremendously, doing perfect acting jobs, are Margaret Dale, Alice Belmont Cliffe, Phyllis Povah, Ivy Troutman, Phyllis Joyce and Robert Craven. Each one deserves a separate paragraph. As for Lillian Gish as the sad little companion, she offers a beautiful job; her quick intake of breath when her man at last proposes is one of the most affecting examples of acting genius in my theatergoing experience. And outstanding even in such a galaxy of outstanding talent is the work of a little tot named Helen Renee, who gives one of the most natural, sensitive, understanding performances I have ever seen from either adult or child.

Dear Octopus is an unexciting, as old-fashioned, as sentimental, as cosmically unimportant as a grandmother's welcoming smile—and as irresistible. You won't like it; you'll love it. I did.

MARTIN BECK

Beginning Monday Evening, January 9, 1939

THE MIKADO

(Repertory Revival)

An operetta with book and lyrics by W. S. Gilbert and music by Arthur Sullivan. Staging uncredited. Settings and costumes uncredited. Musical director, Isidore Godfrey. Press agent, Wallace Murray. Stage manager, Harry Arnold. Assistant stage managers, T. Perry Hughes and Harry Haste. Presented by the D'Oyly Carte Opera Co. The Mikado of Japan.....Darrell Fancourt Hank-Poo.....John Dudley Hin Sam (Disguised as a Wandering Minstrel, in Love With Yun-Yun).....Koko (Lord High Executioner of Mikado).....Marylyn Green Poch-Bah (Lord High Everything Else).....Sydney Granville

Brattleboro Theater Offers Propagandized Shakespeare

NEW YORK, Jan. 14.—On Monday the Brattleboro Theater over in Brooklyn went on to its third production of the season, a little something called Shakespeare's *Merchant* 1939. It is billed as "an interpretation of *The Merchant of Venice*," with both adaptation and direction by one Hans Von Twardowski, and it cuts the Shakespeare play to shreds in order to make it a piece of propaganda against present-day persecution of the Jews. That is so doing it entirely writes the intentions of the author (that disregarded nonentity) and also makes it a painfully bad play of course doesn't matter in the least to Mr. (or Herr?) Von Twardowski. It is an atrociously cut, ineptly pasted together, woefully misdirected version, and with it Mr. Von Twardowski emerges as a sort of road company of Orson Welles.

This corner would like to know why it is that any half-baked egomaniac propagandist who feels that great plays are proper vehicles for his loads of self-centered and biased folderol can get away with it. If such a one were to cut, wry, tamper with and ruin a great symphony, a great painting or a great poem, there would be an outcry that would be heard from here to Minsk. If Mr. Von Twardowski wanted to write a propaganda drama of his own that was his privilege. But he is not privileged to smear a classic all over the stage for his own somewhat parious glory.

The Merchant, under the Von Twardowski ministering hand, is performed in modern dress, with the entire emphasis placed upon the Venetian hoodlums who went around halting Jews, Portia thus becomes a pampered heiress; Antonio a race-proud, overbearing louse, and Launcelot Gobbo, believe it or not, a tragic little fellow beaten up by Jew-haters and so forced to leave his kind master's employ. The always silly casket scene is for some reason or other included, but the court scene (which ends this version) is cut down to a few minutes. In it, the entire trial is trumped up beforehand, with Portia reading the "Quality of Mercy" speech over a mike, and with Shylock kicked around by what are probably supposed to be storm troopers. Shylock himself loses all complexity; the madness of the character is completely cut out; and the Arania, thru interpolated actions, becomes so many devils and fiends. It's all right, of course, to present propaganda—but so hably and fanatically to wry the intentions of an author is nothing short of mental rape.

The direction is as heavy and blind as the adaptation, and the cast suffers mightily under it. Eduard Franz, how-

Noble Lord: Fish-Tush.....Leslie Randa Co-To.....Radley Flynn Three Sisters, Wards of Koko: Yun-Yun.....Viola Wilson Pitt-Sing.....Marjorie Egan Peep-Bo.....Maya Dean Kathisa (an Elderly Lady, in Love With Hank-Poo).....Evelyn Cardiner Chorus of Court Girls, Nobles, Guards and Coolies

ACT I—Court yard of Ko-Ko's Official Residence. ACT II—Ko-Ko's Garden. On Monday night the D'Oyly Carte troupe (which is making the Martin Beck Theater the Mecca of every true and loyal Savoyard) went on to its second production of the current series, *The Mikado*; and for the first time, at least in the current engagement, the players proved why the D'Oyly Cartians are recognized as the greatest exponents of Gilbert and Sullivan in the known world. Offering a far faster and livelier and infinitely better integrated job than they did in *The Pirates*, they presented the customers with an evening of pure delight.

Also, by introducing a new tenor and a new soprano in the leading roles, the company improved its somewhat disappointing vocal average by about 500 per cent.

The Mikado, as presented at the Martin Beck, is joy unbounded—and yet there's no one outstanding performance. That, as a matter of fact, may be the beauty of it. Marylyn Green overplays Ko-Ko just a bit (there seems to be something about Ko-Ko that releases the worst in anyone who plays him), but she still manages to do a charming job—and his repitition of *The Willow* is, like Kathisa's right above, something to travel miles to see (or, rather, hear).

ever, starts off giving a beautiful reading as Shylock and, even the he peters out woefully later on, manages to establish himself as an actor of potential worth. And Frances Anderson, as Jessica, at times obviously a newcomer, displays a beautiful speaking voice and a lovely quality of insight and emotional sensitivity whenever the direction allows. Also, she was the only person on the stage who managed really to read Shakespeare. She's a young actress who very definitely should be watched.

The direction was too much for the rest—but even direction is no excuse for the obvious and painfully inept Antonio of John Maroney or the lush Portia of Muriel Hutchison. Miss Hutchison, as matter of fact, seemed as tho she were doing a bad imitation of Mae West.

Now that both *Julius Caesar* and *The Merchant* have been slashed to fit the purposes of the propagandist, I suppose we can expect *Cyrano de Bergerac* presented as an arraignment of the rebels in Spain, *Alce in Wonderland* rewritten as a defense of the Soviet, Gray's *Elegy* turned into a plea for underprivileged blind children, a ghetto dress hung upon the Venus de Milo in order to prove that her arms were cut off by the butchers of Berlin, and a rendition of Tchaikowski's *Fifth Symphony* calculated to show that it is really based on the Internationale.

Any one of them would be as logical (or as honest) as Shakespeare's *Merchant* 1939. Eugene Burr.

Sydney Granville is a joyously hilarious Poch-Bah. Marjorie Egan is lovely both vocally and visually as Pitt-Sing. Radley Flynn (particularly in the magnificently sung roundelay) and Leslie Randa are excellent noble lords. And, even tho there is for my money only one Mikado (and his name is William Danforth), Darrell Fancourt is quite proper in his My Object Most Sublime.

As for the newcomers, Viola Wilson unlesites for easily adequate soprano, scoring particularly of course with *The Moon and I*; while John Dudley is altogether acceptable as Hank-Poo. His voice is somewhat heavy for the Sullivan score—he's a dramatic rather than a lyric tenor—but he's the best thing heard in the role heretofore since Howard Marsh last sang it. The choral work is, as usual, breath-takingly beautiful; and Isidore Godfrey's musical direction maintains its usual height of excellence. Godfrey is really amazing; he offers the closest thing to perfection possible upon this mundane sphere.

Bravo! Encore!

OUT-OF-TOWN OPENINGS

"Angela Is Twenty-Two" (Hereward Theater) COLUMBUS, O.

A play by Sinclair Lewis in collaboration with Fay Wray. Produced by John Wildberg. Staged by Harry Wagstaff Gribble. Settings designed by Frederick Fox. Cast: Barry Sullivan, Richard Hendrick, Mary Howe, Flora Campbell, Joaquin Souther, Sinclair Lewis, Royal Deal, Barbara Thatcher, Ann Garrett.

Angela Is Twenty-Two marks the entrance of novelist and playwright Sinclair Lewis into things theatrical as a member of Equity, aside from summer theater appearances. The play has (See Out-of-Town Openings on page 27)

FIP's May Fade by Feb. 5

WASHINGTON, Jan. 14.—Authoritative sources report the probable liquidation of the Federal Theater project by February 5 by Congress thru House Appropriations Committee device to earmark WPA funds and cut out FTP allocations on basis of unfavorable report of the Dies investigating committee on Red-propaganda. General cuts, effective January 16, have already gone thru on the project, with 876 diamined in New York. Of these 106 are Equity members.

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N. Y. Niteries Hit Hard by Musicians' 6-Day-Week Rule

Club owners in futile attempts to form association to bargain with union—use different methods to meet situation—tough, especially with business so bad

NEW YORK, Jan. 14.—Since the six-day-week ruling for local union musicians went into effect four months ago employment for the bandmen has been upped considerably. But to the night club owner the dent that has been made in his pocketbook sometimes means the difference between profit and loss. Several night club ops hold that if business conditions were not so bad they would be "glad to pay the increased cost of music." But since many of the night clubs resemble morgues now, the proprietors are doing attempts have been made to check the condition, including the formation of at least two local night club owners' associations which lived for one or two quorumless meetings.

Night clubs which have two bands dispensing music have gotten around the ruling by giving each band a night off and simply having less music on two nights. In most cases, however, bandmen are given Monday night off and are replaced by a smaller crew. In others the owner closes down for one night.

At the Hotel New Yorker and Famous Door a new policy has been instituted to play same bands on the regular night off, exploiting it as the "Band of the Week," thus cashing in on what might ordinarily be a dull night. In Greenwich Village the owners of El Chico and the Greenwich Village Casino have an agreement where they close down on different nights; if customers appear at either of the spots on the night off they are sent over to the rival. The Village Barn, instead of giving the band a night off, gives one week off in seven and hires a new band for the seventh week.

The union has had to picket a few niteries that refused to accept the six-day week for the same seven-day week scale. Four pickets to each spot.

Greenwich Village clubs tried to get together when the rule was imposed on them but failed in attempts to revive their dormant association. The Broadway clubs last month made futile attempts to organize also. Their disorganized state has made niteries especially vulnerable to unionization.

Chicago Niteries Doing All Right; Conventions Aid

CHICAGO, Jan. 14.—The seasonal after-New Year lull in hotels and cafes here was somewhat halted this year by some exceptionally good convention business. With several leading hotels now housing important national affairs, hundreds of visitors make the night spot rounds. Rooms like the Chez Paree, El Hat and the smaller near North Side hideouts have been playing to heavy trade, with the first two getting the cream of the biz. Milton Berle and Joe E. Lewis, at the Chez and El Hat respectively, have developed followings both among the local and visiting spenders.

Activity in the neighborhood spots is off, but they keep going thru week-end patronage. The Ball Hall has been taken over by new managers and booker John King set a new show Thursday headed by Ralph Cook, Jack and Jill Warner and Dorothy Jordan. Cook, who is co-owner of Dutch's, outside of Chicago, will concentrate on this spot and run shows at Dutch's week-ends only.

William Dewey, managing director of Edgewater Beach Hotel, instituted a new feature in the Marine Dining Room Tuesday. A radio show known as Behind the Camera Lines is being broadcast direct from the room over station WBBM, with the patrons invited to look on. Program starts 10:30 evenings and is expected to bring in some late-night trade which this room has been getting during the week.

Horseshoe Show for WF

NEW YORK, Jan. 14.—Billy Rose's new Diamond Horseshoe expects its premiere show to run until the World's Fair opens April 30. They plan to move the show intact into Rose's Barbary Coast night club on WF grounds.

9 Comedians in One Floor Show

ROCHESTER, N. Y., Jan. 14.—Night club spenders were treated to something new in direction when the Comedy Klub opened last week in Brownie's Marble Grill. Harry Stone, local booker and former operator of the Nut Club, is the producer. Nine comedians inaugurated the opening night. "Anything can happen" is the policy. Comedy predominates but drama, music and whatnot get a play, depending on visiting guest stars and other celebrities.

Agencies found biz on an even keel with no letdowns in talent usual after the holidays. Girl acts, singles, doubles, sister teams, etc., are still in demand at all four of the city's bookers. Several clubs have begun week-end acts as try-outs. Golden Grill, Horrell, Three-Star Inn, Clean and SPO Cardona, Rochester, are experimenting with white and colored talent, one week white, next week colored. Idea is to determine which type draws best.

7 Niteries in Key West Now

KEY WEST, Fla., Jan. 14.—Night clubs here are enjoying one of the best seasons in years, with seven spots operating already. Early activity is attributable, in part, to opening of the new Overseas Highway.

Clubs are Casa Marina Hotel, Raulin, Pena's Garden of Roses, Habana-Madrid, Boca Chico, Sloppy Joe's and La Conga. All are using orchestras, with La Conga the only one using acts.

Talent lined up for La Conga by Teddy and Frank Sabina, managers, includes the La Conga Cuban and American Orchestra; Margaret Lewis, dancer; Babe La Byrne, female impersonator, and two other acts.

Bouche To Manage New Havana Niteries

HAVANA, Jan. 14.—Night club activity is heavy here. With Chateau Madrid slated to be the latest opening later this month. Spot will be managed by Albert Bouche, who left for New York to line up talent. Chateau Madrid, to be operated at popular prices, had been shuttered for three years.

Chief spots for New Year's Eve shown were Sevilla Biltmore Hotel, charging \$7 cover for dinner, Sana Sana; \$8 for dinner; El Cristal, \$5; French Casino, \$4, and Par's Restaurant, \$2.50.

Talent at Biltmore was Barry Oliver, emcee; White and Manning and Girardo and Nadine, dancers, and Los Calaveros and Vera Allen. Music by Don Apian's Band, alternating with a Cuban orchestra. Sana Sana line-up included Artini and Consuelo, Adelina Duran and Epifanio Margot, dancers. Rio Cristal had the El Rio Rumba Orchestra.

Montmartre Cabaret also advertised an opening with a chorus of "six splendid-looking American dancers."

Maisie at El Groucho--Not Exactly a Fancy Night Club

By PAUL DENIS

Dear Paul:

SINCE I was laying off this week, Joe Pursant asked me to play the new Club El Groucho and I said okay. The club is not exactly big or fancy. It's a former saloon and Pat Patrick, the owner, decided to turn it into a night club because Joe Pursant, the agent, convinced him that Maureen (Mrs. Patrick) was very talented. Pat didn't like the idea of permitting his wife to sing in other night clubs, so he turned his saloon into a night club.

Pat removed two tables, installed a milk and built a shelf over the bar for an instrumental trio. His wife is mistress of ceremonies and featured singer of the floor show. She's not bad, except when she sings—alho her emceeing is not so good either. Anyway, Pat has made up his mind to make his place a high-class place and has hung a big sign over the bar reading, "Gentlemen Must Please Remove Their Hats When Dancing."

Pat also forbids spitting tobacco juice, crossing the floor when his wife is singing or driving nails into the bar during the entertainment. He says he'll make his club a high-class place even if he has to drive all his customers away.

PAT has hired a regular night club headwaiter just to give tone to the club. The headwaiter's name is Mike (alho here they call him Miguel) and he knows all the night club angles. He always tells customers that ringside tables are reserved and always brings them to a table behind a post. The customers yell and then Miguel calls a quick half-hour conference of all waiters, emerging later to inform the customers that he has found one good table where the reservation was canceled. Customers love this and they always tip Miguel a dime or 20 cents. Once one couple slipped him two bits, but they were drunk.

Pat has added a 15-cent cover charge—just to keep out the cheap crowd, he says. Instead of bare tables he has put on gingham tablecloths—but the waiters have to watch them because a couple of tablecloths disappeared last night.

The waiters are wonderful, too. They step on customers' toes and shout, "Beg pardon, buddy." Customers love this, too. One wept and said it was the first time anybody had begged his pardon.

MAUREEN, Pat's wife, is becoming quite a favorite here—and Pat is very proud of her. The customers have gotten so used to her singing that they keep right on talking. Joe Pursant told Pat this means she is so good that the customers can't wait to discuss her talents.

Maureen is getting quite ambitious, too. She is trying to bring her figure down a bit so that she will look nice and chickenish when Joe gets her that contract with MGM. She is down to 210 pounds already.

Of course, the club has no dressing room for us performers, so we must dress in the kitchen. We dress in shifts. Maureen dresses before the chef starts his work for the evening. I dress after the cooks finish preparing the appetizers. Our line of three girls dress before the soup and the main dish is cooked. The girls get the hot break because the kitchen is nice and warm by then. While we're dressing the chef and his men retire to the open yard and play pinocle.

This method of staggering our dressing with their pinocle game and cooking is quite complicated—but the chef loves it because he usually wins. Already his cooks owe him their salary for the next four months.

MAISIE

Club Talent

New York:

"RAOS" RAOLAND, for years a burlesque comic, will have a featured spot in the new Leon & Eddie revue opening February. SIEMS AND KAYE, magic act now playing the club, go to Copenhagen, Denmark, for their next date.

Following a trek around the Middle West, Chubby Chuck Roe and his Hickory Nuts, including Curley Clemens and Ralph Andrews, opened recently at the Wivel for a return engagement.

GERTRUDE NIESSEN returning on the S. S. Paris January 11. . . . DOTTIE DEE, dancer, has changed her name to DEIRDRE.

MANIOKA, dancer, recently returned from tour of Central America, is having a new routine created for her by Lanni Russell, of Wally Jackson studio. . . .

PAWN AND JORDAN, following their engagement at Mayfair, Boston, go into Le Mirage, New York. . . . DON LOPER and Maxine Barrett will have speaking roles in *One for the Money*, slated to open on Broadway early in February.

LLOYD AND WILLIS, dancers, are in their third week at Queens Terrace, Long Island. GERTRUDE BOND has gone into the Etagee Club here. . . . PERZADE AND JETAN, dancers, are in New York after an up-State tour. . . . JIMMY ROGERS, satirical vocalist who has been abroad four years, returned this week on the S. S. Rex for an engagement at Mon Paris, beginning January 17. . . . CARLAND AND MARLA, dancers, go to Monoco's, Cleveland, following termination of their Park Central Hotel engagement January 22.

Chicago:

JOE LEWIS closes at the El Hat this week for some Florida time and then goes east to be in the vicinity of New York's World's Fair. . . . BARBARA PARES has left for Omaha to open a return engagement at the Chez Paree. . . .

CARL GONS and Sammy Bears, of the Three Deuces, have formed a partnership and reopened one of the rooms in that spot as the Off-Beat Club. . . . DRIGO AND FRANCINE, after a fortnight at the Edgewater Beach Hotel, move into the new Stevens Hotel show January 27. . . . BOB HOPKINS left for Toledo to open in the New Villa, which unfolded January 17.

MARY TAFT, of Ted and Mary Taft, underwent an appendicitis operation in Garfield Hospital last week.

Here and There:

MAZEL AND ZITA, ballroom novelty team, played a second week at the Bessemer Hotel, Steelton, Pa. . . . DRISDALL SISTERS, singing girl orchestra, have been playing the Pheasant Cafe, St. Louis, for the past eight months. . . . WAL THORNTON; Carolyn James, Etale Hartly and Lynn Barry are at the Club Esquire, Newark, N.J.

BERNIE LIT and Neco Mochan are emceeing at the recently opened Joffe's Supper Club, Harrisburg, Pa. . . . THE MORRISON TWINS, sister team, have added two more weeks to their scheduled three-week run at Cafe Venice, Galveston, Tex. . . . FONDA AND ST. CLAIR are in their second week at Harry's New York Cabaret, Chicago. . . . STONE AND VICTOR, booked by Harry Drake, are appearing in the Blue Room of Hotel Westminster, Boston. . . . DONN ARDEN has added two new girls, Bobbie Woods and Patricia Monroe, to his fine ensemble at the Lockout House, Covington, Ky.

FLO PARKER, singer, is now in her 10th week at the Ritz Hotel's Club Petite, Pittsburgh. . . . ALAN SMITH is emceeing at the Maple Grove, Huntsville, Ala., with a cast including Loretta Fitzmaurice, Jack and Dorothy Saxon, Clark Sisters and Pats Brooks' Band. Club has returned to original policy of two shows nightly with three Saturdays.

AL PARKER, emcee, opened at Flamingo Park, Fla., for his fifth year. Using eight acts, with Antonio Lopez and orchestra. . . . DOLLY KRAMER, midjet emcee, just finished seven weeks' work on MGM's pie Wizard of Oz. . . . PEARL PERN AND CO. have been held over at Algeo Hotel Grill, Toledo.

New Club in Jackson

JACKSON, Miss., Jan. 14.—New Year's Eve saw the opening of the Maple Grove Club on Highway 30 in East Jackson. Spot brought in special opening night show and then booked Lou Clancy orchestra with four acts New Year's day.

BAND SALARIES TERRIFIC

Unions War for Club Contracts.

Pittsburgh CIO, AFL groups struggle — music, waiter unions hold key

PITTSBURGH, Jan. 14.—Warfare flared in night clubs this week between the AFL and CIO over entertainers.

Organized last week as United Entertainers Local Industrial Union 921, a unit of the Congress of Industrial Organization vowed it would forestall "APA browbeating of acts and managers" and "draw up agreements to present to club owners asking better working conditions and higher wages."

APA agent, George LaRay, notified APA members they would suffer fines, suspension, or both if they appear on the same bill with the CIO entertainers. List of "unfair" talent shows 168 members of the EPA converted to the CIO banner.

Pointing to information received from Boston and Detroit, reputedly APA strongholds, that AFL acts are in large part underpaid, CIO house manager, Joseph Kury, negated possibilities of LaRay's campaign. Claimed the APA was unable to put together a show composed only of its members in response to a test order from one of the city's bookers.

Crix of the struggle for recognition will be the stand of bartenders' and waiters' unions and AFM local 1333.

Original cause of the breach between EPA and APA was Ralph Whitehead's demand that the annual \$18 dues be forwarded to New York. The new UA sends 50 cents per member to CIO headquarters, holds another 50 cents of its monthly \$1 dues for supporting its recently opened social rooms.

Newspaper Strike Hits W-B Niteries

WILKES-BARRE, Pa., Jan. 14.—As far as outside talent is concerned, this section is as dead as the proverbial doornail. And most of it can be traced to the three-month strike of the local chapter of the American Newspaper Guild, which has closed up the city's four newspapers. Inability to get publicity and suitable advertising in the papers, since they are not being published, has practically shut down the live talent quest.

Add to that the fact that the last of the night spots featuring a regular show, Club Mayfair in near-by Yatesville, folded suddenly after taking in the New Year's Eve dough. Only one traveling orchestra has played here in the last three months. Vaude, which was revived on a three-day-a-week basis last spring, was discontinued for the summer and never resumed.

However, there are many who have confidence that once the papers resume publication this section will be a live-wire spot for wide-awake promoters. There is talk of turning another former night spot, Green Gables on the Wilkes-Barre-Hazleton highway, into a summer theater spot.

New Milwaukee Club

MILWAUKEE, Jan. 14.—BUD Knack has taken over the Arnie formerly operated by E. P. Maerle and is conducting it as the Trocadero. Spot has been redecorated and re-equipped, with Frank De Voe slated to top opening bill January 19. Current acts Ford and Barnes, Jackie Rogan, Mary Lou Mann, Jane Ruby, Ruth Phillips and Miran Stuart and his new act.

Ringside Goes Ultra Feb. 15

FORT WORTH, Jan. 14.—The Ringside, closed for complete renovation, will reopen about February 15. Pete Sullivan, operator of the Saratoga and other clubs, is now partner in the Ringside with Tom Daly. Capacity will be cut from 500 to 250. A band and one name act will furnish entertainment.

Radio To Plug Vaude

NEW YORK, Jan. 14.—Local radio station advertising, believed to be a new medium of attracting patronage to vaude shows, is being used to exploit Kurt Robitschek's three-day straight vaude at the Majestic.

Majestic is using two paid spot announcements a day, distributed over four local stations, including WRN, WMCA, WED and WNEW. Price for spots range from \$25 to \$35 a crack.

After the closing of the first complete two-week bill Sunday, Robitschek came out in the black, despite the mixed reviews the show received. Business the first week ran over \$18,000, but the second week's figures went down. New bill that opens tomorrow headlines Herman Bing and consists of Char Chase, Gene Austin, Joey Faye, Holland and Hart, Avis Andrews, Lorraine and Rognan and Clare and Sana. The Weire Brothers, who virtually stole the last show, and Bernice Stone are holdovers.

San Fran Nitery Belt Is Okehed

SAN FRANCISCO, Jan. 14.—Board of Permit Appeals this week removed the last obstacle to the proposed establishment of an International Settlement on the Pacific avenue block where the notorious Barbary Coast once flourished.

The "settlement" will be composed of cafes, restaurants and night spots of various nationalities. Concrete pillars supporting iron grill work will mark the entrance to the settlement.

Plans had been opposed on grounds that vicinity again might become a "red light" district.

AFA May Picket Chicago Hotels

CHICAGO, Jan. 14.—Failing to sign up all hotels collectively, the local American Federation of Actors branch is going after them individually and threatens to picket them unless they sign.

Guy Magley, local APA rep, scheduled a meeting this week with Frank Jering, manager of the Sherman and Ambassador East hotels, housing the College Inn and Pump Room, respectively. The Inn enjoys a following in the Loop, and the Pump Room is widely patronized by visiting screen and stage celebrities. It is figured that the appearance of these two accounts on the unfair list will endanger business from members of the Screen Actors' Guild and Equity.

Licenses for agents and bookers, meanwhile are being set in the APA quarters and will be mailed out at one time. While some 60 offices have already applied for agreements, such top offices as Music Corp. of America and William Morris Agency have not made themselves heard as yet.

Philly Seeks Better Curfew

PHILADELPHIA, Jan. 14.—The much-bated 12 o'clock curfew for selling liquor in night clubs on Saturday night will be a thing of the past if the bill to be submitted by the Philadelphia Retail Liquor Dealers becomes law.

The bill will be introduced next month in the State Legislature. It had the backing of the Pennsylvania Hotel Men's Association.

Tommy Dorsey's New Vocalist

NEW YORK, Jan. 14.—Mary Ann McCall has been selected by Tommy Dorsey to succeed Elythe Wright, band vocalist. Miss McCall, whose real name is Marie Duval, comes from Philadelphia, where she worked practically all the nitery. Dorsey spot is her first with a band. She was discovered by Lou Levy at Club Equille, Philadelphia, and Levy agented the Dorsey deal.

Miss McCall joined Dorsey this week at State Theater, Hartford.

Theaters and Bookers Worried Trend Will Ruin Vaude Chances

NEW YORK, Jan. 14.—Theater owners and bookers are alarmed over the spectacular booming of band and attraction salaries, claiming salaries are getting out of hand and that theaters will be compelled to play fewer and fewer flesh shows if salaries don't become "reasonable" pretty quick. Band agencies, especially MCA, have been pitting theaters against each other in bidding so that salaries for "hot" bands often increase from one date to another. This week, for example, MCA refused to give the Kay Kyser Band to the local Paramount for \$12,000 a week unless Kyser got a strong film on the same bill. The Strand also offered \$12,000 for Kyser and Bette Davis in *Dark Victory* as against Paramount's offer of \$1,500 plus as the film. This is a good example of a band agency being in such a strategic position that it can dictate the choice of film as well as grab a terrific salary.

Bands in particular are in great demand today and theaters are compelled to pay boomtime salaries. Typical big salaries for bands today are \$12,000 for the Fred Waring unit, \$10,000 for Benny Goodman, \$8,500 for the Paul Whiteman and Horace Heidt bands, Guy Lombardo recently refused a \$12,000 date but played \$7,500 dates recently. Goodman is a good example of quick salary increases. He jumped from \$6,500 to \$7,500 a year ago, and this year jumped from \$5,500 to \$10,000.

Band agencies are so powerful today that they can even sell bands in blocks—you get one of their big bands if you also take a couple of turkeys. That explains how certain bands got into the local Paramount and Strand theaters.

Artie Shaw is the surprise band of the moment. Working for union scale

a year ago, Shaw was peddled by Rockwell-O'Keefe for \$4,500 in October but now is getting \$6,500 on his five Warner dates and is asking for \$7,000 on future dates. Because certain bands are moving up so fast vaude bookers are compelled to offer blocks of dates months in advance in the hope that the band will be even stronger at the box office by the time it plays the date.

Among the bands in the \$7,500 class today are Bob Crosby, Cab Calloway, Ted Lewis unit, Cass Loma, Eddy Duchin, Abe Lyman, Phil Spitalny. Hal Kemp is getting \$9,500. In the \$6,500 class today are Jimmy Dorsey, who was down for \$4,500 only three months ago, and Louis Armstrong, with Russ Morgan, Larry Clinton, Sammy Kaye, Roger Pryor Band, and Ann Southern, Richard Humber and Vincent Lopez about \$500 to \$1,000 behind.

Getting around \$5,000 to \$5,500 are Henry Busse, Duke Ellington, Blue Baron, Will Osborne, Ozio Nelson and Harriet Hilliard and Chick Webb and Ella Fitzgerald.

In the \$3,000 to \$4,000 group are Hank Hallett, Noble Sissle, Sunny Berigan, Jimmy Lunceford, Al Donahue, Fats Waller, Joe Venuti, Ramona, Eddie DeLange, Johnny (Scat) Davis, Jacques Leonard and Benny Meroff.

Theater dates are so lucrative now that the bigger band offices have ordered vaude to take precedence over one-nighters and all other dates. As a result, the one-night field is almost empty of name bands this season. Theaters are so hot for name bands that the local Paramount and the Strand, for example, have bands booked months in advance. The Strand has Jimmy Dorsey booked for two weeks, opening March 31. The Paramount has bands and attractions booked or penciled in for months in advance. The Paramount and the Shubert, Newark, opposition spots fighting it out with bands and attractions, also have bands lined up months in advance.

Theaters complain that most of the bands won't gamble with them, demanding prohibitive guarantees and coverage. Theaters claim that one rainy or snowy day is enough to put a theater into the red on bookings of name bands. A Jersey City theater, for example, booked a name band for New Year's Eve week and the gross hardly topped the band's big salary.

Anyway, the agents are manufacturing salaries sky-high, and the theaters are paying and paying. Will the agents kill the goose that is laying the golden egg? That's the big question.

Civic Clubs Yell; Chi Cafes Raided

CHICAGO, Jan. 14.—A never-failing practice in the censorship tactics employed by one or another civic organization when an important convention reaches town. Scouts are dispatched to the more exploited late-hour niteries to find off-color dances and demand action from the proper authorities. Last week, with the furniture men making whoopee in town, police raided and closed Blondie's, but found neighboring spots suddenly cleaned up when they entered to take action.

As a rule, these drives affect the less important rooms, only, since the majority of the cafes have been careful with their shows and seldom permit any raw displays, either vocally or in the parade manner.

New Orleans Plans Bands

NEW ORLEANS, Jan. 14.—Management of Jung Hotel promises reopening of Starlight Roof as summer night spot, probably subbing for Tulane Room. Ray Cantrell, hotel manager, proposes to bring bands with warmer weather, probably adding floor show. Books thru MCA.

San Fran Agency Plans Orient Tour

SAN FRANCISCO, Jan. 14.—Lynn Cowan, newly appointed Far Eastern representative for the Worldwide Theatrical Circuit in the Orient, will send an eight-piece band and a line of eight girls to Singapore to open the new \$2,500,000 Cathay Ballroom, managed by Lynn Cowan and Associates. Troupe will not play Japan or China, excepting Hongkong, owing to war conditions, according to Jack E. Lewis, manager of Worldwide.

Circuit in the Far East will consist of playdates at Hongkong Hotel and Clouster Hotel, both in Hongkong; Coconut Grove, Singapore, until January 15, date on which the new Cathay will open; then the Raffles Hotel, Singapore; the Great World; the Happy World and the New World, cabarets. In Colombo, circuit will play the Galliface Hotel and the G. O. H. Hotel. Dates in Java also lined up.

In India engagements will be given thru the Showtrust, with dates in Calcutta, Madras and Bombay and others, plus smaller dates at restaurants and cafes. Itinerary includes Rangoon, Burma, Bangkok, Siam, according to Lewis.

What's in a Name?

PHILADELPHIA, Jan. 14.—Since Jack Lynch has been booking name attractions at his Walton Roof, Benny Fogelman, operator of Benny the Bums—down the street from Lynch's—decided to do likewise. But the Bum's strategy has a reverse financial twist. He advertised heavily in Philly papers that the Andrews Sisters were opening Monday (18). They were the Andrews Sisters, all right, but not the singers. They quaked.

Youngstown Club Burned

YOUNGSTOWN, O., Jan. 14.—Fire destroyed the Venice Gardens, suburban night club near here, Tuesday, with loss estimated in excess of \$10,000. Eddie Onilotta, owner, reported the loss partly covered by insurance.

Radio City Rainbow Room, New York

Mary Martin, making her supper club debut, and Ben Cutler's new band are the main items of interest in the new show which opened Thursday.

Miss Martin, a charming girl with one of those winning personalities, sang four numbers of varied type. They included an operatic aria in swing time, a ballad, a comedy ditty and a standard pop. Alto she has a trained voice, it is her personality and appearance that put her over rather than vocal quality.

Dean Murphy, a good-looking young fellow, surprised with a flock of impersonations and walked off to a sold-out house for too many numbers and piles there on too fast, especially since none of them are not good at all. But the cumulative effect and the quality of the first couple of numbers combined to put him over.

Martinet and his trained crew opened the floor diversissement and held easy interest with comedy magic. Martinet does a clown number and gets laughs with hoke comedy that is as mystifying as it is amusing. For a sock finish, he brings on his trained crew, a rarity in night clubs.

Cutler, a tall and handsome fellow who led a smaller band in the adjacent grill last summer, makes his debut here heading 13 men. He bartones a few numbers and radiates a pleasing, clean-cut personality. As for the band the men double to produce a nine-string group and other variations. The emphasis is on sweet stuff—which is perfect here.

Eddie Lebaron is still leading his eight-man Latin band. In his 21st month, he has become a genuine favorite with patrons here. His band dances out biting waltzes and intriguing tangos and rumbas, with Lebaron himself singing occasionally and setting the lively tempo.

Business has been very good here, considering conditions elsewhere. Dave Haecker and June Sidell, comedy dancers, dropped out after opening night to take the rowdy edges off their work and rejoin the show Monday.

Host is still John Roy and Edward Seay is the p. a. Paul Denis.

Night Club Reviews

Downtown Casino, Detroit

Detroit's first theater-casino is going into its third week with three good week-end nights the rub; the midweek nights probably just about break even. With ability to seat close to 2,000, the spot is being put on a pop price policy, with 50-cent admission and food and drink prices that compare favorably with good downtown cafes. Management is by Sidney R. Berman, who also books the show.

The Downtown opened with Mill Britton and band, which is being held for a fourth week. Coming into a cash spot, Britton undertook the practical production of the show as well and rates top credit for the showmanship of the whole presentation.

His own band furnishes the bulk of the entertainment due to the extra heavy line-up of entertainment talent. Tommy Rafferty, Joe Britton and Chubbie Miller, of the band, all contribute comedy specialties, with Irving Jaffe doing trick violin numbers. Britton's unit contributes an entire 45-minute show in itself and has versatility to appeal to the jitterbugs who want plenty of dancing as well.

Typical of the Brittonities is a college boy rally by seven of the band, with Tommy Rafferty then going into an off-hand loose-limbed dance—in rumbas. Another specialty is Old Music Masters, with each man in grotesque make-up to resemble composers from Mendelssohn to Beethoven, followed by clever transition of the composers' well-known themes into swing. Sybil Kaye, Britton's vocalist, has a rare bell-like tone that makes her effective both in the show and during the dance numbers.

Andro Andrea does a graceful control dance that gets a pleasing effect by skillful manipulation of swirling drapery, climaxing with a really spectacular cartwheel.

The Duanns put more speed and whirly into their tango than average and follow with an inevitable satiric specialty in a light mood. A typical bill of this caliber would require more acts, but they are not needed this time because of the many specialties, such as a phony levitation stunt, contributed by the band personnel. H. F. Reeves.

Road to Mandalay, Hotel Delmonico, New York

Harry Richman's newest night club fronting venture, which opened last month in the basement of the Hotel Delmonico on Park avenue, takes its place as the local No. 1 plush-and-ornate niter among the local white-tie-and-tails spot. This is an upholstered cellar in the true sense of the word—but in silks and satins at an estimated cost of \$150,000.

One can readily understand why the ermine-swathed debs, dowagers and their ilk may desert their favorite society spots that have tolerated their misconduct and madness for years in favor of Richman. It's simply that this atmosphere fits right into their groove—silks wall coverings, satin ceiling, indirect tricky lighting—everything that spells luxury and comfort; and, what's more, there is room to move around. The cover is \$1.50 week days and \$2.50 Saturdays.

And, too, there is Harry Richman who is every inch a showman—from his marcelled top to the tips of his toes. Richman has but a single thought these days, to build this spot into a permanent institution—and is working like blazes to do it. Aside from his entertaining chores Richman is quite a mixer. Between shows he is always to be found in the outside bar, which has a greater seating capacity (350) than the main room, distributing hellos and shaking hands.

As for the entertainment, Richman returned to the spot after being laid up for a week with laryngitis and stayed on the floor for 35 minutes for singing, mugging and piano pounding, and never for a moment was at a loss for material. We know how to sell himself and the spot, and never fails to grab the opportunity to do so.

The rest of the show is short, but adding up the sum total Richman is virtually the entire show. Regis Goodfellow, lovely brunet songstress, lends the only feminine effect to the bill of amusement fare. (Aside, of course, from Diosa Costello, who leads the rumba band.) Miss Goodfellow is quite a talented girl (with her figure, it's questionable whether you

need talent) and the only criticism is that she uses much too much lip motion in the delivery of a song and in many cases swallows her words and cannot be understood. Her forte seems to be up moderate tempo numbers, like *Small Boy* which was by far her best.

Glen Pope, magician, is spotted before Richman, started out slightly nervous, but managed to pull off several neat tricks which were built up nicely and executed with proper timing. Has three good tricks—smoking pipes without tobacco, working with thimbles and a card trick which went over well.

Maestro Joe Rines, who introduced *The Lameth Walk to America* at the St. Regis, plays for the show and dancing and also emcees. Rines' crew has an easy style and flow—sweet society stuff—that keeps the dance floor crowded. Rellie band is Diosa Costello's Echoes of Cuba Rumba Band, which dishes out Latin melody and song energetically.

Bobby Martyn, owner of the defunct La Compa, is hosting at the bar and the RTM room; Bar carries an East Indian motif which is exemplified by the clay wall mural and other Hindu trappings. Socialite Marion Cooley is hostess to the luncheon and cocktail hour trade. Sol Zell.

Gold Coast Room, Drake Hotel, Chicago

An attraction more fitting than Wayne King's Orchestra could not be unearthed for this sophisticated room. Still a top band after these many years, its soothing waltz music blends ideally with the ultra atmosphere of this class-trade rendezvous. Arrangements are full, mellow and smooth for dancing feet as well as listening ears.

King still makes a smart appearance and continues a heavy draw. Dinner business has picked up considerably and supper trade is particularly heavy on week-ends. Band is the highlight thru-out the evening, including the two out the night floor bills in which the boys are prominent with some semi-classical selections played in grand manner.

Supporting acts last week included the Three Reddingtons, the Three Murrah Sisters and Edna Sedwick. Newcomers this week are Billy Hayes, the juggler who recently played the Stevens Hotel, and the Dorn Brothers and Mary, youthful harmony trio.

The Reddingtons click with their novel trampoline act here despite the comparatively cold environment. With the room high enough to permit them to go thru some thrilling new tricks, Miss Reddington is doing her familiar and capable selling job of her husband's and daughter June's coats.

The Three Murrah Sisters are coming up fast in the song field. The girls make good appearances and work with admirable ease. Do straight and comedy numbers and combination. In general, was smoothly delivered all the way.

Edna Sedwick, shapely and talented tap dancer, closed the bill with a couple of light routines to the popular tunes and included her well-trained conception of *The Bolero*. She is an attractive girl with a becoming personality for the better night spots and hotel rooms.

Minimum week days remains at \$2 and \$3.50 on Saturdays. Popular features include Sunday afternoon tea dances and a nightly Arthur Murray Hour during which school instructors demonstrate the latest dance steps. Sam Hofsberg.

Rainbow Grill, New York

Still holding forth as the main attraction in the Rainbow Room's less class-conscious companion on the RCA Building's 15th floor is the eye-filling ballroom duo of Marylyn and Michael, performing their intricate spins and lifts to the capable accompaniment of a new band on the Grill's podium, the McFarland Twins Ork.

Dance team has been here since last March—proof of its drawing power. Numbers continue to be highly effective, particularly a dramatic routine against a tom-tom beat. Whirls, spins and shoulder lifts to a waltz and a fast-tempo minuet are the epitome of grace and ease.

Marylyn and Michael still conduct the "dance instruction hour" from 9:30 to 10 p.m., and handle the assignment easily and with a great deal of personal charm. Introduction of instruction on the polka, in addition to waltz, tango and rumba "lessons" resulted in plenty of laughs for the table-watchers on the evening caught, when one of the patrons (male) who volunteered to try the dizzying routine wound up with his posterior in embarrassing juxtaposition to the floor. Polka instruction stout debut in the Rainbow Room shortly on Monday nights, with several dances continuing to the "taught" in the Grill every evening.

Preceding the ballroomatics of the show proper is Jean Smith, ten vocalist, in a couple of ballads. Girl is sweet-looking, but it's unfortunate that her voice does not quite match her appearance. Daniel Richman.

Forbidden City, San Francisco

Chinese glamour is something rare in night life, but you find it at the Forbidden City. Spot is located on the outskirts of Chinatown.

Ornate with silken hangings, Chinese urns, embroidered tapestries and ancient idols, the main dining room has an atmosphere of rich elegance. The cocktail lounge is equally elaborate.

The Forbidden Knights, an American orchestra directed by Van Melaner, play the guest dancing and a three-a-night floor show.

Owner Charles Low does own job as emcee. Entertainment is steady out

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Walter Winchell says: "Orchids to Jack Durant's routine. . . ."

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of the run of night spots being an all-Chinese show.

Li Tai mixes heat-torch singing with her grand opera warbling very nicely. Will do a Chinese number on request. Jadin Wong is an exotic interpretative dancer, a shimmering graceful figure displaying a lithe body.

The Tai Singa, a Chinese ballroom dance team with extraordinary verve, got a big hand. Mostly novelty stuff interspersed with waltz and rumba offerings.

George Lee is a natty swing vocalist with a talent for pop songs. No Chinese ditties here. Show closes with Ellen Chinn, who is billed as the modern danseuse.

Fibest Chinese foods are served, prepared in the genuine Chinese manner, but not to the exclusion of American dinners.

Edward Murphy.

Hi Hat, Chicago

The Pulkenstein Brothers have been keeping pretty active lately feeding their near North Side spot with top talent. Their headliners have been popular cafe names who are both strong entertainers and profitable drawing attraction.

Acco card has been Joe Lewis, who is playing a return engagement to heavy return business. The man has seldom been funnier and his endurance performances border on the marvel stage. Fast and clever, he is at home in informal niteries where a crowd insists on being rowdy and where heckling, to a degree, is encouraged. Lewis features hilarious satires modeled after current hit tunes and between acts is exceedingly informal with sessions of spontaneous and laugh-provoking chatter.

Leo Bartell, a new songstress from the East, scored with a high and striking voice and a youthful and engaging personality. The kid works with plenty of soul and sells a song like a veteran. Her voice does not fail her in strong arrangements of such tunes as *Jose/José* and *St. Louis Blues*.

Ondrea and Michel strutted thru some effective and commercial routines on this pit-sized floor and executed tricks that lended flash and applause stimulation. The girl is a vibrant little dancer, and man, a handsome and capable partner. Work to Continental and American music and contribute a thoroly pleasing job.

Jean Monn, tap dancer, works with abandon and produces some neat steps

In her night routines. Wears bright costumes and has an equally bright personality. Net Cherney's up-and-coming singer, closed a 10-week run here last week and left for Dempsey's Vanderbilt Hotel in Miami Beach to open a month's engagement. The boy emphasizes pop tunes in his turn and sells them with a strong and sincere delivery.

Muriel Kretlow's six-girl line opens and closes the affair with smart and lively numbers, stressing the current jitterbug fever. Sid Lang's Orchestra provides timely show and dance music while Jimmy Cassidy is still on hand with his intermission piano sets.

Art Goldie handles the press work.

Sam Honigberg.

Murray's, Tuckahoe, N. Y.

Frank Murray is to be commended for giving those hardy New Yorkers whose voracity for night-clubbing propels them along the current bleakness of the Bronx River Parkway to this imperishable Westchester spot a brand of entertainment that quite makes up for the wintry ardors of the trip. The 30-minute show is headed by Mitchell Ayres and his Fashions in Music Band and sprinkled with talented performers.

Entertainment is a nice tribute to Earl Lindsay's staging ability, despite his handicap of blindness. Particularly noteworthy in this connection is the original and well-rehearsed work of the line of eight girls. Chorines, in addition to a somewhat unexpected attractiveness, are expertly drilled and made their two numbers, *Alexander's Ragtime Band* and a tap routine to *List's Second Hungarian Rhapsody*, really mean something. Fonias also work as showgirls in a beautiful *Girl Parade* number, their strutting on a par with their hoofing. Production numbers are nicely costumed.

Johnny Masters smokes, and the mugging and corniness of his patter can be excused on the grounds that he stepped out of his regular standard act to fill in here as a special. When he departs from the role and goes in for his accustomed stuff like the drink bit, *Slow Motion* dance and *You Tell Her 'Cause I Stutter* novelty ditty, the spine-chilling elicited by his encoiling is forgotten.

Most genuine talent on the bill is Henry LaMarr, possessor of an ear-filling baritone trained at La Scala, Milan. LaMarr is pointing for opera and definitely has the equipment to make it; *Lady of Spain* and *Donkey's Serenade* indicated as much, and *Vesti Le Gubba*, Pappalacci aria, proved it. Despite poor amplification, singer's rich and powerful voice was a delight.

Lots Leeds, acro dancer, and Roberts and Martin, shag team, take care of the terp interludes and turn in creditable performances. Miss Leeds' dancing is skilled if not outstanding, and boy and girl shag duo is—well, a boy and girl shag duo. If the team insists, incidentally, upon having one of its routines announced as the *Boogie Woogie*, it might not be a bad idea to use the song of that title that goes with the dance.

Ayres, in addition to delivering danceable, listenable rhythms between shows, accompanies the acts with a high degree of musicianship, called upon as he is to juggle several flights into classical.

Two-dollar minimum Saturday nights, \$1.50 week days. Service and drinks are good; food, a little less so.

Daniel Richman.

Savarin, Buffalo

Saturday noon show, with a near-capacity attendance, had all the pop and vigor of an evening performance. Only the heard shadows on Benny Griffin's Orchestra men and the work-day clothes of the audience were the giveaway.

Miss B. H. Gallagher, new manager of this spot and co-partner of James Phillips, displays much generalship for one who only a few months back was employed as hostess under a different management. Typical of past shows, the current one proves the value of diversifying acts and holding over the crowd pleasers. Business has been better than fair in this 450-capacity spot.

Millie Wayne, comedienne-emcee, has been making the audience giggle here for several weeks. She's a rough and tumble gal with a lot of spunk,umph and wiggles. As an emcee, tho, she is somewhat incompetent, for one gets the impression that she is chewing a mouthful of gumdrops.

The six-girl line has generally good appeal. Altho their routines are nothing out of the ordinary, they fulfill the average requirements and are ample for any middle class club. Included are Frances Blackburn, Doty and Jackie

Turbune, Cleo Young, Marjorie Mann and Lou Henry. Miss Henry is a better-than-average acro dancer. She's fast and energetic and arouses audience response.

Highlight of the show is the acro presentation of Russ LeBeau, a personable, talented young man. Most of his numbers are uncommon, and are accomplished with a great deal of finesse. Especially clever is a champagne bottle balancing, water drinking trick which is executed while he walks up and down a portable stairway on his hands. His daring and ingenuity earn a round of applause.

Jeanne Holmes, colored singer, carries a line beautifully. Has a slight tremble in her voice that closely resembles a tear, and has unlimited resources for power. However, in an all-white show, she does not stand out to good advantage.

The ballroom team of Tremour and Claire is smooth. Both are extremely graceful, nice on the eyes and pleasing to watch, a soothing and restful part of the show.

Benny Griffin's Band, seven pieces and the leader, gives forth inspiring dance music and well-timed accompaniment. Griffin, a peculiar sort of guy to watch, is not the smooth type of band leader, but rather the hard-working ever-moving figure who is only pleased when the crowd shows approval. These boys are certain to earn their salary any place.

Al Norton, of Rochester, booked this show.

H. J. Warner.

Club 18, New York

If sensibilities are easily shocked and tastes in comedy run to the aesthetic, Jack White's two-by-four bistro is to be avoided. But if an evening of continuous laughs engendered by fast, low comedy is looked for, there's no spot in town to compare with the Club 18.

From midnight till 4 in the morning White and his two rany henchmen, Pat Harrigan and Frank Miles, keep up a running barrage of gag, wisecracks and insults that add up to the most genuinely amusing night club entertainment in New York. No patron can feel diminished a crack some time during the evening, aimed at him with the deadliness of real wit and fired with the skill of a true comedian.

Celebs—and the spot gets plenty of them nightly—are White's favorite targets, and his treatment of them results in the biggest laughs. Hollywood (See NIGHT CLUB on page 27)

Casino Reopening In Doubt as Show Goes Into Vaude

NEW YORK, Jan. 14.—Beet by financial difficulties, the International Casino shut its doors Thursday for the second time in two months, with the prospects for an immediate reopening very vague at the present time.

Spokesmen for the International Casino who announced the "temporary suspension" said that its future course would be mapped out in several weeks. There was, however, several people said to be

dickering to take over the spot and exploit it for the World's Fair.

No new show is in the offing, but it was said that if the spot reopens under the same management American talent would supplant Clifford G. Pucher's foreign revue that was running up until closing time. The closing affected the jobs of 330 people, including performers, all of whom, it was said, will be paid off when the difficulties are adjusted.

The Casino's revue starts playing vaude dates next week booked two months ago. MCA originally booked it, but the William Morris office has taken over the bookings with a possible lawsuit over commissions pending. Unit is getting \$8,500 a week and will carry 70 people, including heavy scenery and wardrobe. Goes into State, Hartford, Conn., January 23, and Paramount, New York, N. J., February 3.

LeRoy and Rogers Collect

NEW YORK, Jan. 14.—Dispute between Oetjen's Restaurant, Brooklyn, and LeRoy and Rogers has been settled out of court. Act was allegedly canceled after the first night on a one-week contract, and the act's agent, Barnett Gillman, filed suit on behalf of the act.

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CORRECTION

In the half-page advertisement of THE TOAST of the CONTINENT CARLYLE dealing his impetuous Baffle - Uniquish which appeared in the January 9th issue of THE Billboard the name of Carlyle's American Representative was misspelled, Samuel C. Carlyle, instead of SAMUEL C. JEBB, George Washington Hotel, Jacksonville, Fla.

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Brandt Again Announces Vaude, But Unions Don't Believe Him

NEW YORK, Jan. 14.—Harry Brandt, head of the Brandt Circuit here, who has been getting plenty of publicity the past year by announcing that he is "negotiating with the unions" to put vaude into some of his local theaters, is finally getting the unions mad.

The unions don't think he means it and accuse him of using the vaude threat to get better films from the distributors. The unions also feel that the public has been led to believe that Brandt really wants vaude but that the unions have stopped him.

Jack Rosenberg, president of the musicians' union, Local 802, says: "You know Harry Brandt. He won't put in vaude unless he can get the musicians and the theaters for nothing." James Brennan, vice-president of the IA, says Brandt's announcements are his way of "letting off steam."

Ralph Whitehead, APA's executive secretary, on the other hand, is less critical. He says Brandt has spoken to him of his vaude plans and that Brandt "should be encouraged in his hopes to restore vaudeville."

Brandt's latest announcement said his Windsor Theater, Bronx, would try vaude within "several weeks," and that the Palace and the Flatbush, Brooklyn; the Audubon here and the Carlton, Jamaica, would follow if the Windsor policy clicked.

Brandt could not be reached at his office this week for a statement.

Vaudeville Notes

MIACO, magician, opens at the Romy, Atlanta, this week. BETH HARRIS, singer "discovered" by Joe Orlando, is being offered to New York night clubs.

WILLIAM FRANCIS NUAGENT, whose vaude partner is Al Raymond, was slated to tell of his war experiences on Former Mayor Walker's radio program over WMCA, New York, Sunday.

MILE PRAZEE, who fell from a trapeze while working a theater date four years ago, is still recuperating and would like to hear from her friends. She is at 1214 Washington street, Charleston, W. Va.

JACK DURANT went into the Casa Manana, New York, last week, his first New York date since spinning with Frank Mitchell. YACHT CLUB BOYS have been dropped by Paramount Pictures. THE QUEENSBORO THEATER, Queens, N. Y., is picking up occasional vaude shows.

SAMUEL I. SLADE, retired Detroit actor, received the entire estate of his deceased wife, Mrs. Katherine Buel Slade, valued at \$3,100, according to probate of the estate at Pontiac, Mich., this week.

COOKES BOWERS left Saturday for a two-month tour of South Africa. FORMER MAYOR JAMES J. WALKER will broadcast his Sunday (15) program over WMCA, New York, from the NYA clubrooms.

BALLARD AND RAE, dancers who recently completed 16 weeks for Frank Nell's Tivoli Circuit in Australia and two weeks at the Taj Hotel, Bombay, India, are now playing the Regent Palace Hotel, London.

BLACKSTONE, magician who played Providence recently, gave a special dinner for Iona Valadon, who after five years in a hospital is now releasing a wire celloping act with her partner, Dan.

THE CARTERS, skating turns, have just completed a short for Mentone at the Paramount studios, New York.

WLV'S BOONE COUNTY JAMBOREE is set for the Hippodrome, Corbin, Ky., January 17; the Kentucky, Danville, Ky., the 18th; the Madison-Richmond, Ky., the 19th; the Bourbon, Paris, Ky., 20; Sherman, Chillicothe, O., 25, and the Bucyrus, Bucyrus, O., January 2.

FIVE KEWPIE DOLLS and Harry Taylor, who played the Burbank Theater, Los Angeles, week of January 5, will make a farewell for Fox-Movietone and a short for Paramount.

B&K See Vaude Following Contests

CHICAGO, Jan. 14.—Balaban & Katz are testing vaude in their Northshore Theater, using five acts Saturdays and Sundays. Initial bill last week with Bee Kalmus, Joe and Jane McKenna, Ward and Van Stone and Barton and Dorothy Byron Girls brought a sufficient increase in business to warrant the indefinite continuance of flesh.

Return of acts into other B&K neighborhood houses is not set, but some of the theaters may get a trial on the strength of the current popularity of Jitterbug Nights. Management figures that regular vaude bills will supplant the jitterbug craze once it loses its following.

Pittsburgh's Only Sepia Show

PITTSBURGH, Jan. 14.—Harlem Casino, single local sepia show spot, opened recently with Larry Steele's third edition of his Revue of 1939. Club is doing well with the late-at-night trade.

Name Bands Put Para, Ft. Wayne, Into Profit Class

CHICAGO, Jan. 14.—Paramount, Fort Wayne, Ind., booked by the local RKO office, has been doing a consistent business since switching to vaudeville last October. Operator Manny Marcus, who has been adhering to a split-week policy, has used a band in all but two of his shows, finding that audiences prefer name orchestras in the headline spot.

Every top outfit here available for dates is bought for the Fort Wayne house, as well as big vaude acts. A prosperous figure of \$6,500 in five days was rolled up by the Casa Loma Band, and comparatively good grosses were attracted by such leaders as Opale Nelson, Rita Rio, Bernice Cummins, Frankie Masters, Frankie Trombaur and the Schnickelfritz Band. Unable to get "A" pictures, the 2,200-seat house, with a 40-cent admission top, found a lifesaver in a combo policy.

Flesh competition in Fort Wayne has been negligible this season, with the exception of two Major Bowes units used at the Palace.

Act Claims No Payoff

NEW YORK, Jan. 14.—Peter Wells, emcee, returned this week from a run at the Club Mayfair, Yatesville, Pa., and says he has filed a complaint with the APA against Joe Bianco for \$14.91 back salary.

Wells says the club grossed around \$1,400 New Year's Eve and that Bianco disappeared without paying off. The landlord of the building attached the club property for back rent, and Wells had to get a court order permitting him to take out his wardrobe.

Slump Hits Booker Ass'n Attempt To Corner N. Y. Club Date Acts

NEW YORK, Jan. 14.—Survey of the two-month experiment with personal representation contracts by the Association of Entertainment Directors shows mixed sentiments, with the association interpreting developments as favorable, while others view it as a flop. The AED drive hopes to corner club date performer market and squeeze out unlicensed and cutthroat agents. Seasonal slump in club booking, depressed salaries, previous booking commitments of acts, social security and unemployment insurance rulings have interfered with the smooth operation of the plans of the association.

The usual after New Year drop in number of club dates, sudden tightening up of organizational budgets which is forcing down performer salaries, and bookings as far in advance as April have prevented bookers from enforcing contractual clauses which prohibit their clients' accepting lower priced dates from other agents. Without enough of their own dates to offer performers a minimum guarantee, AED bookers have not been able to prevent acts working for others. There's the rent-to-pay argument has been too important to disregard. Many of the more popular club acts add their services for affairs dated well

Long-Run Vaude Record?

According to Joe Feinberg, of Amalgamated Vaudeville Exchange, Pay's Theater in Providence is the only American theater to run year-round vaudeville for 23 consecutive years. A record.

Vaud Replacing Jitterbug Shows; Unions Step In

NEW YORK, Jan. 14.—Vaude revival in neighborhood theaters is experiencing growing pains brought on by union requirements, not only on wages but on minimum crews of both musicians and stagehands. Typical victims are the two Warner houses, Capitol, Kew-Forest, N. J., and the Fabian, Paterson, N. J.

Experimenting first with jitterbug contests in place of bingo varieties, the theaters have added, in easy doses, vaude acts, much to the pleasure of the public as proved by the box-office jumps. Gains are reported at 40 per cent. Institution of flesh policy has brought out business agents for the affected unions. The theaters argue, however, that one or two nights a week prosperity is still too uncertain to warrant meeting the musicians' and stagehands' union rules and threaten to revert to double features if unions don't yield.

Pending settlement of the labor issue, the two theaters, along with Warner's Central, Jersey City; Lincoln, Union City; De Witt, Bayonne and Fabian, Hoboken, all in New Jersey, form a circuit of one-night vaude stands for five-act bills. The hoppers are usually local folk. Similarly, the RKO and Loew houses are toying with vaude attractions. David Stern is booking the Jersey houses.

Good-Will Tour Angle Makes Dough

MEMPHIS, Tenn., Jan. 14.—Gene Page and his Circle CP Cowboys variety troupe, now on a national "good-will tour," have already covered 12 States and met governors of each, as part of trek begun when Governor James V. Alfred of Texas presented letter of introduction to the act.

Company, including six men and six women, has played over 35 radio stations and has covered Texas, Arkansas, Tennessee, Kentucky, Indiana, Illinois, Mississippi, Alabama, Florida, Georgia, Louisiana and South Carolina.

Featured entertainers are Tex Johnson,ariat; Mary Jane Starr and Rosetta Lawanda, singers, and Charles Ryan, Gene Baggett, Ewell (State) Lindeberger and Betty Jean.

Vaude Grosses

Goodman Does 52G at Para; B'way Biz Fair

NEW YORK.—Benny Goodman's safari into the Paramount last week was accompanied by the usual jitterbugging in the aisles and worshipping before the maharajah of swing that resulted in reams of publicity, which in turn resulted in a \$52,000 gross for the week. Virtually the entire gross can be credited to Goodman, as the picture Zaza carried little weight.

Kurt Robitschek's three-a-day, vaude at the Majestic dropped considerably in the second week, grossing approximately \$13,000. New bill which opens tomorrow is expected to top the first week, which ran more than \$18,000. Strand, in its first week of Bill Robinson and Louis Armstrong, with picture Going Places, ran \$40,000.

Radio City Music Hall had a turkey, grossing only \$55,000 with pic, There's That Woman Again, and a stage bill including the regular Rockettes plus Ray and Trent, Robert Weede and Cook and Brown.

Benny Davis and his Star Dust Revue plus Osceola and the Lady accounted for a fair \$24,000 at the State. The third week at the Romy, including Kentucky on the screen and Walker Cuswell and Eddie Rio on the stage, grossed \$28,000.

CHICAGO.—Houses, after the holiday rush, are back to normal again. Chicago started the year strong with Kentucky, which had drawing cards in Loreta Young and Richard Greene and a novel stage revue headed by the Kidoodlers and Gil Lamb. Grossed a good \$33,000. Palace fell off to \$13,000 with a weak radio revue topped by Fibber McGee and Co. and Pacific Liner on screen. Oriental finished with an okeh \$18,000. Donald Novis and revue and a second run showing of Submarine Patrol credited with the figure. State-Lake, retaining a 40-cent top both week days and week-ends, wound up with a nice \$16,000, the elaborate vaude show headed by Eleanor Whitney, Joe Besser and Barbara Parks responsible for a good portion of that sum.

LOS ANGELES.—Paramount Theater grossed \$12,000, about \$5,000 below average, for week ending January 11. Stage-show was a Fincher & Marco revue, with Rubo Wolf and orchestra. Pic was the weak Artists and Models Abroad.

PHILADELPHIA.—Bob Crosby's Orchestra, backed up by flicker, Going Places, was good for \$20,000 at the Barle Theater this week. Fair business.

NEWARK.—Week ending January 13 found the two vaude houses tallying up some nice grosses. Shubert, in the third week, turned in a neat \$16,900, with Roger Pryor's Ork and Ann Sothern heading the stage show. House on the previous two weeks did \$12,400 with the Ben Bernie Ork, and \$21,500 with the Casa Mahana Show (New Year's week). Shubert runs only shorts between shows, so stage gets all the credit for the gross.

Paramount, the only other vaude house in Newark, ran Larry Clinton and orchestra and drew close to \$14,000. Screen offering was Disbarred.

Miller Beats Monte Carlo

NEW YORK, Jan. 14.—Jack Miller won a judgment for \$75 in Municipal Court on a salary claim against the Monte Carlo Club Tuesday. The club had the case thrown out when Miller failed to show up recently, but Miller won an appeal.

English Aerialists Fall

LONDON, Jan. 14.—Last day of old year was marred by accidents to two trapeze performers playing vaude. American Charles Warren, at Holborn Empire, missed hold at most sensational part of routine and fell into the pit. His grand piano and finished on top of fiddler. Warren was taken to hospital suffering from cuts and leg injuries. At Blackpool Palace Dorothy Gray, of Dorothy Gray and Brothers, fell from bar to stage and suffered severe head, injuries and shock.

Loew's State, New York

(Reviewed Thursday Evening, January 12)

Benny Meroff's Band, Joy Hodges and the Stroud Twins, along with an opening act, compose the vaude this week. The show looks good on paper but doesn't really run well.

Meroff's Band closes the bill and runs 30 minutes; Meroff is still an engaging personality whose amazing versatility wins audiences, but his new band (formerly Arthur Schutte's outfit) is not nearly as effective as previous groups. He carries 15 men, eight of whom double on comedy specialties, along with Des Lang, an applause-winning acrobatic comic dancer, and Martha Perry, a comedy singer, who is only 30-so. Of his bandmen, Don Tanneke (Popakoff) is outstanding with his amusing Russian dialect comedy. Roy Richards also clicks with impersonations and other comedy bits. The trouble with the comedy is that it is not consistently amusing or entertaining and the men work too quickly but don't soak over their stuff.

Clarence Stroud engages the bill and is joined by Twin Brother Claude for radio-style crossfire which includes some swell gags but which generally is too quiet and too loaded down with superfluous gab. Smooth in radio studio fashion, the twins hardly realized their possibilities here.

Making her vaude debut, charming Joy Hodges, from films and the recent 'I'd Rather Be Right' show, sings a few ditties in easy-going, clear-voiced style and interspersed some chatter about her friends in Hollywood. Went over nicely enough.

All W. Loyal opened the bill with his standard dog turn. He has the poaches leaping and obeying instructions, in addition to being coy and cute. Nice opener.

Film is A Duke of West Point which probably won't mean much at the box office. Next week has Ann Southern and the Roger Byers Band, along with Sweethearts. Paul Denis.

Vaudeville Reviews

Keith-Boston, Boston

(Reviewed Friday Afternoon, Jan. 13)

Vaudeville seems to have come into its own again at the Keith-Boston, and patrons who crowded the 3,600-seater for the opening of the current bill were not disappointed in the quality of acts offered. Following the holder of Blackstone, and a new high box-office mark at which to shoot, this bill seems set to provide a new season high, judging from the waiting line today.

Low Parker and company head an excellent bill. Low slings a mean line of talk and patter and keeps his audience in a continual uproar, while his five companions do much slapstick, some subtle stuff and a great deal of jokum, all of which goes to make this one of the best laugh-producing acts to show here this season. As Parker rests briefly in his rapid-fire chatter, his five members of the company go into songs and dances and produce some weird but humorous effects.

Key Hamilton is without question one of the most attractive and most talented swing singers to appear here this year. Miss Hamilton has a winning smile and personality which goes over the footlights in great style. Good dresser and knows how to carry self.

The Seven Poodysons, late of Chicago, do a conventional acrobatic and juggling board act, but it is done unusually well. The audience at the opening day bill seemed to like it.

The Three Byrne Sisters, pug-nut-tudious misses with plenty of pep, are tap dancers and do an occasional song. They received four encores at the opening show and were a decided hit.

Fanny, the Horse, is back and as usual gets the big laughs from the gallery gods and a few more stilted ones from the orchestra. It's the same old act but with a few new touches, and is seemingly like the clown-fire in a circus, always good for laughs and entertainment. A

beautiful girl directs the antics of this Perfidious of the equine tribe.

On the screen Flight and Flame and Loveless Valley. The new policy at the Keith-Boston seems to be meeting with favor from patrons of the big house, now the second in Boston playing vaudeville, the Gayety also being on the three-day-a-week plan. Floyd L. Bell.

Chicago, Chicago

(Reviewed Friday Evening, January 13)

Four acts and the house band supplement the remake of The Dean Patrol (Warner), a bill that promises to bring in a better than average week's business. While two of these acts (Eddie Rio and Novelle Brothers) would probably go better in a more intimate house, they managed to keep the audience amused with strong and novel bits.

Helen Reynolds Skating Girls, one of the best flash roller acts in the business, open and to circus music thrill with fast and daring tricks. The girls make a bright appearance in flashy briefs and execute their chores with little hesitation.

The Novelle Brothers and Sally have changed the act little. The girl acrobat opens with her trained dog whose antics produce a few laughs and the two boys carry on with contortionistic juggling and a bird whistling routine. Still a good novelty.

Adrian leads the band in a vander-medley, featuring Frank Wilson, tenor, in a smooth and pleasing delivery of Umbrella Man. Eddie Rio and his brothers sandwiched in a few new bits since their last appearance here and while turn on the whole is a bit lengthy there's something clever in everything they do. Their Pancho horseplay is the more amusing lining in their fresh crop, with Eddie's imitation of a lady taking a bath and the direction of his two brothers in a playlet still packing some belly laughs.

Mary Raye and Naldi, the new dance team rave here since their last appearance at the Chez Paree, close with flying colors. Blending with utmost rhythm and grace some sock tricks and new dance designs, they wowed thru, in order, a waltz, tango and fast novelty. Expert musical arrangements frame each of their routines.

Business picked up strong after third show opening day. Sam Honigberg.

Radio City Music Hall, New York

(Reviewed Thursday Evening, Jan. 12)

Music Hall presented its usual type of show, opulent, somewhat sleepy at times, but hitting an occasional high spot.

Offering, of course, was rather on the long-hair side, but it is significant that most of the spontaneous applause went to an acrobatic turn, the Gilbert Brothers. The Gilberts work on a horizontal bar on a bare stage—all the Music Hall cuties being tucked away in the wings. The turn is one of amazing skill, beautiful to watch. Acro on the bar is followed by one hand-to-hand stunt which is strictly a finisher and leaves the burghers gasping.

Ballet girls opened the show with piece valet Ar de Ballet. They flitted around on their toes as ballet girls are wont to do, and wore filmy skirts. Pleasantly bromidic. Ditto a production based on Lieke's Liebestraum, with Viola Philo and William Home aided by the choral ensemble.

Production titled Venezia had color and was well done, with Robert Weede, Miss Philo and Home delivering lithe Italian airs. Most pleasant was Cheri Beri St. Frosini, accordionist, drew titillating music from his squeeze box, exhibiting prime virtuosity in the old tune, Three-Cornered Hat.

Rockettes, prettily arranged, glided against the Venice background and gave one of their tricky displays of logwork. Pic, rather weak. Trade Winds (United Artists). Good house. Paul Ackerman.

Roxy Theater, New York

(Reviewed Friday Evening, January 13)

Combined offering here is fair, but picture does not live up to its advance build-up. Jesse James (20th-Fox) is just a horse opera with technicolor—but if publicity can get the customers, everything will be O.K.

Stage bill is headed by Nick Lucas, crooner who plunks a guitar. Lucas has

been doing his troubadour act a long time and still delivers a smooth brand of singing. Did Jeppers Greepers, a novelty titled That Great American Home, My Republic and Umbrella Man. Last-mentioned was by way of bringing on the Gas Poster Girls in a good-looking production number. Lucas' arrangements, happily, are on the conservative side and stress the melody.

Three Swifts, male jugglers, work with clubs. Have a line of chatter and give their work quite a comedy angle. This is good business and dissipates any monotony that a straight turn of this kind might have. Trio's forte, tho, is juggling, and it is good.

Del Rice, two men and a girl, do a ballroom acro turn. They pose three deep in difficult positions, and show a brand of tricky hand-to-hand work. A nice-looking set.

Sunny Rice, dancer who has been at this house the past few weeks did not do her top routine. Appeared in a brief, showy toe dance, exhibiting a whirling grace. Foster line, in addition to umbrella turn, appeared to good advantage in a hoop number.

House very good for last show. Paul Ackerman.

Beacon, New York

(Reviewed Friday Evening, January 13)

Latest film house in the metropolitan area to jump on the vaude band wagon is this palatial 2,875-seat theater at Broadway and 75th streets.

House was originally built by E. L. (Rosy) Rothafel some years ago as a midtown miniature of his monument in Times Square, but financial difficulties resulted in the theater being taken over by the Warner, who opened it under a straight picture policy. In recent years the Beacon has been operated as a Skouras film house, and currently plays day and date with several other Skouras spots along upper Broadway.

House is the logical one for the chain for experimentation in vaude due to a larger seating capacity and stage and lighting facilities. Skouras' brothers admittedly are experimenting with the idea of flesh, augmenting two feature films from Thursday thru Monday. The two remaining days will continue with pictures.

First stage bill opened January 12 and on its second night ran smack into a heavy snowfall. Despite the bad weather, however, house was about two-thirds full, a promising sign.

Featured in the hour show was Dave Schooler, filling a role long since familiar to him as a result of many weeks of the same at the Capitol Theater nine years ago. His smooching as capable as of yore, but this time out finds him fronting a band that would illustrate a less hardy soul. Sixteen girls, tagged "The Swingers," attempt everything from The Girl Friend of the Whirling Dervish to music of symphonic proportions and succeed at nothing. The paper was the endeavor to play seven tunes at once while maintaining the proper harmony, which hardly came off. Schooler's pianistic, as evidenced in the Second Hungarian Rhapsody, are as proficient as ever, his conducting is just as showmanly and his dance work as genial. But that band!

Five acts were well rounded, leading off with the Harrison Sisters. Girl trio did fairly well with Honeycucke Rose and a nursery rhyme swing medley. Joe Arena combined fumbling with a dog act and in spite of one or two clever stunts, got off to only a mild start. Nelson and Marsh, boy-and-girl tap team, were terrifically handicapped by the musical accompaniment but managed to knock out several better-than-average routines, the wind-up, to The Skouras, being particularly effective. Evelyn Wilson, in a drunk bit, and an operatic aria burlesque, impressed with a brand of

BERNICE STONE

(Formerly of Bernice and Emily)

HELD OVER

AT

KURT ROBITSCHKE'S "Vaudeville Marches On"

at the

Majestic Theatre NEW YORK, N. Y.

Possibilities

For LEGIT MUSICAL

BERNICE STONE — acrobatic dancer now appearing in the three-day run at the Majestic Theatre, New York. Bouncing out as a single, she does a well-timed series, performing difficult acrobatic stunts and being with timing and grace. Her dancing ability, pizzazz and an extremely attractive appearance, could undoubtedly be put to good use in a legit musical. — (The Billboard, 1-11-39.)

ROSS BROTHERS

(TOM AND HARRY)

A NEW NOVELTY THRILL NOW—STATE-LAKE THEATER, CHICAGO DIRECTION: SEYMOUR SHAPIRO

A NEW COMEDY, SINGING AND DANCING ACT BERT HONI

HOWELL AND COLES

"JEST FOOLIN'"

THIS WEEK—STATE-LAKE THEATER, CHICAGO

WEST—SAM ROBERTS EAST—MAX ROTH



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comedy that was less forced and more humorous than this type of routine is usually, and deserved the palm-boosting she received. Ray and Harrison started off with a typical vaude dialog routine but improved considerably in a satirized ballroom adagio. Miss Ray is on the plump side, the laughs stemming from her partner's attempts to handle her gracefully.

Production is in the ant-while presentation-house style, band on the stage against a fairly attractive decor. Acts were all in evening clothes apparently to lend a class touch.

House is giving three shows a day, with matinee prices scaled at 25 and 35 cents, and evening at 40 and 55 cents. Arthur Fayer is booking. Daniel Richman.

State-Lake, Chicago

(Reviewed Friday Afternoon, January 13)

Eight acts again as Helaban & Katz wind up their first month of operation in this bargain house. It is long of necessity and drawn out as a result. Dye-in-the-wool vaude fans will go for these endurance shows, but it is doubtful whether they will be equally appealing to the movie-fed trade.

Rosa Brothers opened with head-to-head balancing and gymnastic feats on a specially designed stairs contrivance. The two men do their work in routine manner and remove their apparatus in record speed.

Lee Bartell, youthful blues singer, delivered impressively Mama, Music Mags-Bo and St. Louis Blues. Girl displays real possibilities of climbing the scale, as she possesses a bright personality and a good voice.

Johnny Woods, the mimic, repeated his familiar act and, customarily, went over big. He switches from one character to another in rapid fashion and most of them are sharp carbons of the originals. In a city like Chicago where he makes numerous appearances, however, he should keep on changing some of the gag lines.

Howell and Olsen, colored boys, have a pleasantly different act. One has a flair for eccentric dancing and the other carries the comedy, since well in high tenor

voice and plays the uke and violin. Their turn is clean and entertaining.

The juggling work of the Palmores to the next spot is hampered by the use of too many contraptions. Start off nicely with tennis racket and club juggling, but the tricks with odd implements that follow slow down the act. Man carries most of the burden, with the woman a smiling helper.

The nonsense comedy of Bobby Pinkus was a highlight on this bill. He is a likable chap and in addition to talk produces some prop results with his voice and feet. Has a shapely and cute assistant in blond Ruth Foster, who straightens for him and returns for his swing tap routine.

Roma Vincent, the corpulent emcee who had a following in the local Blackhawk Cafe before going to Hollywood, did credit to the next-to-closing stand with fervid vocal work and his well-known but excellent take-off of Charles Laughton in Acting on the Bounty.

The Three Olympics, neatly dressed skaters, wind up the affair with sock tricks on a circular platform. Business looked good at the break of the first show. Screen has Paramount's Illegal Traffic. Sam Hontigberg.

Reviews of Units

"Girle Gambol"

(Reviewed at the Oriental Theater, Chicago, Friday Afternoon, January 13)

Red Wayburn's new show is pleasant fare for the smaller houses but is not strong for key cities where top talent is the thing. The unit is nicely staged (despite lack of elaborate sets) and speedily paced, but it does not have an attractive chorus and the costumes are new out of the ordinary.

The 16-line girls open with a top and gown routine, dancing for a jiterbug session. Jack Bickie augments the opening with a freak high-kick, scrobatic number performed with ease. The Nishimo Brothers follow with more freak acro work, playing a violin and mandolin in odd postures and winding up with Sireet Sue in head-to-head

MOLLY PICON
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balancing form.

The Ziegfeld tribute parade number has a good idea behind it and is particularly sentimental in this case. Wayburn having been associated with the producer for a number of years. Seems to be in desperate need of beautiful show-girls, however, for the line girls hardly fill the assignment.

The singing honors go to Robert Baxter, colorfully voiced baritone, and Alberta Watkins, prima donna. Show could well stand a return of Baxter in another spot, for his delivery is quite impressive and does not do enough in the single production number.

The Three Eltons, comedy dance trio, have a catastrophic version of a waltz that nets some laughs. A couple of new bits make the routine a little different. A highlight is the song and mimicry work of the Sherrill Sisters, two poppy kids, with one of them carrying most of the act. She has a sharp voice of the Judy Garland variety and her caricatures of screen notables are funny. She

should omit the impression of the President, a weak carbon.

George Bell, in one, appears with a novel trumpet-playing offering, ushering in the line in the Toy Trussard. Number is abetted by Nick Nicholas, who performs a strong tap number on a drum. Only comedy talk is provided by Earl LeVere and Helen Ware, but the pleasant-sounding and refreshing personality of Miss Ware that puts this act across. LeVere's Scotch gags interrupting his accordion pumping are not in keeping with the more modern talent idea carried out in the revue.

A sailor number brings the entire company for a participating finale. Sireep has a second-run showing of Metro's The Great Waltz. Sam Hontigberg.

LAUREL, Miss. Jan. 14.—With Monica Hower Reese giving four performances daily; two afternoons and two nights. Strand Theater has booked acts here for first time in several years.

We're Heading East
TED WEEMS AND HIS ORCHESTRA
Thanks
Management: MUSIC CORPORATION OF AMERICA

Vaude Jumps Gross At Indie Riviera, Brooklyn, 60%

NEW YORK, Jan. 14.—Three weeks of vaude at the Riviera, Brooklyn, have grossed over \$20,000, a 60 per cent increase over previous straight picture runs. The house has a 2,292 capacity and gives three performances daily and four on Saturdays, Sundays and holidays, split-week program and 30 and 40 cents admission at night, and 15 and 20 cents matinee.

The following grosses have been lined up since the opening December 25, 1938: Opener—*NTG Revue* with Slatk Brothers and film *Demond Payment*, \$8,000 on the eight-day basis, including the New Year holiday. Second week—Henny Youngman, Arthur Le Fleur, Buck and Bubbles, Frances Faye, the Hollywood Jitters and film *Lady in Distress*, \$9,268. Third week—(first half), Jean Sargeant, Bryant, Raines and Young, Lou York, Abdulah Girls and film *Higgins Family* (last half), Helen Morgan, Hal LeRoy, Ross and Edward; Mann, Dupree and Lee; Rio and Rita and film *Night Hawk*, \$6,583.

Current bill lists *Battle of Swing* by Lucky Millinder Orchestra, Harris and Howell and film *Three on a Week-End*. House band is Ted Faddy.

Bookers, Al Rogers and William Miller, expect to continue local name not and band policy.

Costello To Manage Briskman Vaude Spot

NEW YORK, Jan. 14.—Moe Costello will be general manager of the Continental Follies Theater on Broadway, \$9 open January 27. House operator is Samuel Briskman and assistant manager, Harold Goldman.

Show will consist of the highest type of specialty acts backed by an Allen Gilbert-produced chorus of 14 show girls, four dancing girls and three male dancers. All are new faces. Murray Auster will head an ork of eight pieces. This, together with a first run of film features and a newswed, will be continuous. Other features will be the elimination of the candy butcher and the serving of refreshments in the lobby by girls in evening gowns. Usherettes, too, will be garbed in a novel idea of evening costume. Lobby will be profusely flowered and the front will be entirely new.

Talent for the opener so far is Peaches Strange, Georgia Sothorn, Maxine DuShon, Mimi Reed, Joan Lee, Rags Ragland, Bob Carney and the Carney Kidnies, Johnny Cook and the Three Lunatics. Others to fill will be two male singers, two vaude acts and a prima donna.

"Double Unit" for Film

TORONTO, Jan. 14.—Original Hollywood, *Star Doubles*, following recent week at Shea's Toronto Theater, goes into the Riverside, Milwaukee, for the week of January 30 and the Oriental, Chicago, week of January 27. Act has been signed by Warners for a feature pic in February.

Turn includes Tom Herbert, Virginia Rendel, Charlie Clark, Lorraine Grant, Earl Haddon and Eddie Fouts, Elizabeth Talbot Martin, Sylvia La Marr and Wally Sharples, emcee. Manager is Howard Bruce.

Still Friendly

CHICAGO, Jan. 14.—Parting friends, bookers' row, which has been doing business with Louis Lipstone, of Balaban & Katz, these many years, tossed a luncheon at the Shermain Hotel Thursday in his honor and presented him with a costly gift. Lipstone is leaving Tuesday for the Coast to become the new musical director for Paramount Pictures, and his booking duties here will be carried on by Nate Platt, the B&K downtown house manager, and Max Turner.

Old-Style Variety Unit Clicks in Ohio

STEUBENVILLE, O., Jan. 14.—Flash came back to this Ohio River town with an explosive bang Saturday night when Lewis (Red) Mack presented his mid-night variety show to a house that crowded the 1,500-seat Paramount Theater.

Mack's presentation was offered in proof of his theory that the seat buyers are ripe for old-time hole comedy and variety. Patrons received both in full measure and reacted with belly laughs.

On the bill were Johnnie Cecilone and Gerry, hoofers; Jean Hazel, toe tap and acrobatic; Possum and Blossom, featuring Possum Gill; the Bohn Trio, balancers and tumblers; George LeComte, emcee and singer, who also played straight to Mack; Martha Jane Nibling, singer, and Romeo MacDonald, dramatic lead.

The midnight shows will continue thru the balance of the season at Manager Baker's emporium.

Rosenberg Bookings

Phil Rosenberg's latest bookings, Triboro, New York, January 15 opening, Biny (Smiles) Slane, June Taylor and Charles (Tramp) McCalli. Latter replaced Steve Mills, who went to the Galaxy, New York, January 12. Margie Hart follows Countess Nads into the Hudson Union City, N. J., January 22. Countess goes to the Galaxy, Washington, January 23. Ernestine and Joe, one week only, January 15, at the Triboro, New York. Billy Hagan replaces Jack Diamond January 22 week on the one-night only. Carrie Finelli is added attraction the same week in the same territory. Georgia Sothorn will be added attraction in Washington January 22.

January 15 week finds a black and white show in Washington. Troupe moves to the Galaxy, Baltimore, week following, and comprises David, Jumbo and Witty, comics; Three Blue Jackets, Six Lanky Hoppers, Lulu Mae Washington, Bob Mitchell, Jelle Smith, Derby Wilson and Willa Mae Lane.

Shubert, Philly, has Valeris Pavia, extra attraction, next week. Also, for same week only, Billy Arlington, Moran and Wiser, Stanley Brothers and Soders and Kay. January 29 will have Diane Rowland and Paul Fields and Boots Burns.

For the National, Detroit, now a stock house, Jennie (Wop) Moore, Harry (Hello, Jake) Fields, Lew Patel, Tom Thomas and Ben Hamilton. Jeanine Williams for January 21.

Stock for Detroit

DETROIT, Jan. 14.—New policy of stock burlesque went into effect this week at Dave King's National Theatre following decision to withdraw from the First Circuit. House remains under management of George Schiller. Policy will be a change of stock company every four weeks, with the present company including several from the Mike Sachs circuit company.

Principals in the new National company include Harry Fields, Benny Moore, Jack Ronald, Lew Patel, Ben Hamilton, Diane Johnson, Tom Thomas, Melanio LeBeau, Rance and Gordon, vocal team, and Carr and Madge, dance team.

Midwest Managers Elect

DETROIT, Mich., Jan. 14.—Election of officers was held today at the Hotel Barlum by the Midwest Managers' Association, now in its 20th week of existence. George Young, of Cleveland, is the new president and general manager, Lew Michaels, of Buffalo, vice-president, Gureston Allen, of Toronto, treasurer, and Lou Appleby, of Toronto, secretary.

Talent Agencies Acts in Contest;

Just Like Amateurs

MURRAY GORDON, Yates agency, is booking the show at Mecca Temple, New York, February 14. . . . MARTY WHITE has left the Broadway Productions Agency, New York. Will open by solo office soon.

AL SIBREL AGENCY, Hollywood, recently placed Susan Miller and Reginald Craig into the New Earl Carroll show; Deane Denise, into the new Club Seville, Los Angeles, which reopened December 29; Paula Stone, into the Town Club Casino, Miami Beach, Fla., and Peggy Dale, into the Casa Mariana, Palo Alto, Calif.

LLOYD O. RUDY, manager of the Highland Park Conservatory, Detroit, returned to the agency field this week, taking out a license for the first time since 1937.

JACK W. GORDON, manager of Gordon Entertainment Bureau, Hartford, Conn., announces Jack Kingsley is no longer connected with the office. . . . AL DONAHUE, together with Jack Walsh, booked the first show on the S. S. Uruguay, which sailed for South America Saturday. Talent included Satch and Satchel, George Damerei, Glynia Gray, Sammy Light and a bevy of Arthur Murray dancers. Cruise a for 36 days.

JACK LEE, who recently opened an office in New York with George Dupree as co-tenant, has under exclusive management Patricia Kane; the Gaiety Boys and Don Martin.

SAN FRANCISCO, Jan. 14.—Plan adopted several months ago to supplement vaude acts with a revue will be put into effect with this week's show at the Golden Gate.

Each Monday night nine acts will appear in a competitive display of talents and will be paid.

In the audience will be bookers, agents and talent scouts led by Bert Levy, who will select the performers for professional, at engagements in night clubs and theaters.

Biben Seeks Bands For Allentown, Pa.

PHILADELPHIA, Jan. 14.—Harry Biben, booker, is planning "semi-name bands" for the Lyric Theater, Allentown, Pa., which has resumed Saturday and Sunday vaude. Guarantee and percentage.

Also booking four Warner houses, the Oxford, which has changed from two days to three; the Allegheny, the Frankfort and the Alhambra, all local, two days each. He is also booking the Criterion in Bridgeton, N. J., Friday and Saturday, and plans to spot the show at the Hollywood in Atlantic City when it resumes later this month.

Charles Borelli is now handling radio bookings for Biben, and Doc Irving is concentrating on circus and fair dates.

Burlesque Notes

(Communications to New York Office)

New York:

OYSEY NINA and Al Pinar replaced Rose Heatherly and Eddie Lloyd at the Republic January 13. . . . DORIS WESTON extra-attraction week of January 5 at the Troc, Philly, and returned to the Triboro stock January 15, when Ruth Donald was added to the cast. . . . DE CARLOS AND GRANADA left the Golden show on the West wheel to open January 16 at the Westminster Hotel, Boston. Placed by Harry Drake. . . . Moran Brothers, from three months with the Trolly Circuit, Australia, replaced. . . . IRENE AUSTIN back from her first visit in eight years to folks at home in Kansas City, Mo., opened at the Star, Brooklyn, January 13. Exiting the day before were Lottie Rogers, Joan Leaf Betty DuVal and Isabelle Brown, dancer, who shifted to the Eltinge.

JULIA BRYAN, who left the Galaxy January 12 for an extra-attraction tour out of town to start January 30 at the Howard, Boston, had the honor of being the only burlesque to do a striptease at a big show at the 24-Carat Club at the Waldorf-Astoria January 24.

CAROLINE WELLS, former burly showgirl and later principal, is now Mrs. Lincoln Hauser, wife of an artist residing in Tampa, Fla. . . . LANNI RUSSELL, of the Wally Jackson Studio, is putting the finishing touches on a dance routine for Mona Lee, new principal here from New England houses. . . . HOWARD MALONEY, regular customer at all Police houses, is planning the formation of a Burlesque Fan Association. Would like to hear from eligible to start meetings, elect officers and form a set of by-laws, rules and regulations.

JOE WAINSTOCK, here for a few days away from his Miami Beach burly stock, reports good business at the Million-Dollar Pier and desires to be quoted about a wire of thanks he sent License Commissioner Paul Moss and Senator Chief Francis X. McInerney for their untiring efforts contacting various city department heads to get the Republic reopened the day following the fire of January 6. "Ordinarily it would take two weeks," added Wainstock, "and you can quote me too in saying that Mr. Moss was never more energetic—at the theater until late last Friday evening and hard at it early morning the day after—trying, until he finally was successful, in satisfying all concerned to get the Republic started in time for the first Saturday show." . . . JEAN WADE comes to the Eltinge, off the First Circuit, January 20. . . . FRED WALKER and Jean Dore followed Billy (Walker) Mack and Julie Bryan at the Galaxy Jan-

uary 13. . . . HAROLD MINSKY left the Eltinge and the Gaiety for a midseason taceah in Miami Beach, Fla.

PATSY JOHNSON, of the Golden show on the First Circuit, along with Diane Logan, Frances McAvoy and the Beal press, was parted by Mary Sunde recently at the Bellevue Hotel, Boston. A New Year's gift to Patsy of an airplane ride enabled her to fly from Newark to Boston.

GUS SHILLINO, another burlesque comic elevated to the leg, signed last week for a part in Orson Welles' *The Hearse*, now in rehearsal.

NAT MORTAN sent Eddie Lloyd and Jane Dobbin to the Dailons in Los Angeles; Mona Delroy to the Nomad, Atlantic City, and Vivian Segal, now Martha, to the Columbia, Boston.

JOAN MILLER, dancer, placed by Stanley Woolf into the Gaiety January 13. . . . JUNE ST. CLAIR moved from the Eltinge to the Star, Brooklyn, week of January 13, and then back to New York, this time at the Gaiety for an indefinite run.

UNO.

Chicago: HARRY NERSE writes from Phoenix, Ariz., that he plans to reopen his Gaiety Theater, Minneapolis, around February 15. . . . MONA LESLIE opens for the Midwest Circuit at the Casino, Toronto, January 27. . . . LEW DEVINE joined the Marshall Leonard unit in Cincinnati Friday. . . . DOROTHY WAHL goes to Los Angeles to open at the Police January 27. . . . BURBANK, Los Angeles, is reported to be closing in two weeks. . . . ATLANTA, Atlanta, which reopened recently, was slated to fold last week-end.

From All Around: STATE THEATER, Seattle, played to very good business last week with a cast including Lew Pine, Charles Fritcher, Paul Locke, Ginger Odare, Johnny Maloney, Vi Speath and Johnny De Oro. . . . JACK AND POLLY GOLDING joined Ann Corio's show last week in Baltimore. . . . HARRY CONNELLY, comic, replaced Lou Devine on the Hunda Western show in Washington. . . . Birthday parties were the order of the day recently in Baltimore for BETTY FLANK, daughter of Gus Flank, of the Gaiety, on her 18th milestone, and for VALERIE PARKS, who heads her own show on the First wheel. . . . JOHN ENSLEY, of the Parks show, doing double duty, both as manager and straight man. . . . NATALIE CARTER, who is Paul Marokoff's assistant, joined the Parks show in Baltimore. . . . JACK MORA replaced Frank Key on Ann Corio show at the Troc, Philadelphia. . . . PEANUTS GREEN-MAN is now working vaude for the Levy Time in San Francisco.

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Grady Troupe Finds Biz Okeh in North Carolina

SHALLOTTE, N. C., Jan. 14.—Jack C. Grady Show, presenting sound pictures and vaude, is enjoying satisfactory business in the North Carolina territory, according to Johnnie Bishop, assistant manager of the troupe.

Unit travels on three trucks, a semi-trailer and a trailer for the two light plants. Two house trailers are also carried. Show enjoyed unusually good holiday business, Bishop says, and will remain out all winter in this section.

In the show's personnel are Jack C. Grady, owner-manager; Mrs. Jack C. Grady, secretary-treasurer; Johnnie Bishop, assistant manager and comedian; Vernie Bishop, Laneau Cribb, Boyd Davis, Dan Coombs, Horace Coombs, Bradford Coombs and William Arnold. The folks are enjoying the hunting and fishing along the Carolina coast these days.

Among the recent visitors on the show were Mr. and Mrs. Jake Rose; Doc and Mrs. Robinson, of Robinson's Silver Minstrels, and Major Dawson, formerly of the Paul Liniger Show.

Madge Kinsey Players Note Uptrend in Biz

CANTON, O., Jan. 14.—Madge Kinsey Players, for more than a quarter of a century a fixture in this section, is rounding out a month at the Grand Opera House here, offering two bills weekly, changing Sundays and Thursdays. There are three matinees weekly, Wednesdays, Saturdays and Sundays.

Patronage from the first week has gained steadily and there is every indication that the company's stay here will be a long one. House had been used several years for stock burlesque and an entirely different clientele had to be developed for the rep offerings. Matinee business has been exceptionally good, with week-end patronage holding up well. It's the only stage here and first repertoire in five years for this town.

Audry Plans Second Circle; Biz Builds Since Holidays

JACKSON, Mich., Jan. 14.—Al Audry is scheduled to open a second circle in Michigan February 1. Lee and Ella Harrison, who formerly had out the Harrison Stock Co., have been engaged to pilot the outfit.

The cast of Audry's present company includes Lynn Denton, formerly of the Davoport Players; Philip Pine, from the Globe Players; Leo Coleman; Klunk Lemons, who did his last summer's trouping with the Brunk Comedians; Helen Audry and Mary Vance. Al (Red) Gamble is advancing.

Business is reported to have taken a jump since the holidays.

Myhre Entertainers Resume; Business Conditions Perk

WICHITA, Kan., Jan. 14.—Ed E. Myhre's Novelty Entertainers, who laid off here over the holidays, resumed their tour Monday. Company jumped into Kansas from Minnesota November 1.

Manager Myhre reports that business for the troupe in 1938 was approximately 25 per cent below that of 1937. Long stretches of rainy weather during the winter tent season and poor prices brought by crops in Minnesota late in the summer and fall were listed as the causes for the decline in business.

He reports, however, that business conditions seem to be improving in this section. The Myhre organization has been on the road 32 years.

Ellis "Rip" in Detroit

DETROIT, Jan. 14.—John Ellis, well known in rep and stock circles, opened here January 11 with his Rip Van Winkle company. He is set in local schools for a limited stay and then moves to Windsor, Ont., for four weeks of school dates. Ellis appeared over Station WWJ thru the holidays in The Black Act, a thrice-weekly feature. Ellis has in rehearsal another unit for The Legend of Sleepy Hollow, which he plans to place in schools hereabouts in about three weeks.

Rep Ripples

LEON HARVEY postals that he's still at the Dowta Towners' Club, Columbus, O., as encoo. . . HELEN DUFFIE, well known in New England rep circles, is playing club dates in and around Boston. . . MR. AND MRS. SAM CLIFFORD have a small truck playing schools and halls thru South Carolina.

BEN AND LILLY HEFFNER jumped into Cincinnati last week after attending the funeral of the latter's mother in Lexington, Ky. They will visit with Ben's brother and sister-in-law, Mr. and Mrs. H. W. Heffner, and his mother, Mrs. Fannie Heffner, in Cincinnati until the snow clears sufficiently to permit them to head south for Florida. . . THE CRAWFORDS, formerly of the Winnipeg Players, have a small show playing schools and halls in Ontario.

TOM SCOTT (Texas Slim) is playing auspicious dates in small Georgia towns. . . ROY BUTLER pipes from Hollywood that he has just been signed for the part of General Lamar in Weapons Westward, starring Richard Dix, now on location at Sahara, Calif. This is Roy's second flicker, but the first, however, in which he gets screen credit. He is using the name of Edwin Richoy. . . MYRLE LEE, formerly in rep, is now producing home-talent minstrels. His first was in Carbonate, Pa., last week. . . BOB KEARNS, contracting agent with various circuits in the past, plans to launch a three-night rep under canvas the coming season. He put in the past week scouting the Indiana and Illinois territory. . . HOBE GREENLEAF, former rep and stock performer, is now engaged in directing and producing dramatic shows with the Chicago Federal Theater group. . . ART AND MAE NEWMAN, who have been trouping with an Arkansas circle, closed with the outfit January 14 at Pochontas, Ark. Art will put in the time until spring selling advertising curtains to theaters and school auditoriums in that section. . . R. W. SHANKLAND is rehearsing some new bills for his circle troupe, which has its base at Valley Center, N. D.

AL W. CLARKE is sojourning in Kansas City, Mo., after closing a long season with Hank and Ruby Players in Western Kansas. . . REALTO PLAYERS, who have been circling in Arkansas for many weeks, are augmenting their cast. . . JIM WARREN'S COMEDIANS are playing an indefinite engagement at Lawton, Okla., with the following folk: Jim and Velda Lee Warren, Edith Bly, Daisy Johnson, Jack O'Gould, Sid Snider, Blanch Kendall and Millie Dearman. . . MR. AND MRS. WALTER SAVIDGE were Kansas City, Mo., visitors last week. . . AL COOPER'S Showboat, which was built on the Missouri River and is still moored to the docks in Kansas City, Mo., is slated to open in March. . . EMILIE CONLEY, formerly with the Feruchl Players, is visiting friends and relatives in Minnesota. . . JENNY-NNOS-PORTER PLAYERS, after a short holiday lay-off, reopened last week to play a 30-day engagement at Cripple, Calif. . . JESS MYERS, former manager of the Myers-Oswald Players, was spotted in Kansas City, Mo., the last week-end. . . JACK BOWSER, former rep manager, now conducts a med show supply house in Ponca City, Okla. . . JAMES TODD, who has been inactive in the rep field this winter, is making arrangements to reopen his Nebraska circle. . . MR. AND MRS. DEWEY CAMPBELL, after closing their show in Northern Minnesota, are sojourning at their home in Minneapolis.

JOSEPH CONWAY, of the Egyptian Theater, Bala-Cynwyd, Pa., is anxious to learn what has become of Verge Alderman, Minnie Alderman and Clyde Tressel, who conducted the stock company at the Lincoln Theater, Philadelphia, the season of 1911-12. It was that troupe that provided Conway with his introduction to the back-stage world of make-believe and he's been identified with it ever since. . . MARVIN E. BYRNE closed his Western Kansas circle last week after a 10-week season. . . REPORTS FROM Ted North's new Kansas circle are that business is satisfactory. . . EARL CHAMBERS, former actor and musician with the Princess Stock Co., is now owner of a night spot in Kansas City, Mo. . . DAVID RIGGAN, actor and musician, is sojourning in a Michigan spot. . . SHANKLAND & HEFTA PLAYERS, now circling on a loop of North Dakota towns, are reported to be doing satisfactory business. . . PRINCESS STOCK CO., which had been

operating on a loop of Arkansas towns, has moved intact to Southern Missouri.

RALPH MURRAY, well known in Midwest rep circles, was spotted in Kansas City, Mo., the last week-end. . . FERUCHL STOCK CO. closed in Chattanooga, Tenn., after unsatisfactory business during the holidays. . . EDDIE AND LOEB LANE, formerly with Skippy Lamore's Comedians and the Byes Players, left for California the past week-end. . . FREDERICK LYLE has been drafted into the cast of the Civic Theater at Erie, Pa. . . THE WOLFE TWINS, Raymond and Ralph, are playing club dates in and around San Antonio. . . FLOYD WHITE left Kansas City, Mo., last week for a trip thru the South in the interest of Leo Fest Music Publishing Co., of which he is Kansas City representative. White was formerly a repertorian. . . EILEEN AND JIMMY REGAN, formerly with Toby Young's Comedians, are now playing night spots in Michigan.

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OUT-OF-TOWN OPENINGS

(Continued from page 17)
many good lines, direction is expertly done, the scenery is almost exquisite in its modernity. Plot hinges around a May-September marriage of a Doctor Jarrett, played by Lewis, in his early 50s to a young romantic college girl of 22.

Jarrett takes the girl from a rival younger doctor and another youth of her own age married to a seldom-sober heiress. His promise of travel and interest in things romantic, plus his reputation as a world-famed physician, holds too much glamour for the girl. . . The plot has considerable suspense and an unconventional climax which of course sees the doctor lose his younger mate.

As for Lewis as an actor, he will take time to determine whether he will be a star or just another actor. At the present, however, it can be said that he is a better writer than actor, and in the same breath a better novelist than playwright.

The entire cast had the first-night jitters here, but after nervously lumbering thru a long first act Lewis improved as the play progressed. But since he has been given such an important role his nervousness and fumbling, added to his untrained voice, weakened the entire production.

Of course there will be plenty of blue poodling. There must be, because the first act is entirely too long in setting the stage for a fine second act, expertly done. In the third act, after reaching the climax, there is a series of anti-climaxes which all could be eliminated—producing a much better play. The high spot comes in the second act when Angela, after being married for a year and a half, wants a baby. The doctor, fearing to tie her down to a drab home life, refuses, and so the couple drift apart, again building up to the climax where they separate. Following action could be combined into one scene without the unnecessary setdown of three anti-climaxes.

Success in New York depends on how expertly the play is cut (running time in premiere three hours and five minutes). Lewis demonstrated his mental power in his lines but lacked voice training, flapping at times as a finished actor and again appearing so raw as to seem like a high school boy (and almost as scared). He has not learned to build scenes, falls into monotonous readings and throws away points. Philip Merivale has since taken over the role.

A bright surprise was Flora Campbell as the child wife. It would be well to cut Lewis' part and give more of the play to Miss Campbell, who carries on with zest and reality in a different role made doubly hard by her co-star's inabilities. Richard Kendrick registered heavily as the fellow ruined by marrying the heiress, and Barry Sullivan played his self-centered role of research scientist to perfection. Royal Beal is fine as the doctor's lifelong friend, and Mary Howe will get plenty of attention for her portrayal of the whisky-soaked help.

Albert S. Redman.

NIGHT CLUB

(Continued from page 21)
wood's gift to the nation's box offices. Robert Taylor, came in for a Grade A ribbing when he visited the place while in New York this week, took it beautifully, and even came back with a remark of his own that had the customers in a double lipoot. Most consistent bullet-points for the White-Harrigan-fires willisms are those unfortunate fire patrons

who brave the adventures of a trip to the ladies' room, entrance of which is at one side of the small stage. Attendance goes and remarks are slightly on the blue side, but it's all in fun and nobody minds. No better proof of that can be found than in the fact that the place is crowded night after night at a \$2.50 minimum fee.

Small band combo is used, but its efforts are merely incidental. White and his boys are the whole works, and they dish out in the entertainment unlike anything else in the merry field and about eight times funnier.

Daniel Richman.

Montparnasse, New York

The appeal in this restaurant is fine food to the carriage trade, with talent secondary. All the entertainment of the evening is lumped into three songs delivered by baritone Lewis Pecora, son of New York State Supreme Court Justice Ferdinand Pecora, who is somewhat of a showman himself—in a judicial way.

Young Pecora, we are told, is still going thru the processes of voice training. After hearing him swing several Scotch ballads to his own guitar accompaniment and then give Ges' Out of Town a vocal bouncing, he might make a nobler contribution to society by trying to emulate his father. Which is quite a task in itself, but you don't have to stng before a jury.

Music is dispensed by two bands; Hal Saunders' Orchestra providing the sweet danceable strains and Rodriguez and his rumba band filling in with infectious Cuban music that is as easy on the ear as on the gasping feet. The other singer on the bill, Jonas Hanson, a blue blood from Providence, was home with the flu.

But, as we said before, talent is secondary. The food and service are of the very best. Dinner runs at \$2.25 and a la carte, and for those who can pay it it's worth while.

Henry, Mike and Nino, the proprietors, are always on hand to render punctilious service. Dorothy White is in charge of publicity. Sol Zelt.

Club Tivoli, Juarez, Mexico

Current show follows usual pattern for this border spot, with two singles, ballroom team and encoo. Jimmy Oakes fills encoo spot well, now in his 30th week.

Judy Lane, shapely blonde, opened show with military tap for fatruchad. Helen Webster, coloratura soprano, was on heat with two songs and encoo for best hand of evening. Singing without make, girl sells songs well and has excellent voice to back it up. Miss Lane was back with a free-whooping tap number.

Marco and Romola, ballroom duo, closed with waltz and encooed with rumba. Team makes fine appearance and is well costumed.

Mauro Molina's Orchestra continues on stand. Spot is managed by Roberto Holguin and books thru MCA, changing shows about every four weeks. Hal Middleton.

Berkeley Bar, Berkeley Carter Hotel, Asbury Park, N.J.

Continuing its policy of presenting a dance team as a Saturday night show, the Berkeley Bar offered the Andrew Sisters, (Vivian and Lillian), billed as the Hollywood Glamour Girls.

The girls make striking appearances in shorts and then evening gowns for their first show. Rhythm Melody and Sophisticated Swing were presented for the early evening performance. The second show of Susy Q and Rhythm proved most delightful. The dancers drew hearty applause.

Jack Arnold Press and his "society" orchestra do an excellent job with the accompaniments.

Dinner from \$1.50. Genial George Canfield directs the spot. Sam Abbott.

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45th YEAR The Billboard

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VOL. 57. JANUARY 21, 1939. No. 3

Magic

By BILL SACHS
(Communications to Cincinnati Office)

WILL ROCK, who has been presenting Thurston's Mysteries in Midwestern theaters, was enjoined by Circuit Court Judge Vincent M. Bronnan, of Detroit, from disposing of his magic properties January 8 upon application of Howard M. Dawson, who claims he was a partner of Rock's in the venture and who is demanding an accounting. . . . **EVANS BROWN**, musical magician, after 17 weeks at Red Gables, Indianapolis, ending New Year's Eve, played a week at the Gun Club, LaFayette, Ind., and is currently at the Box Club, Terre Haute, Ind. . . . **MYSTERIOUS LAWRENCE**, now working schools, theaters and clubs in Indiana, has sold his outdoor show equipment to El Dorado. . . . **FELIX BLEI**, magic impresario, was in Jacksonville, Fla., for several days last week looking over the situation for a well-known mystery show, but decided that there were already enough magi in the territory and departed with Mrs. Blei for New York. He plans to call his day for the winter. . . . **FOSTAIRE** info

that he has changed his professional name to Forston. Busy in recent week around New York and Boston, he is slated to return to Washington this week, after which he moves into Virginia to rebuild his act preparatory to beginning a Southern trek for a New York office. . . . **CARL SHARPE**, en route to Louisville, stopped off at the desk last week and left a note, stating that he is opening at the Hotel Alma, Cincinnati, January 18 for a week's stand. . . . **COLUMBUS, O.**, magic inds are staging their eighth annual magi-fest at the Neil House to that city January 27-28. All magi are invited and several hundred rabbit hidlers, pro and tyros, are expected to take in the event. A nine-act magic show is being arranged for the final night. Syl Reilly is chairman of the show committee. . . . **HARRY AND FRANCES USHER** and Frank Fowls entertained the famous Trojans, members of the University of Southern California's football squad, at an affair given at the Vista Del Arroyo Hotel, Los Angeles, Sunday night, January 1. Among the guests were Dr. Rufus Von Kleinsmid, president of U. of So. Calif.; Coach Howard Jones and Dr. Packard Thurber.

TOMMY THOMPSON, in advance of the Blackstone show, was in Cincinnati for a brief spell last week but, unfortunately, we were out when he called at the desk. Blackstone is slated to play the Shubert, Cincy, soon. According to word from the show, business has been good so far this season. A recent three-day stand at the RKO Boston was extended to a full week. . . . **DR. MARLANA TARBELL**, still presenting his on-man magi circus, "Seeing with the Fingertips," was a visitor at

the desk last Friday (13). He left Cincinnati early Saturday for Oxford, O., where he played Western College that night. Tarbell reports that the season has been exceedingly good to him. After a few weeks around Chicago he embarks on a tour that will take him to the West Coast. . . . **HOTEL WHITE**, New York, is sold on the drawing powers of mystery turns, judging from the amount of work the management is giving this type of act. Fairfax (Fairfax Burgher), magician, begins an engagement in the hotel's Mary Murray Room January 17, replacing Cassandra, blond mentalist, who leaves to fulfill a contract at The Patio, Palm Beach, Fla. Cassandra has played a total of 22 weeks at the White, and Paul Duke, magician, recently did his third guest shot for the spot. . . . **THOMAS MAGRUM** is currently playing high schools thru his old stamping grounds in Nebraska. . . . **PHILIP MAXWELL**, Chicago conjurer, is currently on the West Coast. . . . **AL PAGE AND CO.**, opened Sunday (15) at the Capital Theater, Atlanta. They're adding a new illusion, *Bumping a Girl Alike*. . . . **SOCIETY of Detroit Magicians** recently elected the following officers for 1939: Dr. John Buell, president; Al Caroselli, vice-president; Robert Ungewitter, secretary, and George A. Pillsbury, treasurer. Group will stage a banquet at the Polish Century Club, Detroit, January 21. Charles H. Lewis will be in charge of entertainment, assisted by Al Monroe and William Weber. . . . **BLACKSTONE** made the Associated Press wires last week when he entertained the kiddies at Children's Hospital, Boston. In displaying his nifties there, the press yarn had it, Blackstone so completely disappeared a certain rabbit that even he couldn't find it himself. The rabbit popped up from under the covers of a lad's bed after Blackstone had left the hospital.

Minstrelsy

By BOB EMMET
(Cincinnati Office)

DEKIELAND MINSTRELS, new title for Sunshine Gang of New Orleans FTP unit, played to a good house at the opening of a fortnight engagement at the St. Charles Theater, New Orleans, December 26. Jimmy Cooper is interlocutor, and endmen include Maurice Harding, Billy Leroy, Sugar Marjeth and Bill Bill Trone, all vets. In the line are Ed Brennan, Al Monroe, Hugo and Stanford Stern, Manole Melancon, P. T. Paul, J. Tully Millet and George Baud. Five variety acts, including Capt. Billy Hobbs, magicians Tony Cupano, accordionist Beulah Leroy, blues singer, Stern Brothers, imitators, and Cooper and Morris, dancers, round out the unit, which is under supervision of Herbert Ashton Jr., regional FTP director. Prior to daily shows the cast parades thru downtown section of the city in true old minstrel fashion. Supporting cast is 13-piece band under Ettore Fontana.

"A POPULAR MINSTREL of other days, never before mentioned in your column, is the Quinlan & Wall Imperial Minstrels," writes G. E. Duble from Jeffersonville, Ind. He says Dan Quinlan and Jimmy Wall were the owners and that he saw the troupe in the fall of 1903 or '04 at the Opera House in New Albany, Ind. Ed Brill was band leader. Duble was a member of Bill's Band on the Barnum & Bailey Circus the season of 1913.

ANNUAL ELKS' MINSTREL will be presented at the Virginia Theater, Wheeling, W. Va., February 15-18, with proceeds as usual, going to charity. J. Budj Haberstick is general chairman of this year's production. As in former years, the cast will include several former minstrel men.

EDDIE LEAHY, who played in the band on Neil O'Brien's Minstrel in 1924 and '25, remembers hearing some of the older musicians speak of the mellophone player, who has been discussed in this column recently. Leahy says that this musician was not on the Neil O'Brien show, as long as he was with Leahy and his misad, professionally known as Peas Fern and Co., are in their second week at the Algeo Hotel Grill, Toledo.

"**RUSTY**" WILLIAMS, raincoat vet, reveals that he's celebrating his sixth year as advance agent and producing comedian with the Odell White Show, now tramping it thru North Carolina.

Endurance Shows

(Communications to BILL SACHS, Cincinnati Office)

Seven and One Still Going In Port Arthur Walkathon

PORT ARTHUR, TEX., Jan. 14.—Walkathon here is playing to good business, with seven teams and one solo left in the running. They are Billy Steele and Maxine Lang, Joe Nalty and Gloria Weary, Stan West and Chad Alviso, Earl Clark and Jackie Anderson, Duffy Terrantino and Tillie Sweet, Johnny Russo and Audrey Mae, Pete and Pauline Scott, and Smitty Inman, solo. Two sprints are run daily.

Staff includes Jimmy Lemard and Bob Robinson, judges; Romeo Passo and Don Reed, trainers, and Rubber Legs Martin and Monk Melancon, concessioners. Music is furnished by Gus Bunge's Swingsters.

Rothwell, Kitchen Go Jitter

SHREVEPORT, LA., Jan. 14.—A jitterbug contest, produced by Robert Rothwell and Josh Kitchens, both well known in the endurance show field, is set for the City Auditorium here early in February. Show will not be continuous, but will start at 8 p.m. and run until 1 a.m. Contest is being underwritten by an advance phone sale of tickets. Prizes will be paid each evening.

Wellston Walkie Winds Up

WELLSTON, MO., Jan. 14.—Local walkathon closed January 2 with satisfactory business reported. Winners were, first, Clyde Hamby and Angie Oger; second, Pee Wee Collins and Pauline Boyd; third, Ralph Ellis and Opal Fordie. The final sprint was run between Angie and Pauline. A well-attended Victory Ball was held the night after the close.

GEORGE D. HARRINGTON letters that he has said farewell to Ocean Park, Calif., and is now with a dance trio, the Three Sharpies. He says he has landed bookings which will keep him busy till May.

LOU DANE is singing over Station WTAQ, Green Bay, Wis., three times weekly, Monday, Wednesday and Friday.

NEW YEAR'S DAY brought more than a new year to Mr. and Mrs. Hal Loan. It also brought the stark congratulations, paper and favors.

REPORTS HAVE IT that Cape Girardeau, Mo., merchants are more than willing to play host to another walkathon, and, according to King Brady, the advance enthusiasm and friendliness of the people toward the contest that will open there soon is indicative of one of the best shows of the year.

EAST-ST. LOUIS show has 11 couples and three solos at the 300-hour mark.

**ENDURANCE
ATTENTION CONTESTANTS**

OPENING AT BAKERSFIELD, CALIFORNIA, THURSDAY, FEBRUARY 2.
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WOULD LIKE TO HEAR FROM ALL CONTESTANTS FROM 1937 SHOW.
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**EX-WALKATHON CONTESTANTS
CAN YOU DANCE THE
JITTERBUG**

We are holding a Jitterbug Contest at the City Auditorium. Would like to get in touch with the following teams: Powee and Pauline, Frankie and Lee, Charley Smalley and Vivian Branch, Billy and Dennis Donovan and any other good teams with flashy wardrobe.

THURSDAY, FRIDAY, SATURDAY, FEBRUARY 2, 3, 4, 1939

CITY AUDITORIUM SHREVEPORT, LA.
Communicate with JOSH KITCHENS, Creswell Hotel.

**ANOTHER BATAVIA WALKATHON
OPENING TUESDAY NIGHT, JAN. 31, MURPHYSBORO, ILL.**

Beautiful Ballroom, 2,000 seating capacity. On Main Government Highway in City Limits. Prizes up to \$1,500.00. Last show five years ago. WANT Teams who have danced for me to contest, if not dancing at present time. Also, others who have wardrobe that can conduct themselves like Ladies and Gentlemen. 25 Teams to start. Will take care of those I check before opening only. Don't come unless I send for you. Another spot to follow this one. Have openings for labor help in all departments. No collect bills or phone calls accepted. Write—I will answer immediately.

CHAS. BATAVIA, Manager, care Goodall Hotel, Mason, Ill.



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The Final Curtain

BAKER—Myrtle, 83, mother of Mrs. Ben Heffner, of the Heffner-Vinson Tent Show, at a Lexington, Ky., hospital January 3, of dropsy. She had been ill three months. Services January 7, with interment in Hillcrest Cemetery, Lexington. Besides Mrs. Heffner, she is survived by another daughter and two sons.

BRANDT—Charles Edwin, 68, actor and vaudevilian, in Mt. Sinai Hospital, New York, January 8, of pneumonia. During the '90s he played vaudeville, turning to legitimate shows after that. In his 20-year stage career he appeared under the management of David Belasco, George C. Tyler, Arthur Hopkins, John Golden, Theater Guild, Gilbert Miller and the Shuberts. Productions in which he played included *Daddy Long Legs*, *The Garden of Allah*, *The Red Rover*, *Trilby*, *Soldiers of Fortune* and *The Duchess of Alba*. In more recent years he was seen in *Fast Life*, *Roar China*, *When in Rome* and *Percival Vivian's* revival of *Romeo and Juliet*. Brandt was a member of the Lambs, the Catholic Actors' Guild, the National Vaudeville Association and Actors' Equity Association. Survived by his widow, Mrs. Mary Helmh Brandt.

BURNS—Harry, 58, former film director for William Fox and other early film producers and one-time publisher of *Filmograph*, in Hollywood, January 10, Survived by his widow, the former Dorothy Vernon.

CAMPBELL—B. E., advertising executive of Greer, S. C., and father of Morris Campbell, fight promoter, there December 20. Campbell was known to many showmen. Survived by his widow and 10 children. Burial in Spartanburg.

CLARE—Kent, 71, former printer and at one time a member of a stage troupe headed by Lillian Russell, suddenly in his home in Monroeville, O., January 10, Survived by a brother, P. S. Clark.

"In Loving Remembrance"

Barbara Ann Cook

DAVIS—Mrs. Bert, 35, stock and repertoire performer, of a heart attack in Kansas City, Mo., December 30. She had trouped with various tap organizations, including Bill Jenks, Jack Lewis, Reemer Brothers and others. The past few years she had been in the night club field, spending several years in Juarez, N. M., and had been working Kansas City clubs at the time of her death. Survived by a daughter, Garnette, and three sisters. Burial in Blackwell, Okla.

DONLEVY—Mrs. Thomas, 68, mother of Brian Donlevy, motion picture actor, suddenly January 9 at her home in Blueboyan Falls, Wis.

FOURRIER—J. Amédée, 45, music house operator in Baton Rouge, La., for half a century and former ork leader, there January 4 of pneumonia. In 1894 Fourrier opened the music house bearing his name and organized his own orchestras in later years, playing pits and at outdoor thru the South. His widow, four sons and two daughters survive.

KARDESA—Carl A., 76, for years a harness maker with the old Ringling Circus, of a heart attack at his home in Baraboo, Wis., January 1. Survived by his widow and a son, William, a prominent circus fan. Burial in Baraboo.

KATZ—Julius (Joe), 52, former bill-poster with Jack Hoyle and other circuses and outdoor attractions, in Cincinnati January 6. Survived by his widow, Marion, and two sons, Leonard and Herschell. Burial January 8.

LEE—Ivy, 25, entertainer at the 885 Club, Chicago, in a Columbus, Ill., hospital recently from injuries sustained when her car crashed into a light pole.

LEESMAN—L. W., 80, for many years connected with a circus as assistant traveling manager, at Veterans' Bureau Hospital, Indianapolis, January 9 after

John S. Berger

John S. Berger, widely known outdoor showman and amusement promoter, died in the French Hospital, Los Angeles, January 19 after an emergency operation for a stomach ailment. He was one of the first carnival owners in the United States, having been established in the field as a pioneer with the Morris & Berger Shows. Funeral and interment in Los Angeles January 14.

10 months' illness. Survived by his parents, two brothers and three sisters. He was a World War veteran. Services and burial January 11 in Indianapolis.

MCCABE—Grover, 46, performer since the age of 10, which he was a member of the Pettif Family of acrobats, January 10 after a brief illness at Henrotin Hospital, Chicago. McCabe trouped with the old High Walton Trio and in later years trained domestic animals. He was also a clown and trapeze performer and was a member of the first act, a tumbling team, in which Joe E. Brown, screen comedian, participated, and had been with the Cole Bros. Circus. He was a member of the Showmen's League of America and the Elks. Survived by his widow, Heloise, a son, Donald, two brothers, Maurice and Albert, and four sisters. Burial in Calvary Cemetery, Toledo.

TO ALL FRIENDS OF

GROVER McCABE

Your kind expression of sympathy has been received and deeply appreciated.

THE McCABE FAMILY AND WIFE,
MARCUERITE AND FRED CRANELL

MCCALL—Archib, for years secretary of Gratiot County Fair, Ithaca, Mich., December 29 at his home in that city after two weeks' illness resulting from a fall on ice. He was well known as a political leader, lawyer and agriculturist. Interment in Ithaca Mausoleum.

MAURO—Guy M., 28, musician and member of the Charleston (S. C.) String Symphony, January 8 in a hospital there after a long illness. Survived by his widow, parents, three sisters and four brothers. Services January 19 in Charleston.

MAXWELL—Jack, concertmaster, January 11 in Detroit. He was a member

of hospital, Salisbury, N. C., after two months' illness. He was a life member of Cleveland Lodge A. F. and A. M. and the Eastern Star. Survived by two sons, three daughters and one brother. Interment in Sunset Cemetery January 9 with Masonic honors.

RUSSELL—Albert H., 66, in his home in Anaheim, Calif., January 11 after a lingering illness. Russell had a wide reputation as a composer and his greatest hit was *Mosses*, a best seller of some years back. His widow survives.

SNOW—Talbot, concert organist and a member of the Boston Symphony Orchestra for many years, January 5 in Bangor, Me. Snow was a member of numerous musical societies, among them the American Guild of Organists. Survived by his widow, Eleanor. Services January 10 in Bangor.

SULLIVAN—Marshall, 34, musical comedy singer and dancer, known on the stage as George Marshall, at his home in Freeport, L. I., N. Y., January 4 after a long illness. Among the shows in which he appeared were *Zeigfeld's Whoopee* with Eddie Cantor, *Face the Music*, *Hazard*, *Short's Revues* and others. Survived by his mother, known in show business as Rebecca Byford. Services January 7 from the home in Freeport.

SWANNEY—Mrs. Louise, 51, January 19 at her home in Chicago. She was the wife of Michael J. Doolan, well-known showman and member of the Showmen's League of America. Burial in Chicago. Survived by two sons and a daughter.

TEMPLE—J. Fred, for years in charge of concessions at Illinois State Fair, Springfield, January 5 in Galasburg, Ill. He was a member of the Showmen's League of America. Burial in Galasburg.

THOMAS—Jameson, 49, London-born actor and director, in a Sierra Madre, Calif., tubercular home January 10. Among his early roles as an actor, which he began as a boy, appearing in *The Squaw Man* with a London company, was the lead opposite Betty Blythe in a

HENRY CHESTERFIELD

Henry Chesterfield, 62, executive secretary of the National Variety Artists, Inc., since its inception in 1916, died January 11 of a cerebral hemorrhage an hour after he had delivered a eulogy at the funeral of Charles Edwin Brandt, actor, at the Walter B. Cooke undertaking establishment, New York.

Chesterfield's real name was Henry Selner, which he discarded upon embarking on a stage career. Prior to that he had studied medicine at the College of Physicians and Surgeons of Columbia University, the he never practiced. He served in the U. S. Cavalry in the Spanish-American war, after which he joined Mrs. Helena Modjeska's company. Later he became associated with the Misses Edna May and Cecil Spooner, performing dramatic sketches, before organizing his own vaudeville company.

During the White Star actors' strike in 1916, when the late Edward F. Albee organized the National Vaudeville Artists' Club, now the National Variety Artists, Chesterfield became executive secretary. Reduced income from the NVA fund forced the club to abandon its luxurious clubhouse in 1934. He resigned during the June, 1937, organizational upheaval, but was drafted for return by the members.

A native and resident of Brooklyn, Chesterfield had been married twice. His first wife was Julia Nash, vaudevilian. His widow, Martha Dunn Chesterfield, was formerly his secretary. He also leaves his mother, Mrs. Hetty Selner, and two brothers, Charles and Louis Selner, proprietors of the Hotel Chesterfield, Miami Beach, Fla., named after him. He had been a Mason, Shriner, Elk and member of the board of governors of the Calvary Club.

Interment in Mount Carmel Cemetery, New York, after lying in state in the old NVA clubhouse January 14.

of the Michigan Showmen's Association and the Showmen's League of America. Survived by his widow and son. Burial in Showmen's Rest, Woodlawn Cemetery, Chicago.

OAKHORN—Mrs. J. G. E., wife of R. G. Oakhorn, of Robbins Bros. Circus, in South Bend, Ind., January 5 after an eight-day illness. She is also survived by her parents, a brother and three sisters. Burial in South Bend.

POWELL—William (Doc), 48, former vaudevilian on the Keith and Pantages circuits, at his home in Bowling Green, O., of cancer January 11. He was stricken a year ago. Powell and his partner-wife, Nedra, were internationally known for their sand picture work, "Myrtle Mosaics," having played in England, Germany, Austria and France. Survived by his widow, mother, three brothers and two sisters. Services January 14 with burial in Oak Grove Cemetery, Bowling Green.

RIDDLE—Mrs. J. L., mother of Barney R., Kern, circus agent, after an operation in St. Vincent's Hospital, Indianapolis, January 8. Burial January 10 in the family plot in Vincennes, Ind.

RUDASILL—E. A., 80, former link and theater owner of Shelby, N. C., of pneumonia January 7 in Kowan Memorial

German picture, *Chu Chin Chow*; the lead in *Treason* and *The Hate Ship*, a British picture. His first picture in Hollywood was *Body and Soul*, in 1931; Others he appeared in were *Convicted*, *The Scarlet Empress*, *A Woman's Man*, *The Last Outpost*, *The World Accuses*, *Charlie Chan in Egypt*, *It Happened One Night*, *The Lives of a Bengal Lancer* and *Mr. Deeds Goes to Town*.

TRAVIS—William, for years identified with the promotion of the annual Columbian (O.) County Fair and a former director of the Columbian County Agricultural Society, January 9 at his home near Lisbon, O., after a long illness. His widow, a daughter and two sons survive. Services at the residence and burial in the Lisbon Cemetery.

TROYER—Howard E., 40, concessioner for many years, at his home in Memphis January 7. Survived by his widow, two sons and two sisters. Services January 10, with interment in National Cemetery, Memphis.

TURNER—L. A., 71, president of Northern Wisconsin District Fair Association, January 3 at his home in Chippewa Falls, Wis. He had served as president of the fair since 1934. Survived by his widow, a son and daughter.

TURNER—Grace, of the vaudeville

team Turner and Grace, is aside for the past 23 years, of pneumonia in Harrisburg, Pa., December 27. Survived by her husband, Bert. Burial December 30.

WARNOW—Sylvia, 32, wife of Mark Warnow, radio orchestra conductor, in Miami, Fla., January 12, of a heart attack. Besides her husband, she is survived by three children and her parents. Services January 15 in Riverside Memorial Chapel, New York.

WHARTON—Mrs. Grace Osborn, musician and lyric writer, January 12 at her home in the Knickerbocker Hotel, Hollywood, after an eight-month illness. She did some of the lyrics for Charles Wakefield Cadman's music and was well known as a singer and violinist. A sister survives.

YOUNG—Bert (Doc), veteran med pitchman, in Los Angeles January 2, of pneumonia.

Marriages

ADAMSON-RATHEE—Carl Adamson, Chicago, dramatic and vaudeville actor, and Evelyn Jeanne Rathee, Detroit, dancer and musician, in Chicago January 8.

CREW-JOYCE—Wade E. Crew, manager of Allied Motor Attractions, Cedar Rapids, Ia., and Hollis Joyce, of Hollywood, former singer with dance bands on the Coast in Rawlins, Wyo., September 24. It has just been learned.

GAU-WEILER—Rheiny Gau, Cincinnati entertainer, and Mrs. Catherine Weber, nonpro, in Cincinnati January 14. Gau formerly sang over Stations WLW and WSAI, Cincinnati.

GERVE-WARD—Bert Gerve, manager of Lang Thompson's Orchestra, and Margie Ward, dancer, in Ft. Worth, Tex., January 1.

HEVERLI-LUDWIG—Joe Heverli, radio press agent, and Eleanor Ludwig, nonpro, December 10 in New York.

KEMP-STEPHENSON—Hal Kemp, orchestra leader, and Martha Stephenson, New York debutante-model, in Pittsburgh January 13.

KERNY-REINKE—Leon Kerny, motion picture projectionist, and Maria Reinke, December 23 in Plymouth, Wis.

KOFOLOS-ANTON—Jl Kofolos, manager of the Applen Theater, Applen, Wis., and Beatrice Anton January 8 in Chicago.

LAWSON-PILKA—Byrett Lawson, juvenile, and Arba Marie Pilka, October 20 in Maryville, Tenn.; it has just been learned.

MCCLEERY-BAILEY—Albert McCleery, New York, conductor of the "West of Broadway" column in *Stage* magazine, and Banny Sue Bailey, nonpro of Fort Worth, Tex., there January 1.

MORRIS-SCHINASI—Wayne Morris, film actor, and Leonora Schinasi, New York tobacco heiress, in Beverly Hills, Calif., January 7.

SCHROEDER-SAYLOR—William Schroeder, salesman for Station WCAE, Pittsburgh, and Gloria Saylor, artist, in St. Louis January 14.

WHITE-ARNOLD—Jack White, sports-caster at Station CKLW, Detroit, and Wilma Arnold, of Station CKTB, January 7 in St. Catherine, Ont.

Coming Marriages

Janet Gaynor, screen actress, and Gilbert Adria, costumeur, soon.

Harp Vaughan, Pittsburgh booker, and Gloria Smiley, dancer, in Pittsburgh February 14.

Roy Starkey, cowboy singer at Station KDKA, Pittsburgh, and Ruby Good, of Detroit, soon.

Births

A 9-pound daughter, Patricia, to Mr. and Mrs. Hal Lohr in Milburn, N. J., January 1. Parents are well known in the endurance show field.

A 7½-pound daughter, Patricia, to Mr. and Mrs. Pat Vernon (Vernon and Vanoff) in Lakewood, O., shortly.

A six-pound son to Mr. and Mrs. Alfred L. Webb Jr., in Orange, N. J., January 10. Father is the youngest son of the late Otis Webb, veteran showman of the Ringling show.

An eight-pound son, Ronald Cedric, to Mr. and Mrs. L. G. (Ted) Miller December 22 at Mercy Hospital, Portsmouth, O. Father is publicity director for Frank Wirth, and mother is the former Elaine Owen, featured on the first burlesque circuit last season.

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

Parcel Post

- Adams, Mrs. ... Bernhardt, Mrs. ... Brown, D. M. ...

Women

- Alice, Mrs. ... Adams, Mrs. ... Allen, Florence ...

- Fisher, Mrs. Perry ... Forrester, Evelyn ...

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

- Kirk, Clara ... Kline, Marge & Tex ... Kinney, Katherine ...

- Adams, Ovid ... Alford, Alice ... Alford, Alice ...

- Adams, Ovid ... Alford, Alice ... Alford, Alice ...

Men

- Adams, Ovid ... Alford, Alice ... Alford, Alice ...

When Writing for Advertiser Mail, Please Use Postcards. Also state how long the forwarding address is to be used.

The 1939 World's Fairs

- ATLANTIC -
New York World's Fair
 Flushing, L. I.
 Opens April 30

- PACIFIC -
Golden Gate International Exposition
 San Francisco
 Opens February 18



Fun Zoners' \$ \$ Headache

NEW YORK, Jan. 14.—Altho bulk of concessioners signed for the Fair are engaged these days in construction and operation details, for many contract-holders it's still the search for additional finances that occupies most of their time and effort. Several midway projects, some of major character, are holding executed contracts with the Fair corporation, yet are by no means in a position to meet necessary financial requirements.

Options on ground space and type of attractions were granted in all instances and as expiration time approaches promoters frantically search for interested angels. Several options have been extended by the Fair in the hope that a few more hits might produce results. In other instances options have automatically expired, with the result that the showman is minus his down-payment of approximately 20 per cent of entire construction cost, and the Fair is minus an attraction. Substitutes are called in, of course.

Apparently current world unrest, general set-up in domestic economic conditions and the government's increased income tax program have made the money-lending boys think twice before investing in concessions with a gambling tinge. Then, too, in some cases the creative showman or promoter possessing a swell idea for an attraction sometimes looks what business acumen and logic he may possess when dickered with hard-boiled Wall Street financiers. Fair officials realize that it is to their interests to have accepted attractions become realities and have co-operated in money-search as much as it is tactfully possible.

Sign Contract for Casino of Nations

NEW YORK, Jan. 14.—Casino of Nations, claimed to be patterned after "Brasserie des Nations" of 1937 Paris Exposition, is down for 25,000 square feet in exhibit area near Communications Building. Company is Casino of Nations, Inc., proxied by Edward M. Oehmichen, offices downtown. Directors are William J. Topken and Philip F. Farley, of law firm of Topken & Farley. Victor Lauly, of a French banking house (given as Georges Pasca et Cie), who managed "Brasserie," will manage this one.

Casino will have about 1,500 capacity for restaurant, entertainment and dancing, with dome convertible in good weather for open-air jiggerbugging. A feature will be an oak club over a 110-foot bar. Schulz & Behrie the architects.

Original whispers on the subject had this enterprise backed or projected by a so-called French syndicate, but latter said to be active on other plans at fair, altho at one time Oehmichen was supposed to be acting in behalf of syndicate. Casino details were worked out in Newark, N. J., before contract stage with fair was set. Oehmichen is from Newark and so are the architects, with former an investor, which lends some credence to the international angle.

N. Y. Firm Gets Games; Rabkin's 50 Photomatics

NEW YORK, Jan. 14.—First contract for a game concession was consummated last week when the Fair Play Amusement Co., with George Bartoli general manager, signed to operate batteries of 15 slot-ball and 10 chime ball alleys in the fair's amusement center. Fair has been purposely slow in allotment of gaming privileges, altho hundreds of applications (See N. Y. FIRM GETS on page 61)

Politeness of Tomorrow
 Lawns and grass sections of the New York World's Fair have signs bearing this detailed request: "Please."

Toy With Strip Ticket Plan for Amusement Area

NEW YORK, Jan. 14.—Fair understood to be playing around with schemes for combo ticket affecting amusement zone. Treasury department joining with promotion heads in figuring out most practical plan, with some of zone's contractors being called in to huddle with them. Concessioners' Association, acting for those holding direct contracts, will probably be asked to give their various get-ups the o. o.

Seasoned expositioners are known to frown on strip ticket basis where it cuts their per capita revenue sharply, especially above and rides which are not only geared for capacity but frankly expect to play to same, or nearly enough to give them consistent flow of turnstile traffic during accepted peak periods of operation.

Advance info has shown favoring scheme directly sponsored by the fair, but snubbing strip ideas by indie agencies on nation-wide or regional basis. American Express has such distribution in mind, but showmen claim cost of distribution, printing and other considerations force price down on combination pasteboards when it comes to net revenues of respective attractions. It is not unusual in these cases to see a two-bit show net the 10 or 12 cents, this bargain traffic getting same joy as the two-bitbers and reacting against top revenues.

Prelim fair get-up allows 4 cents from two-bit show and about 3 1/2 cents from 40-cent tricks, with 9 cents chopped from outside gate admish, now set at 75 cents. Outside agency chopping would be much greater as strips will be sold nation wide while direct fair scheme will have tickets sold at fair and outside gates.

One advantage of combo tickets in theory is that it practically assures plenty of traffic for attractions on bargain or semi-bargain side. Possibility also that a "family" strip ticket will be put into the works to draw Mr. and Mrs. and the brats.

On Flushing Front

By ROGER LITTLEFORD, JR.
 NEW YORK, Jan. 14.—Casino of Nations, Paris-type dine and dancery that became a part of the exhibit zone this week, should not be confused with the French Village project mentioned for the fun zone almost a year ago. After months of dickered village idea apparently has been discarded by both fair and the foreign syndicate back of the enterprise. Nevertheless there's still more than an even chance something along that order will take place in the amusement zone—reports are out that the French Line, plus a semi-official Paris group, are promoting a French-Colonial unit for the upper end of the midway. Attraction would be built around the color and atmosphere of France's African colonies, "Foreign Legion and all.

An independent attitude many times can not only be costly but downright foolish. For example, a certain attraction manager, surmising he knew just about all there is to know, got into hot water recently with the U. S. immigration officials when attempting to make arrangements for entrance of foreign (See ON FLUSHING FRONT on page 61)

Shubert Show For 10 Weeks

SAN FRANCISCO, Jan. 14.—The "largest, liveliest and most glittering" music extravaganza and girl show to hit San Francisco in two dozen years is planned for the Golden Gate International Exposition. This was the joint statement of Exposition Director Harris Connick and J. J. Shubert, who this week signed a contract for the production, which will have its premiere at the fair about June 1. The show will run, for 10 weeks, then go on the road as a first-class opus.

Shubert has promised more than 100 beautiful girls and the best of comedy, dramatic, dance and musical talent. He said he would start casting in New York next week.

Record Gale Threatens
 A record gale threatened, thousands of dollars' worth of construction work last week on the island. Only damage, however, was the jarring loose of some plaster from the top of the 400-foot Tower of the Sun.

10-Day Indoor Rodeo
 The first indoor rodeo in California will be staged in the giant Live-Stock Coliseum for a 10-day run from May 12 to May 22. Thirty thousand dollars is to be posted for prizes. The rodeo will follow the Sacramento show and will precede all other Western rodeos for the 1939 season.

Arthur Rowe, head of the Pacific Radio Institute, has been named supervisor of radio activities for the fair.

Singer's Midgets Booked
 Singer's Midgets will appear at the expo. Leo Singer and William Collins were here Wednesday and signed for a three-acre concession on the Gayway. A midget village will house a large troupe of the little folk, engaged for 41 weeks of the fair. Now in Hollywood, they plan to start their trek to Treasure Island within a fortnight.

Gleanings

By WALTER K. SIBLEY

SAN FRANCISCO, Jan. 14.—Low Dufour flew into town on January 5 from Los Angeles, where he conferred with Ernest Hix and others regarding his New York show. Dufour & Rogers will have the Life show on Treasure Island here, and Low is getting estimates from contractors. He flew from New York to Dallas, where he shipped stored equipment to San Francisco. After his stop in Dallas he went to New Orleans, hopped a plane again and landed here.

H. Michaelson, of the expo treasury department, stricken recently with a heart attack, is convalescing and should be back on the job shortly.

William (Bill) Monahan, director of the exhibits-concession department, who has tendered his resignation to take effect with opening of the fair, has been appointed executive vice-president of San Francisco Chamber of Commerce and will take that chair on March 1.

Gayway roster of the GGIE speaks volumes for the knowledge and careful selection of the show or concessions. Fred Weddleton, without any record at hand, some of the operators include J. M. Anderson, ministers railroad operator; Harry O. Baker; Johnny Branson, Claude Bell, J. Frank Blake, Ben Lenz, Gabriel Barnett, Rev. A. Bucci, Arthur Belcher, Doughnut Corp. of America, Adoree Berry, Edward J. Busch, Clyde Beatty, John R. Casala, C. M. Cameron, Bill Bollina, Lew Dufour, H. Delavesta,

"Will-or-Won't" Sally
 SAN FRANCISCO, Jan. 14.—The great will-or-won't question of Sally Rand's participation in Golden Gate International Exposition is still unsettled, says Director Harris Connick. But certain sources at fair headquarters report that Sally definitely has signed for space on Treasure Island for the Sally Rand Nude Ranch, which, it is said, will be entirely different from the peep show at the San Diego expo. Sally herself will not appear in the Nude Ranch show, but she may compete with her own show by putting on her bubble dance.

O. N. Gustafson, Arthur Hoffman, Fred Hinz, E. C. Harty, George Jue, Keys System, Sam Katelman, Abner K. Kline, Richard Lusse, L. G. Heller, J. E. Lane, Muller Bros., Miller & Shenson, Nate Miller, Bertha Melville, J. Martins, Fred McPhee, Charles Fyfe, Sally Rand, Harry Seber, Frank Skinniman Jr., Singer's Midgets, George Stutz, Fred Tait, Harry O. Traver, William and Bernard Russell, Harry A. Mions, Herman Zapf, Signor Zambino, Cliff Wilson, T. A. Wolfe and G. A. Waldgren. With this assemblage of attraction operators it would appear that sheriffs and balliffs of San Francisco County can devote their time to other pursuits than serving papers on defunct shows and showmen.

Brooklyn Supreme, called the world's largest horse, will be brought from Callender, Ia., for exhibition during the Cattle Show to be presented here for 144 days.

Anyone coming to the fair to work or to operate and bringing his automobile can use his State plates one month as a guest of California. After that he must secure a California license, cost of which is \$6 plus \$1.75 per hundred on present value of the car. He must also get a driver's license, for which there is no charge but a most tight test. He should be sure that brakes are in the best condition, that tires are not worn smooth and, in fact, that the car is safe and sound. An auto can be of the vintage of 1900 but it must be in good, safe running condition. Remember, this town is built on seven hills and if a car should get away from a driver he is liable to land in Sacramento.

"Making of a Motion Picture" \$250,000 Hollywood production headed by Harry Joe Brown, movie producer, having faded out of the picture and not to be on the Gayway, part of the space that was to have been used has been assigned to the Singer Midget Village.

Joe Drambour has the Cyclone Coaster about ready for painters and if attendance warrants it will open before the fair premiere. I have never seen a Coaster built as speedily as this one with such a small crew. Joe is now working on the speed cars' platform and building.

Claude Bell, the sculptor, is sculpting to beat the band and has two of his most interesting exhibits, doing all of the framing himself. Says this is the first time he has ever made sand models with material that had gold in it.

Johnny Branson is erecting his Lion Drome and it looks the part with 135 feet of front. He is using a great detection bell on the ballyhoo in which motorcyclists will ride to attract crowds.

4,000,000 fair tickets have been sold and paid for according to official records. Combustion entrance and show tickets have not yet been issued. (See GLEANINGS on page 61)

H. C. Records To Have Show

Being organized at Nashville, Tenn.—will be transported on 16 trucks

NASHVILLE, Tenn., Jan. 14.—Harry C. Records, Sparta, Ky., banker and sportsman, is organizing a motorized show here to be transported on 16 trucks. It will be new from stem to stern.

Elmer C. Myers, of Sparta, veteran circus man, will be manager, assisted by Hubert B. Ashive, also in the business for many years. J. W. Cammack, attorney of Owenston, Ky., will be legal adviser.

Big top will be an 80 with three 40s and show show a 60 with two 30s.

Mills Luncheon Is Attended by 1,350 People

LONDON, Jan. 7.—The 194th annual Bertram Mills Circus opened at the Olympia December 22 and will continue until January 26. As a prelude there was a special luncheon, 1,350 people being in attendance, among them John Ringling North and Tom Mix. The sons, Cyril and Bernard, of the late Bertram Mills, in charge of the show, made speeches.

Frank Foster is director of a most pleasing program, and Jack Lindale directs a band of 28. Tom Tagg is master of the horse.

The program: Machiquita Cristiani and sister, Cozetta, riders; Oarday and Corbett, knockabout comedians; Seven Orleans, teeter board; Little Fred's football dogs; George and Joseph, comedy boxing; Jeanette's Equestrian Ballet; Gena Lipkowska, directing Arab horses and Shetland ponies; Two Reveries, tight wire; John Rowland's sea lion; Charlie Rivers and company, casting act; Hagenbeck's bears, Karl Ruppert, trainer; Two Trebilco, Harry and Zulma, and Marie Louise, acrobats; Silaghi troupe, horizontal bars; Windsor troupe, Rialty act; Cristiani family of riders; the Starnes and Anavan Fouroms, adagio number; Four Queens, acrobats; high-wire horse, Black Diamond, ridden by Joe Barry; Mroczkowski's Liberty horses; the Wazap Abyssinian whirlwinds, tumbling and pyramid building.

Clowns include Emmett Kelly; Albert Austin and son, Alby; Coco and son, Coconut; Tofo Branso and son, Nardo; Joe Crastoth and Lulu, Picchio, Bobino, Tunt Gerbola, Percy Hutter, Leon Kryngid, two Pindyr brothers.

Shillan's Demon Whirl Ride

Outstanding attraction at Mills' Olympia Funfair, run in conjunction with the circus, is New Demon Whirl ride by J. W. Shillan, just returned from a visit to Chicago outdoor men's conventions. World patent rights have been applied for and ride will be made in America under license. Capacity per ride is 32, and ride should appeal to carnival operators. It weighs eight tons and packs on lorry and trailer. Builds up in five hours, takes down in three.

Slide-show hit of Olympia is Gargantua, gorilla from Ringling-Barnum. Special enclosure has been built; cage stands inside this, and folk pay sixpence a time to lean on the beast.

After attending opening of the Mills circus and visiting other shows with Stanley Watton, John R. North left for Paris. He plans a short stay in England again before returning home.

Tom Mix is out on a slight tour of Irish theaters. Opened January 2 at Theater Royal, Dublin, supported by Bud Carrell and Rosa and Arthur Joel's stage circus, made up mostly of British acts.

Malloy Back in Quarters

CANTON, O., Jan. 14.—The J. R. Malloy Circus unit, which has been playing Kaufmann's store, Pittsburgh, Pa., the past five weeks, in addition to club and sponsored engagements in that area, is back in quarters here for re-arranging, school and indoor circus dates in Eastern Ohio and Western Pennsylvania, will soon be played.



IRA N. WATTS, manager of the Parker & Watts Circus, is enlarging the show, having recently bought the trucks used on the Chase & Son Circus.

WPA Paterson Biz Much Better Than Last Year's Date

PATERSON, N. J., Jan. 14.—The WPA Federal Theater Project's circus closed its engagement here January 8. Business was 70 per cent better this year than last. Newspapers were very generous with space. Press department landed two stories on front page of both local papers.

Managing Director Burns O'Sullivan, who is building a big comedy riding act, is riding two family horses, 6 January mule, Ernest Engerer Jr., Miss Imelda, Master Freddie Engerer and Rocco and Dodo. The last two are from clown alley. Captain Engerer, who had the lion act on show, is also breaking Miss Imelda to work in cat act with him.

Visitors included Frank Hardy, last year on the Robbins show; Joe Mitchell, Charles Wescott and Patler Delaney, members of the Circus Fans Association. The sale of tickets for "Circus Fans' Night" on February 3 continues to climb, reports Wendell J. Goodwin.

Lion Attacks Flyer

SYDNEY, Dec. 21.—Capt. Flyger, animal trainer with Wirth's Circus, missed being badly hurt when one of the lions with which he was working suddenly attacked him. Despite the fact that the lion took him by surprise and knocked him over, he was able to fight it off and get out of the cage, the only damage done being a lacerated finger.

A tiger belonging to Wirth's Circus was loaned to the Adelaide Zoo during the stay of the circus in town. The result was that the tiger killed one of the tigers belonging to the zoo and badly injured another.

Several Turnaways at Chicago Shrine Show 16-Day Engagement

CHICAGO, Jan. 14.—With one of the best shows he has ever produced, and favored by extremely mild weather, Orvig Davenport tomorrow concludes a highly successful 16-day engagement at International Amphitheater under auspices of the Medinah Temple Shrine. Business has been consistently good and several performances were turnaways. At the end of the first week the gross had exceeded the receipts of the entire engagement of last year. This is the second annual Medinah Temple Shrine show and the keen interest shown by the public indicates that in another year the show will attain the importance of those staged annually by Davenport in Detroit and Cleveland.

Ray Dean, who was announced on the Cole Bros. and Robbins Bros. shows last season, is handling the make here and will continue at other stands. Dean does a fine job of announcing and is aided by a superb p.-a. system.

Florence Tennessee, whose work as a singer with the Chicago City Opera and

Bary, Harter Out of H-W Co.

Stock reported turned over to Mrs. Bert Bowers—court action is expected

CINCINNATI, Jan. 14.—The much-tangled Hagenbeck-Wallace Circus situation took a new turn this week when, according to reliable information, Don Harter, of Peru, and Howard Y. Bary resigned from the circus company.

All of the circus stock belonging to Harter and Bary is said to have been turned over to Mrs. Bert Bowers, who is said to have advanced more than \$200,000, for which she now has nothing to show except her stock in the American Circus Corp., the holding company.

Her lawyer is now on the West Coast checking up on the circus property there, which, it is understood, is being looked after by S. L. Cronin until a decision is made as to what disposition will be made of the property. At present it looks as if Mrs. Bowers' loss may be cut in half.

Harter recently resigned from his executive position with the Wabash Valley Trust Co. at Peru.

An investigation of the Hagenbeck-Wallace mix-up has been under way for some time and court action is expected any day.

Clown Performs Operation on Trainer

HOUSTON, Jan. 14.—A. W. Kennard, horse trainer for past five years with Frank J. Walter's underprivileged Children's Circus and representative of The Billboard here, was stricken with an acute attack of appendicitis January 5 and was taken to hospital. Operation was performed by Dr. Erford Denmark, who has clowned with the show in his spare time. At present Kennard is well on his way to recovery.

"Frisco," one of the outstanding horses of the Walter show, died December 22. Was the only animal of the 148 at the training quarters that was not owned by Walter. Horse was owned and trained by Kennard. "Frisco" is the first animal Walter has permitted to be buried on premises of winter quarters.

Walter has purchased two more Shetland mules. The show now owns four. The mules will be used in a number which will immediately follow his seven-horse menage act. Mules will clown menage routine. Walter states that there will be at least six new animal routines in the program.

JOE BUMSTEAD, who clowned at the Sears, Roebuck & Co. store in Brooklyn during the Christmas season, is now working eight spots in that city and on Long Island. States that he will be with a big top coming season with his dog Jo-Jo.

Ice and Circus Do Not Mix at Europe's First

LONDON, Jan. 7.—First ice circus in Europe, held for two days only, December 28-27, at Empress Hall, Paris Court, London, failed to register strongly. Attendance, not helped by outside snowy conditions, was poor and attempt to combine ice numbers with pure circus slipped up. Biggest name on bill was Tex McLeod, forsaking usual Will Rogers type of act for Western roping display. Horses worked on ice with special snowboots.

Horse-Drawn Go-Carts for The R-B Show

SARASOTA, Fla., Jan. 14.—Will Houghton, who built sulkies for Adam Forepaugh in the '90s, will construct a set of the streamlined little horse-drawn go-carts for the 1939 version of the Ringling-Barnum show. Henry Ringling North announced here last week. Houghton is president of the Houghton Sulkie Co. Houghton came here to confer with circus officials regarding specifications for the sulkies which will be used in the large menage act now being broken at quarters. More than 80 horses will appear simultaneously in the act.

The sulkies will be used in a race around the hippodrome track at the climax of the menage act, according to present plans. The show owns several trotters with creditable track records and these will be used in the race. The vehicles, Houghton said, will be especially designed for hippodrome use.

While at quarters Houghton was amazed to find the paint shop refurbishing a wagon built by him for Otto Ringling 40 years ago. Mr. Ringling used to ride the vehicle in the vanguard of the opening procession and, restored to its former glory, it will again be used in the show.

Hyedman Visits Quarters

Another visitor at quarters last week was Edwin M. Hyedman, New York philanthropist, who for many years has co-operated with the show in throwing the final Monday performance in Madison Square Garden open to an average of 14,000 underprivileged children. Guest of the North, Hyedman discussed plans for the 1939 children's day.

Charles LeMaire, Show Designer, Returned to Sarasota, During Which He Prepared 250 Sketched Designs for New Costumes for the Show. He Will Return Here in February with John Ringling North upon the latter's return from Europe.

Visitors at quarters flocked to the cat barn this week to see the latest addition to Terrell M. Jacobs' lion family—a half dozen two-month-old cubs that have previously been kept in a closed cage.

Attendance at Quarters, Which Spurred to New Heights During the Holidays, Has Been Spotty Since, According to Ed Kelly, Superintendent.

Much Activity at Christy Quarters

SOUTH HOUSTON, Tex., Jan. 14.—After eight years there is activity again at the Christy winter quarters here. The big woodworking shop is being remodeled, an entire side being torn down and changed. The cookhouse building has been moved one block east.

Dyke Ellis, who was master mechanic with the Christy show and the Original Gentry Bros. Show, is in charge of woodworking department and already has reconditioned 19 wagons. Charles Thomas has opened the paint shop and 18 cats are getting coats of red and white. There will be no show on road, the equipment is mostly being readied.

Merritt Below and Harold Christy are breaking stock for Christy's Cavalcade of the Circus, a 60-car unit which plays indoor dates and fairs.

A hay-animals cage bearing name of Barnum, Bailey & Hutchinson is being overhauled and will be light here, with many other relics and trophies.



With the Circus Fans

By THE RINGMASTER

President: MELVIN D. HILBRETH, W. M. ROCKINGHAM... Secretary: WALTER HOENADEL, Editor 'The White Tent'...

ROCHELLE, Ill., Jan. 14.—A. W. Bennett and Joe M. Heiser Jr., of Houston, Tex., motored to La Porte, Tex., night of December 29 to catch Barney Bros.' Circus...

Hugh J. Higgins, of Ridgewood, N. J., has been discharged from the Englewood Hospital and is now at home.

Fred W. Schlotzhauser, of Oquawka, Ill., attended the Shrine Circus in Chicago January 6.

Louis W. Roth, veteran animal man, was presented with a medal in honor of his 40 years in show business...

J. Fred Temple, CPA, 69, prominent civic and fraternal leader, for 50 years engaged in the book-store business in Galesburg, Ill., died at his home January 6.

Mr. and Mrs. William L. Potter, of Norwich, Conn., have announced the engagement of their daughter, Alita, to William Thorpy of Mystic, Conn.

Detroit Show To Be Held Two Weeks Later Than '38

DETROIT, Jan. 14.—Plans for the annual Shrine Circus to be held at the Michigan State Fair grounds, February 20-March 5, two weeks later than last year, are well under way.

Among the acts which are booked are the Great Gretouza, high wire; Helen Reynolds' Skaters; the Loyal-Repenskas; riders; Ruben Castang's chimpanzees; Naida and Peter; Janet May, aerialist; Flying Concellos; Rudy Rudyhoff, liberty horses...

Florence Tennyson, of Chicago, will be the soloist in opening spec, for which a ballet of 50 girls is now being trained by Perita Thompson.

Tent Manufacturers To Meet

CHICAGO, Jan. 14.—Seeking to bring about uniformity with U. S. Bureau of Standards in the manufacture and labeling of canvas, tent manufacturers who are members of the National Tent and Awning Mfrs.' Association will hold two regional meetings...

Indoor Circus News

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

Favorite Outdoor Performer Contest. Sponsor—THE BILLBOARD. DONORS: Circus Fans of America; Dexter Fellows Tent, OSSCA; National Showmen's Association.

Concellos Threaten Beatty

By amassing 62 points the FLYING CONCELOS challenge the leadership of CLYDE BEATTY, who has received 80 points so far.

The next five are bracketed unusually close as follows:

Table with 2 columns: Name and Points. Pallenbergs 24, Flying Behies 20, Felix Adler 19, Walkmire 19, Mabel Stark 17.

Nearly 50 other performers have point scores ranging from 16 to 1. Any one of them can, with a few firsts and a sprinkling of votes for other positions...

It is also interesting to note that even the actor may emerge only 20th in the final ranking, he or she may win the crown for his or her particular class of performing.

Readers are also asked to note that the CPA award, which will be in the form of a memorial trophy, will be supplemented by a specially drawn certificate suitable for framing.

Mabel Stark on, "It Can Be Done"

CHICAGO, Jan. 14.—Mabel Stark, noted tiger trainer, appeared on Edgar A. Guest's It Can Be Done radio program heard over the Columbia network's nation-wide hook-up, Wednesday night.

Miss Stark informs The Billboard that her book, Hold That Tiger, is having a large sale.

Jarves To Pick Equipment

CINCINNATI, Jan. 14.—Glenn J. Jarves, in a telegram to The Billboard today, states that the quarters of his show have been changed from Oronoma, Minn., to Austin, Minn.

Acts for Cleveland Grotto

CLEVELAND, Jan. 14.—Some of the acts under contract for the Grotto Circus, to be held here next month, are Ruben Castang, with his trained chimpanzees; the Ferrofis, performing on a high platform; aerial ballet, working on ladders and bars; Doctor Ostermaier's trained horse; Naitlo Troupe, wire; Six Gretouza, high wire; Liberty horses, directed by Rudy Rudyhoff; the Artonys, acrobats; 15 elephants in a three-ring act; Reynolds Girls, roller skaters.



Palace Theater Building, New York.

NEW YORK, Jan. 14.—Treasurer Jack F. Greenspoon presided at the January 11 meeting and proved a capable and humorous chairman.

In the absence of Sam Itothstein, one of NSA's most energetic workers, who is enjoying a well-earned vacation in Florida, Broder Lighter reported that the Eligibility Committee had approved the membership application of La Motto Dodson...

Executive Secretary Liddy announced the death of his friend and co-worker for 21 years, Henry Chesterfield, executive secretary of the National Variety Artists (NVA).

Watts on Business Trip; In Peru, Rochester, Ind.

PERU, Ind., Jan. 14.—Ira M. Watts, manager of the Parker & Watts Circus, was here this week on business and held a meeting of some members of his staff.

On Monday Watts and staff drove to Chicago, attending the Shrine Circus and looking after business matters. On Tuesday Watts went to Rochester, Ind., inspected the Cole Bros. and Robbins Bros.' property and conferred with Jess L. Murden.

Arthur R. Hopper, of the Ringling-Barnum circus, arrived in Peru Wednesday from Hot Springs, Ark. Was here on business in connection with the show.

Myers To Direct Program

JACKSON, Miss., Jan. 14.—George L. Myers, formerly with Sella-Floto, Gentry Bros., Jack Hoxie and World Bros.' shows, has signed as equestrian director with the Parker & Watts Circus.

He is here selecting a cast of players for the Passion Play which will be presented in this city early in Lent. After the play has been presented here Myers will go to York, Pa., where the Passion Play and Resurrection will be presented during Holy and Easter weeks.

Polack Bros.' Promotions

BIRMINGHAM, Jan. 14.—The Polack Bros.' Circus date here this week under Zamora Shrine Temple was handled by Duke Mills. Carl Sonitz will look after the El Karubah Temple, Shreveport, La.

Photo Post Cards. Strictly Reproductions of any Photograph or Drawing. One copy Negative made per lot. 100, 50¢; 250, \$4.50; 500, \$7.00; 1,000, \$14.00.

TENTS-BANNERS. OUR LINE IS TOPS, WE ARE TOPS IN OUR LINE. CHARLES DRIVER—BIRNIE MENDELSON. O. HENRY TENT & AWNING CO.

TRAVELING SHOWS. Here's Electricity At Last That Can Save. Universal Electric Plants light anywhere from 20 to 6,000 watts at lower cost per watt than mercury tubes.

WPA FEDERAL THEATRE Presents its 3 RING CIRCUS. Featuring CAPT. ENGERER'S FIGHTING LIONS.

ELMER C. MYERS WILD ANIMAL CIRCUS. WANTS DEPARTMENT HEADS FOR MOTORIZED CIRCUS. General Agent, Good Connections, Star Mechanic.

WANT AT ONCE. COMEDY TRAMP BICYCLE ACT. Also for No. 2 Indian Show, opening soon.

AERIAL ORTONS. America's Fastest Double Trapeze Act. Youth, Skill and Personality! Permanent Address: ADEL, IOWA.

Hill & Mason Circus WANTS. Family Act doing City or move, Side Show/Manager with Act or Troup that can handle Indian, Jassier, etc.

FOR SALE---DOWNIE BROS. CIRCUS. WILL SELL COMPLETE SHOW OR ANY PART OF IT. Address: DOWNIE BROS.' CIRCUS, CHAS. SPARKS, Mgr., Macon, Georgia.

Under the Marquee

By CIRCUS SOLLY

FRANK T. KELLY is wintering on the West Coast, the first time in 16 years.

DON TAYLOR, ventriloquist, is now with the Hollywood Oddities.

JOSEPH NOBLE, former assistant to Walter McClain of the Al C. Barnes Circus, left for Australia December 21.

THE ROBINSON ELEPHANTS were in the parade at the inaugural of Gov. John W. Bricker in Columbus, O., last Monday.

BILL BAILEY, clown cop, has been doing street advertising for Warner Theater, Memphis, Tenn., also was at two children's parties there last week.

CHARLES (KID) KOSTER, former circus agent, ahead of *What's Life*, recently visited his old pal and circus trouper Frank D. Rubin, of Atlantic City.

KELLEGAN AND WELLES, after playing the Jumbo Indoor Circus at Chattanooga, went to the Elvans Club at the Terre Haute House.

CARLSON SISTERS, well-known fat women, hit the New York dailies last week when they lost their one-pound pouch.

BERT DEARD, cards that Corlane Hodgkin Deard attacked her cloud sailing at the Largo (Fla.) Fair, working from 48-foot poles.

WALTER VAN DYCKE, trombonist with G. S. Brooks' Band at Russell Bros. Circus last season, is wintering in Wadesboro, N.C.

AMBITION is an important factor in character building.

COL. TIM MCCOY was a recent visitor in Washington, D. C., and it is stated he will return there on a business trip some time in March.

MAXINE AND TODD HENRY, doing rolling globe and swinging ladder, are in their 18th week at the Publix, Portland, Ore.

PEGGY WARD has written friends that she is wintering in California and is resting easily following an operation. Will be working again by spring, doctors report.

BARNEY O'DAIRE, impersonator, who closed with *Mighty Haas* show at Orlan, Ga., December 31, is now with Captain Cushing's thrill show, "Death's Holiday," in doing come-in.

THE LABOR WORLD of Chattanooga, Tenn., had a story of the Jumbo Indoor Circus in issue of January 6, among other things saying that show was completely union.

KARL GRAHAM, juggler and tight-wire walker, recently closed Midwestern club and hotel dates and is back in Memphis, Tenn. Says he is working on new routines for coming season.

SCOTTY DUNNE and wife, Pat, are living in their trailer on the Universal studio lot, Universal City, Calif. Scotty is caring for tents being used for a circus picture.

A STEP in the right direction—two well-known general agents have agreed not to cover each other's paper.

A NUMBER of the Col. Tim McCoy show cars are still on the siding in the Eckington yards in Washington, while others are in Kokomo, Ind., being repainted a Pullman green.

GEORGE HANNEFORD and son, George, riders, of Glen Falls, N. Y., have become associated with the Wanda Reynolds Dance Studio and are teaching acrobatics.

TION HALE cards from Perry, Fla., that he called on Everett J. Evans, county power and director of New York, who is in Perry for his health. Evans had a hand in school there.

O. C. KRAMER cards that Barred Brox' Circus opened in Newark, O., January 16 for a week's run, sponsored by the Federation of Labor and that Roy Barber is handling the show.

THE ZONDERVAN Publishing House, of Grand Rapids, Mich., is arranging with Doc Waddell to publish this "1,000

Sermonettes" in book form and this circus book, *Sermonettes*, by Salesman, now being written by him.

MILDRED MILLETTE, former Ringling-Barthum aerial and menage performer, is reported recovering from her third operation in recent years, latest caused by complications resulting from a fall from a horse. She is in Hackensack Hospital, Hackensack, N. J.

MEMENTOS of circus life collected by the late Dexter Fellows now in possession of Harry Hasting, vice-president and cashier of the New Britain (Conn.) National Bank, are being exhibited, changed weekly, at the bank.

RALPH CLARK, who presented the sensational jumping act on Ringling-Barthum show last season, was seen around the International Amphitheater in Chicago before the opening of the Shrine Indoor circus.

I. J. WATKINS (Watkins' animals) reports a very pleasant seven weeks' engagement with the Santos & Artigas Circus in Havana. Business very good. The Watkinses are returning to the States and will open fair season at Tampa, Fla.

BERT SLOAN, wire performer, informs that he had a fine engagement of seven weeks at the Royal Palm Club, Miami, Fla., a record run there for any type of act during the first part of the club's season; also that it was the first riding act to play the swanky Royal Palm.

W. R. (BILL) BRINLEY'S miniature circus was on exhibition last week in the demonstration window of the Hartford, Conn., Electric Light Co. This is part of the local CPA Tent program to keep the circus before the public. Brinley, of Wallingford, is a member of the Tent.

INTELLIGENT, effective advertising is not an expense—it is insurance against the loss of business that the other fellow is fighting for.

TWO NOVELLOS have been playing yacud and hotel dates since leaving their Sarasota home about five weeks ago. After appearing in Kurt Bobitschek's *Teatruella Merches On* at the Majestic Theater, New York, they left to play *Papa* Theater, Providence, R. I.

WALTER L. MAIN states that the late E. M. Burk was with the Pullman, Mack & Co. 114-horse wagon show as boss candy hatcher in 1884. Main's father, William, and M. Hilliard, Giles Pullman and Harry Mack owned show. Burk was traffic manager with Walter L. Main's 24-car show in 1904.

FRANK O. WIZIARDE reports from Westmoreland, Kan., that the Wizardeas have played eight school spots there and that he has been emceeing at Playland Ballroom. The Wizardeas are on the Zepus hour over Station KPEZ, St. Joseph, Mo., every Sunday afternoon. Mother has recovered from sick spell.

LAURENCE CROSS, clown, is at home in Okemuna, Ia., getting props ready for indoor dates, opening next month. He and partner, Lyle James, will be with a big top opening season. Cross while in Chicago last week caught the Shrine Circus and visited with Kenneth R. Walte.

THE ISSUE dated January 7 it was stated that Rex Cole and wife, lariat throwers and whip-crackers, were on the bill at the State Theater, Pontiac, Mich., December 25-26. In a call at the Cincinnati office of *The Billboard* last Thursday Cole said he worked with Mrs. Jack Maynard in Pontiac and that his wife was in Kansas City, Mo., at the time.

HERMAN JOSEPH, former clown, now with a tobacco concern in the South, had his vacation during the holidays and visited his old circus friends in New York, also R. B. Lloyd and wife at York, Pa. Lloyd is associated with the company Joseph works for. Herman did not have time to visit his old circus pal Billy N. Hill, of Newark, N. J.

J. E. HENRY, of Henry Bros., visited Animal Show, letters from quarters in Pico, Calif., that, altho George Henry was not present, there was quite a reunion of the Henry family during the Christmas holidays, with four sons and daughter, Bertha Connor, on hand. He

33,500 Attend Jumbo Show at Chattanooga

CHATTANOOGA, Jan. 14.—Jumbo Indoor Circus played to a total of about 33,500 people during its nine performances here last week. It was announced by sponsors Tuesday. There were six evening performances and three matinees.

While a check-up of outstanding bills had not been completed, it was believed that the show will finish in the black when all expenses have been met.

No plans for keeping the show intact for a winter tour were announced and most of the 24 acts broke up and went their separate ways.

Among clowns at the show were Joe Lewis, Van Wells, Bumpy Anthony, Jack McBride, Charlie Forrest and Roy Thomas.

IABPBD Locals Elect

INDIANAPOLIS, Jan. 14.—Following are the officers of the Billers' Alliance, Local No. 7, for this year: Roy E. Fitzgerald, president; Robert E. Ramsey, vice-president; Frank A. Keizer, financial secretary; Carl Mall, recording secretary; Ernest E. Earl, treasurer; O. A. (Burt) Carroll, business agent; Tod Sloan, sergeant at arms; Charles Prasser, Frank Tietzen, W. G. Williams, trustees.

DENVER, Jan. 14.—The Billers' Alliance, Local No. 49, last week elected Joe Vera as business agent for the 14th time. Other officers are Frank Owens, president; "Silk-Hat" Harry, vice-president; Charles Saunders, sergeant at arms.

DETROIT, Jan. 14.—Detroit Local No. 94, of the Billers' Alliance, has elected the following officers for this year: President, John Corana, re-elected; vice-president, Frank Peebles; business agent, Frank Mitchell; secretary, treasurer, William S. Hines; trustees, Mack Perry, Charles Solomon, Pete Laszky. Hines is recording out a third of a century as secretary and treasurer.

Headquarters of the union, at the United Billposters shop, are being moved from Abbott street to 1235 West Elizabeth street.

also reports that a new *Don Ben* has been finished.

IT'S ABOUT TIME for activity at winter quarters. If you haven't started, better get busy. First thing you know the season will be upon you. Takes quite a little time to get things ready.

CHARLES LAND, head of the ticket department at Beach Arena, Miami, Fla., who was chief cashier on Robbins Bros. Circus the past season, was seriously injured December 29 when he swerved his car to avoid hitting a small boy who was retrieving a football from the street. The front wheel of Land's car sank into the soft shoulder of the road and car overturned. Land suffered painful lacerations, a double fracture of the left leg and internal injuries. At the Jackson Memorial Hospital his condition was pronounced critical.

S. P. (SPEED) WILLIAMS, who began his career in show business on the Buffalo Bill Wild West Show and in later years well known in the carnival field, is ill at his home, 307 Ruster avenue in Kingston, Pa., suffering from a heart attack. Harry Thomas, formerly in circus business, but now with Station WBAX in Wilkes-Barre, Pa., ran a special wire to "Speed's" home recently and has been conducting a series of broadcasts from the bedside, featuring *Seminoleances of the Old Wild West Days*. So popular has the program become that a Wilkes-Barre firm is now sponsoring it twice weekly on a commercial basis.

JOE DALY, who played several Frank Wirth dates in New England, is now in New York and says that he saw a number of circus folk, among them Jim Bagwell, who operated concessions on the Tom Mix Circus, in company of his first assistant, "Crazy" Whitaker, and Willie Harmon. Last named is night manager of a garage. Harmon stated that he received a letter from Jack Knapp, clown with Tom Mix in England, informing him the rumor that Mix's European contract would expire March 20 is erroneous; that Mix is booked for eight weeks in Paris starting April 2 and from there will go to Brussels. Harmon expects to operate concessions of his own on one of the major shows this year.

The Corral

By ROWDY WADDY

TEXAS TOMMY is reported to be playing Eastern night clubs to good results.

CHIEF WHITE CLOUD is playing night clubs in New York with his American Indians.

HIAWATHA SUMMERS has returned to his home in Pomfret, Minn., for the winter.

TED BURGESS has left the sawdust trail and is now associating with a museum, where he is doing an impalement act.

LETTY SWANSON, trick roper, is in South Dakota breaking horses and getting in shape for next season. He was with George Adams last year.

AL COYOTE has returned to the road again and will work museums until the summer. He is teaching his wife the art of whip cracking. Al is the son of Chief White Cloud and Princess Junie.

POWDER RIVER JACK LEE recently left Pennsylvania for Arizona in his private plane. His latest book, *The Stampede*, consisting of stories of the Far West and told in narrative verse, was published recently.

E. ROBINSON has moved his horse equipment to Eagle Ranch, Bartonsville, Wt., where the horses will be used to move the hurricane logs from the woods to the landing. A large shed has been converted into a barn to house the stock. This is according to Louis Marshall, of Bartonsville.

TOM HUNT, business manager of Harry Huff's Rodeo, Rarus, Goldsboro, N. C., is breaking saddle and menage horses for the show there. Assisted by Lolo Hunt. The show's bucking horses are in quarters at Low Straton's Ranch, Ottawa, Kan. They will be shipped to Wytheville, Va., for the show's opening date.

FOURTH ANNUAL Dude Teachers' Rodeo, under direction of Joe Daly, ex-rodeo contestant and producer, again will be held in New York, this year at the Center Hotel. Cowboys, cowgirls and Indians who have signified their intention of attending are Charlie Amridge, old-time cowboy and rodeo producer, but now a judge for Col. Jim Esker, Colonel Mrs. and Junior Eskew, Bog Horn and Mrs. Clancy, Herb Maddy, Broncho Charlie Miller, Curly Hatchell, Bob Gorden, Larry Cullen, Tommy Linker, Al Carey, Walter Beckel, Al Ritchie, Johnny Broderick, Wayne and Lydia Sutton, Blackie Russell, Frank Byron, Dakota Ed and Ella Bowman, Scotty Mitchell, Bill Cronk, Buck Barbons, Tex Peters, Col. Fred Cardway and Willie (Pancake Willie) Harmon.

"HAVE NOTICED in the Corral column in recent issues of *The Billboard* comments on the controversy between the Cowboys' Turtle Association and the Rodeo Association of America," writes Tom Hunt. "And I agree that the respective sides have arguments which they feel are best for the interests of the rodeo. In other sports, horse racing for example," continues Tom, "the horse owners do not dictate to the fair or track officials how much prize money to offer, but go where they find the races and purées best suited to them. In professional baseball and football players are classified according to their ability, play against teams of their own class and are paid salaries accordingly. It seems to me that as long as rodeos are on a competitive basis and prizes are offered anyone who thinks he is good ought to have a right to compete. A rookie often sets the world wire his first year in major league baseball. I notice some boys who have not been following, shall they say big-league rodeos, many years but who have been pretty successful—Kid Fletcher for instance. I have no solution to the controversy between the CTA and the RAA, but I am trying out the Rodeo Revue idea as a means of settling the argument about Wild West shows calling themselves rodeos. There is a place for a small show like ours—Harry Huff's Rodeo Revue—which is an authentic, thrilling reproduction of ranch and rodeo events, a review of bronk riding, steer riding, steer wrestling, calf roping, etc., as done in a real competitive rodeo, in the West."

MANAGERS IN RECORD MEETS

Coast Season Best in Years

Westerners report on top gates during '38 — State aid boost is in sight

SAN FRANCISCO, Jan. 14.—Promise of increased State aid to county and district fairs cheered California delegates to the Western Fairs Association's annual meeting in the Palace Hotel here on January 5-7. Meeting was the largest in several years, with many carnival and attraction men on hand. Secretary Tavis Falpe set attendance at 235. Delegates came from California, Nevada, Utah, Oregon and Washington. President E. O. Vollman in his opening remarks expressed pleasure in welcoming so large a delegation of showmen.

Cheering news was announcement that \$888,703.45 would be allotted to 39 district agricultural associations and county fairs in California this year to be used for premium payments, capital investments and expenses incidental to (See COAST SEASON on page 39)

Harness Rules Association Merger Effected by Bodies

COLUMBUS, O., Jan. 14.—With granting of a charter by the State of Ohio for a non-profit corporation for the United States Trotting Association, plans have been completed, altho not perfected, for a merger of the United Trotting Association, National Trotting Association and American Trotting Register Association. Officials of those organizations, in conference in Columbus, arranged for details to be handled by the several departments which will have to do with the administration of the new body.

Incorporation papers for the new United States Association bear the signatures of 33 directors, 26 of whom have been at the conference. From the list of directors representatives have been selected to supervise racing in each State and from each province of Canada has also been named a representative. Committees were named to perfect details of organization and management of the new organization.

130,000 Attend Barbecue

SACRAMENTO, Calif., Jan. 14.—About 130,000 were fed at a barbecue on California State Fair grounds here on January 7 as part of California gubernatorial festivities, reports Kenneth E. Hammaker, publicity director of the fair. Robert Mueckler, fair manager, had charge of entertainment, which included appearances of film celebrities Harry Barris and Loyce Whitman, radio singers, fireworks, band concerts and a jitting contest.

Charles W. Green Honored

ST. LOUIS, Jan. 14.—Charles W. Green, secretary-manager of Missouri State Fair, Sedalia, this week received the Saddle and Bridle 1938 Honor Plaque from Arthur Van Ryzegden, editor. The honor was bestowed on Green by virtue of a majority vote cast by subscribers. Green annually officiates at many large horse shows.

New Series of

Legal Opinions

In the next issue, in the *Cavalry Department*, will appear the 12th of a new series of legal opinions of special interest and benefit to people concerned with prize contests. It will be titled *Legality of Prize Contests*. One of these articles appears in the last issue of each month. The author, Leo E. Parker, is a well-known writer and lawyer.



LOOKING DOWN FROM NEAR-BY YERBA BUENA ISLAND, this sectional photograph of the site of Golden Gate International Exposition, San Francisco, shows the Elephant Towers at the main entrance (left) and the 400-foot Tower of the Sun (center). In the foreground is the sunken garden with Yerba Buena women's clubhouse at the right. Atop the central tower is the Golden Phoenix.

State Fair Extension Is Pleasing To Largest Minnesota Convention

MINNEAPOLIS, Jan. 14.—Setting what was declared to be a new record for attendance, Minnesota Federation of County Fairs and the State Agricultural Society met in joint session on Wednesday, Thursday and Friday at the Nicollet Hotel here. This year's program was general, no one phase of fair operation being singled out for special consideration. The result was a diversified and enlightening session. One thing that everyone seemed to agree upon was that moving up the State fair dates a week and extending the fair to 10 days was a wise move that will result to the benefit of the fair.

H. W. Steele, Appleton, was elected president of the Federation, succeeding R. S. Thornton; Fred D. W. Thibis, Two Harbors, chosen vice-president, and Lewis Schofield, of Zumbrota, and L. O. Jacob, of Anoka, were re-elected treasurer and secretary, respectively. The five directors whose terms expired January 1 were re-elected. They are Bert Campbell, Utica; George W. Larson, North Branch; E. V. Berdahl, Minneapolis; E. R. Haner, Herman; Albin Olson, Hallock.

Johnson Heads State Board

W. O. Johnson, Wilmar, was elected president of the State agricultural society, succeeding S. E. Olson, Ada. D. J. Murphy, Minneapolis, who was second vice-president, moved up to first vice-president, and Lee N. Warner, 995 Paul, became second vice-president. Raymond A. Lee and M. O. Gransgaard were re-elected secretary and treasurer, respectively. E. A. Derenthal, W. A. Mossrip and George E. Hanson were re-elected managers.

Robert J. Lund continues on the managerial board thru 1939 and William A. Lindemann and A. H. Dathe thru 1940. A successor to William O. Johnson, who moved up to president, will be chosen.

State Fair Net \$27,919

Wednesday afternoon was devoted to session of the State agricultural committee, at which reports of the secretary and treasurer were presented. Delegates were welcomed by Mayor George E. Lench, who assured the fair men of his interest in their work. President S. E. Olson in his annual address stated that many important plans for the State Fair have been made for 1939. Most important, he said, was moving the dates forward. (See STATE FAIR on page 37)

Publicity Head for York; Samuel S. Lewis Re-Elected

YORK, Pa., Jan. 14.—Members of York County Agricultural Society, operating York Interstate Fair, created a publicity department and named Harry D. Immel manager at the annual meeting on January 9, reports Samuel S. Lewis, re-elected president and general manager. Immel has been in newspaper business for years, having been connected with local and metropolitan papers.

Four board members were re-elected for three-year terms and at close of the meeting they reorganized the staff by re-electing John E. Baker, secretary, and John H. Kutter, treasurer.

In a review of 1938 President Lewis said about \$38,000 was spent on improvements and that, despite rain on one day, the fair cleared \$23,000 and is free of debt.

Ohioans Pour Out to Confab

Meeting biggest in history — Gray new head — Cooper trophy to Van Wert

COLUMBUS, O., Jan. 14.—Largest attendance in its history marked the annual meeting of Ohio Fair Managers' Association in the Deshler-Wallick Hotel here on Wednesday and Thursday when delegates greeted John T. Brown, new State director of agriculture, praised retiring director Earl H. Hansfeld, elected some new officers, made glowing reports for 1938, predicted much for 1939 and considered a move to watch legislation affecting fairs. More than 900 attended the banquet Thursday night.

Governor John W. Bricker told the diners that fairs are educating urban dwellers as well as rural population. Mr. Hansfeld, now director of the Ohio exhibit at the New York World's Fair, re- (See OHIOANS POUR on page 39)

Cahn Visiting Tampa Again

TAMPA, Fla., Jan. 14.—Julius Cahn, secretary of Kewaunee County Fair, LeRoy, Wis., reports he and Mr. and Mrs. Louis Tork, of Wisconsin De Luxe Corp., arrived here by motor to visit P. T. Strieder and Jim Malone, of Pan American Fernando De Soto Exposition. It is Cahn's 12th annual visit. He made an inspection tour of the grounds and reports many improvements, including new and repainted buildings, bleachers and a new stage for the pageant. He also visited the lot of the Royal American Show and praised the appearance of that organization's equipment.

Young Attractions Booked

CHICAGO, Jan. 14.—Ernie Young, president and general manager of the Young Production and Management Co., reports that he signed a number of contracts at the recent meeting of the Wisconsin Association of Fairs in Milwaukee to present attractions at 1939 fairs. He recently contracted with West Union (Ia.) Fair to furnish the program for the third consecutive year and last week signed with Mississippi State Fair, Jackson, to furnish grand-stand entertainment for the fifth year.



P. T. STRIEDER, general manager of the 1939 Pan-American De Soto Exposition, Tampa, and long head of the Florida Fair, who announced that an "Everybody Pays" policy will be in effect at the grand stand during the three-week event is an effort to meet expense of an augmented show. PW will include Thrill Days, auto races, pageant, tennis and varied acts.

Detroit Figures To Be Checked By Audit; Governor Opens Gates

DETROIT, Jan. 14.—Annual report of Michigan State Fair was presented this week to the fair board by Frank N. Isbey, general manager, as of November 30. Copies were not released for publication and Kirk Mitchell, executive secretary, said he was unable to release them, referring inquiries to Manager Isbey, who was not available this week.

It was learned, however, that gross business for 1938 was about \$375,000, as against \$268,000 for 1937, while attendance was about 730,000, compared with 420,000 in 1937 and 204,000 in 1936. Audit of finances of the State Fair, going back "four years or as much farther as auditors think necessary," was ordered this week by the State administrative board. Commenting on the fair, Governor Fitzgerald said: "For some time

there have been conflicting reports as to the State Fair's operating costs, profits and as to diversion of money from county fairs and G-H Clubs to the State Fair. I have no thought that there have been any irregularities, but I think we should find out whether the management has been along lines we would approve from a business standpoint."

Governor Fitzgerald requested Manager Isbey to unlock the fair gates daily to permit school children to cross the grounds. Gates have been barred for two years, which has caused considerable complaining from neighboring residents. Governor Fitzgerald said he planned to make the fair grounds a year-round park for citizens, instead of permitting the property to stand idle except for two weeks of the year.

Sedalia Planning Changes in Program

SEDALIA, Mo., Jan. 14.—Charles W. Green, secretary-manager of Missouri State Fair here, and Jewell Mayer, state commissioner of agriculture, announced last week that a number of important changes are contemplated for the eight-day 39th annual event.

A contract was signed with Early & Little to furnish midway attractions, and Racing Corp. of America has been contracted to stage auto races again under IMCA auspices. Races heretofore held on the first Sunday and closing Saturday will be run on consecutive days, Saturday and Sunday, this year.

Children's Day, formerly on opening Saturday, will be held on Monday, and Thrill Day, also formerly on opening day, will be staged on closing Saturday. Six afternoons of harness racing, each card to close with two running races, are planned. Plans also call for opening the night grand-stand musical entertainment on Sunday, running thru Friday, with different acts for afternoons and nights. The night horse show in the Coliseum will be continued.

Additional improvements on the 236-acre plant, calling for rehabilitation of several buildings and ground beautification, are planned. In 1938 cost of improvements was about \$50,000.

Big Turnout Is Anticipated For Joint Meeting in Mass.

BOSTON, Jan. 14.—Massachusetts Agricultural Fairs Association and Vermont Fairs Association in annual meeting in Northampton, Mass., on January 19 and 20 in the Hotel Northampton, expect record attendance. Leon A. Stevens, Cummington, president of MAPA, will preside, and A. W. Lombard, secretary-treasurer, will report on What We Heard at the 14th New England Conference. Secretary Frank H. Kinnaman, International Association of Fairs and Expositions, and secretary-manager of Brockton Fair, will comment on the 1938 annual meeting of IAFE.

Among speakers programmed are Samuel T. Sheard, Sturbridge; George H. Bean, Northampton; Willard A. Pease, Chester; Henry H. Snyder, Worthington; Warren V. Bodurtha, Blandford; Leon A. Stevens, Cummington; Leroy H. Sablin, South Deerfield; W. R. Cole, Amherst; John H. Ollbody, Boston; Dr. Alexander Javing, New York; Allan C. Inman, Fitzburg; Leslie Foss, Greenfield; Robert F. Trank, Topsfield; Earle E. Carpenter, Amherst; Robert P. Cross; Paul W. Foster, Great Barrington; Allan Blackall, Cambridge; M. Farley, Sherborn; Luther Bann, Amherst; Howard Whelan, Boston, and Milton Danziger, Springfield.

Selection of officers will take place Thursday and the banquet will be held that night. Frank A. Wirth and George A. Hamid will furnish acts, latter represented by Paul Denish. Favors will be supplied by Henry Rapp, American Fire-works Co. Music will be by George Ventry's Band. Among guests will be Eugene McConney, Massachusetts commissioner of public safety; William Casey, commissioner of agriculture, and Dr. Hugh R. Baker, president of Massachusetts State College.

Grand-stand Pass Taboo On in Tampa

TAMPA, Fla., Jan. 14.—Grand-stand passes will be taboo at the 1939 Pan-American DeSoto Exposition here, said General Manager P. T. Sertcher after action by the board of directors who adopted an "Everybody Pays" policy in an effort to meet expense of an augmented show.

On the four auto-race days, Lucky Teter Thrill Days each Thursday and Gasparilla Day prices will be 50 cents in the new grand-stand annex, 75 cents in the main grand-stand and \$1 for boxes; night show, 50 cents in the stand and 75 cents for boxes. On days not featured general admission to the stand will be 25 cents and 75 for boxes.

First week the night show will be presented by the John B. Rogers Co., producer of the spec DeSoto. Ernie Young's Follies Internationales will appear for a two week stand. Parades are scheduled on Gasparilla Day and Shrine Day. Pirate parade will be largest in history of the association, said Capt. G. A. Hanson, with 28 bands already registered, and more than 50 floats.

Fair Meetings

Michigan Association of Fairs, January 18 and 19, Ft. Shelby Hotel, Detroit. Chester M. Howell, secretary, Chrensing.

Massachusetts Agricultural Fairs Association, January 19 and 20, Hotel Northampton, Northampton. A. W. Lombard, secretary, 136 State House, Boston.

North Dakota Association of Fairs, January 19 and 20, Waldorf Hotel, Fargo. Dick Forkner, secretary, Langdon.

North Carolina Association of Agricultural Fairs, January 20 and 21, Str Walter Hotel, Raleigh. A. H. Fleming, president, Louisburg.

Rocky Mountain Association of Fairs, January 22 and 23, Havre Hotel, Havre Mont. Jack M. Sucktorff, secretary, Sidney, Mont.

Virginia Association of Fairs, January 23 and 24, John Marshall Hotel, Richmond. Charles B. Ralston, secretary, Staunton.

Nebraska Association of Fair Managers, January 23-25, Cornhusker Hotel, Lincoln. Chet G. Marshall, secretary, Arlington.

Pennsylvania State Association of County Fairs, January 26 and 27, Penn Harris Hotel, Harrisburg. Charles W. Swayer, secretary, Reading.

Texas Association of Fairs, January 27 and 28, Adolphus Hotel, Dallas. O. L. Fowler, secretary, Denton.

Illinois Association of Agricultural Fairs, February 1 and 2, St. Nicholas Hotel, Springfield. E. E. Irwin, president, Springfield.

Association of Tennessee Fairs, February 7, Noel Hotel, Nashville. O. D. Massa, secretary, Cookeville.

Louisiana State Association of Fairs, February 7 and 8, City Hall, Shreveport. P. O. Benjamin, secretary, Tallulah.

Mississippi Association of Fairs, February 9 and 10, Edwards Hotel, Jackson. J. M. Dean, secretary, Jackson.

New York State Association of County Agricultural Societies, February 21, Ten Eyck Hotel, Albany. G. W. Harrison, secretary, 181 North Pine avenue, Albany.

Ontario Association of Agricultural Societies, February 23 and 24, King Edward Hotel, Toronto. J. A. Carroll, secretary, Toronto.

Oil Show Contracts Mount

HOUSTON, Jan. 14.—Contracts totaling \$64,036 have been received to date for space at the Oil-World Exposition in Sam Houston Coliseum, said Ed G. Legmire, general manager. This leaves the show \$15,000 short of the \$79,000 set budget, but with four three months to go. Total subscribed to date compares with \$48,155.50 at the same time last year. Budget for 1939 is divided between \$41,000 in main building, \$20,000 in annex and \$18,000 outdoors. Main budget has already been \$400 over contracted, with 750 spaces taken against 811 at the same time last year and 455 exhibitors subscribing. This leaves 300 spaces unapplied for.

N. Y. State Fair Heads Okeh 15-Day Event; Announce Program

SYRACUSE, Jan. 14.—This year's New York State Fair will be a 15-day exposition, longest in the show's history. It was formally announced last week by Director Paul Smith. Dates include three Saturdays and two Sundays.

Fair will open with American Legion Day, a surprise pulker on its inauguration last year, motorcycle races being featured. Second day will be Religious Day as usual, then will come a full week of harness racing. Second week will be featured by running races, and the auto race will be staged on the final Saturday, annually the fair's biggest day. Second week again will feature name dance bands in the Coliseum, Director Smith said, despite disappointing business last year. Dancing will also get a play the first week. For daily cattle shows will be moved out at night to make way for dance concerts and folk dances. The first week's dancing pushes the horse show outdoors. It will be held in the inclosure before the grand stand for the first time in years. This move averts threatened closing of the horse show.

Kinnan New Ohio State Fair Manager

COLUMBUS, O., Jan. 14.—Appointment of Wm. H. Kinnan to be manager of Ohio State Fair here was announced today by John T. Brown, new director of agriculture.

Kinnan served as State Fair manager in 1910 under former Gov. Frank Willis but resigned to accept the post of secretary of the Grand Circuit.

He succeeds W. W. Ellenwood, named by former Gov. Martin L. Davey as a member of the State Board of Agriculture. In recent years Kinnan operated a grain business in Defraff, O.

Carr New La. State Head; Hirsch Re-Elected Manager

SHREVEPORT, La., Jan. 14.—Robert T. Carr was unanimously elected president of Louisiana State Fair Association at the annual meeting, succeeding S. H. Bolinger, veteran director, who served as president the past year, the same position he held about 25 years ago when the fair was young. Mr. Carr served 20 years as first vice-president and until now had shunned suggestions that he be promoted. E. Bernard Weiss was advanced to first vice-president. M. T. Walker, elected second vice-president, has been a director for years. Andrew Quarbes, re-elected treasurer, is the only treasurer the association has had. W. B. Hirsch was re-elected secretary-manager, a post he has held more than 20 years, after service as president.

In plans for the 1939 State Fair Secretary-Manager Hirsch reported that a number of interesting features were being considered. Improvements will be made for the 33d annual fair. Report on the 1938 fair by Mr. Hirsch showed it was a success.

CIRCLEVILLE, O.—Mack Farrett Jr., seven years secretary of the Pumpkin Show Society here, was elected secretary of Pickaway County Agricultural Society, operating under State regulation, and successor to the former organization. Others elected were W. B. Cady, president-director; T. D. Krinn, vice-president-director, and Robert G. Colville, treasurer-director. J. M. Lynch, E. E. Wolf, Joseph Burns and R. L. Brehmer were elected directors for three-year terms; Karl J. Herrmann and Dan McClain, two years; Ray E. Rowland and Herman Hill, one year. Holdovers are George McDowell, O. J. Towers and B. B. Bala.

FRANK WIRTH reports he was awarded a contract to furnish a six-act revue for Steuben County Fair, Bath, N. Y., and that J. Victor Faucett is re-elected secretary at the annual meeting.

GREEN BAY, Wis.—Ernie Young's Revue has been booked for three nights of the 1939 Brown County Fair, with Flash Williams set for one afternoon and night performance. President Frank Zimponick and Secretary William S. Klaus announced.

Fair Elections

FREDERICTON, N. B.—After voting to pay off \$3,000 of the mortgage on the plant, directors of Fredericton Exhibition elected Moses Mitchell, president, succeeding R. W. Smith. C. H. Forbes, vice-president, and re-elected G. L. Sypher, secretary; C. D. Holder, treasurer, and D. W. Griffiths, racing secretary.

EDMONTON, Alta.—Fred W. Kemp was re-elected president of Edmonton Exhibition Association, and C. E. Wilson, vice-president.

KAHOHA, Mo.—Clark County A. and M. Association elected William Ayers, president; Harry Lewis, vice-president; Lynne Gregory, secretary, and Otto Outtany, treasurer.

ALTAMONT, N. Y.—Frank T. Snider was re-elected president of Albany County Agricultural Society, sponsor of Albany-Schenectady County Fair. Directors elected Fred Dorsett, vice-president; treasurer, Ward O. Ackerman; assistant treasurer, Arthur B. Gregg; secretary, Roy P. Pough. Besides Snider and Ackerman, the executive committee includes J. W. M. Goff.

DOVER, O.—Stuconras County Agricultural Society elected E. B. Chapman, president; J. L. Edie, vice-president; Charles Shopper, treasurer, and Grover Krantz, secretary.

BALISTON SPA, N. Y.—Saratoga County Agricultural Society re-elected Stephen H. Merchant president; Albert M. Garrison was elected vice-president. Secretary James Bunyan was re-elected for his 15th term and Treasurer Neil Hodson for his fifth term.

CHATHAM, N. Y.—Columbia County Agricultural Society elected John Hartigan, president; Aaron C. Garner, vice-president; William A. Dardess, secretary; John D. Mickle, treasurer, and Walter S. Crandell and Wright B. Drumm, directors.

CARROLLTON, O.—Carroll County Agricultural Society, recently reorganized, elected E. J. Van Possen, president, and T. W. Blazer, secretary-treasurer, succeeding Mrs. Fred Campbell.

KENIA, O.—Greene County Agricultural Society re-elected W. N. Hunter president for the fifth consecutive year.

Fair Grounds

MADISON, Wis.—Junior fair board ruled that junior exhibitors at the 1939 Wisconsin State Fair may show exhibits in open competition, but if they do they cannot compete for junior awards. Board established 12 years as minimum age for participation and set a requirement of doctor's health certificates from junior fair campers. Wakelin McNeil, Madison, and N. O. Eckloy, Port Atkinson, were re-elected chairman and vice-chairman. Martha Bubeck, Madison, was named secretary-treasurer, succeeding Doris Erickson, Oregon, resigned.

REGINA, Sask.—Regina Industrial Exhibition added competitions for three grain classes and for the school exhibits section of this year's fair. Prize money authorized is \$280, of which \$106 will be for grain classes and \$174 for schools.

CLARKSDALE, Miss.—Directors of Northwest Mississippi Live-Stock Fair and Horse Show announced this week that buildings will be erected on the grounds in time for this year's exhibition. S. R. Morrison has been named general manager.

JACKSON, Miss.—Plans for a football stadium to seat 20,000 and cost about \$250,000, to be used for exhibits during Mississippi Free State Fair, were formulated this week by a committee and presented to city council for approval.

MILLERSBURG, O.—Holmes County Fair had receipts of \$10,688 in 1938 and expenditures of \$10,643, including junior fair and class premiums, \$2,222; attractions, \$2,353; repairs and permanent improvements, \$677, and ground and tent rentals, \$456.

HOUSTON.—More than 50 per cent of space allotted at Houston Fat-Stock Show and Live-Stock Exposition in Sam Houston Coliseum, has been taken, and J. W. Sartwell, president. Booths will be decorated free and overhead lights. (See FAIR GROUND on page 42)

Ohio Concessioners Launch a New Body

COLUMBUS, O., Jan. 14.—Ohio Concessioners' Association was organized in the Despler-Wallick Hotel here on Thursday during sessions of the annual meeting of Ohio Fair Managers' Association. About 50 concessioners attended. N. H. Cohen, Columbus, who has been active for such an organization for some time, was elected president. E. St. Hume is secretary and Frank Wifflinger is treasurer, and the officers, with Tom Rositter and Don Stewart, will comprise board of directors.

Object of the body is to accomplish a better understanding between fair boards and concessioners and to promote confidence of the public in concessioners. Among speakers was Myers Y. Cooper, Cincinnati, honorary president of the OFMA and former governor, who lauded the aims of the organization and offered assistance in furthering them.

Name of the new org was suggested by Fair Inspector Swain. McArthur, O. Dues will be nominal and operators of games, rides, shows and eat and drink stands are eligible, said President Cohen. Proposed by-laws will be submitted to members at a meeting in May or June.

Orange Show To Fete Press

WINTER HAVEN, Fla., Jan. 14.—Annual press breakfast of Florida Orange Festival, Almon R. Shaffer, manager, will be held in the Haven Hotel here on January 27. Russell Kay will be toastmaster again and will have charge of details. A musical skit is planned as an entertainment feature.

COAST SEASON

(Continued from page 37)
encouragement and operation of the fairs. A report of the racing committee revealed that \$407,423 was paid out in premiums by fairs during 1938.

Shows Are Attractive

Opinion was general that this year's season will have much the same shows and set-ups as last year. Secretary Paine said there were more than a score of fair dates undetermined and that no date is definite until it has been officially listed in the secretary's office. President Vollman reported that gate records were established by most fairs, and that the season could be called the best in a dozen years. He declared that shows had been made particularly attractive by offering as up-to-date entertainment as possible.

Circuses and other counter attractions which jump dates so as to conflict with dates of fairs were rebuked by Jesse Chambers, Santa Barbara County Fair, who advocated county or district ordinances to curtail such practices. His remarks, however, were not directed at carnivals that play regular fair dates. He said that the fair-carnival business could be made into a partnership and that the carnival man is just as much a part of a fair as a fair man. Chambers declared that circus and carnival "rides" on fair dates had resulted in five county fairs taking heavy losses last year.

To Avoid Conflicts

The outcome of his talk was the adoption of an amendment instructing Secretary Paine to write circus and carnival managers, informing them of the association's attitude and advising them of fair dates in advance.

Ted Huggins, of the lecture division of Golden Gate International Exposition, talked on activities for the 1939 fair in San Francisco.

President Vollman, Stockton Fair, was re-elected, as were Jesse Chambers, Santa Barbara, vice-president, and Tavis Patne, Sacramento, secretary-treasurer. Directors are E. G. Vollman; C. B. Afflerbaugh, Los Angeles County Fair, Pomona; Tom Dodge Jr., Fresno County Fair; D. V. Stewart, Imperial County Fair; A. E. Bartel, Western Washington Fair; Puyallup, and Fred McGarger, Salinas Fair.

Convention expressed thanks to Fred W. Links, State superintendent of accounts, and Harold E. Smith for work in behalf of fairs through the State since inception of the Horse Racing Act. San Francisco was selected as place for the 1940 meeting.

Among well-known showmen attending were Cliff Wilson, Mel Smith, Al Fisher, Bill Kendall, John R. Castle, J. Ed Brown, Harry Seber, Will Wright, Orville N. Crafts, Charles Mughan and Roy E. Lodington.

OHIANS POUR

(Continued from page 37)

viewed the educational and entertainment value of fairs. Van Wert County Fair; Van Wert, won the trophy annually awarded by Honorary President Myers Y. Cooper, Cincinnati, former governor, for the best three-minute presentation on "Why Our Fair Is the Best in the State."

Altho Van Wert County has only 26,000 residents, paid admissions for the five-day event totaled 115,000, while free tickets to exhibitors, concessioners and others boosted the gate to 140,000. Reported Fair Secretary N. E. Stuckey, Van Wert Fair in 1938 had 7,388 entrants in all departments, an increase of 24 per cent over 1937, paid out \$10,956 in premiums, a gain of 21 per cent over the previous year, and in its 82 years' existence never has defaulted or pro-rated on a premium. Mr. Cooper said in his presentation. In the last two years, he said, the Van Wert board has paid out \$18,000 of its own funds to improve the 79-acre tract and at the end of this year had a treasury balance of \$1,569. Stark County Fair, Canton, was awarded second place, and Darke County Fair, Greenville, winner of the 1937 award, was given third place. Mr. Cooper was nominated for president of the association, but declined.

Holderman Is Honored

Charles J. Gray, secretary of Lake County Fair, Painesville, was elected president succeeding Judge I. L. Holderman, Dayton, president since 1929. Active for the fair 15 years, he declared fair-minded Ohio is producing larger fair receipts and bringing wealthier boards out of the red. It was the first year that the two-year election rule had been enforced, having been placed in the by-laws in 1936. Mr. Gray had been vice-president two years. Other officers named are R. C. Halsea, Dayton, secretary of Montgomery Fair Association, vice-president; N. E. Stuckey, secretary of Van Wert County Fair, first vice-president, succeeding Keith W. Lowery, and B. U. Bell, treasurer of Greens County Fair, Xenia, treasurer, succeeding W. B. Richmond, Gerra. Mrs. Don A. Detrick, Bellefontaine, executive secretary, was re-elected. She is the only officer who may be re-elected for more than two years.

Resolutions, adopted unanimously, honored efforts to merge all bodies of harness racing into one association and recommended that Ohio fairs support the new organization in 1939, the United States Trotting Association. They also recommended to the Ohio director of agriculture that "the State fair manager be elected from the experienced and capable men who have been, or are at this time, members of the Ohio Fair Managers' Association and also ask that the director give this his earnest attention immediately." It was recommended that the association be incorporated for the purpose of limiting financial responsibility. Mr. Handfield, retiring director of agriculture, was given a vote of appreciation for his work with the association. Judge Holderman was honored by being named honorary lifetime president.

Members reported largest attendances at fairs in years, largely accounted for by favorable weather. All boards reported net profits for 1938 and all were optimistic over prospects. Mrs. Detrick reported that convention attendance was largest in its history.

Mr. Gray suggested fairs should be supported not only with money but with moral confidence and urged that county commissioners be given facts about operation and actual figures. There were 30 county commissioners present. Keith Lowery suggested formation of a committee to watch proposed legislation introduced in the Legislature and urged the new officers to publish annually a report of all county fairs.

For Continued Activity

"Do you realize that from nine to ten months in the year county fairs are practically forgotten by everybody except the officers of the fair boards?" said President Holderman. "The best way to insure greater success for fairs is to try to keep alive the interest of the community the year around instead of just only two or three months. To build up a fair it is necessary to outline a 10-year program of improvements and activities and work it out gradually. Of course, as times change tentative plans must be changed somewhat, but there should be a definite basis upon which to build if any degree of success is to be attained.

Conduct your fair so you would con-

duct your own business. Make it clean and inviting as well as educational and entertaining. I take off my hat to the men who have the business of manufacturing fairs, for it seems to me that nothing, unless it be farming, takes a greater degree of fortitude, resourcefulness and ability than to plan and conduct a successful fair in face of the hundred and one difficulties that spring up and must be met with calm and patience.

"The fair as a whole should be recreational as well as educational. A fine atmosphere and neighborliness is created as one 'visits' while enjoying clean, wholesome fun and sport furnished by the free acts and thrilling races."

Officers Meet in Group

In group meetings Wednesday forenoon the secretaries' conference was presided over by Secretary A. K. Morion, Preble County Fair, Camden, with Secretary O. K. Andrea, Loudonville Free Street Fair, secretary; presidents and vice-presidents' conference, President F. C. Reinselman, Mahoning County Fair, Canfield, presiding, with Vice-President A. M. Simpson, Belmont County Fair, St. Clairsville, secretary; treasurers' conference, Treasurer George Stern, Fayette County Fair, Washington C. H., presiding, with Treasurer J. A. Jennings, Williams County Fair, Montpelier, secretary.

At the afternoon session Herbert Barker, Athens County, William T. Kroesen, Cuyahoga County; E. W. Lampton, Ash-tabula, and John W. Yoder, Urbana, discussed features that increased their 1938 gates, Mr. Kroesen declaring a premium list better adapted to the opportunity, domestic art and other contests, a good rodeo and a membership drive had put the Berea fair in the black for the first time in 10 years. Mr. Lampton said fireworks clicked at his fair, and Mr. Yoder gave credit to a good grand-stand show and a special family ticket selling for \$1 and good all week for parents and minor children.

That success of night horse shows as substitutes for other attractions depends upon the localities was the opinion of Frank Kirkpatrick, Franklin County Fair, Hilliards, and Harry L. Michael, Montgomery County Fair, Dayton. Success with advance sales of tickets was reported by Secretary D. R. Van Atta, Hamilton County Fair, Carthage; N. E. Stuckey, Van Wert; Harry Kahn, Auglaize County Fair, Wapakoneta, and G. W. Vale, Celina, Secretary Kahn declaring the 1938 advance sale largest in history of Auglaize Fair, whose grand-stand programs are changed nightly. Free fair publicity was discussed by D. S. Tesford, Ogenville; E. R. Zieger, Youngstown; James W. Hangan, Marion, and R. C. Haines, Dayton. T. B. Cox, Lancaster; Dr. Allan B. Hays, Owensville; H. T. Caldwell, Portsmouth, and Russell Hill, Fremont, talked on health and sanitary safeguards on grounds. Favorable comment on pulling power of attractions was made by Win H. Kinnan, Logan County; E. A. Quinlan, Georgetown; Charles Glenn, Toledo, and John Cochran, Hamilton. Others on the program included E. E. Maraden, Lisbon; Orta Whitlock, Wauseon; J. V. Einhart, Medina; Miss Robert J. Bryson; Xenia; H. C. Mackey, Warren; James Murray, Napoleon; W. J. Buss, Wooster; C. A. Riley, Burton; J. F. St. Clair, Old Washington; B. O. Littler, Wellston; B. U. Bell, Xenia; G. F. Clutter, Mt. Vernon; Dave Bishop, Lebanon, and Ira T. Matteson, Upper Sandusky.

Numerous Attraction Reps

Attractions, carnivals and supply houses with representatives in attendance and other visitors included P. E. Gooding Amusement Co., Gooding Creator Shows and American Exposition Shows, Mr. and Mrs. Floyd E. Gooding, J. F. Murphy, E. W. Weaver, John F. Bright, Mr. and Mrs. William J. Goutermunt, Mr. and Mrs. Ed C. Drummer, Orta Lakes Exposition Shows, Al Wagner, C. D. Clark; J. R. Edwards Shows, Mr. and Mrs. J. R. Edwards; Howard's Attractions; Beccatum Park Rides, R. A. Jolly; W. C. Wade Shows, W. C. Wade; Happyland Shows, William G. Dumas; Barnes-Carruthers Fair Booking Association; Sam Jo Levy, Camille La-Villa, Rolland Ade, J. M. Zachre; Ernie Young Agency, Mrs. Ernie Young, Al Miller; Maguire Attractions, Jack St. Julian; A. E. Selden, "The Stratosphere Man"; Gus Sun Agency, Gus Sun Sr., Gus Sun Jr., Bob Shaw, Mr. and Mrs. W. G. Senior, Bill Blomborg; Baum's Circus and Rod Ward Drivers, G. L. (Jack) Baum; B. Ward Best's International Congress of Dare-Devils, E. Ward Best; Circus of Death, E. Eldridge Eynck; Reintre Valley Barn Dance, Bill McCluskey;



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A Column About Bingo in the
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THIS WEEK and EVERY WEEK

Consolidated Radio Artists, Roman Kendall; United Booking Association, Mr. and Mrs. Henry H. Luaders, Lester Calvin; Rudy Buddy Orchestra; Flash Williams' Thrill Drivers; Boone County Jamboree; El and Fannie and Trained Mule, Ebner; John B. Rogers Producing Co.; Adams Rodeo, George V. Adams; Col. Gatewood Rodeo; X Bar X Ranch Rodeo, Ralph Beckdorf; Al Jones; Ohio Display Fireworks Co., Harry Lessinger; American Fireworks Display Co.; Illinois Fireworks Co., L. E. Holt; Hudson Fireworks Display Co., A. D. Michele, Bert Thomas; United Fireworks Co., Walter Beachler, F. A. Conway, D. A. Reddy; Columbus Imperial Fireworks Co., Joseph Caccacelo Sr. and Jr.; Anthony Perna; Fair Publishing House; Home Pulling Association of Ohio, Ray Honesty; Hagler Sound Equipment Co.; Regalia Manufacturing Co., L. L. Sharp, E. T. Eichelsoedter; H. S. Wigton; Boller's Amplifying Service, J. W. Wilson; R. B. Powers; fair supplies; Ohio Radio Systems; Carl Lehman, Harry Valenzen; Garnett and Arby Gooding; Mr. and Mrs. Roy Gooding, Ray Gooding, Mrs. Lou Gooding; Grant Wilkey, novelties; Westlake glass, William W. and son, W. E. Westlake; Fred Terry; Indianapolis; Edwin T. Keller, Cincinnati; Leo Zolg, Dayton, O.; Claude R. Ellis, The Billboard, Cincinnati; Secretary H. B. Kelley, Hillsdale (Mich.) County Fair; Mrs. Bertina McDaniel, Johnny J. Jones Exposition; George Biggar, WLW rural director; Jack Bell, WLW Artists' Bureau.

Floor show at the banquet was presented thru courtesy of Gus Sun Agency and as announced by Bob Shaw, included Caesar Wallace Trio, knockabout comedy; Lightning Duo, roller skater; Kee and Tuo, Chinese novelty; Croyley and Violet, rope spinning and acrobatic; Stewart and Polie, sister team, harmony and dancing; Joyce Ray, songs and steps; Natchee, Indian, and his Arizona Boys; Helen Diller, Lazy Jim Day and Charlie Wayne, from WLW Boone County Jamboree, and Miss Henkin's Dixieland Band.

Playland Park, Key West, With Heavy Billing, Opens to 5,000

KEY WEST, Fla., Jan. 14.—With local weather, Playland Park opened here on January 3. City and surrounding territory had been heavily billed and at 7:30 p.m. a crowd of about 5,000 was present. Many city and county officials attended. Members of Arthur Sawyer American Legion Post, under whose sponsorship the park is operated, gave splendid co-operation. Park is located in the heart of the business section. Admission is free. Looping Nines, globe of death, booked thru George A. Hamid, were free attraction.

On the staff are Curtis L. Bockus, general manager; Robert Coleman, treasurer; George F. Dorman, secretary; Bill Eaton, press representative; and Earl Righman, electrician.

Rides include a Roto-Plane, Lee Cuddy, manager; Carl Schultz and Dick Russell, assistants. Ride-O, Charles Cohen, manager; Pete Johnson, tickets; Willie Gilbert, foreman; George Lance, second man. Octopus, Ches Dunn, manager; Gene Grumpton, operator; Lutho Reese, foreman; Randal Fritchel, tickets; Merry-Go-Round, Paul Haskenship, foreman; W. Moore, second man; Mrs. Chris M. Smith, tickets. Ferris Wheel, Buster Printess, foreman; Mrs. J. F. Bolt, tickets. Chairplane, S. M. Stak, foreman; Pete Dixon, second man; Chris M. Smith, tickets. Airplane, Thomas Williams, foreman; Ralph Hodges, assistant; Eva Cuneo, tickets. Auto Racer, Ous Miller, foreman; Al Jenkins, second man; Mildred Leviguch, tickets.

Among shows are a Ten-in-One! Mr. and Mrs. Wilcox, proprietors; Lyle Tower, openings; "Pittsburgh" Terry and Al Brown, tickets; George Hatcher, second openings; Princess Mite and Major Short, smallest mother and father; Lone Wolf, magic; Madam Fay, mentalist; Dula-Dula, dancer; Lyle Tower, strong man; Bill Jenkins, Punch and Judy; Lady Mack, snakes; Sailor Bill, tattooing, and John Sampson, musical giant. Petrified Man; Charles Pennington, manager; Ralph Doolay, openings; Ray Flanders, tickets; Mrs. Daisy Pennington, nurse. Hollywood Revue; Annette McKiernan and Emma Van Collette, managers; Pat Julien, talker; Mrs. S. Julien, tickets; Sophia Sargis, Cleo Luceford, Patsy Gardner, Jackie Williams, Estelle Hankin, Ethel Moore, Mabel Atkins, chorus. Novelty walk thru; Albert Sima, manager; Harold Sikes, talker. Snake show; Sam Bright, manager, and Al Johnson, talker. Mirror show; Pete Lagoon, manager, and Ralph White, talker.

Concessions in the arcade and staff include H. E. Gyeracher, manager; Mildred Benschoter, cashier; J. Hunter, mechanic; Tony Williams, assistant.

Custard, Simon Krutze and Dixie Kopley; girl slide, Mr. and Mrs. H. L. Sayre, Midget Sayre, Eva Smith; novelty, Pete Lewis; candy, Alice Wright; quilts, Maxie Tarbes; groceries, Saromy Applebaum; toys, Bill Norrick; bama, Ben Abamo; children, M. (Carolina) Cole; ball game, Hazel Royce, Alice Fay, Ruben Aveldian; penny pitch, June Coleman; scales, V. Wolf; shooting gallery, W. R. Hurwood; snowballs, L. Colvin; candy apples, Mrs. I. Colvin; penny pitch, Charles Royal; pop corn, T. Lazzaro, drinks, Jerry Lazzaro; photo gallery, Mr. and Mrs. Kilo; bingo, Charles Cohen and Robert Coleman, proprietors, assisted by Tony Suetina, Charles Hertzberg; Red Casey, Vivian Tompkinson, Eddie Brown; mouse game, Ted Miller and Milford Stanley.

Among visitors at the opening were Leonard and Harold De Blaker, K. F. Ketchum, Mrs. E. Philbert, Harry Copping, A. Karpel, Bernie Rapp, American Eagles, Bert Rosenberger, Joe Grammer, Judge Lord, Alan Claire, Earl Adams, Roy Pullford, Willie P. Roberts, Vivian Smith, Pauline Ligion, George Whitehead, Karl Thompson, Helen Moore and Mr. and Mrs. Al Blumenthal, who bought a Roto-Plane from Lee Cuddy. The slide will remain at the park. Mike Smith has been ill in Marine Hospital and was removed Saturday to Johnson Memorial Hospital, Miami, for a major operation. Reported by Bill Eaton.

"How World's Fair Is To Affect the Outdoor Industry"

Remarks by George A. Hamid, New York, before the 20th annual convention of the National Association of Amusement Parks, Pools and Beaches in the Hotel Sherman, Chicago, on December 1, 1938.

(Continued from last week)

From the inception of time from the days of the Babylonians, we have been having world's fairs, and they have been the time clock of progress in industry, in commerce, in exhibits and in amusements. Little Egypt or Sally Rand did not contribute a great deal to the amusement parks, but the fairs did. In other words, there will be something for us to fall back upon. I am going to try to fall back on the Borden Milk Co. and see if it won't come to my rescue and look after my babies in Trenton by putting up an exhibit.

Sincerely we can do all these things. Maybe you might be able to copy my slogan. I feel sorry for Jack Rosenthal, of Palisades Park, after hearing Mike's speech, and for my good friend here, Herb O'Malley. I am going to make a little crepe and send it down to them in a few days so they can at least mourn in advance. (Laughter).

But that is not their intention, and I admit their courage. I will guarantee

The Pool Whirl

By NAT A. TOR
(All Communications to Nat A. Tor, Care New York Office, The Billboard)

Did You Know?
THAT the Pacific-Northwest swimming and diving clinic will be staged in Seattle on January 28? It will be in the men's new natatorium at the University of Washington. Last year it was at Washington Athletic Club, where Ray Daughters was host. Ray is former coach of the swim stars Helene Madison and Jack Meador.

THAT Sam Blake is doing a terrific job handling press for the recently opened Skyline indoor tank, New York City, having broken a number of big yarns?

THAT Paul Hildepohl, of the NAAPB and Janzen Swimming Association, thinks the Grant Union High School outdoor plunge in Sacramento, Calif., is one of the nicest he has seen in many years? And he has seen about as many pools as one could see.

THAT Mack Rose, Riverside Cascades tank (New York City) mentor, is repairing automatic machines to keep them in the winter, working with Harry Pignus from the same tank?

THAT Walter Winchell returned to his Broadway haunts last week from Miami, where he spent many hours around the Rooney Plaza pool and beach?

Natatorium

How often have you seen posters around a pool, "Dive at Your Own Risk"? As a matter of fact, you probably have some tacked up in your own tank. Informing patrons that they can partake of facilities, for which they have paid at their own risk certainly doesn't speak well for an aquadrome's management. It is like going to a picture show and seeing a sign in the lobby that the theater doesn't guarantee the picture is a good one. You would feel unkindly towards the manager of that theater. And that is exactly how patrons probably feel about you if you have as many "At Your Own Risk" bulletins as some plunges I've visited. There is a falling among operators that such public announcements protect managements in case of accidents. Don't you believe it. No matter how many "At Your Own Risk" warnings you may have posted around if it's your fault you will be liable. Pool men feel they can ward off possible damage suits by such a procedure. Often such signs are put up at the request of insurance companies, but these companies know it doesn't relieve them of their obligation. Still it scares a few people from registering claims, the posted warning serves its purpose—for the insurance people, that is—but what does it do for the pool? "Dive at Your Own Risk" instills fear in the minds of swimmers, raises the question of unsanitary and faulty provisions and creates bad will in a big way where good will is so very important. There is still too much talk against pool swimming, the it's much less than it was 10 or 15 years ago. To be sure, the public is gradually believing in the sanitary advancement made by the industry, so why kill all this merely because you want to try to bog down patrons into believing that if they hurt themselves it is their own fault?

Personal

Louis M. Gottschalk, Dallas: Thanks for your letter praising recent discussions in this pillar about topics bathing suits. Sorry I can't make an open forum of the subject suggested, but it seems a little out of the field.

Capt. Frank Gushing, Thomsville, Ga.: Delighted to learn of your success with your own thrill show but more delighted to know that you and Sam Howard, high-diving star, and one or two others haven't forgotten the start given them by this column.

LITTLE ROCK, Ark.—Curator Sproth, Fair Park Zoo, reports birth of a 1½-pound offspring to the Hymadryas baboons. The father came here about three years ago. His mate arrived from Germany last summer.

NEW ORLEANS.—Frank Neelis, superintendent of Audubon Park Zoo here, announced arrival of three male seals from San Francisco, ranging from 105 to 150 pounds in weight, and bring the seal population to five after recent deaths struck heavily at this division.



FRED W. PEARCE



W. F. MANÓELS

AMERICAN MUSEUM OF PUBLIC RECREATION, headquartered in Coney Island, N. Y., its sponsors hope, will have a great increase in visitations during the New York World's Fair of 1939 on the part of outdoor showmen who will go to the fair. President Pearce, Detroit, and Treasurer Manóels, Coney Island, the latter having long been active for the project, were recently re-elected to their posts along with the roster of other officials.

Asbury Park Palace Co. To Make Changes in Center

ASBURY PARK, Jan. 14.—Palace Amusement Co., of this city, announced thru President Louis E. Levinson that extensive alterations were being made to attractions at the center.

Levinson said the Funhouse and Ghost Ride were to undergo drastic changes to bring these amusements up to present-day standards. Ferris Wheel, said to be the second largest in the United States, and Merry-Go-Bound will be decorated in modern trend.

The company recently celebrated its 50th anniversary of continuous operation.

Idora Installs Ice Arena

YOUNGSTOWN, O., Jan. 14.—An outdoor ice arena, to accommodate several hundred skaters, is being completed in Idora Park here and will be put in operation as soon as weather permits, said Charles Deibek manager. Rink will be flooded with several inches of water to insure fast freezing, and a sprinkling system will be installed to spray ice nightly. The park ball diamond was recently graded and a new rink will be installed in the spring. Heidelberg Gardens, now used as a night club, has been redecorated.

That Jack Rosenthal, of Palisades Park, and Herb O'Malley, of Playland, are going to go out and take advantage of the greatest era in the history of amusement parks. I know that, I know that they are going to be fairly successful. I know that they are smart, and they are going to turn right around and steal as many of the patrons who are coming to the World's Fair as they possibly can, if they have to build a wall across the Hudson River. That is the spirit we want.

I know darn well that Herb O'Malley is quite smooth, unassuming, but deep within him he is a smart conceiver. He connived me out of three acts last summer. (Laughter.) He is not going to go to sleep. He is going to be right out there, basking a mile a minute, and I admire him for it.

In other words the World's Fair is going to give us folks in the East an incentive. Our outdoor amusements have been born by necessity, and they are going to continue. Our success has been created thru hardship. Our downfall has been heavy. Our rise has been miraculous. In other words, I am trying to rehash our experience which you all know. It has been a fight from the start to the finish. When I think of Chester and his Custer car, believe me, it has been a struggle. He is still plugging away after 20 years, and still has the same car. But he has built a little new front around it. He is still fighting.

(Continued next week)

Coney, Ciney, Booking Moonlight Boat Excursions

CINCINNATI, Jan. 14.—Plans are in the making for the New Coney Island season, said Edward L. Schott, president and general manager, in making the first announcement regarding the spring schedule of Coney dates.

April 1 has been set as opening date of the Island Queen's local season of Moonlight dance excursions, to continue thru May 3. The boat will leave on May 6 for dance excursions on the Ohio and Mississippi rivers, but will return in time for opening of the park season on May 20. Robert L. Stikman, promotion manager, has announced five moonlight bookings to date.

Brookfield Zoo Draws

CHICAGO, Jan. 14.—Since Brookfield Zoo was opened July 1, 1934, by the Chicago Zoological Society, 7,417,491 have passed thru its gates, according to figures given out this week by Edward H. Bean, director. High point was reached in 1938, when 2,089,223 attended. The zoo will erect a refreshment pavilion this year to cost \$100,000.

CINCINNATI.—Shipment of 70 snakes, including black swamp, Allen's swamp, red-bellied rainbow, glass, black racer, Florida chain, Southern ribbon and Southern banded water snakes were received by the zoo on January 11, a gift of Lester Leigh, Bradenton, Fla., and friend of J. P. Meusser, executive director of the zoo.

American Recreational Equipment Association

By R. S. UZZELL

Courage and spunk of New England parkmen are greatly to be admired and would be a good tonic for the downhearted and discouraged of other sections. If only the crepe hangars could go to New England and circulate among the men whose properties were flattened or almost washed away by the September 21 hurricane. Some are neither waiting nor depending on government loans but are financing locally. Their performance would put to shame the man untouched by the storm with his property undamaged and yet a laggard in awakening to the new encouragements seen all about us.

Business is at a new recovery peak and is pushing upward vigorously. Building is 10 per cent ahead of a year ago and is rising emotionally. Its expansion cycle is coinciding with the business cycle for the first time in 20 years. These signs cannot be refuted nor discredited. Let's roll up our sleeves and get going.

On Promotional Stunts

When carnivals are on the increase we know times are better. And when they are folding we know all is not well. These boys are highly sensitive to a major move of the business index in either direction. More and more they are passing up the railroad and moving under their own power. This means a larger capital requirement than when they bought only wagons to move on the rails and hired horses locally with which to make the round trip to the lot. And was then a real nightmare.

Many parks have not yet made the most of color, lights and artistic fronts. Enough suggestion and coaching on promotional stunts were brought out in Jack Lambie's question period in Chicago to make it well worth any park man's time and expense of the trip. How many will put these valuable ideas into materialization at their resorts in 1939? Al Hodge will put some of these suggestions into circulation.

Passing in Cleveland

Luna Park, Cleveland, folds for all time. It becomes a housing project. The late Fred Ingersoll, then of Pittsburgh, built five major parks in one year. This one, aside from Luna Park, Pittsburgh, was his pride. He opened it with a grand parade by the governor of the State and Mayor Tom Johnson of Cleveland. It attracted the life of the community who could and did spend liberally.

At the same time E. C. Boyce, of New York City, built in Cleveland a White City. These two streamlined, highly colored, extraordinarily well-lighted parks were to have put Humphrey's Euclid Beach down among the willows. The dapper Ingersoll told the writer that D. S. Humphrey would just as well give up the keys to his beach and the combination to his safe in his day was done.

"The day of the ultraconservative in the amusement park business is done," said this high-powered promoter. Little did he dream that all too soon he would be done. D. S. Humphrey said: "I shall sit tight until they shoot their bolt, then I shall know what we have to meet." D. S. met it and attained greater success than his place had previously known, and Euclid Beach is still going strong, while both of the once awe-inspiring are obliterated.

The big secret, Humphrey always kept faith with the people and insisted that the park maintain moral and physical cleanliness. Only one amusement park in the States got tougher than Luna Park, Cleveland, became before its demise. Stockholders and the various owners, including the bank, can have no pleasant memories of an enterprise which produced for them only grief.

STATE FAIR

(Continued from page 37)

ward and making a 10-day fair. With the fair starting a week before opening of schools, an opportunity will be given thousands of school children to attend and it is expected a largely increased attendance will result.

Report of Secretary Raymond A. Lee showed the State Fair made profit of \$27,519 in 1938 despite a drop of \$4,864 in attendance due to inclement weather,

which started on Labor Day. Value of the fair property, he said, has been placed at \$2,840,000. This, however, does not include the \$60,000 value of buildings recently razed nor actual value of buildings that replaced 50 old ones. Moving fair dates forward Leo characterized as the most progressive step the board has ever taken with the possible exception of reducing admission to 25 cents.

Treasurer M. O. Orangaard reported a cash balance of \$38,115 on hand November 30, 1938, and all bills paid. W. S. Moserip gave some excellent pointers on the five-stock show at the 1939 fair and said the advanced dates would work to advantage of the 44,000 4-H Club boys and girls of the State. Ed L. Shave, director of Minnesota Tourist Bureau, told how the bureau brings thousands of tourists. Charles E. Woodward, editor of The Northwest Farm Equipment Journal, gave an interesting talk on how exhibitors can make displays more valuable by putting entertainment into them. J. O. Christman, superintendent of the school of agriculture, University of Minnesota, spoke on What the State Fair Means to Minnesota.

County Fairs Session

President Thornton presided at the county fairs session Thursday afternoon. Following introduction of attractions people. President Thornton reviewed the year and commended fairs for "valuable work they are doing." "If for no other reason," he said, "our work for 4-H Club boys and girls justifies our existence." He reviewed efforts to increase the State appropriation to \$1,700 per fair and held out hope that the Legislature now in session will authorize the increase. Secretary Jacob spoke favorably of the "secretary's breakfast" idea instituted this year, urging secretaries who are largely responsible for the success or failure of a fair, an opportunity to discuss problems among themselves. No grievances were presented this year, Jacob said, indicating a marked improvement in carnivals and shows. Treasurer Lewis Schofield's report indicated the Association is in excellent financial condition.

Gov. Harold E. Stassen commended the fairs and promised his administration would do everything in its power to further their interests. Louis C. Obitsch, WPA administrator, told of work done by his department in assisting in improvement of fair plants. Mrs. Porter Ostad, Banaks, made an eloquent plea for better schools for rural America. The County Fair Budget was discussed by William Holm, president of Lincoln County Fair, Ely. Most entertaining talk of the day was made by E. P. Flynn, assistant to the general counsel, Great Northern Railway. Flynn is a witty and rapid-fire speaker and his topic, Shores of Opportunity, gave full scope to his forensic abilities.

Banquet Sets Record

This year's banquet in the Nicolet Hotel probably topped all previous efforts in attendance and entertainment. Nearly 700 crowded the hall following a sumptuous repast. Retiring President Thornton invited the audience to join in singing popular songs and there was a half-hour songfest that put everyone in a mellow mood. Speaker of the evening, Tom Collins, Kansas City humorist, repeated triumph registered in Chicago and Des Moines with his homely humor and philosophy. Acts presented were among the best the federation has ever had, with exception of one act, known as Streamlined Grandpa, which somehow slipped thru. Acts included: Sondra Miller, attractive blues-singer of pleasing personality, and excellent voice; Orton Duo, ball-rolling act and superb act, pleasing novelty; Florence Selznuth's Dancers, two attractive girls who do an entertaining routine; Junior Troubadours, three young accordion and xylophone players who were well liked; Warner and Leigh, mixed singing team in excellent renditions of popular numbers; Three Co-Eds, clever tumbling and acrobatics; Betty Reid, xylophonist with a flare for pleasing comedy; Three Echoes, Japanese act, entertaining Risley work and sub-jugling; Little Sammy, singer of Boys Town, Neb., an excellent voice and lots of showmanship. Orchestra, under direction of Jack Malgrich, of WCCO, furnished very good music, and during the banquet Rollie Altmyer entertained at the Hammond organ.

Many Attraction Folks

Probably the largest number of show, ride, attraction, concession people that has ever attended a Minnesota meeting was on hand. In all there were more



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ential Attractions, Lew Rosenthal, Milton Schulz; Reynolds & Wells United Shows, Mr. and Mrs. A. C. Reynolds, J. A. (Doc) Burns, W. J. Lindsey, E. O. Staats & Co., Van A. Olkon; Silver Dime Shows, Ernie Potts; Roney Amusement Co.; Schooley's Productions, Edgar J. Schooley; Snapp Bros.' Shows, Jack Downs; Swain's Services; Florence Selznuth; Sol's Liberty Shows, Sam Solomon; Thearle - Duffield Fireworks Co., Frank F. Duffield, Jack Duffield; Art B. Thomas Shows, Mr. and Mrs. Art B. Thomas, Mr. and Mrs. John Dorland; Gil Tave, Oliver Larson; WCCO, Al Sheehan; Alycia Bennett; West Bros.' Shows, J. W. (Jimbo) Laughlin; Williams Sound System; Williams & Lee, Mr. and Mrs. Billie Williams; Mash Williams Thrill Days; WLS Artists Bureau, Earl Kuris; Glenamaine Log; World of Mirth Shows, Max Linderman; W. of C. Show Print, Les Oltor; "Hiram & Miranda Birdseed" Vinton and Bluzer; Ernie Young Attractions, Ernie Young; Gus Sun Agency, Jack Sexton, Gus Swagy; Zimdar's Operator Shows, Harry Zimdar, Mrs. Vivian Zimdar, Al H. Pize. Among publicity men; concession men, showmen and others were Joy Roberts, Spencer, Ia.; Jack Myers, Cross, Ia.; Henry Lund, Minnesota State Fair; Frank Winkley, Walt Klatscher, J. O. Engel, O. O. Webber, Henry Goodwin, H. Dingfelder, rink operator; D. B. Franklin, Don Adams, Lew Hoffman, Bob Robinson, Red Carter.

Rinks and Skaters

By CLAUDE R. ILLIS (Cincinnati Office)

PAVILION Roller Rink, Valley Stream, L. I., recently acquired by Earl Van Horn and Harry Beckmeyer, owners of Mineola (L. I.) Rink, had a grand opening on January 4, when Dorothy Chandler, Barney Fluke and Van Horn put on exhibitious sessions will be held nightly with matinees on Saturdays and Sunday. The owners will operate the rink until late in the year, when a \$60,000 enlargement program will be started, it is said.

THREE MASKED men, one armed, tied up Sam Drolsch, night watchman at West Parkman Roller Rink, Omaha, last week and made off with 200 pairs of skates, valued by W. O. Christensen, proprietor, at \$400. They also took some clothing and money from a cigarette machine.

ROLLER SEATING has been introduced in Minerva (O.) Park pavilion, formerly used for dancing sessions being held four nights weekly. Rink is operated by Roy Wiekham and Howard Brown.

WALTZ CONTESTS, directed by Harry Guip, got under way in Fred Leiser's Armory Roller Rink, Chicago, on January 11, reports Bill Henning, skate technician. Three preliminaries will be held nightly, winners to be awarded medals. Finals will be held on March 11. Races are held on Wednesday and Saturday nights under direction of Joe Laury, floor manager. Oldtimers' Club now has 68 members. Recent visitors were Bud and Jean and the Four Earls, skating acts; Al Plath, manager of Brooklyn Roller Rink, and Mr. Whitecomb, of Richardson Ballbearing Skate Co.

NEW RINK to accommodate about 100 has been built by Mrs. Annette C. Kuriz to be operated in connection with Stephen Foster Inn, Bardonia, Ky.

AL WISH reports that the championship waltz contest is going strong at his New Playland Roller Rink, South Bend, Ind., and has six more weeks to go. The rink's skating club, headed by Bob Shroyer, recently held its second party within a month. There are two other organizations, Playland Roller Club and the Children's Safety Club, the latter directed by police officials. Eddie Robinson, manager, is instructing skaters in dance steps. The Jordan Trio were recent visitors.

"**HAVING** been an enthusiastic supporter of roller skating in its more artistic form since 1910, when I was a frequent patron of London rinks, I was greatly impressed by the performance given by the Keller Sisters recently in their father's Mellow Moon Rink, Salem, Ore.," writes Victor O. Wrigglesworth, Corvallis, Ore. "Their grace and intricate steps and the splendid number done by Roy Nichols and Oral Keller in their garage interpretation are worthy of the most critical spectators."

W. J. BEYTS reports that January 1 marked the close of an 11-night holiday program at his Redondo (Wash.) Roller Rink. During four nights of this period matinees were entertained by Fred (Bright Star), Murree, 78-year-old Pawnee Indian figure skater, who played over and joined several Redondo skaters in an act at the Masonic Home for the

Aged on December 24 before more than 200 spectators. Finals for the circle waltz trophy were held recently, Betty Collier and Haldo Burns, winning. Second place went to Jean Christensen and Byron Betts, who took first place in an open contest for circle waltzers recently in Seattle Rollerdom. Remodeling work on Redondo Rink has been resumed. It is expected to be completed in time for the spring roller renaissance to be staged in the Northwest, it is said.

ROLLING CLOUDS, Billie and Bobby, report they played Fernwood and Carman clubs, Stroudsburg, Pa., and Alpha (N. J.) Hotel on December 31.

BOBBY McCLEAN, Chicago speed skater, has patented a portable floor of synthetic ice which he is using for his engagements in and around Chi.

Plans for U. S. Visit

By CYRIL BEASTALL

DERBY, England.—While publication in *The Billboard* of December 24 of my plans for a long-delayed trip to the States was not exactly premature, I am desirous of giving a little more detail. As a matter of fact, there are several persons who were not mentioned whom I particularly wish to meet, notably Fred Leiser, Joe Laury and Bill Henning in Chicago, as well as representatives of skate manufacturing companies in that city.

I also wish to call on Ken Kearney, Skateland, Cleveland, and Edward J. Von Hagen, Norwood Rink, Cincinnati. Several letters to Bill Saffarino at Saffarino's Rollerdom in Cincy have brought no response, so maybe I would not be very welcome at the Rollerdom. Friend Lidstone speaks highly of Saffarino and his rink. And if I come to Cincinnati I will naturally see Claude R. Ellis, of *The Billboard*, I would like to visit Mineola (L. I.) Rink and several people in Philadelphia, but the future will decide the exact extent of my visitations in the U. S.

If the trip materializes I desire to get a first-hand grasp of the entire situation in America, as I have in Europe, and it is seemingly most essential to make a 100 per cent job of the effort. Impressions gained via correspondence are all very well for casual references, but for what I have in mind, a complete review of everything having to do with our sport, a first-hand source of information is vitally necessary. If expenses have to be absent at the last moment, I would confine my visits to New York, Chicago and Detroit, but more about my plans anon.

Passing of Johnny Davidson in Brooklyn was mourned about with regret, having had some correspondence with this oldtimer. He was one of the really great genuine pro exhibition skaters during roller skating's greatest popularity. John D. Key, of Derby, England, now 79, told me he had Davidson give several shows in Leicester in 1900 when Eley was manager of Empress Rink, now Granby Halls, and thinks he was a wonderful performer on edges and spread-eagle at speed.

FAIR GROUNDS

(Continued from page 38) supplies and janitor service will be furnished exhibitors gratis this year. At-

other change will be construction of a solid wall from floor to balcony, separating the horse show and rodeo arena from exhibits. Jack T. McCully is again publicity manager and has opened a campaign covering 200 dailies in the area. W. O. Cox, in charge of the live-stock division, reports entries coming in fast.

GAINESVILLE, Tex.—At the 1939 Cooke County Fair here Bill H. Hames will furnish midway attractions for the 13th consecutive year. A number of permanent improvements will be started on the grounds this month, using NYA labor. Secretary Claude Jones and other members of the board will attend the fair's meeting in Dallas.

MEDINA, O.—Officers of Medina County Agricultural Society at a recent meeting agreed to hold sessions three nights instead of two as previously. There was a small cash balance after payment of a \$500 debt from 1937, and all bills and premiums from 1938 have been paid. Jay W. Eshart, secretary, reported.

DOVER, O.—Tuscarawas County Fair had a deficit of about \$800 at last year's event, the annual financial report showed. Income included gate admissions, \$4,378; grand stand, \$367; concessions, \$1,480; race-horse entries, \$783; exhibit space, \$473; membership fees, \$424, and county aid, \$3,300. Expenses were \$5,548; regular premiums, \$1,084; 4-H Club premiums, \$1,541; attractions, \$1,748; loans, and \$1,571; bills from the previous year. Salaries have been paid in part, officials reported.

BALLSTON SPA, N. Y.—Financial report of Saratoga County Agricultural Society showed the 1938 fair here was a success, despite a \$1,000 cut in county appropriation and a decrease in gate and grand-stand receipts. Premium payments were above those in 1937, when \$4,823 was spent as compared to \$5,401 in 1938. Treasurer Nell Hodson anticipated a reduction of \$200 in the society's debt.

NATIONAL SHOWMEN'S

(Continued from page 35) services for Chesterfield, who had done much for this fellow man. Dave Rose was named chairman of the delegation. Counsel Hoffmann informed the members that the board of governors had discussed amending the by-laws to provide for 10 additional governors from 50 to 60. This was suggested so that every branch of show business could be represented in our governing body. Mack Harris made a motion to so amend the by-laws, which was carried unanimously. Joseph McKee, reporting for the nominating committee, announced the following additional names for governors: Thomas J. Coleman, Dave Eddy, William C. Fleming, Max Grubers, Hon. Harold G. Hoffman, Joe Landy, Charles R. Miller, Charles (Doc) Morris, Pat Valdo, Eddie Vaughan. These names are in addition to the slate as announced here last week. Hoffmann then advised that January 11 was the deadline for any nominations for an independent ticket. Quoting the by-laws, the attorney revealed that each member is to receive a sample ballot and that these would be mailed out within the week. Each member will receive his copy of the constitution and by-laws along with said ballot.

NSA has progressed and made wonderful strides in its first year, but President Hamid's idea is to appoint committeemen who will really work. We ask that members who are desirous of working for the betterment of the organization submit their names to the executive secretary for consideration. After adjournment we discovered that many members were interested in the broadcast of Brother "Doc" Foster, who was being interviewed by Fred Allen, beloved comedian of the airwaves. A delegation personally attended the midnight broadcast for the Western States at Radix City.

John Marshall Hotel, Richmond, Va., 8 p.m. January 22. This the time and place of the joint committee meeting of the Circus Sants and Sinters Club of America and the NSA to discuss the proposed Troupers' Home, which, it is hoped, will be established in 1940.

NSA thanks J. C. (Tommy) Thomas, of the J. J. Jones Expedition, for the crate of oranges sent us during the holidays. Recent visitors included Max Goodman, George W. Traver, Max Orsborg, Ben Williams, Max Linderman, Sam Prell, Art Lewis, Oscar C. Buck and Sam Lawrence, all loyal workers for the NSA. We all join in wishing for the speedy recovery of Brother Franklin R. Russell,

who has been hospitalized due to an automobile accident. Birthday congratulations to the following: Max Friedman, George F. Perley, January 23; Charles A. Lenz, January 24; Clarence Kirkpatrick, John Bennett, January 25; H. G. Paul, January 27.

Ladies' Auxiliary

We are happy to welcome back President Dorothy Packman. Secretary Anita Goidis played hostess for the occasion, serving coffee and cake. It was decided to take care of our ailing and needy members, a fund being created for this purpose. This suggested being Ben Hamid Sunshine Fund, and Sister Hamid donated \$100.

New applications include Julia O'Donnell, Stella Feldberg, Irene Fallon and Emma Fink. Altho Sister Bee Cohen, wife of Dr. Jacob Cohen, is kept very busy, she finds time to take an active part in the auxiliary.

Evelyn Blakely, World of Mirrh Shows, and sister of Mrs. Midge Cohen, is in Tampa, Fla., hospital. Sister Helen Rothstein left for Miami with her husband. Sister Shirley Lawrence was also among the lucky ones to leave for Miami.

J. R. Kilpatrick Fall Guy at Dexter Fellows Luncheon

NEW YORK, Jan. 14.—Col. John Reed Kilpatrick, president of Madison Square Garden, took it on the chin at the Hotel Astor this week as Fall Guy of the monthly luncheon of the Dexter Fellows Tent, Circus Sants and Sinters Club. Headed by tent-president Harold G. Hoffman, Tex O'Rourke, Felix Adler and members of the Lambs' Club, members initiated Kilpatrick in the typical survival style that has made the org's get-togethers nationally known.

Adler and Jolly Bill Steinko, barker, led the frolic-making from the stage and Hoffman and O'Rourke took the speakers' table. Usual host of celebrities were introduced, including Leonard O. Blaco, legal counsel for the Manufacturers Trust Co., who represents that house in its Ringling-Barnum interests.



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Stahl To Lead MSA for 1939

McMillen elected first vice-president — dance ticket sales mount

DETROIT, Jan. 14.—Harry Stahl was elected president of Michigan Showmen's Association on January 9 at the annual election. Other officers chosen are Edgar McMillen, first vice-president; Harry Ross, second vice-president; Hymie Stone, third vice-president; O. A. (Pop) Baker, treasurer; George H. Brown, secretary.

Elected to the board of governors were Louis J. Margolies, Leo Lipka, Lester Levine, Waldron Gallant and Isadore Sobel. All will be installed at the club's annual installation meeting tomorrow, and President Stahl urged all members to attend. Chairman Leo Lipka announced all in readiness for the annual dance and entertainment in the Detroit Hotel's Bohemia Room on January 17. Ticket sales indicate that one of the largest crowds ever to attend a party sponsored by the organization will be present.

A number of members left this week for Florida. Among them were Past President Louis Margolies, Harry Ross, Hymie Stone, Abe Levins and Irvin Baker. Jack Maxwell is still seriously ill and confined in Lincoln Hotel. Main topic of conversation seems to be the Christmas party in the clubrooms. Bill Stephens has been doing some fine work with the dance programs, and custodian Bird is being complimented all around for his praiseworthy work.

N. E. Shows Book Gordon for 1939; Owners Optimistic

NEW YORK, Jan. 14.—W. J. Giroud and P. S. McLaughlin, co-owners of the New England Motorized Shows, announced that the organization has booked Capt. Buster Gordon's new cannon act and his Diving Troupe for 1939. General Manager Giroud, who arrived here this week from Florida, said he believes the booking of the two acts will have a tendency to stimulate not only the gate, but assist materially in bringing people on the showgrounds who ordinarily would not attend.

Business Manager McLaughlin has arrived from Fort Worth, Pa., to consult with the new building superintendent, O. R. Riekel, concerning construction of a new front and six new show fronts. McLaughlin expressed optimism for the (See N. E. SHOWS BOOK on page 60)

Crafts Opening Set For Early February

NORTH HOLLYWOOD, Calif., Jan. 14.—O. N. Crafts and Roy E. Ludington, owner and general manager, respectively, of Crafts 20 Big Shows, returned this week from a booking tour and announced the organization would open its 1939 season the first week in February at Indio (Calif.) Riverside County Fair and Stampede.

Work on equipment is nearly completed and with arrival of the Allan Herschell Rocket ride and Roll-O Fun-house the show will be ready to set up on time, reports Owner Crafts, who is optimistic over the coming season.

New Series of

Legal Opinions

In the next issue, in the Carnival Department, will appear the 12th of a new series of legal opinions of special interest and benefit to people concerned with prize contests. It will be titled *Legality of Prize Contests*. One of these articles appears in the last issue of each month. The author, Leo T. Parker, is a well-known writer and lawyer.

A Home for Troupers?

Projects for troupers' homes advanced by show-trade organizations have brought the subject to the fore and caused controversial comment of national interest. An examination of the points of view expressed and the divergent opinions precipitated at recent organization meetings and at informal discussions is deemed to be the healthiest method of opening the way for an arrival at sane and solid conclusions.

The idea of a home for old and indigent showfolk is splendid and has long been a cherished dream, particularly by the Showmen's League of America, but will it be possible to own, operate and maintain such a home? That is the big question. The SLA for more than a year has been conducting a campaign to raise funds for such an institution and has succeeded to the extent of about \$22,000.

The SLA is firmly rooted in a background of 25 years' experience and from that point of view, is best qualified to father such a project. Its strong financial position coupled with its competent leadership has given it undoubted prestige, and with that prestige guarantee of the likelihood of success.

Two Parallel Programs Planned

Last year showmen, principally from the East or whose activities or sympathies, or both, centered in the East, formed the National Showmen's Association, which has rapidly come to the front as a progressive body. The Circus Saints and Sinners' Club of America, founded about nine years ago for the purpose of building a home for old troupers, a short time ago effected an arrangement with the NSA to work together toward that goal. This means that there are two homes proposed for needy showfolk.

Considering the large amount of money necessary to build a home and the enormous cost of maintaining it, it seems a big mistake to have campaigns conducted for two homes when one alone would require such a great outlay of money to build and maintain. There are some showmen who even look upon the financing of one home as a very difficult matter. They lean toward the idea of not building a home at all, but providing for troupers by arranging for rooms and hospitalization in homes in various sections of the country which are conducted by fraternal organizations and others.

It is the contention of the latter that showfolk accustomed to living in a certain section of the country would be far better satisfied to be provided for right in their own locale rather than in some spot where a home would be built for them exclusively. They argue, too, that it would be far more economical to follow out a plan of this kind than to build and maintain a home of their own.

Argue for National Merger

We now consider the suggestion, made in various quarters, that the various organizations merge their interests in such a way that if a home were established all would share in its benefits. This side argues that the combined strength of the SLA, NBA, CSSCA, Heart of America Showmen's Club, Pacific Coast Showmen's Association, International Association of Showmen and Michigan Showmen's Association would be sufficient to support a home without putting an undue burden on any one organization.

Some advocates of the merger plan insist that the SLA be the controlling factor in the home. Their contention is (1) that the league has done the necessary missionary work, (2) that it has the finances and (3) that it has capable men of long experience in organization affairs. Many league leaders themselves favor the affiliation idea, but the NSA contends that it has concrete information to the contrary. Still, it is a matter of record that the NSA has not approached the SLA on affiliation in connection with the proposed home, tho it has approached it on affiliation in general, an approach that apparently never met with favor.

Independent thinkers, not bound by any membership principles, partisanism or feelings, state that it is unwise to have groups whose interests are common trying to build separate homes simply because friction exists—or apparently exists—between them.

Affiliation sympathizers claim that the cost of the proposed home and its upkeep have been gone into most thoroughly by the league and the project found, basically sound. Indorsees of the NSA program claim they have figures which establish their project as basically sound.

Realists Attack Entire Project

The stark realists—the hard-boiled types not interested in impractical idealism—are vehement on the subject of the home, which they call a project that is out-moded, ill-advised, illogical, strangely impractical and a proposition which just won't work. They say that idealism is not being attacked or motives impugned. They say that idealism must be backed by unquestionable proof that a home will work and is the practical thing in the age in which we live. They note that even motives behind the financing of a haven for troupers may be forgotten and forgotten if the project can be demonstrated to be the best and most workable plan for the aged, the indigent and the needy.

This special group—the outright oppositonalists—declares that a home, however practical, must be subordinated to and is less important than hospitalization and burial provisions on the part of organizations. They say, in addition, that a home project in the hands of a young organization not yet blessed with experience represents wishful thinking that should be checked at the source. They go even further by questioning whether the project, even in the hands of a long-established organization, is practical.

They point to the thought that even were all organizations combined as one, if only for a home, membership strength would still be so limited compared with other trade organizations, especially those outside of show business, and availability of outside resources so meagre, such a project would still be in the dream class.

Advocate Pension System

A fairly large group of other dissenters offers as a substitute for the home a pension or "social security" system or, failing that, the setting up of a working agreement with established civic or fraternal institutions throuout the nation. This group is in the process of studying the proposal more fully.

It is a widely known fact that the CSSCA has been talking troupers' home for about nine years. It is also a fact that not a single one of its many benefit shows has netted a substantial sum of money. Even its most ardent supporters cannot say, with truth, that more than half a dozen of its members are other than casually interested in a home project. Another interesting point is that the home, as planned by the club, was intended for circus performers exclusively. There has been much friction, too, as to the practicability of widening eligibility to include circus people of all classes. At one time the CSSCA even hesitated to include clowns.

Now the CSSCA, by flirting with the NBA on the project, gives its approval and sponsorship to a scheme which would include all troupers from every branch of outdoor show business, common to all included. Will it work?

The mere fact that show people themselves are by no means sold on any of the methods advanced clearly indicates that the whole idea is a bewildering and confusing problem in the eyes of what is by far the majority of even active members of both the NBA and SLA. This fact alone should warn them of the dangerous and all-important step they are taking. Homes are expensive and cumbersome propositions, expensive and cumbersome far even the largest, wealthiest and most influential organizations.

Urge Study Before Deciding

Before taking such a move it is the duty and the personal obligation of the officers to delve into the history of similar projects. Each organization should study at great length the mechanical and financial requirements, as based on (See HOME FOR TROUPERS? page 60)

HASC Auxiliary Luncheon Clicks

Festivities are impressive — various auxiliary groups represented

KANSAS CITY, Mo., Jan. 14.—About 45 members and two guests, Norma Porter and Daisy Johnson, attended the successful 10th annual Ladies' Auxiliary of the Heart of America Showmen's Club luncheon in the Ricardo Hotel here on December 30 at 1 p.m., reports Helen Brainerd Smith. Festivities got under way with President Virginia Kline introducing Viola Fairly as mistress of ceremonies, who in turn asked Past President Myrtle Duncan and present chaplain to give the invocation.

Mrs. Fairly then presented Chaplain Duncan with a bouquet of roses and (See HASC AUXILIARY on page 53)

Kelly, Powers Form Partnership for '39

ARMADA, Mich., Jan. 14.—Cora Kelly, formerly of the Cora Kelly Shows, announced last week that she had joined forces with Leo E. Powers to operate a carnival in 1939 under title of the Great Northern Shows and Dime Circus. Plans call for the unit to play Michigan, Wisconsin, Minnesota and North Dakota.

Organization has leased the fairgrounds here for quarters and all equipment will be shipped in about March 15 at which time repainting, repairing and construction work will get under way. Show is slated to move on trucks and baggage cars and will use a pay gate, presenting acts, rides and shows.

Both Powers, who is recuperating from a recent automobile accident, and Miss Kelly plan to attend several fair meetings and expect to have their fair dates controlled by March 1.

Lawrence Buys Whip

NEW YORK, Jan. 14.—Sam Lawrence consummated a deal here this week with W. F. Mangels that brings a new light-car full weight whip to the Lawrence Shows next season. Unit will be outfitted with special lighting features and a unique center pylon.

West Organization Breaks

RECORDS at Pinellas Fair — According to report from H. Drew Lewis, fair manager, all records for attendance, exhibits and midway gross by West's World's Wonder Show were broken this week at the Pinellas County Fair, Largo, Fla., despite the fact that gate admission was increased to 25 cents this year.

West organization, which wintered on the fairgrounds there, inaugurated its winter Florida fair season with 32 paid attractions and giant night illumination, Lewis said.



MARLO LaFORS, new president of the Ladies' Auxiliary of the Pacific Coast Showmen's Association, who took the chair for her first meeting January 9.

SHOW TRAILER CANOPIES

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WANT Manager and Help for Merry-Go-Round, Roller Skating, Halls, Front and Backyard Shows, etc. Also, all kinds of shows, etc. Write, address above. Will also write. Address above. For more info, write to: KAUS EXPOSITION SHOWS, Inc., 271-273 W. 11th St., Chicago, Ill.

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WANT—A Good Reliable Man to Take Over Complete Winter Show.

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WILL BOOK Any Other Legitimate Show, With or Without Concessions.

WILL BOOK Any Side Show, Concessions, With Those We Have.

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West Bros.' Shows

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\$100-per Pair of Union Hardware Rich Seats, all sizes. Loop-Racing, Crispette OVRM, complete with Hoops, working order. \$5.00 Each. \$5.00 Size Show Banners. Send for list. Full Dress Suits and Tuxedos, all sizes. Sell cheap. 100 Each. Postpaid. Plans on Steamers. Send list. WE BUY ALL KINDS RINK SKATER and CANDY FLOSS MACHINES. WEBB'S CUNARDY SHOP, 20 North Second Street, Philadelphia, Pa.

Important Announcement

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Missouri Valley, Iowa.

1939 SEASON ERIC B. HYDE SHOWS

Want to book or buy for cash Merry-Go-Round and Kiddie Auto Ride. Want to buy one more No. 12 Hill Ferris Wheel. Will book one more Flat Ride.

WANT capable Showmen to take complete charge of elaborate Tension-One Outfit with 140 Ft. French Top, Fronts, etc. To rent Showmen with new and novel Shows.

Want to hear from men with complete set of Embroiders.

WILL SELL exclusive Cookhouse, American Palmistry and Custard, Legitimate Merchandise Concessions open. No earlier.

WANT Ride Help and Help in all departments. William C. Carle writes, Secretaries of Fairs, Celebrations, etc. In South Carolina, North Carolina, Virginia and Pennsylvania communicate with us. Prof. W. E. Alexander, Marvin Rogers, write Carleton Collins. Address: Until February 10th.

ERIC B. HYDE, 538 N. W. 11th St., Miami, Fla.

After February 10th, Box 447, Winston-Salem, N. C., Winterquarters.

Heart of America Showmen's Club

Reid Hotel

Ladies' Auxiliary

First Vice-President Ruth Ann Levin presided at the January 5 meeting. Annual reports from the 1938 standing committees were read and approved, with the year's financial report being highly satisfactory. Clara Kern, Helen Kelly and Grace M. Freed were then voted in as new members. Nellie Weber was awarded the five-pound box of candy donated by Harry Aitschler.

After a motion for adjournment Myrtle Duncan, chaplain, dismissed the meeting with a benediction. Board of governors met after the regular meeting and elected Mrs. C. W. (Mother) Parker chairman and Myrtle Duncan first vice-chairman of that body. Meanwhile Ruth Martone, chairman of the entertainment committee, called her members together to discuss plans for entertaining next members. Members then retired to the bar, with Peggy Landes as hostess.

American Carnivals Association, Inc.

By MAX COHEN

ROCHESTER, N. Y., Jan. 14.—A veritable bombshell was tossed into the Legislature with introduction on January 4 of a concurrent resolution of the Senate and Assembly proposing an amendment to the State constitution repealing the prohibition against gambling.

From time to time in this State there has been considerable agitation for such a change, but it is our recollection that the agitation never developed along any practical lines of activity, and this resolution, introduced by Senator Phelps, will mark the practical beginning of an effort to revise public opinion, as expressed by the State constitution, to the people in the Empire State.

Present constitutional provision provides "nor shall any lottery or the sale of lottery tickets, pool selling, book-making or any other kind of gambling hereafter be authorized or allowed within this State; and the Legislature shall pass appropriate laws to prevent offenses against any of the provisions of this section." The resolution proposes to repeal by an amendment to the constitution the matter above mentioned, and if the resolution is concurred in by the lower house of the Legislature, and approved by the next legislative session it will go to the voters at a succeeding general election for approval and adoption. The resolution has been referred to the judiciary committee of the State Senate and we shall be pleased to advise the course of its progress.

First comments on the wage and hour law article recently published in The

Visiting the Ladies In Winter Quarters

By VIRGINIA KLINE

HOUSTON, Tex., Jan. 14.—I left Kansas City on January 3 with many regrets, but since there is always work to be done, I started for Salina, Ore., via Texas and Florida. First stop was in Fort Smith, Ark., where I had the pleasure of visiting at the home of Mrs. Ruth Clapp and meeting her daughter, Frances, who was shy at first but sang a little song she learned in kindergarten before I left. The last time I remember being in Fort Smith was in 1918, when the Patterson Shows day and dated it with Selts-Photo Circus and our Merry-Go-Round center wagon was stuck in the mud. Bill Curtis, of the circus, brought one of the bulls over and hitched it in front and put old Modoc from the Patterson Troupe in the rear and out the wagon came.

There were several shows in quarters at Little Rock, Ark., and a former president of the Ladies' Auxiliary, of the Heart of America Showmen's Club, Mrs. J. T. McClelland, is in quarters downtown. Mrs. McClelland remembers well the New Year's Banquet and Ball when she was president and told me some interesting stories of her year in the chair. Mrs. T. A. Fuzzell, of Fuzzell's United Shows, lives on her farm in North Little Rock and spends her spare (See VISITING THE LADIES on page 48)

Pacific Coast Showmen's Assn

LOS ANGELES, Jan. 14.—Attendance at Monday night's meeting totaled 163, and roll call of officers showed President Harry Hargrave, First Vice-President Joe Glacy and Third Vice-President John R. Ward present. Usual business procedure was followed and current bills were ordered paid. All members of last year's standing committees were discharged, and President Hargrave announced the personnel of the following committees for 1939: Finance, John M. Miller, chairman; S. L. Cronin, Harry Pink, J. Ed Brown, O. N. Crafts, J. W. (Paddy) Conklin and W. C. Huggins; House, Moe Levine, chairman; Milt Bullock, Roy Barnett, Harry La Mack and Nick Wagner; Auditing, Theo Forstall; chairman; Leo J. Haggerty and (See PACIFIC COAST on page 57)

Ladies' Auxiliary

First meeting of 1939 was held on January 9, with President Minnie LeFors presiding. Seated with her were Moe Bagby, first vice-president; Margaret Farmer, second vice-president, and Edith Bullock, secretary-treasurer. About 75 attended. Membership awards were issued and first prize went to President LeFors, while the second went to Leona Barb. Awards were donated respectively by Betty Coe and Edith Walpert. Olga Celeste donated a register, embracing the picture of a tiger and the club's emblem on the outside cover. This will be used at the door. A gold plate with the words "Ladies of the Auxiliary" engraved on it was donated by Tiny Phillips and placed on the emblem given the club at the banquet on January 3.

SLA, NSA Sending Reps to Va. Fair Meet

CHICAGO, Jan. 14.—The Showmen's League will have one or more representatives at the meeting to be held at John Marshall Hotel, Richmond, Va., January 22 to discuss the showmen's home propositions. J. C. McCaffery, president of League, had named no one at the time of going to press but expected to appoint a delegate or two before leaving for the Winnipeg fair meeting.

The National Showmen's Association will be represented by Art Lewis, Oscar Buck, Max Linderman and Jack Green-spoon.

ACA Gets Orlando Festival

CHICAGO, Jan. 14.—Carl J. Sedimayr, stopping off here on his way to the Minnesota and Winnipeg fair meetings, announced that before leaving Florida he signed a two-year contract for Amusement Corp. of America for the Orange Festival at Orlando.

Billboard are arriving and from Associate Counsel Richard S. Kaplan, Cary, Ind., we received word that he is checking the legal brief set out in the article and is inclined to the opinion that we have "a splendid argument" to justify our views. We are awaiting views of the committee members and as soon as they are received we shall, of course, quote them here.

Ballyhoo Bros.' Circulating Expo.

A Century of Profit Show

By STARR DeBELLE

Winter Quarters. Week ended January 14, 1939.

Dear Mixer:

With the new year under way, building and retrimming of the show's equipment has started in earnest. With opening time almost upon them, the buses have ordered full steam ahead in each shop department. Many innovations for the coming season are taking shape and will include such unusual features as midway spinstools, which will be scattered around the lot, making ours the most sanitary midway on earth. A dry bathhouse will be carried for the employees who have a dread of water. This will be operated with sand-blasting machine, similar to those used for removing paint.

All shavings from the carpenter shop are being perfumed and stored in our surplus car. When wet down on the midway the odors that seep from the back end of our shows will be indistinct. More than 20,000 dress suits and evening gowns have been ordered for our patrons and a portable dressing room is being built, to be located behind the main gate, making ours America's only formal midway. Our ride help will wear white tunics and will be called mechanical engineers. Dye to the show's short layoff much of the work will be done while on route. Pete Ballyhoo bids, "If it isn't when we came in, it ought to run when we go out."

Contracting of new people has been very simple, but the recontracting of (See BALLYHOO on page 63)

A number of belated telegrams for the installation banquet were received and read. They included those of the Ladies' Auxiliary, Showmen's League of America, Harry Hargrave, president PCSA; Doc Zeiger, past president PCSA, and Eddie Brown. Letters from President Virginia Kline of Ladies' Auxiliary of the Heart of America Showmen's Club and also from the secretary of that club thanking this auxiliary for the flowers sent them on their installation luncheon on December 30' also were read. A committee from the men's club invited members to participate at their inaugural services tomorrow. President LeFors immediately appointed a special committee, headed by Grace DeCarro, to arrange necessary details to assist in the annual services.

Board of governors met at 8 p.m. and received favorable reports from the secretary about the club's standing for the past fiscal year. It also will arrange and amend the laws and duties for this year. Past President Peggy Forstall presided and was heartily congratulated for her successful regime. President LeFors called on many members for talks and all responded with a few words, and many suggestions were made for the good of the order in 1939. Since there was no meeting on January 3, Secretary Edith Bullock was swamped with mail and belated checks for dues from absent members. President LeFors made a re-check of her committee and charged them with their duties, and only one member, Belle Phillips, was forced to reject nomination. Stella Linton was appointed to serve in her place on the house committee. Rosemary Loomis, entertainment committee chairman, started the ball rolling after adjournment, and a pleasant evening was spent playing bingo and cards. First prize in bingo was awarded to Second Vice-President Margaret Farmer. Second prize went to Pearl Shaffer and third to Leo Sturm. Weekly award went to Norma Burke. At adjournment sandwiches, cake and coffee were served by Stella Linton and Ethel McDonald under the supervision of Nina Rogers.

Miss. Stock Shows to Buckeye

CINCINNATI, Jan. 14.—Joe Oller, manager of Buckeye State Shows, during a visit to the local office of The Billboard this week, announced that his organization has been contracted to furnish the midway attractions at the stock shows at Fort Gibson, Forest and Canton, Miss., and the Negro Colton Carnival, Memphis.

FOR SALE

ONE BIG BURN POPCORN MACHINE, Bargin, \$75.00.

Most Big Shows are using my Flava Candy Machine. These must be a season. \$75.00 and up. Delivered and manufactured by

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Midway Confab

By THE MIXER

(Communications to 25 Opera Place, Cincinnati, O.)

TWO and a half months' delay

FAMOUS last words: "I had to open early to get away from winter quarters' expense."

PIONEER passes: John S. Berger

MA AND PA CHEVRIER again have contracted their Midway Cafe with the O. J. Bach Shows for 1939.

CRYSTAL BELL is spending the winter in Guilford, Miss.

CHARLES SEIP: Another oldtimer passes to the Great Beyond.

PAUL (DOC) NORVEL, well known in carnival circles, recently was elected to the city council of Augusta, Ga.

BOBBY COHEN, after a brief visit in Augusta, Ga., has returned to Fargo, Minn.

YES, Clarice, it is much cooler on Sunday School shows during summer months.

"GOING HOME?" "Yes, I have already booked my rides."

JIMMY HESTOR, mail man with John H. Marks, is spending the winter at his home in Augusta, Ga.

WILLIAM RANDOLPH HICKS is contemplating giving up show business and joining ranks of the columnists.

JACK WOLFE again has booked his shooting gallery on the O. J. Bach Shows for 1939, reports Leo Grandy.

KERIAL CRAWFORDS, formerly with Zimaras and Wallace Bros.' Shows, were in Cincinnati recently.

BILL POWELL scribes from San Francisco that he is visiting there with Walter Sibley, Cliff Wilson, George Halsey and Nate Miller.

HARRY KERKIN, former cookhouse operator, is wintering in Jacksonville, Fla.

NEVER cross a committed until you come to it.

EVERYBODY has been at some of the fair meetings, even some fair secretaries.

IT'S RUMORED that Jack L. Oliver has been appointed general agent of Miller Bros.' Shows, of which Morris Miller is owner and manager.

LOUIS JOHNSON, concession agent of Ripley, O., is reported to be in line for the position of Ohio State inspector.

HARRY PROBERT, letters from Lake City, Fla., that he has contracted his European Swaying Pole act with the Weyla Production Novelty Co. for 1939.

POP TREHLE and son have been working Ripley, O., with their strip photo gallery this winter.

Mercy Hospital there, where she recently underwent a spinal operation.

ELWOOD EMERY has signed his Baby Mine and Co., elephants act, with Jay Coult's Show for 1939, making his third season with the organization.

IT MIGHT be a good idea to have that back curtain in the cookhouse laundered occasionally during the summer.

SAM HAUBNER scribes from Sale City, Ga., that the Rose City Shows played Omega, Ga., January 2-7 to satisfactory business.

RABOTERHILL is home in Stow, Mass., preparing a new annex act for opening of the season after winding up a string of night club dates.

CLINT V. AND ROSIE MEYER pen from Norfolk, Va., that they booked their new Roll-o-Plane with the Art Lewis Shows for 1939.

"TIME'S A WASTIN'." What are you doing in winter quarters and who is around the shop departments?

W. E. VANDERGRIFT is in Georgetown, O., organizing a Hawaiian show which he will take on the road this season.

CHARLEY RIESING, well-known West Coast operator, has the acts and drinks at the San Bernardino (Calif.) Boiler Derby now in operation.

MR. AND MRS. ARTHUR E. WALSH, last season with Wallace Bros.' Shows, left Mobile, Ala., and are now in their permanent quarters in Cottondale, Fla.

WITH all these different carnival titles, why hasn't some progressive manager thought of naming his the "Streak of Loan Shows"?

LEO M. BISTANY has covered his connection with the Dixieland Colored Park, Jacksonville, Fla., and is now in Southern Florida.

L. C. McHENRY, who has been engaged to manage the Dixieland Colored Park, Jacksonville, Fla., has several of his rides located there.

TOM AITON, who closed as general agent of J. E. Steblar's World of Fun Shows, has been vacationing in Jacksonville, Fla.

WHEN a man has become a success there is generally someone who will remark: "He was run off a show I was on one time."

KID WILSON, chef at the Capitol Hotel, Augusta, Ga., writes that his feet are beginning to hob to get back on the road and that he is anxiously awaiting the opening of the season in April.

JOHN (SPOT) RAGLAND tendered Mr. and Mrs. Charles Pounds, Mighty Sheesley Midway, a farewell party in the home of Mr. and Mrs. George Harms in Inglewood, Calif., recently. Many well-known West Coast alongfolk attended.

Du-Plex BIG ELI Wheels

Increase your booking power and at the same time increase your carrying capacity. Operator "Flash" and driver not needed, are only one of the records of adding a Du-Plex BIG ELI Wheel unit. You can use another BIG ELI Wheel to good advantage.



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PENNY PITCH GAMES

Size 48x48", Price \$20.00
Size 48x48", Price \$24.00
Size 48x48", Price \$30.00
Size 48x48", with D. Jack Pot, \$40.00.

PARK SPECIAL WHEELS

30" in Diameter, Baseball Pattern. We carry in stock 12-15-20-24- and 30 number wheels. Prices \$12.00

BINGO GAMES

75-Player Complete \$5.50
100-Player Complete 7.50

SEND FOR CATALOGUE.
Full of New Games, Baskets, Dolls, Lamps, Aluminum Ware, Games, etc.

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Analysis, 2-p., with Blue Cover, Each25
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Series of the 4 Seasons, Four for 15c.
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Castles Orbits, Outer Boards, Planets, etc.

NEW DREAM BOOK

120 Pages, 2 Sets Numbers, Clearing and Path-ly, 1200 Dreams, Bound in Heavy Gold Paper Covers, Good Quality Paper, Samples \$6.95

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The Chairplane is now built in three heights, 22 ft., 28 ft. and 38 ft. The 22 ft. tower is our standard size. The 28 ft. tower takes a smaller space for operation but still has the same seating capacity as the other sizes. All 24 seats can also be hung on the outside if preferred.

SMITH & SMITH, Springfield, Ill., Co., St. V.

BUDDHA PAPERS—SUPPLIES

1939 RETRO DAILY, HOURLY FORECAST, Buddha Papers, 4-7 and 25-page Editions, Zodiac Display Charts, Horoscopes in 11 copies, Apparatus for Mind Reading, Mental Magic, Spirit Effects, Mini Oupis, Books, Graphology Charts, 100 Page Illustrated Catalog (No. 17) with Descriptions.

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NOW CONTRACTING SHOWS AND CONCESSIONS FOR SEASON 1939
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MEMBERS OF THE LADIES' AUXILIARY of the Red Heart of America Showmen's Club at the 10th annual luncheon of the auxiliary in the Ricardo Hotel, Kansas City, Mo., on December 30. Forty-five guests present, two of whom, Norma Porter and Mrs. Daley Johnson, were guests. Viola Fairly was mistress of ceremonies.

VIRGINIA SENIOR, Sky-High Girl, has been contracted by the J. J. Page Shows for 1939.

JACK BLOOME and George Beasley, past season with various carnival organizations, are among daily visitors to the Capitol Hotel, Augusta, Ga.

"WHAT carnival do you represent? Oh, yes. Well, they are paging me. Sorry."

LEAVING LOTS in an untidy and filthy condition will not help conditions in general. It might be necessary to play that town again.

MR. AND MRS. D. L. HALL, formerly with Wallace Bros.' Shows, are wintering in Clarkdale, Miss.

DANNY EDENFIELD, head waiter on Joe Stys' cookhouse with the Johnny J. Jones Exposition, has returned to Miami, Fla., after holidaying in Augusta, Ga.

WILLIAM GARLETON FLEMING may locate in New York this summer. He is at his Buffalo home at present.

JIMMY FINNEGAN, veteran showman, is making Augusta, Ga., his home and is associated with Councilman Paul (Doc) Norvel, well known to carnival folk.

H. O. THOMAS has again been signed as general agent of the O. J. Bach Shows for next season.

MR. AND MRS. FRANK F. BUNN have booked their pop corn, peanut and caramel stands on the Fairland Shows for 1939, reports Ben F. Tash, manager.

THOSE hard-working ride boys appreciate a kind word now and then.

DISSATISFIED concessionaires are a hindrance rather than a help to all shows and should be invited to seek other fields to conquer.

AL DEVINE has contracted his sound truck and public-address systems with the O. J. Bach Shows for 1939.

DOC ROUND has contracted his Girl Show with West Bros.' Shows for 1939. He reports a successful season with the organization in 1938.

WALTER LANKFORD'S Band began a four-week engagement in Key West Park, Key West, Fla., on January 1.

PEGGY EWELL returned to her home in Baltimore after being released from

FRANK HOOPER is now major-domo at the select Carmichael Club, Augusta, Ga.

JIMMY SAKOBIE, his crew and truck of stands recently visited in Augusta, Ga., while en route to Miami, Fla.

3 PROVEN MONEY MAKERS

LOOP-O-PLANE OCTOPUS ROLLOPLANE

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JOE SHALLENBURG is back as custodian of National Orange Show buildings and grounds, San Bernardino, Calif., after a five-year absence. He has a host of friends among carnival showfolk.

"JOHNNY, was Se-and-Se ahead of your father's show last season?" Bright son—Yep, about \$500 worth."

MR. AND MRS. DON NEWBY, after a brief visit in Havana, Cuba, have returned to West Palm Beach, Fla., where they will spend the winter building a new show.

ROBERT AND BERTHA CURTIS (Slim Tim and Big Bertha) have concluded their museum activities and will spend the remainder of the winter in Tampa, Fla.

TOM SHARKKY, jack of all trades for Lepak & Paddock, concessioners on the Johnny J. Jones Exposition, is spending the winter vacationing and doing odd jobs in Augusta, Ga.

IF YOU see John Callagan don't say anything to him about the walkathon biz—Colonel Patch.

HARRY OGLIORE, who spent the holidays in Augusta, Ga., is now in Washington, from which point he will return to his home in Rochester, N. Y., for the remainder of the winter.

EDDIE GILBERT, ex-Joe Styn' cookhouse on the Johnny J. Jones Exposition, has assumed management of the Capitol Hotel, Augusta, Ga., of which Frankie Cohen, of the same show, is proprietor.

GEORGIA BOY and brother, Harvey, past season with the Johnny J. Jones Exposition, and Red Spruill, formerly with the Conklin Shows, left Augusta, Ga., recently for visits in Tampa and Largo, Fla.

HOW many present-day agents know how to "lay" a railroad crossing? The late Robert A. Jesslyn did.

MAE-JOE ARNOLD, wintering in Trenton, Tenn., after a successful season with the P. H. Bee Shows, plans to have the side show with the Rogers Greater Shows next season, with Ralph Nixon slated to handle the annex front.

DOC MERRITT ANDERSON, outdoor showman, is confined in the U. S. Naval Hospital, Chelsea, Mass., where he will undergo a kidney operation soon. He says that he would like to read letters from friends.

HARRY S. (GURLEY) CLARK letters from Kansas City, Mo., that after a satisfactory season with West Bros. Shows he has signed with Virginia Laughlin as manager of her bingo stand for next season.

NO ONE except Sunny Berbet can pull that stuff and get away with it.—Cousin Patsy.

PERCY W. LABELLE, who has been re-engaged as lot and ride superintendent for the E. J. Casey Shows in 1939, is spending the winter managing an outdoor ice-skating rink in Port Arthur, Ont.

HENRY SINGLETERRY, former ooh-



"THESE WERE THE JUDGES" at the Heart of America Showmen's Club annual Tooty Party in the Reid Hotel on December 30. They were mugged for the Rogues' Gallery after dispensing unjust justice at the party. They are, left to right: Abner K. Kline, Frank Joerling and Charles Goss.

concessioner, is now associated with the Plaza Hotel, Augusta, Ga., where he has the liquor, cigar and periodical stands. His daughter, Mae Parrish, is on tour with Jack Wardlaw's Orchestra.

GEORGE HARMES, accompanied by a truckload of layouts, visited in Augusta, Ga., recently en route to join the Frank West Shows at the Largo (Fla.) Fair. Truck and crew were in charge of Commander King.

NOTE to cookhouse manager: Why not extend the same service to your regular patrons that you expect in town restaurants every Sunday?

JOE AND EDITH HOY, after a Western tour, are en route to Mexico to look after some interests there. Joe has been with various Eastern shows the past several seasons.

BILL (SLIM) CAMPBELL, of the O. P. Ziegler United Shows and Johnny J. Jones Exposition, is now assistant manager of a hosiery mill in Cleveland, Tenn., reports Bill White, who says he visited with Slim while en route to Florida.

MRS. AND MRS. FRANCIS HEALY, press agents past season with the Royal American Shows, visited the North Hollywood (Calif.) quarter and were shown about the spacious grounds by owner O. N. Crafts and Roy E. Ludington.

IF A show can't carry a press agent capable of putting good news in local papers it should at least carry one capable of holding the bad news out.—Milo (Not So) McCoof.

T. J. SMITH, after five years as general agent with the Great Sulston Shows and associated in the same capacity with Groves Greater Shows the past two seasons, is in Osceola, Ark., where he is organizing the Four States Exposition Shows to take the road in 1939.

BERTHA BERT, who joined the Mighty Hing Circus after closing with the World of Fun Shows, closed with the former recently and returned to her home in Birmingham, where she will spend the remainder of the winter with her family.

FRANK LAPAIA, past season with Peck & Little Shows, rambled into Cincinnati on January 11 and visited The Billboard offices while en route to Miami, Fla. He plans to play some fairs with his minstrel show before returning to the Peck & Little organization.

NOW is the time for all recognized general agents to select a reliable special agent for the coming season. Trustworthy and sober special agents are an asset to any organization.

M. W. WESTLAKE, pioneer concessioner of glassware note at Midwest fairs, having retired and turned the biz over to his son, W. R., is enjoying a political career in his home town, Columbus, O., being a member of city council. He held numerous other political offices in past years.

MRS. BERYLE GATES, secretary of the Betty Lee Shows, cards from quarters in Muscatine, Ia., that the show will open late in May and plans to play Iowa, Illinois, Missouri and Arkansas. J. W. Diamond is manager and advance agent, and Joe W. Brown has signed as banner man and mechanic.

BYRD MORGAN, veteran trainmaster, who appeared with numerous shows, is still confined in his home in Raymondville, Mo., from injuries sustained in a train wreck several months ago. Present reports indicate he'll be there for about six months. He's anxious to read letters from friends.

DURING these days of their meek carnival and attractions agents are seen in abundance and many contracts are cut up. "You pitch for me and I'll catch for you."

GEORGE LUCAS, ride owner and operator, writes from Miami, Fla., that he is visiting his many friends there, including S. W. Brundage, Charles Colter and Guy and Mel Dodson, all of whom have beautiful homes. Lucas also spent three weeks with Bryan Woods and wife, Billie, at their zoo in Opa Locka, Fla.

BABE LA BARIE, who after closing with the Cotlin & Wilson Shows went to Texas and then visited in New Orleans, is now the featured dancer at the La Congo, Key West (Fla.) nitery. She reports she has been enjoying the wonderful fishing and bathing which the Atlantic Ocean affords.

HARRY LEWISTON'S Traveling Museum came in for some swell publicity in the January 8 issue of The Rochester (N. Y.) Democrat and Chronicle when Henry W. Glue, staff writer, devoted his "Seen and Heard" column to the organization, which is playing an indefinite engagement there.

FRANKSET man I ever met was a great concessioner who said: "The reason I am broke this winter is that I am victim of my own racket."—Muggin' Machine Manie.

SADIE WILSON and Margie Cotlin, wives of the owners of the Cotlin & Wilson Shows, left the organization's quarters in Greensboro, N. C., last week for Miami, Fla., where they will vacation for about a month. Their husbands plan to join them at the conclusion of the Eastern fair meetings.

J. B. GUNYON has contracted his peanuts, caramel-corn and pop-corn stands with the J. B. Edwards Shows for 1939. Manager Edwards also reports that Mansfield, O., has been contracted for the opening stand instead of Wooster, O., which was the initial date for many years.

MANY of 'em don't ask: "How much did you win today?" but "How much did you have to kick back?" being no longer a case of how much it won but how much he had.—Colonel Patch.

AMONG THE SHOWFOLK sighted in attendance at the Christmas party at Eddie LeMay's Camp on the west coast

of Florida were Mr. and Mrs. Johnnie Bullcock, Jimmie and Louise Arrington, Virginia Harris, Clarence Poplin, Tom and Zell Moss, Mr. and Mrs. Dumas and Tommy Allen, and wife.

THE LATE Johnny J. Jones knew the value of ample and competent help, instructing his show managers and ride foremen "if possible operate the attraction with them and not without them." Once he told a foreman that he (the foreman) was running the workmen and not the ride.

3000 BINGO

Heavyweight cards, black on white. Wood markings printed two sides. No duplicate cards. Full set in the following also sets and prizes: \$5.25; 50 cards, \$8.75; cards, \$4.50; 100 cards, \$10; 150 cards, \$12.50; 200 cards, \$15; 250 cards, \$17.50; 300 cards, \$20; remaining cards sold \$5.00 per 100.

Set of 20 Lightweight Bingo Cards, \$1.00.

3000 KENO

Made in 30 sets of 100 cards each. Played in 3 rows across the cards—not up and down. Lightweight cards. Per set of 100 cards with markers, \$8.00.

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Bingo cards, black on white, also \$4.7. Thin cards and to be used in 3 rows. They are marked at 100 in playing and then discarded, 3,000 different cards, per 100, \$1.25, without markers. Set of markers, \$1.00. Also available in sets of 100, \$12.50. Leppers, white cards, \$4.75, per 100, \$4.50. Stamping Bingo Cards on same. Extra, per 100, \$5.00. Also available in sets of 100, \$12.00 for 250 sets for five sample cards and price list. We pay postage and tax, but you pay C. O. D. expenses. Instant delivery. No checks accepted.

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OPENING NEAR DETROIT, MICH. EARLY IN APRIL.

Can place Double Loop-O-Plane, Shows, Penny Arcade, Concessions, Legitimate, et al. kinds. Also Pop Corn, Photo, American Palmstry, Guess Your Age or Weight, Penny Pitch, Cash Raffle, etc. This Show Will Play Only Fairs and Celebrations After July 1. Address—VIC HORWITZ or L. J. BERGER, 459 Prentiss St., Detroit, Mich. FAIR SECRETARIES—See us at the MICHIGAN FAIR MEETING, Fort Shelby Hotel, this week.

BARKER SHOWS

"THE SHOW OF MERIT AND CLEANLINESS" 1939—WANTED—1939 Shows—Athletic, Mechanical, Butterfields with show outfits for Girl and Boy Shows. Place any Grind Show, Johnny Woodruff with Will buy or book for House. Can furnish outfit for any money-making show. Performers and Musicians for CONCESSIONS—A-1 Cash News. All Concessions open. RIDES—Will book Octopus, Drive Yourself or any new Ride. HELP—Ride Help on all Rides. You must be able to drive truck. Long list of Fairs in Indiana, Illinois, Missouri, Tennessee and Mississippi. Route to interested parties. C. S. REED STELLA BARKER CHARLESTON, MO.

LAST CALL—CRAFTS 20 BIG SHOWS—LAST CALL

SEASON OPENS FEBRUARY 2, RIVERSIDE COUNTY FAIR, INDIO, CALIF. To Be Followed by Our Annual Tour of Lower Valley Towns, then Imperial County Fair, March 4-12, and National Orange Show, March 16-20. CAN PLACE Grind Shows of April, for more Legitimate Concessions; also Ride Help, experienced, sober and reliable, that can drive trucks, stand good treatment. Also want to contact Designer and Rubber. State experience, money expected first letter. Ride Show Aids—Write for Yellow wire. Address: CRAFTS SHOWS, 7288 Bellair Ave., No., Hollywood, Calif.

RAILROAD CIRCUS AND CARNIVAL WAGONS

Built for Tim McCoy Circus—Offered at a Bargain. Offices, Baggage, Supply, Cookhouse, Water Tank and Flat Jobs. All on Rubber and Timken. Also Seating. All Cheaper and Better Than Winter Quarter Construction.

SPRINGFIELD WAGON & TRAILER CO., Springfield, Mo.

COLEMAN BROTHERS' SHOW

TO OPEN AT MIDDLETOWN, CONN., EARLY IN APRIL. WANTED: Grind Shows, Flat Platform. Any New or Novelty Show. Furnish outfit for wheelable parties. Can use an Arcade. Also want Free Act. A few Grind Shows and which open, legitimate only. FOR SALE: Allen Hesselholt Three Aboard Merry Men's Eight Car Whip, both complete, with New Motors. Very good condition. Cheap for cash. THOS. J. COLEMAN, 503 Main St., Middletown, Conn.

Little Red Wagon

MOBILE, Ala., Jan. 14.—Cecil F. Bates, member of the city commission, now lists among other personal belongings a "little red wagon" which the vendor, Walter B. Fox of Wallace Bros. Shows, apparently hopes he will "go push." Asked about the significance of the red toy upon its arrival just before Christmas, the municipal official replied that he believed it had something to do with which of two carnivals would winter at the fairgrounds here. It seems that during last October the city commissioners canceled a lease on the fairgrounds held by Wallace Bros. Shows with Fournier J. Gale, representing Mobile Gulf Coast Fair Association. City commissioners, in a letter signed by Bates, then authorized the Rubin & Cherry Exposition to take immediate possession of the grounds. When asked what was to be done about Fox's lease for the show, Bates' alleged reply was, "That is Mr. Gale's little red wagon."

Goodman Wonder

LITTLE ROCK, Ark., Jan. 14.—Having booked the fair at Owatonna, Minn., and La Crosse, Wis., as a part of his route for 1939, Max Goodman, owner of the Goodman Wonder Show, is a very busy man. He was in Chicago this week to confer with G. W. Finney, his general agent, and then left for the Northwest. He went to the Minnesota fair meeting and then will go to the Northwest Canada meeting, with the North Dakota meeting to follow. He will then make a flying trip to quarters here, where Goodman wishes to supervise the extensive work which is in progress. He has two agents in Europe looking for new attractions. Goodman is disposing of several overland trucks and will replace them with 10 new wagons. These, he believes, are more dependable and better able to stand the strain. Show's midway this season will have four new shows and as many new rides.

Quartet of new shows does not include the two coming from Europe upon conclusion of the winter fairs there. Lighting systems of the shows this year will be much more elaborate than before. Reported by Beverly White.

Marks

RICHMOND, Va., Jan. 14.—With the advent of the new year there is increased activity at quarters. More men have been added to the payroll and more work is being turned out of the shops. Master designer George Griswold and his assistant, Tommy Heath, are busily engaged on the new chromolium show fronts and every day new shipments are received from show paraphernalia manufacturers. Bert Britt, chief electrician, and wife, who are wintering in Charleston, S. C., recently visited quarters to supervise installation of another transformer in the new transformer truck. His dog, Brownie, who tramped with him for 17 years, died recently. Fred (Tex) Leatherman, Ridee-O' foreman, returned from a visit with relatives in Texas. His wife accompanied him.

Joe Lee, talker, and Jack Chisholm, bingo owner, are among those wintering at the Marksville Trailer Colony adjacent to quarters here. Owner, H. Marks made another trip north and booked several spring dates, while Charles Abbott, general agent, reports progress. New Year's was spent quietly here, with some 30 of the boys enjoying a holiday dinner thru the courtesy of the owner and Mrs. Marks, who also were hosts to several showfolks at a New Year's Eve party. Several new trucks and semi-trailers are scheduled for early delivery. New benches in pictorial and block printing have been ordered, and the new advertising truck is ready for the season's tour. This year the main entrance arch will be 120 feet wide with chromolium pillars and pilasters illuminated by 1,500 sunlight lamps and floodlights and

Winter-Quarters News and Gossip

As Reported by Representatives for the Shows

surmounted by two searchlights with colored beams. Max H. and Blanche Glynn, cookhouse operators for the past three seasons, visited here on New Year's Day while en route to Miami, Fla., where they await the opening. Mr. and Mrs. Charles Metro and daughter, Sijean, arrived from Everett, Mass. for the visit. J. Bradford Smith also visited. Reported by Walter D. Nealand.

James E. Strates

SAVANNAH, Ga., Jan. 14.—Work crew will be increased from 10 to 25 tomorrow. Construction of the new Girl Show front has been completed and is ready for Bennie Wells and his staff of artists, since the chief electrician and crew have finished their work with it. Model for the new entrance has been completed and work on it will begin next week. Moe Ebertstein is building a new show and Al and Inez are still basking in the sun at Sarasota, Fla. Jack Bailey will return to quarters soon. Mr. and Mrs. Elbert Austin have returned to Jacksonville, Fla., after visiting relatives in Chicago.

Mr. and Mrs. Glenn Taylor report they will be in quarters soon to begin building their New Monkey Show. Les Applegate is wintering in Tulsa, Okla., and Chic and Mona Phillips have their Vantiles Show playing theater dates in the Middle West. Eddie Davis has his crew painting and decorating the bookhouse. He left today to attend the Florida fair meeting. Mrs. Marion Berry returned to quarters for a few days and then left for her home in Boston. Owner James E. Strates returned here for a few days this week. Weather has been ideal the last two weeks. George Shirey and Albert Powell, after working Mr. Inglish's photo studio in St. George, S. C., have left for Danville, Va. Reported by S. J. Putnam.

O. C. Buck

PORTSMOUTH, Va., Jan. 14.—Work in quarters has been going steadily forward, with much painting and reconditioning of rides accomplished. Upon his arrival Owner O. C. Buck announced a full crew will begin building work immediately. Tony Martini, paint department foreman, and his assistants have been turning out much work. Jack Wells, chief electrician, is overhauling transformers and getting ready to build a new electrical outfit, including a transformer truck.

Den Freer is working on the last of the ride power units, all of which, the badly damaged by the recent fire, are in first-class shape again. Mrs. Grace Marion

has booked her custard truck and ship photo machine. She is wintering in Miami, Fla. W. A. Leo, well-known North Carolina ride operator, visited recently, as did Harry Heller, Acme Shows. Due to crowded conditions at the First street quarters, units are being stored in another building as soon as they are completed. Reported by R. F. McLendon.

J. J. Page

JOHNSON CITY, Tenn., Jan. 14.—Immediately upon the return of Owner J. J. Page from the Indianapolis fair meeting, word went out for quarters work to begin. All ride and truck motors will be overhauled as will the rides. Transformers and a new truck also are on the list, and Owner Page will begin a shopping trip for them soon. Bert Montgomery reports that he will arrive here a bit earlier this year as he contemplates going over all his rides. Trevor Montgomery again will handle the artistic end of the rides. Owner Page plans to add one and possibly two new rides, having disposed of the Loop-the-Loop, purchased last season.

Roy Fann again is in charge of quarters, making his 10th year in that capacity. Card games are passed here since the opening of a walkathon, and the folks take in the show nightly with courtesies being extended by John Galagan. While at the Indianapolis meeting, Owner Page contracted Virginia Seniors, Sky-High Girl for 1939. Mr. and Mrs. W. R. (Red) Hicks have arrived and Hicks went to work immediately on fair dates. The writer will attend the remaining meetings with Owner Page and also handle some Georgia spots. Recent visitors included A. T. Dix, of the Dace Avening and Tent Co.; Fon Davis, Tennessee Department of Labor, and Hobe and Maggie Cobb, concessioners. Earl Coffman, erstwhile loop foreman, is looking great after a long illness. Reported by R. E. Savage.

Mighty Sheesley Midway

BROWNSVILLE, Tex., Jan. 14.—Quarters activities have begun in earnest here. Wagons have been pulled out of the buildings to make room for the beginning of rebuilding and replenishing of equipment. John D. Sheesley Jr. is busy rearranging the shipment of monkeys which has just arrived, and from the amount and variety of animals it appears that the Monkey Circus will be one of the most outstanding carried by a carnival this year.

A number of persons have left for the Circus Fiesta to be held in Mission, Tex., where the shows will furnish the midway

attractions. Several members of the show have been doing much fishing. Weather as a rule has been ideal this winter. Mr. and Mrs. Capt. John M. Sheesley are located in a cozy apartment here, where Mrs. Sheesley has entertained on several occasions. Bridge games are held nightly in quarters. William Zeldman has a crew repairing and painting his rides. Dinty Moore has arrived and has his crew repairing one of his Scooters. The crew also will begin work on a new Scooter soon. Work in all departments has begun and quarters will be a busy place until the season opens. Reported by R. C. May.

Crowley's

CORPUS CHRISTI, Tex., Jan. 14.—Work has been resumed on equipment. Otis and Mildred Vaughan are painting and redecorating their rides and building new concessions. Clyde Davis, who had girl shows last year, left for the Frank West Shows in Florida. Owner George C. Crowley returned here after purchasing the remaining elephant of the Tom Mix herd. It will be used as a free act together with Fred Beckless, high act lion pole; Great Knoll, high contortion act; and Capt. George C. Webb, high net diver, other free acts. Owner Crowley is framing a Tom Thumb circus as a midway feature and has signed Ward and Bernice, comedy acrobats. Jack Hancock has booked his All-Girl Revue and Native Hawaiian Dancers with the show for 1939.

Everybody in quarters seems to have the fishing fever. Championship honors are held by George C. Crowley and Jewel Sloan, ride superintendent. Others in championship class are Bill Couha, Frank Barron, Lester (Pee Wee) Dunn and James F. (Dad) Nelson. Stanley Bentsman has returned from Savannah, Ga. Weather here has been chilly and rainy. Visitors included J. T. McCollan, Royal Midway Shows; Joe Rosen, J. George Looe Shows; Mr. and Mrs. Hubert Hall, Frank and Peggy Waldron, Mr. and Mrs. Joe Gould and baby, Mollie Milner, Mack Allyn, Lella Hill; Nat Wade, Helene Wolfe, Bertha Williamson, Saldy Loring, Cecelia Tillman, Boots McConnell; Mr. and Mrs. Wallace Cobb, Dr. Eric Foster, Mr. and Mrs. Charles Liedl, Harry and Anna B. Miller, Maurice Koenigsberg, Capt. Dan Cherry, Harry and Bench Bentum, Robert L. (Bob) Hutchison, Ruby Olstan and P. J. Zondervan. Reported by Dr. Waddell.

B. & V. Shows

GARFIELD, N. J., Jan. 14.—Anthony Tedesco, of Newark, N. J., has contracted his frozen custard stand, and Wiley McMurdo, of Bradenton, Fla., has booked his pop-orn stand for 1939. J. Felberg, who had stores last season, placed his duck pond, gallery and pitch. Jack Douglas will handle the Girl Revue this season. Mat Crown is expected here



Installation of Officers
Ladies' Auxiliary
P.C.S.A.
January 8, 1939.

HERE'S THE GROUP which attended the 9th Annual Installation Dinner of the Ladies' Auxiliary of the Pacific Coast Showmen's Association in the Blue Room of the Clark Hotel, Los Angeles, on January 9. Photo by Keystone.

soon to supervise the building of two new panel fronts and entrance. Ted Lewis again will be with the shows, as his trip south was postponed. Reported by Queenie Van Vliet.

Crystal Exposition

CRYSTAL RIVER, Fla., Jan. 14.—The new camp trailer park with cottages is being completed here. The recently acquired property of Oyler-Manager W. J. Bunts and the 12-room residence to be occupied by the Bunts family is nearing completion.

Cam Petrillo has been placed in charge of quarters at Campman, S. C., and the crew start activities soon to get the show in top-notch condition for the scheduled opening about the second week in April instead of the early March opening as originally planned. Almost all of last year's concessioners have been signed, including Billy Bunts and his cookhouse. Harry Webb's side show will grace the midway. Reported by H. Nella.

William Bazinet

MINNEAPOLIS, Jan. 14.—While several show executives are making fair weather activities are going forward at quarters here. President William Bazinet started business 44 years ago with only a Merry-Go-Round. Expansion during the last four years has been rapid. It is a motorized show totaling 22 units, with two new additions this year. Bazinet's sons were born in the business and the show is managed by the Bazinet family. The father and founder is general overseer, while the oldest son, Lowell, is general agent. Dwight J. Bazinet, a graduate of the University of Minnesota, is general manager. This year for the first time the show will have its own form game and a new company-owned cookhouse. Reported by J. G. Vinost Jr.

Ellman

MILWAUKEE, Jan. 14.—Since the various fair meetings are drawing to a close quarters activities are returning to normal. Two persons have been working in quarters here since the shows closed and the crew will not be augmented until about a month before opening, when several fronts will be constructed and an old-fashioned Ocean Wave will be converted into modern equipment. Line-up this year will be about the same as in 1938.

June Peoples will not have the bingo stand, but will devote her time to a Miniature Train and several concessions. Ray Swanner again will have his Monkey Circus, Glass Show and several concessions with the organization. The new Roll-o-Plane, purchased from Abner K. Kline at the Chicago meeting, will be here for the opening. Weather has been here for the opening. Weather has been here for the opening. Weather has been here for the opening.

and the American Welding Co. Ideal, and the new lights covers all ready with the exception of the lights. An additional transformer has been added to the electric wagon. There will be no neon this season, but all equipment will be better illuminated. Reported by John Davis.

Fuzzell's United

NORTH LITTLE ROCK, Ark., Jan. 14.—Owner and General Manager T. A. Fuzzell Mrs. Fuzzell have the shows quartered on their own property here. Being a newly formed show, there have been many visitors and representatives of carnival and ride supply firms here of late. Quarters work tomorrow with a full crew, which will repair and build new show fronts, decorate rides and construct a large modernistic arch. Joe Scotty is the scenic artist.

Show will be motorized and routed thru the Midwest. Owner Fuzzell has just returned from an extended trip thru Iowa, where he booked several fairs and celebrations. Concession Manager Roy Goldstone is having all concessions overhauled. W. J. Dunne and Leonard Hand have booked their museum on the show and Mr. and Mrs. Mack Noll again have booked their concessions, making their fifth season on the show. Among members of the show wintering at Hot Springs, Ark., are Mr. and Mrs. Roy Goldstone, Mr. and Mrs. F. W. Pratt, Mr. and Mrs. Mack McNeill, Mr. and Mrs. John Crenshaw, Mr. and Mrs. James Stepina and daughter, Mr. and Mrs. Al Conley, W. J. Dunne, Leonard Hand, Bert Moss and W. M. Maxwell. The writer has booked his popcorn and peanut stands, making his fourth season with the show. Reported by P. W. Pratt.

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START AT HOME THIS EASY WAY
 Here's your chance—a money-making business of your own. Turn potatoes into cash by making new kind of Potato Chips with my improved outfit. Made delicious, superior "NON-GREASY" Chips at low cost. A few hours practice does it. Home anywhere—city, village, town. Potatoes cheap and plentiful. Wholesals or retail. Steady year-round business. Groceries, markets, restaurants, taverns do the retailing for you.

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WE WANT THE BEST ACTS IN THE WORLD. WHAT HAVE YOU TO OFFER? WRITE—SEND PHOTOS—FULL INFORMATION IN FIRST LETTER TO
CHAS. C. PYLE
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IMPERIAL MOTORIZED SHOWS

NOW BOOKING FOR SEASON 1939
 Shows of merit with or without equipment. Rides: Octopus, Rolloplane, Rideco. Will book or buy 2-Abreast Merry-Go-Round. Concessions all open except Corn Game, Ball Game, Cook House. Want Help in all departments.
E. A. HOCK, 3011 Montrose Ave., Chicago, Ill.

WORLD OF PLEASURE SHOWS

8 RIDES 40 CONCESSIONS 8 SHOWS

OPENING IN OR NEAR DETROIT—ON OR ABOUT APRIL 1.
 WANT Motored Shows, Hawaiian Shows, Mechanical City, Fun House, Peeking Show, Justice, Crime Room, Snake Shows. Make good proposition for Hot Fun-In-One. CAN PLACE following Concessions: Cash Game, Poppers, Photos, Sealed, Party Awards, Lead Gallery, Scrips, Games, Fishpond, Hoop-La, Ball Game, or any 100 Great Shows. No Wheels or Concessions. Single sold. We own our Rides. Have contracts for some of Michigan's Best County Fairs and Street Celebrations.
FRANK MILLER, 16634 Cambridge St., DETROIT, MICH. Concession Manager.

BLUE RIDGE SHOW

R. W. REED — Agent, Local Address.
**WANT FOR SPRING FESTIVAL DUBLIN, GA., FEBRUARY 26 TO 28 AND SEASON 1939 CONCESSIONS—All kinds. Will sell exclusive on following: Photos, Concessions, Cash Game, Wheel (2 Cops), Candy Apples, Peasants, Frozen Custard, Dancers and Party Awards. Mr. Harwick, Wovry, Leo Weeks with RIDES—Have Party Wheel and Chairplane. Want Merry-Go-Round, Long-Flame or Roll-plane, Octopus, Tilt-a-whirl, Kiddie Rides. Buy low transportation after loading. Hot plates or Roll-plane, Octopus, Tilt-a-whirl, Kiddie Rides. Buy low transportation after loading. Hot plates and Gas Kicker with RIDES—Want Shows with or without equipment. Have complete list of shows and three other tops. Many Wheels and Leads Available with. RIDE ACTS—Want to lease from Jacksonville, Fla. and Capt. St. Louis, Louisiana's Lion Act and Jerry's High Wire Act. Good performers. Have our own sound car. Want Local Address. This show will play Detroit, Tennessee, Kentucky, West Virginia and Pennsylvania. Address R. W. REED, Box 845, Dublin, Ga.
 P. S.—Winter Quarters, Brady's Camp, Shenandoah National Park.**

CUNNINGHAM'S EXPO. SHOWS

NOW BOOKING FOR 1939 SEASON
AT LIBERTY TO BOOK FAIRS AND CELEBRATIONS
 WANT Shows and Legitimate Concessions. Concessions \$25.00 per week, privilege in tickets. Have Pop Corn, Peanuts, Cotton Candy, Bingo and Girl Show booked. Ed Murray, Harry Bantz, Bill Blomberg, Joe and Neena wife. Have Chair Plane and Kiddie Ride stored in the South. Will book for next eight weeks.
JOHN P. CUNNINGHAM, Mgr., 511 Elm St., Tampa, Fla.

Tickets, whistling down Glasgow, Hudson astray; Posee Plastique and illusions. Now dancing girls are in the annex and business is reported good.

Luther's Oddities Enter Fourth Week at Pitt Stand
PITTSBURGH, Jan. 14.—Business and weather combined to make the third week of Carl J. Luther's Oddities on Parade stand here the best to date. As the unit enters its fourth week, many new publicity angles are being worked out, chief among which is a form of Bank Night, emulating to a degree the

idea used so successfully by most theaters. The writer has been lifting up some future dates and looking after local publicity.

The annex attractions have come in for their share of business and it's a daily contest between Tex Couroy and Bob Howell to see who can turn the most people into their respective attractions. Grace McDaniels and the Four-Legged Girl. Grace keeps her sewing machine humming making new wardrobe for the various performers. Recent visitors included Walter L. Main; Jack Wilton and Harry Dunkel, of Ostlin & Wilton Shows. Reported by Paul D. Sprague.

MUSEUMS

Address Communications to Cincinnati Office

Kortes' World's Fair Unit Draws 'Em at New Orleans

NEW ORLEANS, Jan. 14.—With usual weather, Pete Kortes' World's Fair Museum entered its sixth week on the main stem with an estimated attendance of over 50,000 thus far. Last Sunday attendance totaled 3,458 paid, following a count of 3,041 for the previous day. Show's No. 2 show opened at 336 Canal street today. Owner Kortes announced that Hank Gowdy, instead of Harry Goltz, will manage the second unit, line-up for which has not yet been decided upon.

Bolone Young and Billy Ellis continue to hold their own as lecturers, with Irish Jack Lynch assisting. Allen Greenstreet, vice writer, and Harry Lewis, costumed man, are proving popular. Greenstreet has been appointed The Billboard agent. Mrs. Kortes flew to New York to her sister's bedside, but has returned since the patient's condition is improved.

Lewiston's New Rochester Site Is Proving a Winner

ROCHESTER, N. Y., Jan. 14.—Harry Lewiston's Travelling Museum's new location at 80 East Main street here is proving a winner, with the show getting favorable comment from press and public. Manager Lewiston's snake wrestling exhibition with a 30-foot python is proving popular at each show, and the feeding of the python was witnessed by 900 on January 8. Event netted a full page of pictures and comment in The Democrat-Chronicle.
 Pat Redding and Flo Jones, giants, window attractions, are stopping plenty people. John Reeves Jr. is capably presenting Olga Heth, headless girl, while Bill Kay Burke is popular with annex patrons. Mrs. Lewiston (Rose Zindra) confined to hotel room for several days with a heavy cold. Hazel McDonald, chef, sustained severe burns on

hands and arms last week; Laurelio's dog, Frisco, continues to draw well. Harry Rittley, table act, returned to New York on January 6 after spending the holidays with his wife, Johanna, mentalists. He will play indoor Grotto and Shrine gates there. Visitors included Max Cohn, counsel, American Carnival Association; Simon Gould, Joe Pearl and Harry McCay. Reported by O. P. Friend.

Fort Worth Okeh for White

FORT WORTH, Tex., Jan. 14.—George White's Oddities closed a month's engagement at 1013 Main street here, under local Eagles lodge auspices, last week to satisfactory business, despite several days of cold weather, according to Mickey McFison, manager. Visitors included Bill Hanes, Mr. and Mrs. John Doney and Joe Blida.

Holiday Good for World Museum in Paterson, N. J.

PATERSON, N. J., Jan. 14.—Officials of the World Museum said this week that the organization played to highly satisfactory business here during Christmas and New Year's weeks. Manager James Cortell has had the unit renovated thruout.

Line-up includes Prince Charles, sword swallower; Richard Jump's fire eater; Prof. N. Cory, magician; Dale Lambert and Jean Roberts, annex; Harry Metz, lecturer. Reported by James Wright.

Philadelphia Houses

PHILADELPHIA, Jan. 14.—South Street Museum continues to do good business with the following attractions; Alice Johnson's Colored Revue; Nagami, juggler; Mabu, iron-tongue demonstration; and Prince Singh, mentalist. Dancing girls are in the annex. Eighth Street Museum this week is featuring Ted Burgess and wife, impement act;

PORTABLE SKATING RINK FOR SALE—40x105, New Floor, Skates, Tent, etc. Used less than 6 mo. Priced right. C. B. THOMAS, 7136 Patton No. 2, Memphis, Tenn.

SEARCHLIGHTS, FLOODLIGHTS, SPOTLIGHTS at Bargain Prices—Largest stock of Used Lighting Equipment in country. State needs. OTTO R. OLSEN CO., Hollywood, Calif.

SIXTEEN AND TWENTY-FOUR SEAT CHAIR—planes—Motor, Fence, Travel Bag, Section-foot House Car. CALVIN CRUMER, Pinckneyville, Ill. j215x

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HELP WANTED

BAND LEADER WANTED—ADVANCE BAND, twenty years' experience. LEWISTOWN ELKS' BAND, Lewistown, Mont.

COMEDY HORIZONTAL BAR PERFORMER—State routines, experience and salary expected, also age, weight, etc. BOX C-83, Billboard Pub. Co., Cincinnati, O.

SINGLE GIRL, TEETH TRAPS—NOT OVER 5 ft., 2, 115 lbs. Immediate work. Long season. BOX 922, Billboard, 3564 Broadway, New York City.

LOCATIONS WANTED

WANTED—BUILDING WITH HARD WOOD floor suitable for roller skating. I have all new equipment and am fully covered by insurance. State size of skating surface and give all details in your first letter. Can give the best of references. Write to BOX C-81, care The Billboard, Cincinnati, O.

MAGICAL APPARATUS

A CATALOGUE OF MINDREADING MENTAL Magic Spirit Effects, Horoscopes, Births and 1939 forecasts, Graphology, Sheets, Books, Crystals, Lucky Pieces, Palm Charts. Most complete line in world. 150 illustrated page catalogue 30c. NELSON ENTERPRISES, 105 South Third, Columbus, O. j218x

LARGE PROFESSIONAL MAGIC CATALOGUE, 25c. MAX HOLDEN, 6220 W. 43d St., New York City. j218x

LOOKS—NEW 1939 CATALOGUE PROFESSIONAL Stage Magic acts, 100 of the new carols 500 Pocket-Party Tents 10c. Each different, get both. LYLE DOUGLAS, Station A-9, Dallas, Tex. j218x

PINKY—STRICTLY PROFESSIONAL PUPPETS, Ventri-loquid Figures, Punch and Judy and Marionettes. PINKY, 1201 N. Wark, Chicago, Ill. Illustrated folder free. j218x

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MISCELLANEOUS

CASWELL TARGET CARRIERS INCREASE Shooting Gallery Earnings. Equipped through with ball-bearing pulley wheels, easy to operate and give life-time service. CASWELL TARGET CARRIERS, 1039 Victory Blvd., Staten Island, N. Y. j218x

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ACTION WESTERNS, GANGSTERS AND DRAMA Features, Shorts. Also 16MM. Films and Equipment bought and sold. Write JACK MAMMARIAN, Box 123, Union City, N. J.

CLEAN-OUT OF XMAS TRADE-INS! WHAT you want we have at lowest clearance prices. Every type, still, movie camera, projector accessories for small monthly payments. Trade accepted. Large 8-1/2 6MM. Movie Library! Free Membership, low rentals. Write for your copy of "Magical Bargain News," 59 WEST 48TH, New York City. j218x

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THE WORLD'S BEST PASTION PLAY—16 OR 35MM. Sound or Silent. SCREENART, 729 7th Ave., New York City. j218x

Show Family Album



NAME THE CAR in which these former show women are seated and you may have it. Picture was snapped on the grounds of Flint, Mich., Fair, season of 1909, when dusters for motoring were in vogue and anyone owning a stream-lined job like the one pictured above was considered a menace to the safety of those traveling in horse-drawn vehicles. From left to right are Mrs. W. Coie, who resides in Detroit; Mrs. Charles T. Coie, wife of Charles T. Coie, representative of the Standard Chevrolet Co., East St. Louis, Ill.; Mrs. Anna Marshall, deceased, and Mrs. Fred Marshall, living in Chicago.

The Billboard invites its readers to submit photos taken from 15 to 50 years ago. It is especially 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.

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WESTERNS, SPECIALS, ROADSHOWS; SELL OR Rent. Buy Silents. Projectors for sale. Com; plate 74th Outfit. LONE STAR FILM COMPANY, Dallas, Tex.

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10 WORD, CASH (First Line Large Black Type), 3c WORD, CASH (First Line and Name Black Type), 1c WORD, CASH (Small Type), No Ad Less Than 50c. Please Total of Words at One Rate Only.

AT LIBERTY ACROBATS

AT LIBERTY—Top Mouser for Hand-to-Hand and Ground Tumble. Also do trapezium bed work and flying act and letter board act. Can do double to three high or four high. Have been with American Artists Assn. I would like to join some act or travel at once. HILLY STAN REDDIE, 23 Sunset Hill, Norwalk, Conn. j218x

EXPERIENCED AERIAL WORKERS—Completed man, 28, 108 lbs. 5'11", 140 lbs. lbs. Some English work. For information, WILLIAM LAKICH, General Delivery, Rochester, N. Y.

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EXPERIENCED PARK MANAGER—BECAUSE of recent Colorado floods, invites offers from parks or other amusement enterprises for the coming season. Formerly manager of Mackinnow Dells Park 6 years. Best references. LAWRENCE JONES, 1276 Lafayette St., Denver, Colo. j218x

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AT LIBERTY—General Agent, who with his experience in all branches of amusement business, can give you worth-while proposition. Orchestra, with special acts, resulting this was not in touch with you. Would like to have you or two weeks remaining. Or see to represent at the Montana Fair Meeting. Write all first letter. CHAS. CURT MANNING, 201 W. Central Ave., Great Falls, Mont. j218x

BREEDROOM AMUSEMENT Manager—Thoroughly experienced in all phases of amusement business. Includes promotion, publicity, advertising, booking and management. Young, hardworker, willing to travel or locate anywhere. BOX 342, Hubbard, Okla. j218x

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AT LIBERTY—TO GO ANYWHERE IMMEDIATELY. First Ten-Piece City Band, Union, available for hotel or club. Three Vocalists. Write or write ANNETTE DIEMAN, 935 N. 25th St., Milwaukee, Wis.

Additional Ads Under This Classification Will Be Found on the Next Page.

Sponsored Events

Veteran, Lodge and Other Organization Festivities

Conducted by CLAUDE R. ELLIS
(Communications to 25 Opera Place, Cincinnati, O.)



PART OF THE STAFF of the six-day circus sponsored by the Veterans' Relief Council, Greenville, S. C., snapped in front of headquarters. Jack Arnold will direct the show in Textile Hall. From left to right are shown Frank Eyles, in charge of advertising; Mrs. Jack Arnold, handling a popularity contest and collections; three office workers, and George Phillips, committee representative.

Veterans To Have 14 Acts

GREENVILLE, S. C., Jan. 14.—Jack Arnold, director of a six-day circus to be sponsored by the Veterans' Relief Council in Textile Hall here, reports that 14 acts will be featured. Added attractions planned are Johnny, of the Philip Morris radio show, and the Beech-Nut Miniature Circus. About 12,000 feet of space will be available on the first floor of the auditorium for merchant exhibits, and dances will be staged nightly. There will be auto, baby and style shows and contests. W. B. Jones has charge of booths and Leslie Johnson is on the committee.

Florida Post To Sponsor

MIAMI BEACH, Fla., Jan. 14.—American Legion Post will sponsor an eight-day Tropical Mardi Gras, first ever attempted here, reports Dr. Maurice Klein, vice-commander. It is planned to open the event with a float parade and bands and present fireworks displays on boats moored off Miami Beach. There will be street dapping, kiddie days and contests.

Shorts

PLANE were made at a recent meeting of Muscatine (Ia.) Power Boat Club to sponsor its second annual one-day celebration and feature shows, rides, excursions, balloon ascensions, fire-

New Series of Legal Opinions

In the next issue, in the Carnival Department, will appear the 12th of a new series of legal opinions of special interest and benefit to people concerned with prize contests. It will be titled *Legality of Prize Contest*. One of these articles appears in the last issue of each month. The author, Leo T. Parker, is a well-known writer and lawyer.

works, boat races, soap-box derby, band concert and beauty contest, reports Charles P. Handley, chairman.

KIRK MITCHELL, secretary of Michigan State Fair, Detroit, reports buildings and grounds are in readiness for the annual 14-day Marine Circus, to be in charge of Eddie Stinson.

ATHLETIC department of Hillsburg (O.) High School will sponsor a circus in the school auditorium for one day, the J. E. Malloy unit having been contracted for matinee and night shows.

HASC AUXILIARY

(Continued from page 43) introduced those seated at the speakers' table. They were Virginia Kline, president, who also was the recipient of a bouquet of roses; Ruth Ann Levin, first

vice-president; Peggy Landee, third vice-president; Elizabeth Yearout, secretary; Helen Brainerd Smith, treasurer; Grace Ooss, representing Missouri Show Women's Club; Virginia Laughlin, Ladies' Auxiliary, Showmen's League of America, and Mary Francis, Ladies' Auxiliary, Pacific Coast Showmen's Association. After presenting each with corsages, emcee Fairly read greetings from Second Vice-President Pearl Vaughn, who was unable to attend.

Ruth Martone and Etta Brizendine then lit six red candles, which represented all ladies' auxiliaries. As they were lighted an appropriate speech was given each and they were left burning during the luncheon to indicate the affiliation between all districts. A delectable luncheon was then served and a standing vote of thanks and bouquet of roses were given Hattie Hawk, entertainment committee chairman, and her assistants. At each plate a white teddy bear holding the place card and a silver ash tray, donated by Virginia Kline, prevailed. Red candles with silver ribbons and bases adorned each table and a large spray of roses from the PCBA Ladies' Auxiliary was placed in the center of the speakers' table. On the right was a large bouquet from the SLA Ladies' Auxiliary and on the left, one from the Heart of America Showmen's Club. A basket of flowers from the Missouri Show Women's Club adorned the piano. Telegrams from the Missouri Show Women's Club and Marlo Lepore also were read.

Prize donated by Myrtle Duncan, for the member obtaining the most new members during the year was presented to Ruth Martone, who said she would buy something for the clubroom with it. Officers were then presented with checks for their work in 1938. Mrs. C. W. Parker, mother of the club, was presented a corsage and responded with a brief but appropriate bit of verse. Those present were Mrs. C. W. Parker, Gertrude Parker Allen, Louise Allen, Lucille Parker Hainingsway, Maude Bayinger, Trisey Clark, Freda Hyder, Mollie Watterson, Margaret Anshg, Rose Lee Elliott, Mildred Head, Margaret Haney, Daisy Johnson, Edith Sutton, Ruth Martone, Jesse Meador, Alice Mortuary, Etta Brizendine, Nona Porter, Louella Riley, Mickey Imperoli, Boots Marr, Nellie Weber, Ariene Smith, Jess Nathan, Martha Walters, Lettie White, Helen Brainerd Smith, Virginia Laughlin, Mary Francis, Grace Ooss, Myrtle Duncan, Viola Fairly, Virginia Kline, Ruth Ann Levin, Peggy Landee, Elizabeth Yearout, Pearl Billings, Georgia Brown, Harriet Calhoun, Nina Adams, Hattie Hawk, Ruth Clapp, Lucille Hansen and Bird Brainerd.

VISITING THE LADIES

(Continued from page 44) ting piece quilts with her mother's help. She also has two Boston terriers to keep her company. The Zanders Shows are wintering downtown and it was an ideal day when we visited there. All the women were knitting and crocheting. Mrs. Mary Zanders had been bitten, not very seriously, by one of the monkeys playing in the open lot, but took me to her house and displayed the aghast she is making. Mrs. Buddy Mann had just returned from Hot Springs, Ark., and was crocheting a new design that resembled a Navaho blanket except that it was in fine thread. Mrs. Babil Harris and her daughter, Betty Bell Muse, were talking over the fact that Betty had received a B in conduct in school instead of the expected A, but we put it down to the tang-of spring in the air. Mrs. Allen Fine and Mrs. Harry Corey were on their way to town, but stopped to visit for a few moments. At the Wagon (Tex.) Cotton Palace I called at the Doc Lang quarters, but Mrs. Lang had not returned from the North. The old Cotton Palace revived many memories of the days spent there with the Patterson Shows, such as the time when the center engine wagon of Abner's Merry-Go-Round fell between the flat cars in loading and when the railroad wrecking crew came they calmly chopped grooves in the side paintings to enable the crane to extricate it. That was one time Abner was really mad.

At Dallas I saw the almost departed glory of the exposition there, but it looks as tho it would make a wonderful fairground now as so many of the fine buildings are left. I visited Mrs. Donny Pugh a few minutes, long enough for her to shake hands with her new president as she is a member of the HASC Ladies' Auxiliary. A downpour of rain greeted us in San Antonio, but I found Mrs. Marie Beckmann comfortably happy in her private car. Abner took his projector and picture reels in and gave a little picture show for Prof. Beckmann

and we were happy to find him looking and feeling fine.

Crowley's United Shows are wintering in a huge building in Corpus Christi, Tex., and I met Miss Doc Crowley for the first time. She is a moving picture fan and has taken many pictures of the shows and other subjects and was giving a show when we drove in. I also met her daughter, Georganna, and saw the new house trailer in which the Crowleys will start the season. After a day or two of fishing and resting I hope to continue toward Tampa, Fla., for the big fair there.

Eastern Info

NEW YORK, Jan. 14.—James Quinn is practically confirmed as general agent of O. G. Buck Shows, as Max Gruber, of show bearing his name, hit town after being on road continuously since before Christmas. Was sighted up in Albany, N. Y., awaiting results of confab in connection with Syracuse's New York State Fair. Midway contract not as yet awarded, but they did let out other documents. As for sighting people, Director Paul Smith, Syracuse, was in town for a couple of days, probably looking in on grand-stand attraction offices, but no word yet as to disposition of same. Smith has been busy of late with activities of typewriter company bearing the Smith name, company being headed by a relative. Many of the conch fraternity anxious to obtain World's Fair hook-up, being anxious, in other words, to settle down in little old New York during 1939, at least until midsummer, after which they'll be interested in the fair as usual. . . . Shorty Dyer (remember Brown & Dyer?) seems to be a permanent resident here. . . . Who was that matinee-idol-appearing gentleman looking for Andre (Mouss-tache) Dumont, a colleague? . . . Bob Rosen office spending Edythe Sterling's Hopi Indian troupe for club and other engagements. . . . It's getting quieter and quieter now that the fair meetings have started to roll. . . . Mileage no longer as trade of folding money right now. . . . The general agents had better start signing RR contracts for moves or else. . . . Or else the mob will be forced to spend actual cash for travel. . . . F. Percy Moroney, of Art Lewis Shows, in and out.

Do You Know?
—FLORESQUE has been some open bookings for 1939 and you must have the opportunity to teach these TWO HIGHLY ANTIQUE ACTS which do not need any introduction.
—FLORESQUE has all the SHOW WORLD agree that NO CIRCUS, NO FAIRS, NO PARADES, NO CARNIVAL MIDWAY has a complete THRILL SHOW without THE EARTH'S BEST AERIALIST!
—FLORESQUE has invented and created a NEW ACT for your FAIR! This act is guaranteed SUPER THRILL also NOW watch his "GO TO TOWN" with one of the World's most hazardous stunts.
—FLORESQUE has the most brilliant lighting equipment traveling on the road today!
—FLORESQUE has thrilled the great AMERICAN public for FOUR YEARS and is still EUROPE'S newest importation?
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NOW BOOKING
Eighth Annual Legion Race Meet and Stock Show
Legion Grounds Fair Grounds of Forty Acres, HAMILTON, MO.
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"In the Center of the Oil Boom Area."
Considerable space only to Carnivals, Acts and Attractions that are second none in appearance.
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Contact R. C. HENDRICK, Sec'y., Hamilton, Mo.

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56.5% of Orgs, Churches Bank On Bingo for \$\$, Survey Shows

Salescard and raffle promotions next in line, followed by card parties—survey made of 900 Catholic churches and lodges shows much activity

NEW YORK, Jan. 14.—Bingo is still the king of fund-raising events, according to a recent survey made by The Billboard's research department. This survey discloses that 56.5 per cent of all fraternal organizations and Catholic churches engaged in fund-raising promotions depend on bingo to bring in at least part of their revenue. Raffles and salesboard campaigns are the next most popular fund-raising medium, accounting for 48.47 per cent. Of organizations and churches that took part in this survey 39.1 per cent stated that they held card parties to raise funds, while 30 per cent listed social suppers, 26 per cent picnics, 20 per cent sponsor carnivals, 18 per cent stage bazaars, 15 per cent put on amateur theatricals and 13 per cent conduct dances. Other methods of fund raising indulged in by some orgs and churches include paper-selling drives, festivals and homecoming celebrations, extract and coffee sales, cake sales, indoor circuses and direct-mail campaigns.



HAVE PROFESSIONAL OPERATORS been asleep? We have not as yet heard of a single bingo being planned anywhere to alleviate the refugee situation. It seems to us that a game to raise money to take care of some of those unfortunate who have been driven from their homes and countries would be a tremendous success in every way. In the first place it would draw thousands of people who perhaps have never before played bingo and who would attend merely because they feel they are donating money to a truly worthy cause. Secondly, the application of bingo to such a purpose would further all authorities everywhere on the game's potentialities as a public benefactor. How about it, ops? Do any of you have plans for such a game? Let us know about it. We will be more than glad to do our share toward publicizing such a game and making it a success.

ALFRED SEGAL, who goes the extremely well-known Cincinnati feature daily in The Cincinnati Post, wrote a paragraph in a recent column which we cannot help pilfering for those of our readers who may have missed Mr. Segal's comment. Here it is: "Cincinnati considers the matter with the borror of a virtuous man; he has just read that the State collects a per cent admission tax to all private bingo games (most of which are in Elmwood Place). The State collects the wages of sin, punishes Cincinnati, who knows what a crime bingo is considered in Cincinnati. Oh, says he, the smooth State robs that I travel next summer may be paved in part by this tax taken from this sinful pastime. Should I, a virtuous man, permit myself to drive smoothly on these paths of sin? Yes, there should be signs on the roads to warn the righteous: 'Ten Feet of This Road Was Paved by Funds Taken From Bingo Games.' Then Cincinnati's righteousness would not be deceived; he could detour to some road paved only by virtue. Cincinnati's virtue is torn by moral confusion; should the State allow itself to be kept by money collected from an amusement which under the State laws is a sin?"

A MORE GENTLY satirical bit of prose than Alfred Segal's comment on the bingo tax would be hard to find anywhere. And, blushing at our own occasional, incompetent flitting and raving (See BINGO BUSINESS on page 57).

In laying the groundwork for this survey The Billboard acted on the assumption that organizations are more active in the East than in the Midwest. The popularity of bingo in the East has made practically all organizations and churches fund-raising conscious and is definitely the top fund-raising medium in the East. With raffles, salescard campaigns and bazaars also accounting for an appreciable amount of money raised thru fund-raising promotions. Consequently this survey was concentrated in the Middle West, Southwest and Far West to ascertain what methods of fund raising are most popular in those areas.

The aim of this survey was simply to ascertain the most popular types of fund-raising events—not the most successful from the standpoint of revenue raised. This accounts for the high percentages chalked up by social suppers and picnics, which while popular with groups anxious to raise money on a small scale do not belong in the same class with bingo, bazaar, salesboard promotions, sponsored carnivals and other types of fund-raising events which possess greater money-making potentialities.

How and Where Made
This survey was made by mail in the form of a questionnaire sent to 900 Catholic churches and 300 lodges. Distribution of the questionnaire among churches was as follows:

- 200 in Chicago,
 - 100 in Massachusetts, omitting Boston,
 - 100 in Ohio, omitting Cleveland, Cincinnati, Columbus and Toledo,
 - 100 in Wisconsin, omitting Milwaukee,
 - 100 in Texas, omitting Houston, Dallas and Fort Worth,
 - 100 in California, omitting San Francisco, Los Angeles and San Diego.
- Distribution among lodges consisted of 100 Elks, 100 American Legion and 100 Knights of Columbus organizations in the States of Ohio, Indiana, Illinois, Michigan and Wisconsin in cities of less than 100,000 population.
- Cities of more than 100,000 population were omitted in this survey because it was assumed that a better cross-section of opinion could be gained by dealing with churches and organizations in smaller cities where such groups usually carry on a more diversified program of fund-raising events.

The Average Program
Replies indicated that the usual fund-raising program consisted of the following:



By BEN SMITH

Out of the Mail Bag

First we come to a letter from F. O. Grant, of Sandusky, O.
"I follow your column in THE BILLBOARD weekly and get a great deal of information out of it. I am in a business somewhat related to that of which you write and only recently decided to try my hand at the salesboard game. It is with this in mind that I write you for a little advice.

"Not being very much of a salesman myself, I found it necessary to employ other fellows to place cards for me. I use the Seidel card-deal and a few others running around a \$10 stake with numbers up to about 20 cents, no higher. As soon as I break a man in he discovers he's good and orders cards and puts them out himself. This seems to be a point I can't beat. What do you do about that?"

"I also have in mind working thru thru organizations, giving the club a generous portion of the profits. Do you think this idea has been overworked?"
"There is a deal on the market consisting of two-to-be studs jackets two or three on a card. Do you have any knowledge of this and if so what is your opinion of it?"

When a man decides to go out on his own there is little you can do to discourage him. This has always been a problem and there's hardly a solution other than to attempt to keep the man contented by treating him fairly, paying an adequate commission on completed deals and giving him a drawing account against commissions when he proves that he can produce. A worker receiving a healthy commission check at the end of the week is less likely to think of striking out for himself.

By all means work thru organizations if you can, for this should be a good year for fund-raising promotions. The

(See DEALS on page 56)

Better Mdse. Being Used

Ops turning to higher priced items as money flows freer

CHICAGO, Jan. 14.—This time last year most salesboard ops wouldn't have touched a high-priced item with a 10-foot pole. Now, however, reports are coming in that ops feel a bit more optimistic about the fact that money seems to be a bit looser. Some feel that the time is ripe to start pushing higher priced merchandise deals which will give them entry into better type locations which they cannot crack with deals featuring inexpensive items.

Item which is coming in for a lion's share of attention at the present time, it is reported, is the portable radio. Two numbers now on the market are the Majestic Radio, marketed by Evans Novelty Co., and the Troubadour Radio, put out by Padoo Products. Both of these numbers are packed with appeal, since the one who owns such a set can use it wherever he might be. No aerials or electrical outlets are needed for these sets, since batteries within the set supply all the juice needed. This item should be especially effective in the months to come when campers and outdoor enthusiasts start making mental notes of many things they'd like to have to make their summer more enjoyable.

The new, modernistically designed midge radios in colorful plastic effects are also coming in for a big share of attention from salesboard ops. These sets are up to the minute with automatic tuning and all latest developments. The Silver Winner put out by Silver Mfg. Co. is the latest to catch ops' eyes, it is said.

Salesboard ops, however, are not alone in eyeing the higher priced premium numbers being shown on the market. Bingo ops, too, are reported to be looking out the new and different merchandise being displayed to add needed flash and appeal to their prize awards. The months ahead should be banner ones for bingo ops if present indications are any criteria, and it seems the boys are making certain that the crowds will keep coming back week after week by offering prizes that the players want to win—the kind that will keep them coming back until they do win them.

Funds To Publicize Fla. City To Be Raised by Bingo

HOLLYWOOD Fla., Jan. 14.—Large-scale bingo, publicly owned and operated for the profits to be used exclusively to publicize this section as a summer resort, will be inaugurated early in January at the Hollywood Country Club under auspices of the Chamber of Commerce. Action of directors in undertaking the project was received without objection by the membership meeting of the group. A committee headed by a Broward County legislator shaped the proposition and obtained donation of use of the club property for the purpose on condition that all profits be devoted to the publicity fund.

Committee is already shaping a staff whose financial operations will be carried in a public accounting weekly. As set up, 75 per cent of receipts will be used for prizes while 25 per cent, less expenses, will go to the Chamber of Commerce earmarked for publicity purposes only.

Predicts Changes In Midway Awards

CINCINNATI, Jan. 14.—Change in the quality and nature of prizes offered by bingo operators and other concessioners with carnivals will be seen this year, according to C. L. Levin, of Midwest Merchandise Co. The "boys" are buying practical merchandise for their flash items, such as electrical appliances, radios, clocks and blankets, mostly of Indian design, he said.

Novelty prizes of a current nature, however, will still maintain an important position in the field. Levin believes Ferdinand the Bull is destined to become a favorite of carnivals during the coming season. A conspicuous feature on novelty merchandise has been made this year by the New York World's Fair, Levin said, and all kinds of souvenirs.

(See PRODUCTS CHANGES on page 57)

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.

Movie Camera

Silver Manufacturing Co. reports its Moviematic Camera, recently introduced to the salesboard field, is enjoying popular acceptance. Camera uses inexpensive 18mm. film and may also be used as a candid camera; 40 pictures to the film. It is said. Item is packed in an attractive, compact case and features an Ilex achromatic lens, 1/52 shutter speed, Universal focus, simple view-finder, adjustable diaphragm, all-steel construction with chrome or bronze front, threaded socket for tripod attachment and automatic spring-driven motor. The camera comes mounted on 1,000 and 1,500-hole salesboards, and its manufacturers claim that the recently reduced price insures ample profit to operators.

equipped with a blade which not only is removable for easy cleaning but is replaceable when dull with any double-edge safety razor blade. Firm states that the item's low cost and unusual range of service in the kitchen should make a fast-moving year-round item.

W. F. Balloon Item

A balloon novelty designed especially for the New York World's Fair has recently been released by the Toy Balloon Co. Item consists of three balloons carded and cellophanned. Card is printed in World's Fair colors (Blue and orange) and the illustration shows the official World's Fair emblem and other drawings suitable for kiddy appeal. Title of the carded novelty is Polly Goes to the Fair. The Toy Balloon Co. is licensed by World's Fair authorities to distribute balloons printed with the official emblem.

New Demonstrators' Item

A novel demonstrating item that seems to be catching on is being handled by the Jedro Co. Article is termed the E-Z Curtain Rod Starter. It is a small device that can be fitted on the end of any flat curtain rod so that when the housewife is inserting the rod into the curtain for hanging, the rough edge of the rod do not tear the material and the rod slides thru instantly. Several New York demonstrators have done well with the article, according to reports. It is simple to demonstrate and lends itself to a quick passout, it is said.

Silver Elec. Pendulum Clock

The latest item to be announced by Silver Mfg. Co. is the Silver Electric Pendulum Clock, which the firm states is a sure-fire item for salesboard ops.



bingo ops and premium users. Clock is designed to rival richness of hand-carving, the firm reports. Gracefully swinging to and fro, the pendulum movement is an eye-catcher on salesboard locations. It is claimed, and electric movement is of guaranteed quality. Silver execs declare that they have restricted the item to the salesboard and premium field. Consequently the item does not have to meet competition of retail stores—a fact which enhances its value as a give-away item.

Gimx Lunch Box

Hamilton Metal Products Co. has brought out a lunch box that is a distinct advance over those formerly on the market, embodying plenty of appeal for bingo players and others, it is said. Item has a steel-drawn cover and patented round-cover construction that gives it both added strength and beauty. Item has push-button catch for ease in operating and holds 25 per cent more food than other boxes of same size, the firm claims. The box is finished in sea-green baked enamel that is odorless. A new-type combination hinge and wire rack holds a vacuum bottle in the box instead of the cover.

Zipper Bag

One of the most flashy and versatile zipper bags on the market is said to be the one just introduced to prize and premium users by Owen Products. Of generous size, it is covered with waterproofed fabric having the appearance of fine gray suiting in herringbone weave rubberizing furnishing protection. It is readily cleaned with a damp cloth. Strap handles, self-covered, can support considerable weight. Item is destined to set the style in flexible light-weight zipper bags, it is reported, and should make a popular bingo number, as is the price for quantity prize use.

Already A Hit!

OPERATORS EVERYWHERE ARE GOING FOR
The New.. Portable.. Battery-Operated

Majestic Radio

RIGHTY MONARCH OF THE AIR

They are buying them because they're **NATIONALLY ADVERTISED!** Not an unknown hard to sell brand. Majestic Radios are **QUALITY** constructed... fully guaranteed. Evans safeguards your reputation, your location and your profits with **PROVED** quality premiums. Buy with **CONFIDENCE** from Evans.



- ★ Superheterodyne
- ★ Completely Portable
- ★ Easy to Carry
- ★ Standard Batteries are Self-Contained
- ★ Operates Anywhere
- ★ No Aerial Needed
- ★ Plays Instantly
- ★ Dual-Purpose Tubes
- ★ 6-Tube Performance
- ★ True-Toned Speaker
- ★ Slide-Rule Dial
- ★ Beautiful Airplane Luggage Case
- ★ Fully Guaranteed

ONLY
\$18.95

Just "Pick It Up and Go!"
This 1939 "Majestic" Portable Radio is the newest thing in radio! It's a natural premium item. Everything right in one easy-to-carry case. Self-powered. No electricity. No aerial. Take your radio programs with you. Just "Pick It Up and Go." Write for more details NOW! Terms: 1/3 Deposit, Balance C. O. D.

Complete With Batteries Ready to Operate.

EVANS NOVELTY CO., 946 Diversey, Chicago

Food Shaver

Meeting with unusual success, according to the makers, is the Metco Food Shaver just brought out by Metwood Manufacturing Co. Designed to function as a peeler for potatoes, cucumbers, apples and carrots, it is made of tempered steel, heavily nickel-plated, and

BEER and WHISKEY GLASSES

Finest Quality Glass Novelty in Years. Exact Copies of Real Liquor and Beer Drinks. Made of Real Glass and Imitation Crystal. Perfect Engraving.

BEER GLASSES \$1.10
Dozen
Gross
WHISKEY GLASSES
Dozen
Gross

SPECIAL PRICES TO LARGE USERS. 25% Deposit with orders, Balance C. O. D.

BENGOR PRODUCTS CO.
878 BROADWAY, NEW YORK, N. Y.

Lowest Prices on

BINGO SUPPLIES

Month Bingo in 3000 Series

This month cards, glass party, newspaper, clock, entire heavy leather books, 7 1/2 x 10 1/4

Special Game Cards in 1500 Series

7 Different Colors. Mark Marker—Cups—Door Prize Coupons—Grand Award Certificates.

All merchandise guaranteed perfect. Send Today for Samples and Prices

ACE PLATELESS COMPANY

417 Lafayette St., New York City.

BINGO EQUIPMENT

Electric Flasher (brand new), Guaranteed Trouble-Free. One Used Flasher and Electric Gameboard. Large Stock of Bingo Cards Now Ready for shipment.

AMUSEMENT SALES CO., Detroit, Mich.
8880 W. Jefferson Ave.

SPECIAL VALUES ELGIN or WALTHAM

O Size—7 Jewel, Engraved Case. With English Leather Strap. Invaluable gift. with attractive Price Tag. R. B. in lots of 3. \$3.00

18 Jewel. In lots of 3. \$3.75

50c Extra for Sample. All Watches Guaranteed. Large Assortment of all well-known brands. Send for Free Catalog. 25% Dep. Bal. C. O. D.

KANE WATCH CO.

100 Canal St., New York, N. Y.

BINGO GAMES SUPPLIES

Punch Boards, Raffle Cards, Carnival Goods, Noisemakers, Paper Hats, Decorations—Write for our Special Winter Catalog—Be Sure and mention your line of Business

MIDWEST MERCHANDISE COMPANY

107M & BROADWAY KANSAS CITY, MO.

Folding Back Rest

A folding back rest that may be used to add to one's comfort while fishing, boating or watching a football game in a stadium has been announced by Tucker Duck and Rubber Co. Built of hardwood, the seat slats give with the body weight for comfort. Metal hooks hold back rest in position, the firm states, and prevent it from sliding off the seat. In citing advantages of the item the firm reports it is light in weight and may be easily carried. Seat is 18 inches square and the back is 16x18 inches. Comes with or without a color-full pad. It may be had in natural finish or coloring.

Electric Lantern

A new two-reflector all-purpose Delta electric lantern has been announced by the Delta-Chrome Co. which it states has an 800-foot spot beam front reflector and an all-round floodlight top reflector with sturdy wire lens guard. Both reflectors are controlled by a single three-position switch. The arm reverses so that the top light may be used in a down position. Lens guard enables lantern to be placed on ground or table with top reflector down. Number uses standard battery.

Delta-Chrome Co.

Sell VALENTINES

Share in the Profits.

Comics are in BIG demand

X2895 — Comic Valentines, 144 Designs. Size 12x10 inches, printed in color on heavy stock, 1 complete assortment in the printed envelope. Packed 3 Gross in Package. 10-Gross Lots. Gross Price: \$35.00. Retail Price: \$45.00.

Per Gross (Postpaid), 50c. Illustrated Price List of All Valentines Upon Request.

Deposits to Registered on A.S. C. O. D. Orders.

LEVIN BROTHERS

TERRE HAUTE, INDIANA

Extra Value! **\$2.25** Each

5 for \$10.50

5 for \$10.50

No. 88 8832—Locket Watch. Exquisitely Styled 10 1/2 L. Chrome case in beautiful engraved design with beautiful link bracelet to match. Guaranteed perfect movement. Each in attractive gift case. An unusually big watch and whitened premium item. Save money NOW by ordering five watches for \$10.50.

ROHDE-SPENCER CO.

223 W. Madison St. Chicago

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS

SO HOT it S-I-Z-Z-L-E-S!



Silver Swingtime ELECTRIC PENDULUM CLOCK

Choice of antique ivory or rich walnut. 3" high, 7 1/2" wide. 5 1/2" ft. elec. cord. Weight 3 lbs. One year guarantee.

\$2.25
each
lots

Sample
\$2.50
each
Send 11 Dep.

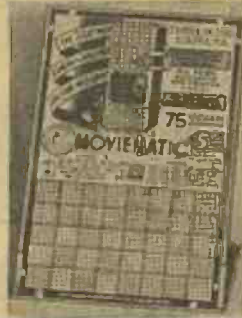
500 Hole 5c Salesboard.. 35c

"There's the item I've been waiting for—that is what everybody says when they see this new 1939 ELECTRIC pendulum clock. Tests have proven it to be a fast-moving salesboard item. Plenty of eye-appeal plus a QUALITY movement (patented by us) that is guaranteed for ONE YEAR. Operates on any 60 cycle 110 volt current. Send for sample! 25% deposit required.

The Salesboard Deal that is taking the country by storm! MOVIEMATIC Camera

LIST PRICE \$17.50
Camera, Super Lens... \$3.48
BROWN LENS... 3.25
16 mm film, 10 ft... .50
Film, developed... FREE
25% deposit required.
You can't go wrong with this salesboard. All over the country it's catching on as the sensational value.

1000 HOLE BOARD, with ONE Moviematic Camera. 5c open winner. Pays out 74 packs cigarettes. Total \$4.50 in \$50.00. COMPLETE... \$8.50



SILVER MFG. CO., Inc.
2868 ELSTON AVE., Dept. B-51 CHICAGO, ILL.

NOTES from SUPPLY HOUSES

David J. Jacoby, of Mills Sales Co., along with Mrs. Jacoby, is vacationing at Miami Beach, Fla. When dynamic Dave returns from the South with a fresh supply of energy the Broadway sector can look for some lively trade action. During his absence his son, Walter, is managing the business.

DEALS

(Continued from page 54)
field is not overworked—on the contrary there is a money-making opportunity for every live-wire operator who makes up his mind to go after this business.

Buede jackets on a small card with a low take are naturals for this time of the year. For that reason several such deals have been introduced successfully in the past couple of months.

Another letter comes to us from Leo A. Johnston, of York, S. C.
"As a reader of your department, 'Deals,' and a former salescard man I read with interest the letter of Ed Graham in *The Billboard* of December 28 and the questions and answers to that letter in the January 7 issue on that subject.

"What has bothered me in placing salescards is placing the cards with responsible people who will try to work the deal and not throw the cards away when they find it is hard to sell. Would you advise a small deposit on each card placed and return that deposit when the deal is sold?

"What has bothered me in getting placement men is hiring salesmen on a commission, giving them so many cards and never hearing from them again. Results—I am out cards, advertising and expenses. Would you advise each placement man to make a small deposit for each card with the understanding that the deposit will be returned when the card or deal is collected for?"

We believe it is inadvisable to attempt to collect a deposit on a card, either from the location or from the placement man. First of all, you couldn't ask for much of a deposit and, secondly, that in itself would not prevent the cards from being thrown away or get the placement man to show up again. When an operator runs up against a situation like that it usually is an indication of just one thing, the deal isn't any good. Better to chuck the deal and start something new than to worry about saving something which apparently is not worth saving. Give a prospect a deal featuring an item which he would very much like to have and the chances are you couldn't get the card away from him. Give a placement man a deal with real consumer appeal and you'll never have to worry about a deposit.

"The Goldwyn Co. is another firm which will probably hit the jackpot with a valentine promotion. They have several deals which should click. One features a two-piece combination all mirror gold and silver valentine vanity set filled with two pounds of chocolate and bonbons on a 60-hole illustrated card with a \$7.95 take. Another features a swing mirror vanity chest, also filled with chocolate and bonbons, on a similar card with the same take. Other size cards and boards are also applicable.

HAPPY LANDING.

SHOWMEN'S LEAGUE

(Continued from page 45)
with President Leah M. Brumlers assisting. Mrs. Belden had beautiful prizes for the occasion and 32 attended. Evening's award a pure linen towel set, went to Sister Mae Taylor. First prize, an antique end table, donated by Sister Alice Hill, was awarded to Sister Rose Page. Other winners included Sisters Clara Barker, a pound of coffee; Jennette Wall, yellow slip; Edith Streibach, Pearl McClynn and Mrs. Bert Clinckon, hand-made embroidered aprons, and Mary Jane Ryan (a guest), a beautiful blouse. Members were pleased to have Sister Evelyn Mueller, one of our new members, with them, and also Sister Frances Keller, who has been ill. Club will hold its regular bi-weekly meeting on Janu-

ary 30 and immediately after will stage its annual birthday anniversary party. All members are invited to attend. Attention is again called to the club's permanent mailing address. Send all mail to the Ladies' Auxiliary in care of the Showmen's League of America, 105 West Madison Street, Chicago, Ill.

REDUCED PRICES

Condor Camera Adems Type No. 899102 LOTS OF 24 **\$1.15** EACH

Lots of 12 \$1.20 Each. Samples, \$1.50 Each.

- 16 Pictures from Roll of Film
- Super Speed Lens
- Fixed Focus
- Eye Level View Finder
- Shutter Stops for Time or Snapshots

TODAY'S BEST BUY

KLEAN SHAVE

A. C. ONLY

Life-Time Motor. No Rotating Parts. Requires no oiling. Closes as close a shave as a blade. Razor.

No. 883360—Each... 69c

Quantities 36 or More

For Dagen Shavers, \$9.00. Sample Shaver, \$1.00 Each.

Be Sure to Include Shipping Charge With Order.

N. SHURE CO.
100 West Adams Street, Chicago, Ill.

DELTA POWERLITE!!

FOR

- Sportsman
- Mechanics
- Filling Stations
- Deliverymen
- Farmers
- Motorists
- Truckmen
- For Everybody

A new 2-watt-hour all purpose Delta electric lantern having an 800 ft. spot beam front reflector and all-around flood-light top reflector with a sturdy wire lens guard. Both controlled by a single 3-position switch. Heavy cast oil reservoir so low limit may be used in down position and that guard allows it to be placed on ground or table with lens reflector down. Uses standard lantern battery.

MODEL A-1036 **\$2.35** In Lots of 6 Sample \$2.50

COMPLETE WITH BATTERY

WRITE

1939 MAJESTIC RADIO LINE
NEW ELECTRIC PENDULUM CLOCK
MAJESTIC PORTABLE BATTERY SET

MODEL A-1036 25% Deposit With All G. O. D. Orders

EARL CHROME CO., 2757 LINCOLN AVE., CHICAGO, ILL.

BINGO—PREMIUM—SALESBOARD OPERATORS—ATTENTION!
For Bigger Profits Buy Your
MAJESTIC RADIOS
From a Bone-Fide Distributor.

We have made up 10 different kinds of Salesboards and Push Cards especially for Majestic Radios with gross profits ranging from \$25.00 to \$110.00.

SEND FOR PRICE LIST. We will send you complete Price List and Description of All Models Priced at \$9.25 to \$78.50. Many Styles in Table Models and Consoles.

L. BERMAN & CO., 123 N. W. 5th St., EVANSVILLE, IND.

BE THE FIRST WITH THE LATEST **ACME** BETTER BUSINESS BIGGER PROFITS
BINGO — PREMIUM — SALESBOARD OPERATORS

NOW READY — FIRST RUN — NOT 1938 WINNERS
DON'T MISS — One in 25 Our PRE-INVENTORY SPECIALS at Greatly Reduced Prices.
Complete Stock of Best-Minute Mechanical Toys at Close-Out Prices

ACME PREMIUM SUPPLY CORP.
3139 OLIVE ST., ST. LOUIS, MO.

Your Subscription to The Billboard About To Expire?

SEE THESE PRICES

TUCKER-LOWENTHAL
Rebuilt Watches

ELGIN, WALTHAM and ILLINOIS

18 Size... Ea. \$1.95
12x6 Size... Ea. 2.65
16 Size... Ea. 2.75
12 Size... Ea. 3.00

A Reconditioned Watch with a Reliable Guarantee.

SEND FOR CATALOG

TUCKER-LOWENTHAL CO.
5 So. Wabash Ave., Chicago, Ill.

Special THIS WEEK ONLY Fur Coats

No. 100—New Seal... \$7.95 ea.
New Seal... \$8.95
No. 101—New Seal... \$9.95
No. 102—New Seal... \$10.95
No. 103—New Seal... \$11.95
No. 104—New Seal... \$12.95
No. 105—New Seal... \$13.95
No. 106—New Seal... \$14.95
No. 107—New Seal... \$15.95
No. 108—New Seal... \$16.95
No. 109—New Seal... \$17.95
No. 110—New Seal... \$18.95

Finest Quality, All Workmanship.
Order from Ad. Give Number and Size.
3000 Dearborn, Bldg. D. O. U.
SEND FOR NEW ILLUSTRATED CATALOG AND COMPLETE PRICE LIST.
M. SEIDEL & SON
173 Canal Street, New York, N. Y.

SPECIAL—ELGIN & WALTHAM—WRIT WATCHES—O Size and 6 1/2 Size, White & Yellow, N. B. New Case, made by Illinois Watch Case Co. with strap in leather. Price List **\$3.00**

POCKET WATCH—Small—7 1/2, Elgin, Ill. 48 Size, 7 J. New Railroad Model Case, Star White, Hunting Movement, Lots of 6. Each **\$1.75**

NEW STONE RING—Design Case On. 25% Special Prices for Quantity Users. 25% Detail. Balance C.O.D. Sample \$5. Extra. Send for Catalog.

N. SEIDMAN 173 Canal Street, New York, N. Y.

BINGO BUSINESS

(Continued from page 54)
against similar situations, we doff our hats to Cincinnati, who really knows how to ask the bingo-bingers why they are so anti.

BINGO LEADING

(Continued from page 54)
raising program of most organizations and churches consists of three types of promotions, bingo, raffles and either a card party, social supper, carnival or bazaar.

Conclusions

While the scope of this survey is not exhaustive enough to reflect accurately the present status of fund-raising activities throughout the country, it does cite that bingo is especially strong in the Midwest and Southwest. It shows that the popularity of bingo has awakened churches and organizations to the fact that a well-balanced diversified fund-raising campaign not only will dump plenty of cash into their treasuries but also promote a stronger spirit of cooperation among the membership.

PREDICTS CHANGES

(Continued from page 54)
wear items carrying the Tylon and Perisphere design will dominate the midway of the Manhattan exposition. Another item which will have wide appeal, he claims, is the leather necktie, adding, "These neckties are made to simulate silk or wool, will not wrinkle and may be cleaned with a damp cloth."

PACIFIC COAST

(Continued from page 44)
Harold Mook, membership, William Frobey, William T. Jessup, Elmer Hanscom, Joe De Mouchelle, Charles Albricht, Harold Ludwig, Sam Brown, Clyde Gooding, L. H. (Bill) Williams and Frank Platten. Emergency sick and relief, Jack Bigelow, chairman; Patrick Armstrong, Val Viro, W. S. Parker, Ben Shafter, Norman Peck, Ed Nage, Ways and means, Roy Ludington, chairman; Charles H. (Buddy) Priest, Felo Siobrand, Sam Boswita, Ted Corey, G. S. Wrightman, Monty Young, Earl O. Douglas and George Tipton. Entertainment, Al Fisher, chairman; Jimmie Lynch, Charles Haley, Jack Schaller, Charles Tuman, George Moffet, Claude Barie, Louis Bacigalupi, George French and Harry Wooding, publicity, Steve Mehry, chairman; Ed F. Walsh, James Hanscom, Harry Phillips and Walton de Feliaton. Public relations, Frederick D. Weddleton, chairman; Frank R. Conklin, Felix Burk, Sid Grauman, J. C. McCaffery, Lew Dufour, Patrick Francis Shanley, Edwin E. Tait, Abner K. Kline, Will Wright, Harry G. Sober and George Hines.

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SEND FOR NEW 1939 CATALOGUE.
FRANK POLLAK NEW YORK CITY.

Communications: Arthur Greenhalgh sent an interesting letter and inclosure. J. Allen McManus lettered of his new activities. Charles Rising acknowledged flowers sent at the time of the burial of his father. Letters were also received from A. B. Miller, American United Show; Billie Deveraux, Johnny Doré Myers and O. C. McGinnis, secretary, Hearst of America Showmen's Club, who stated that President W. L. Biello will represent that organization at this club's banquet and ball.

Financial report indicated that the club's several funds now have more money than at any time in their history. Helping President C. F. Zolger was congratulated on the fine showing during his administration, and he in turn thanked those whose efforts made the fine record possible. President Har- graves introduced H. W. Campbell, who is visiting the Coast, and he responded with a brief talk. Dale Petross also was introduced for a bow and brief talk, and Al Fisher then took the floor to narrate experiences of a recent visit in San Francisco. A vote of thanks was given Brother Ralph Dobbs for the oil painting he donated.

Claude Barie spoke on the banquet and ball and announced receipt of many reservations for tables. Fred Weddleton has increased his original reservation for 25. Joe Glacy, chairman of the memorial service committee, announced final arrangements have been made. J. W. Larimore will present his Boy's Band, and Captain Cordell, Los Angeles Fire Department, will be the chief speaker. John Lyon, chaplain, and a group selected from the Ladies' Auxiliary will handle the vocal program. Lunch and refreshments served in the adjournment, and weekly award went to Steve Henry.

Los Angeles

LOS ANGELES, Jan. 14.—H. W. Campbell and wife, who are visiting in Southern California, are being shown around by Theo Pollak. Johnny McGrath has joined the Coast defenders again after a sojourn in Florida. Dale Petross is visiting here. Al Fisher represented Clark's Greater Shows at the fair managers' meeting in San Francisco, while E. W. George Coe has returned from the San Francisco meeting. Louis Wald is back from the East and located at Ocean Park, Calif. Roy Barnett and Ben Bonnow are working spots adjacent to Santa Anita track.

Main Dave Morris is working souvenir postcards and booklets. Frank Mason came up from the beaches, as did Archie Clark from Oliman Hot Springs for a short stay. Captain Polger and Little Monday, former known for years as Whale Oil Guy, are vacationing at Long Beach, Calif. Capt. Dave Barnett is located at Long Beach pier. Cal Lipes' new show on Long Beach Pier is reported to be doing okeh. Joe De Mouchelle came in from San Bernardino, Calif. William Looney has been sighted around town. Palmer C. Franklin, well-known West Coast concessioner, is critically ill at his sister's home in Rogers, Ark. John T. Backman and Will Z. Smith's glass store on Olvera street is clicking. Mr. and Mrs. Jack Schalter have returned from the North and are breaking in acts at quarters here. Mr. and Mrs. Ross R. Davis also have returned from a trip that took them across the continent. Jack Bigelow is improved in health and back at California Zoo Park. Opus Saints and Simpson were guests at the Goebel Lion Farm, Camarillo, on January 8. Al Davis has opened a pretentious-looking spot on West Pico boulevard.

Jimmie Lynch and wife are home after a holiday vacation. Harry Fink is now settled in a new business in San Bernardino Valley. Ben Dobbert made the San Francisco fair meeting and then went on commercial tour of carnival winter quarters. Ben H. Martin shows are still playing local lots. Joe Steinberg and Peggy are reported to be doing okeh with their winter trouping in Brayley, Calif. E. B. Alexander, who had the rides at Balboa Park, is seriously ill at his home. Joe Krug has been signed by the White City Shows, and Arthur Hockwald has been signed as general agent by the same shows. Joe Glacy is busy readying the shows he'll have with the W. C. Huggins West Coast Shows. Roy Smith is back in town for a short visit. Clyde Gooding has been contracted to supply midgets for a film that goes into production soon. Harry Sussman reports he is doing okeh in

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(Cincinnati Office)

CHARLIE NASON, is reported to have left New York for Dayton, O.

JACK KONN was recently sighted working in Union City, N. J.

PITCHMEN'S SAYINGS: "I don't care what kind of a fountain pen you have—I'll do no more stunts than the one I give you."—Joe Ackerman.

MADALINE E. RAOAN—inks from Tyler, Tex.: "Well, here we are—my partner Doc Phil Bradley, Texas Tommy and Buffalo Cody. This town is open on private property only. We have been working a week here to get business, handling Mar-o-Vel herbs and sex books. While in Dallas two weeks we met no pitchmen. Elm street jet was okay for us. There were eight days of rain and cold. Texas Tommy is passing out plenty of oil. We expect to stay in this neck of the woods two more weeks, then head toward the valley. Would love to read pipes from the boys and girls in the East."

A. L. CLARK after one of his most successful seasons, writes from Dallas in the Dallas. He visited three counties, including Bolivar, in which Cleveland, the county seat, is located. License for counties is \$25, and one-half for cities. All are reported good for 12 months. Clark says he saw 100 pitchmen in Mississippi and guesses that those \$37.50-per-town roadmen are too strong for them. He worked Galveston, Tex., January 7 and says it's a. p. He has hopes for Mississippi and probably the tobacco markets in Tennessee.

HOW MANY of you work on the principles of faith, honesty, loyalty and confidence?

MOSES ESPARKS jam man, is reported in Little Rock, Ark., doing nicely.

DOC GEORGE BLUE pipes from Chicago that Kid Carrigan is still getting big tips at the old museum on State street. Later is in his second year at that spot. Maxwell street is very poor. Blue informs.

MAURICE (SPEED) HASCAL, working Los Angeles with card and paper tricks, blocks and blades, reports that conditions around the town have been very slow since the holidays. Hascal says Joe Colly is working with him and that they speak a watch pitch occasionally. "I'd like to offer congratulations to two swell persons making a round-the-world tour with a mental act," writes Maurice. "They are Lady Roberts and Eddie Gaillard." Hascal would like to see pipes from Al Rice, Eddie and Lucy Gaillard, and Bill Sherrick.

IF YOUR methods and pipes are right you'll have little difficulty collecting the here.

PROF. JACK SCHÄRDING, astrologer, quiche that he's doing okay at Virginia Beach Park, Long Beach, Calif., and that he expects to stay there until the fair opens. The stars, he says, predict that 1939 will be better than the past three years. He would like to see pipes from Doc Duncan, Doc Fry and Frank Malthook.

FRED EYALLOW after 12 winters in Detroit, is back in New York and hopes that Professor Anthony will soon join him there. He says there is only one pitch store open here and that many oldtimers can be seen around Times Square daily, including Joe Butt, Al Sellers, Joe Carroll, Doc Jackson and Bill Kingston. Says he saw Sailor Jack White and Mighty Atom talking it over the other day.

CARL HERRON scribbles from Shreveport, La., that he made the north end of Florida and Alabama to fair business. "Alabama," he says, "has a new ruling on soldiers' readers—25 per cent disability exemption (425) and only good in the county

pondered by the city fathers toward pitchmen. Many of the boys ignore the law and continue to work unmolested. The Hudson tubes are also well represented by members of the fraternity. Willie Owens has become the legally adopted son of James Kelly, the oil-bar-tution king."

TREND OPINIONS: "How can you expect to get business if you don't dig for it?"

DOC TOM MONEELY and wife spent Christmas in Pueblo, Colo., and motored to Denver for New Year. While in Denver they purchased a Hayes motor home. Doc reopened his Satanic show January 12.

W. D. COOPER scribbles from Nashville, Ga., that he met a crew of S. A. boys there who say business is good. Cooper says as his gas bill is high and collections are 70 per cent he will ramble on to greener pastures.

START NOW to learn the art of being friendly. You won't regret it.

C. SCHROEDER pens from Dallas: "Met Doc Goodman, with his Satanic med show getting ready for a pitch at Atoka, Okla. He had come up from Texas, where he said they're 'eating each other.'" He reports that the going was tough in East Texas. Doc has a fine new house trailer and lots of drive but is low in spirits because his three children require plenty in school."

GAIL YOUNG reports that everyone is doing okay in St. Petersburg, Fla.

CHARLES A. BERRY, of Gibsonton, Fla., would like to see pipes from boys who are working calculators.

ERNIE JOHNSON, of Mickey (White) Mouse fame, blew into Birmingham, Ala., recently and had a short visit with Stanley Naldrett.

NO ONE who could not stand criticism, especially kindly and well meant criticism, ever climbed high in his particular calling.

C. SCHROEDER, writer: "Al Van, Alstyno, Tex., found an abrupt 'no' from an Artco theater manager and pondering it stopped to eat in a cafe. Several persons in the cafe said: 'The've tried for years to close the town to all outsiders, when Ward's Mad Show was here the old drunk-faced bachelor druggist got out a petition and the theater manager was the first to sign; though the banker and the rest fell in line, so the council outlawed all road shows and we have booted them over since.'"

STANLEY NALDRETT, of Juicer fame, is working in a Birmingham, Ala., chain store and informs that Mr. and Mrs. Jack Hubbell with their fancy needle stand, and Phil Sloan, with his jewelry engraving, are working in the same store.

JACK MURRAY is working a Birmingham, Ala., drug store window with his tea stand.

THE BOYS AND GIRLS chief thought these days should be to do all in their power to raise the standards of the profession in the eyes of the natives. They are darn critical, you know.

TOMMY EAGAN, scribbles from Albany, N. Y., where he is working oil, that he cannot complain. But that everybody seems to have a cold or a headache. He would like to see a pipe from Jimmy Hondricks.

G. SANDER shoots from Shreveport, La., that he made the north end of Florida and Alabama to fair business. "Alabama," he says, "has a new ruling on soldiers' readers—25 per cent disability exemption (425) and only good in the county

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In which you take it out. Montgomery City, Ala., \$100 per year; Selma, Ala., \$100 per year, and if you have anything the merchant has you don't work. Meridian, Miss., is open on O. M., and the chief there is a swell guy, Jackson, Miss., has one of the best, but is out of the money; Monroe, Ala., has Irish Owen,

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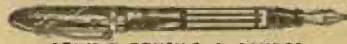
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Joe Morris and Bill McKay are asked 30 pipe in.

MORE SHORT SQUIRES, please. We want to get all the pipes possible in the column each week.

CHIEF RED FOX and wife and daughter put on an Indian powwow at the pitchmen's Christmas celebration in the Victoria Hotel, Oklahoma City, and Bob Laidow dedicated his number to those who have passed on according to Victor H. Lund, who pipes from Oklahoma City.

FRANK SEGO pencils from Wilber, Neb., that he's still working solder to fair business in Nebraska, Iowa, Kansas and Missouri. He spent Christmas in Kansas City with his brothers, Fred and Levi, who recently worked Missouri and Kansas. Frank Sego wonders where is Mickey Powers.

WHITE CHRISTENSEN, working out of Denver, is reported polishing velvet with the jam.

JACK RIPPEL tells from Smoaks, S. C., that he met the Ogden Med Show at Yemassee, S. C. recently. Rippel says Doc Ogden has a swell idea on sidewalk and the best new outfit of reserved seats that he has seen in years. The entire Ogden family, including Doc's daughter and her husband (motorcycle riders), is together. Mrs. Ogden's parents, of Iowa, are visiting the show in their housecar.

CHARLES SNELLENBURG is now permanently located in Indianapolis.

FROM AUTHORITATIVE reports we understand that a number of towns were opened in 1938. Why not double the amount this year? It can be accomplished, you know.

T. B. YOUNG, sheetwriter, pens from Spartanburg, S. C., that he is working the Carolinas to good business with trade papers. The only sheetwriters he has seen in that section are F. P. Ellis and wife. Says Ellis was sure getting the money with trade papers. It is Ellis' first time in that section, as he has worked the West for the last 10 years.

JACK ANTHONY writes: "Have just completed the most successful season I've had since being in the business and I believe it is because of my partner, Eddie Jameson, and his wife. Our last spot was Jacksonville, Fla., where we rented a store in the heart of the business district and really enjoyed some nice passouts. Worked the spot for seven weeks but would suggest that the boys and gals steer clear of Jacksonville unless they have a mighty powerful store, as the nut is \$10 for the city and \$37.50 for county and State, and the spot is \$10 per day. I'll rejoin my partner, Eddie, in about 10 days in Tampa."

HY ROSENBLUM and brother, Moo, are reported to have closed a successful season in Litt's Department Store, Philadelphia, with waffle irons and glass knives. Hy intends to spring a new spot soon with the Morris magic peeler and shredder.

Pitchdom Five Years Ago

Doc Leon Streets concluded his sixth week working lots in North Little Rock, Ark., to lucrative takes. Doc Van Standig was working a Boston department store to fair results with seeds. Eddie Hughes was doing comedy roles with a med opry in Northern Ohio and Indiana territory. Bob Lewis paired up with Arthur Duffy on pens and they were clicking in Boston. Doc Coy B. Hammack was in Hot Springs, Ark., after a successful week's stand in North Little Rock. Bill Flood moved his med show to the Public Gardens, Boston, and was working to remunerative takes. Jack Devins was working run-mender needles in Cincinnati. W. E. Brown had his med opy clicking in Indiana. Tom Sigourney was still holding forth with his store show on State street, Chicago. James L. Osborne was down Texas way preparing to spring a new layout. Frank Vail, specialty worker, rambled into Cincinnati from Chicago, where he operated all summer and worked tops during the pre-Christmas days. Siegel (Sunshine) Rogers' show was clicking to good takes in theaters and school auditoriums thru South Carolina. Doc George Holt and his old pal, Doc Tom W. Smith, were spending the winter in Hot Springs, Ark. Kerr Indian Remedy Co. got the new season off to a flying start with a successful stand at Yemassee, S. C. Arthur Engel left for Dallas after closing his seven stands in Washington, which he had going for 12 weeks. Docs Floyd and Margie Johnstone were working to satisfactory business in Selma, Ala. H. B. Menefee wasn't having any difficulty collecting the geodius with razor blades, strops and hones in a doorway on West Wayne street, Fort Wayne, Ind. D. F. (Hook) McFarland continued to tell it to the natives in Maine. That's all.

INITIATIVE is imagination in action. Does it work for you?

LAST WEEK it was reported that Mac Weiner had a big season at R. H. Macy's store, Asbury Park, N. J., with Dur-X glass knives. The Macy store in which he worked was in New York City instead. Also it was reported that S. H. Shackelford bowled them over with juicers and Dur-X glass fruit knives at the Grand Central Palace, Asbury Park, N. J. It should have read New York City.

DOLLY MCCORMICK who has been working glass fruit knives and peelers at Green's 5 and 10-cent store, Philadelphia, is now convalescing in that city after a serious operation. Her husband is holding down the fort in the meantime.

BOB POSSEY writes from Jackson, Mich., that he is tossing snowballs for the first time in 20 years. Says good weather and a steady grind are making a 40-miler of him. He opened there recently in a chain store with a kitchen gadget and says he expects to rehab the same stores that he worked before Christmas with novelties. He'd like to read pipes from George Hess, Harry Histo, Arkansas Doc Ooley, Jim O-

\$ SAVE \$ Popular Eagle & Star Social Security Plates \$40.00 per 1000; \$4.50 per 100 Red, White & Blue Enameled Eagle & Star Plates \$75.00 per 1000; \$8.50 per 100 PATENTED UNCLE SAM SOCIAL SECURITY MONEY HOLDER \$12.00 per 100 GENUINE BLACK CALF-SKIN 9-PASS WALLETS 40c EACH Double - Faced gents; leatherette Wallets. \$14.00 per 100 \$85.00 per 1000 VARIOUS TYPES OF AUTOMATIC STAMPING MACHINES CARRIED IN STOCK. 25% deposit required on all orders; prices are net, F. O. B. New York. R. A. STEWART & CO. 80 Duane St., New York. MANUFACTURERS OF MARKING DEVICES FOR OVER 60 YEARS.

NATIONALLY ADVERTISED A CLEANUP FOR DEMONSTRATORS PITCHMEN ONLY 25c SELLER 300% TO 400% PROFIT Here you see, hear—a red hot patented, guaranteed item that sells fast and ferocious on their 30-second demonstration. A MAN'S NAME that has been worn the longest they see it—and women buy for men. Nothing like it. Has perfect appeal, but its novelty will make it "sell" merchandise. Nationally advertised with 35c price maintained. Sales Guaranteed or Money Refunded. We protect you by Guaranteed Sales Plan. Write, who quick for starting Dual. Sample 25c refunded on first order or on return. Limited number of producers license. CREST SPECIALTY CO. 647 W. Washington St., Dept. B-2, Chicago.

ELGIN & WALTHAM \$2.95 RENEWED GUARANTEED Men's Wrist Watches Wholesale Prices Since 1914. Send for Free Catalog. Watch, 7 Jewel, New Case, New Leather Strap. LOUIS PERLOFF, 729 Walnut St., Philadelphia, Pa.

M. PINTCHMAN Takes Pleasure in Advising That He Has Formed the MAJESTIC BEAD & NOVELTY CO. 307 FIFTH AVE., NEW YORK CITY. Will be glad to hear from old friends and customers, introducing a NEW LINE of LATEST STYLES RIBBON, LOCKETS, CROSSES and JEWELRY for DEMONSTRATORS. Send \$2.00 for Samples or write for CATALOG.

(ELGIN WALTHAM WATCHES) Rebuilt and Guaranteed—New Cases, Cases, 12-Size Wrist Watches, 7 1/2, \$2.95; 10 1/2, \$3.25; 12-Size 12-Size Wrist Watches, 7 1/2, \$2.95; 10 1/2, \$3.25. LEO PEVSNER, 6 So. Wabash, CHICAGO.

Next Issue LIST NUMBER Will Feature the Following Lists: WINTER FAIRS CONVENTIONS COMING EVENTS DOG SHOWS Order a copy from your news-dealer NOW or mail 15c in postage or cash to Billboard Circulation Dept., 25 Opera Place Cincinnati, Ohio

INVENTORY CLEARING SALE FUR COATS Below Manufacturing Costs! Sensational Low Prices on all Fur Coats SILVER FOX SOARFS, 58 inches long 7.00 DOBEROS, New Spring Styles, All Colors, All Sizes 9.00 5 V-shaped Fox Sealers, Grey, Black, Brown, F's SWAGGERS 9.00 10 Grey Lamb, Full Shined, 5 Length SWAGGERS, Size 12-18 10.00 3 Fitted Beige Kid Skin Fine COATS, Size 12-14-16 10.00 2 Caracul, Black, Brown, Placed Fur SWAGGERS 12.50 2 Grey and Brown CONEY, Full Shined, Long Hair, Size 14-20 13.50 14 Beige Dual Skin SWAGGERS, Size 12 to 20 13.50 6 Blue Sealine Full Shined Berry SWAGGERS, Size 14-18-20 18.00 1 Top Neck Rabbit SWAGGER, Size 10 25.00 1 Genuine Rabbit MINK COAT, Size 10 25.00 Sizes which Coats you want and sizes. Send \$2.00 Deposit, Bal. C. O. D. Largest Wholesale Furriers in New York CHARLES BRAND 154 West 27th Street, N. Y. C. DEPT. B-121

NEW! FLY INSUGAR—NEW! One of the cheapest high protein and energized effects ever created. When a good drop of one of these Fly Insugar lumps of sugar in his hot tea or coffee, you can imagine his reaction when an insatiable fly lands on the surface. This suggests the fly's voracious appetite and when the sugar melts, it flies to the surface, leaving the fly behind. Insugar is the perfect fly bait. Our Catalogue of Thousands of Other Lures Free Upon Request. DOZEN, \$1.00. 25% Deposit With Order. GROSS, \$10.00. Exclude with FRANCO AMERICAN NOV. CO. 1200 BROADWAY, NEW YORK CITY.

Send your correspondence in advance by enclosing The Billboard.

Hartmann's Broadcast

THE FOLLOWING excerpts from a review of an English circus by a writer in *The London News-Chronicle* of December 20, 1938, have some fine sentiments about circuses in general in these days when some people believe that the circus in the United States and Canada may be fading into the realms of the past:

"The circus is always the same—the ring, the smell of sawdust and animals; the trapeze looped expectantly over our heads, the brassy blare of the band. . . . The circus is always the same; but sometimes it is better than usual. . . . And the clown's confidential, friendly, eccentricity runs calculatedly mad! Oh, the circus is always the same; only sometimes better."

The *World's Fair*, English amusement trade publication, too, looks upon the future of the circus in Great Britain very favorably. In an editorial in its eighth annual Circus Number, dated December 31, it said:

"The circus as a national institution is more popular and prominent than ever this year. Seasonal shows are now in progress in London, Manchester, Glasgow, Edinburgh, Cardiff, Bristol, Liverpool, Birmingham and Wolverhampton, while numerous circus artists are providing specialties in various pantomimes. Several shows are also playing purely circus programs at variety houses and we should

imagine that this year will constitute a record in the number of people engaged in giving circus entertainment. It is all very pleasing, and what is still more satisfactory is that nearly all the shows, despite atrocious weather conditions, have reported excellent business. The circus today occupies a front-rank position in the minds of the people seeking entertainment, and in several instances it will be necessary to lengthen the season in order to accommodate all who wish to go. The circus goes from strength to strength, and we have no doubt that if other big centers could provide suitable buildings we should see circuses opened there."

And in the same publication, Albert Anthony, in a review of the circus season, headed *The Circus Marches On—More Popular Than Ever With British Public*, said, among other things:

"Another year has reached its allotted span but the circus in Britain marches on as sturdily as at any time since given a new lease on life in the period immediately following the dark days of 1914-'18. Death has taken from circuses men who had contributed much to its well being; tremors were felt when clouds of war over Europe threatened to let loose their bloody horrors, but, faltering only for a while in its step, our circus has indeed marched on."

We say *any* ~~we~~ have said on several other occasions, all the talk about the circus passing out of the picture in this country is a lot of poppycock. The disastrous circus year of 1938 on these shores cannot, by any fair reasoning, be taken as a criterion. What the circus-going public wants is a good circus and at prices that the pocketbook of the average can stand.

THE clause in the billers and billposters' union agreement with circuses calling for an assessment of a fine of \$100 against any union man covering another union man's paper didn't correct this evil last year. Especially in the spring and in territory east of the Mississippi River, the practice was on probably as great a scale as in previous years.

Apparently feeling that the assessment clause in the union contract meant little or nothing, the advance managers of two circuses last year entered into a gentleman's agreement forbidding the covering of paper of their respective crews of billers and billposters, and it worked fairly well, we understand—of course, only so far as these two shows were concerned.

This year the advance men of two circuses went into this matter more thoroughly and reached the following agreement: If a complaint is made that the paper of one show has been covered by the other, the one harmed is to hire the other and a full and complete investigation is to be made. If the charge is found to be true the guilty billposter will be discharged.

Each of the advance men is to issue orders to all his billers not to resort to covering of paper, making it fully understood that violation means discharge. The agreement, of course, does not apply where one show uses space contracted in advance by the other. This is only fair.

The two advance men feel that the agreement will go a long way toward wiping out this unethical practice.



The Passing Game

COLONEL JOHN REED KILPATRICK (The Old Yale Blue), of Madison Square Garden, suffered the ecstasy of being fall-guyed into the Dexter Fellows Tent of the Circus Salmis and Sinners Club at the monthly luncheon in the Astor the other day. The good colonel took a good deal of ribbing because of his known distaste—indeed, his horror—for handing out passes.

The former All-American footballer (1900-'10) and military man was plenty hep to the ribbing in advance. He caused his printing division to get up Biblical quotations referring to "pass" and "passes" and had them distributed to the diners. A framed document on the same subject hangs outside the inner sanctum of the colonel. As a matter of fact, offices throughout the country are adorned with the identical quotations such as "Thou Shalt Not Pass," from Numbers, XX, 18; "Suffer Not a Man to Pass," from Judges, III, 15, and others equally applicable.

When the exacting and often risqué ritual of making the colonel jump thru the hoops was concluded, the Garden boss rose to make a few remarks in which he seemed to be kidding on the square. He said that running the Garden is a business, and no business could afford to give away its product. The butcher and the grocer do not do it, he said, the colonel being in a somewhat charitable and expansive frame of mind when he revealed this great truth.

We have always subscribed to the theory that not a single pass should be given out, not even to the working press, whose deuces should be purchased by their paper, since it is as much a part of the business of the paper to have its representatives report important events for which tickets are needed as it is part of the business of the event operator to get the papers to report the same. This idea may sound screwy, and it boils down to a question as to which of the two is more anxious about the working press, the paper or the project. Of course, the paper will have to be the first to inaugurate such a system as the project cannot precipitate this missionary work in a situation that has been crying for corrective measures for more years than anyone can remember.

However, another point must be considered. Colonel Kilpatrick cries into his mythical beard about the excessive demand for passes from people in all walks of Garden life, but one of the troubles is some of the people generally accepted as being entitled (under the present system) to passes do not get them and those with no right at all from any point of view, except possibly political, obtain from two deuces upward, depending upon their connections, personality and habits, especially their choice of toothpaste and whether they agree with the pass benefactor on the current feminine craze for pancake hats.

If the colonel and the whole country went the whole way they would have to eliminate from consideration all office help and their relatives and friends; their families, immediate and distant; their brokers, tailors, grocers, butchers, boot-blacks, hackmen, colleagues, club brothers, cops, firemen, neighboring storekeepers, lobbyists, stooges and others of that nature.

It is these and their kind that turn up at press parties and in press edit with the proper credentials which are often more certified than the credentials. If any of the poor working-press alive, whose only business at the event happens to be a rather minor and incidental one, that of telling the world what in hell happened at the function, that's all.

DRIBBLES: . . . Orest J. (Parkman) Devany, who's now working at the Savoy Galleries in New York, says the Trylon and Perisphere of the World's Fair looks like the old swing-ball game to him. He would love to have the privilege on it. . . . Clem Schmitz, the dapper show insurance biggie, readying for Miami trip, which will be his first glimpse of that metropolis, the he's been all over the world. . . . January Forgiere has dramatic photo of flying trapeze act

which looks like the Concellos. Anyway, it shows a female flyer about to be caught by Mr. Catcher. The first line of the ad wording reads, "He's a circus man, the daring young man on the flying trapeze." . . . This column bears that Washington, D. C., is about to have a huge arena specializing in ice items, with the S. G. Loefler Operating Co. of East Potomac Park behind it and Ackley, Bradley & Day, the Pittsburgh firm, on building end. . . . Charlie Miller, of Coney's Luna Park, has passed up Florida in favor of California (L. A.) for his winter vacation. . . . Fred Panster, New York director, sends underarmen (and poetry) from Kay West, whose new overseas highway is a honey, he says. . . .

The public prints are in the midst of readying their annual spring yarns relating to outdoor amusements. But the editors are experiencing deep pains as to the subject matter, hesitating between the world's fairs and the circuses. The fairs may be more important as copy, but the circuses will live longer, despite the dehardts.

Notes From the Crossroads

By NAT GREEN

IT IS interesting to note that practically all of the performers so far nominated in *The Billboard's* Favorite Outdoor Performer contest are well-known circus personalities. This is not surprising, for it is undoubtedly true that most of the big names in outdoor show business have made their reputation with the circus. There are scores of acts of outstanding excellence that have won acclaim on the fair circuits, but there they have neither the glamorous background nor the elaborate build-up that a circus provides, nor are they seen by anywhere near as many people as big circus acts. No doubt as the poll goes on acts other than those of the circus will be nominated, for there are many worthy of inclusion among the topnotchers.

Leo Hamilton and his wife are back in Chicago after a sojourn in Colorado and inform us that the D'Arcy Girls, spectacular high act, will be with the Fairly & Little Shows as a free act until the fair season starts. . . . Justin Edwards left Chicago Saturday for a trip to New Orleans and other points south. . . . He'll be with Russell Bros. Circus again the coming season. . . . Reese Jones, well-known park man, paid the Crossroads desk a visit on his way east to take up what he believes is going to be a very fine park proposition, announcement of which he intends to make a little later. . . .

Friends of Dee Aldrich will be pleased to know his difficulties have been straightened out. . . . Paul Lorenzo has decided to continue his act, the Four Logans, the coming season. . . . Lew Dufour, Strange As It Seems impresario, is expected to stop in Chicago shortly on his way back east from San Francisco, where he and Joe Rogan expect to have their life show at the Golden Gate Exposition. . . . Bill Green, of MCA, is rapidly learning the fair game from his contacts with secretaries at the winter fair meetings.

John Watling, who would have made a great outdoor showman if he hadn't chosen the amusement machine business, is feeling great these days. His wife, who has been very ill, is greatly improved, which accounts for John's jubilation. It looks as if several of the circus stand-bys will be missing from the white tops this season. . . . They think the fair and other outdoor fields offer better opportunities and are going to try their luck. . . . Earl and Nellie Reynolds came into Chicago early last week to visit the Shrine circus and arrange for playing several of Orrin Davenport's dates. . . . At the conclusion of these dates their all-girl roller-skating act will return to Billy Rose's Casa Manana in New York City. . . . After three weeks in the Windy City, Frank Braden has returned to New York, for a short visit before going to winter quarters at Sarasota. . . . We have to hand it to Jack Tavlin for being a hard worker. . . . At the Chi Shrine circus he was on the job every minute and turning the tips like clockwork.

There was a general hejira of carnival men from Chicago last week, all headed for Minneapolis and Winnipeg. Another couple of weeks and the trek will be to the Land of Flowers—Tampa and Miami. . . . We hope to pick up some live stories down there, on our busman's holiday!

ATTENTION SHOWMEN!

We offer the world-famous "HENRIETTE" the most famous Female Chimpanzee. She is a W.M.A. Food Y. 4.6.8.4. N.Y.N.A. and the only one of her kind in the United States. Billed a blonde, sets with a battle and feet, dress from S. glass, washes herself, wears clothes, brushes her teeth, turns her head, cracks chestnuts and does many other things. Perfect condition, about five years old and 35 inches in height in standing position. Very gentle and easy to handle.

Price \$650.00
Also, a Small Male Chimpanzee, guaranteed, but easy to handle, 18 months old, 14 inches in standing position. Price \$200.00
FEMALE MANDRILL, each \$0.00
SMALL BARONS, each \$5.00
LARGE BARONS, each \$5.00
CABBAGEY 100.00
SPECIAL ON RHESUS MONKEYS,
\$2.50 to \$10.00 each.
All terms subject to Price Sale.

HENRY TREFFLICH, 216 FULTON ST., NEW YORK CITY.

BABY OR YOUNG LEOPARD WANTED

Write J. J. TODD, Montreal, Canada. Care Ford Hotel.

WANTED—CIRCUS BAND

Five Pieces for Indoor Dates. State lowest winter salary. Three-day and week stands, commencing Tuesday, January 24. Bobby Huzar comes on as music. Can place two good shows. New with show experience. Inquiries: P. AVYTT, Special Manager, Care Hotel Atlantic, New Bedford, Mass.

VISIT WORLD'S FAMOUS ROMAN POOLS TURKISH BATHS

On Your Trip to Florida. A COMPLETE TURKISH BATH INSTITUTION. 23rd Street and Ocean. Miami Beach, Fla. Open 24 Hours.

WANTED TROPICAL MARDI GRAS

MIAMI BEACH, FLA., MARCH 4 TO 11.

The Biggest Celebration Ever Held Here.

Can use Shows, Rides and Concessions. Will sell exclusive Novelties. Nothing too big. Free Acts. What have you? PARADES; PAGEANTS; FIREWORKS and CONTESTS. Address

DR. MAURICE KLEIN, 1456 Washington Ave., Miami Beach, Fla.

FLORIDA FAIRS

RIDES, SHOWS AND CONCESSIONS (NO GRIFT)

Open February 6, Lake Worth, Fla., and Eight Weeks on East Coast to follow; then right into my Virginia and Maryland Summer Spots. The show without depression or recession. Write, wire

BARNEY TASSELL UNIT SHOWS

Care American Legion Post, West Palm Beach, Fla.

Lewis, Crockett To Operate Athletic Corp. in Richmond

RICHMOND, Va., Jan. 14. — Bill Lewis, well known in carnival and local wrestling promotions, and Jim Crockett, of Charlotte, N. C., last week purchased Pete Moore's interest in the Southern Wrestling Promotions at a reputed price of \$8,000 and formed the Bill Lewis Athletic Co. to stage wrestling and other athletic events in Virginia and several Southern cities.

Lewis and his partner assumed charge of the future bookings immediately. Headquarters of the new corporation will be located here. Lewis formerly operated athletic shows on several leading carnivals.

Houston Rules on Sound Trucks, Clown Advertising

HOUSTON, Jan. 14.—Policy of the new city administration as to sound trucks and allowances for advertising stunts in downtown streets was formulated at city council meeting this week. The council has banned all sound trucks from business area but has lifted recent ban in outlying districts. Mayor Holcomb said he has opposed applications from petitioners seeking to appear in downtown area dressed as clowns as advertising stunt, and that due to possible traffic congestion that may result from such stunts, he intends to maintain taboo to all such petitions in the future.

Address Dies in Loudonville

LOUDONVILLE, O., Jan. 16.—O. E. Andross, secretary of Loudonville Agricultural Society, sponsor of the annual Loudonville Free Street Fair, died yesterday at 3:30 p.m. at his home here of a heart ailment. He apparently had been in good health, having attended the Ohio Fair Managers' Association convention in Columbus last week. He was widely known among showmen and concessioners. Funeral and interment here on January 17.

Ind., Iowa Fairs to Zimdars

MINNEAPOLIS, Jan. 14.—Al H. Pine, general agent of Zimdars Greater Shows, said here this week that the organization has been contracted to furnish the midway attractions at Burlington (Ia.) State Fair and Cass County Fair, Osageport, Ind.

Mardi Gras Interest Soars

NEW ORLEANS, Jan. 14.—The 47-day Mardi Gras season opened this week with Twelfth Night Revelers' Ball. Daily the pace will increase until February 21, day before Lent. Hotels have the heaviest demand for rooms in history of the carnival period and estimates are that 200,000 out-of-towners will come.

Galveston, Tex., Jan. 14.—Illuminated night pageants will be out when Carleton holds its 1939 Mardi Gras opening on February 17 and climaxing with a Royalty parade on February 20. Ritzbergs will hold the spotlight of the pre-Mardi Gras ball set for Monday night in City Auditorium.

Wirth Acts for York Fair

YORK, Pa., Jan. 14.—After the recent annual meeting of York Interstate Fair here the executive committee approved the awarding of a contract to Frank Wirth Booking Association to furnish all grand-stand attractions for the 1939 annual.

ON FLUSHING FRONT

(Continued from page 33) talent. After he had all but given up hope for their entrance into this country he happened out to Flushing, where they informed him the fair would be glad to help. The Fair Immigration Department was created for just that service and within a few days everything was done.

Cuban Village, one of the very first attractions to be signed, started construction this week. It will be a unique enterprise, according to specifications and sub-concession roster.

plottations have been submitted for propositions of all kinds. Next contract will probably be for two shooting galleries to be selected from approximately 20 first-class applicants. It is generally assumed that games will be held to a

fun area as yet—officials have made their suggestions, picked from thousands of contributions the nation over, and passed them on to President Whalen for final decision. Promotion department is anxious, to say the least, for quick action. . . . Bill Rabkin, head of International Microscope, back from Prisco, where he gave the Golden Gate Expo a look-see. Will probably confine his photomatic activities to Flushing, which is a job in itself. . . . Norman Bartlett, the wide man (Flying Turns, Joyride, etc.), on the grounds this week from North Tonawanda, where Spillman Engineering is building structures. Bartlett's jobs are far ahead of schedule. . . . Lew Dufour (Strange as It Seems) expected back from Prisco next week. Has been supervising the Pacific show while partner Joe Rogers holds down the Flushing end. . . . H. M. Goodhue, Fountain of Youth Illusion operator, in for negotiations. . . . See where Dave Lipky, the Broadway p. a. and suburban syndicate scribe, has become attached to promotion department of Palestinian exhibit. . . . W. F. Mangels, the Coney Island device manufacturer who originated the Whip among other ride items, will be represented at this million-in-one with a kids' shooting range. One of those powderless exhaust things not calculated to scare the wits out of young America. . . . Province of New Brunswick will have exhibit in Canada Pavilion, stressing tourist angles. . . . Many prospective subconcessioners are waiting for the eleventh hour before negotiating for space with contractors. Deadlines are on a stagger system. . . . Hotel Advertiser mag cites Chi Fair figures to show that average daily expenditure per capita was \$10.50, of which \$2.75 was spent on entertainment. Average stay was four and a half days, which local officials say will be upped a day, with average daily spend-out for amusement to be about \$4, a very healthy figure.

To-Let Dept. . . . American Express asking near-by Long Island residents about availability of rooms, how much, etc. They'll transmit the info to their clients and letter's clients, friends, etc., with their eyes focused on the Flushing Photo. . . . Even in Manhattan and Brooklyn, which is contiguous to the island, rooms are expected to be at a premium. Sublets will go for plenty. As for hotel accommodations, a recent rumor concerned travel agencies which, so the legend goes, made attempts to get hotels to block out reservations. Hotels, not anxious to make reservations far in advance and unwilling to handle traffic below accepted rates (which are not exactly low even at present), told off the agencies. Whereupon the agencies threatened to divert traffic to San Francisco and its Golden Gate Organistia, but everyone knows such a threat is empty. Anyway, that's the story, mythical or otherwise. . . . And at one time Ralph Hitt, the hotel magnate, was supposed to be interested in taking over a flock of floors of the Empire State Building, which houses the fair offices, to be converted into a hotel. . . . Now Hitt has far more interesting plans in behalf of his company, National Hotels Corp. See later issues.

Morris Cost's Miracle Town will in all likelihood include the little people from Wizard of Oz film, with Hollywood's Mervyn LeRoy involved. . . . Bureau's clipping bureau commissioned to handle clips of the proposed visit of the King and Queen of England. "There," says Hitt, Majesty, pointing to one "Is the King I first met Crocker Whalen," with the Queen talking about Shirley Temple, all of it being mythical dialog as part of bureau's promotion. . . . The very conservative Sun front-paged a six-column serial view of the fair as part of its Voice of Business set-up. . . . Every gazette in town except The News will put out supplements in April. . . . There'll be "water taxis" from City Island to Flushing. . . . An exhibit of world's fairs of past just ended at Grand Central Palace. . . . French Pavilion dedicated January 13. . . . Dedication of NYZOB (New York Zoological Society) exhibit January 12. Dedications going on daily. . . . Picnic and excursion departments of amusement parks, etc., worried about taroafs fair is expected to make into their process.

N. Y. FIRM GETS (Continued from page 33) J. Ed Brown, looking chipper, who arrived recently to attend the annual

minimum, although several more than the two mentioned above will be signed before the fair opens. Fair Play firm's enterprise will be housed in two buildings of modern design and will be under the direction and management of Bertok, who comes from the Jersey Coast with a veteran record as a game operator. Financially interested in the firm are Maurice Plesien, Coney Island game manufacturer, Morris Goldberg, former partner of Plesien in the Shoe Ball Co. and currently operator of the Silver Baths, Coney Island, and Arthur Seger, head of the Beach Amusement Co. of Asbury Park, resort concession firm.

Rabkin's Automatics . . . Bordering on the game concession field, although considered separately by the fair's concession department, is the automatic division. To date only contract of size in this division has gone to International Microscope Reel Co., of New York City, which has the exclusive on coin scales and automatic photography. William Rabkin, president of the firm, advised this week that his contract calls for erection of two buildings within the amusement area, each to house from eight to ten Photomatic units and completely equipped studios for photographic accessories; five smaller studios housing three Photomatics, plus accessories and novelties, and the right to operate machines as subconcessions in any other major concession attraction unit.

Six machines have been assigned to the Old New York Village, and negotiations are continuing with other villages. Rabkin expects to place a total of approximately 50 Photomatics by the time the fair opens. Definite plans for placing coin scales will be formulated later, although firm is expecting to operate a minimum of 100 throughout the grounds.

GLEANINGS (Continued from page 33) to illness of Mr. Michaelson, but should be on the market in the next few days.

Baker-Traver ride equipment has been shipped by steamer from New York via the Panama Canal and should arrive shortly. Harry Baker probably will make another flight out here to check on installation.

Official information is that E. DeLaveau, French ride operator, who has contracted two devices, will arrive on the S. S. San Francisco from Cherbourg on February 3.

William Russell, who will have an Ocean, Scottish Village, on the Gayway, advised by radiogram aboard the Aquitania on the high seas that he should arrive in New York on January 14. He is accompanied by a band of Scottish pipers and all personnel necessary to operate.

J. Ed Brown, looking chipper, who arrived recently to attend the annual

STRATES SHOWS FOR THE SEASON OF 1939, STARTING WITH THE DUVAL COUNTY EXPOSITION, JACKSONVILLE, FLA. SHOWS: A good capable Slide Show (Peter Koefes write), Snake Show, Crime Show, Midget Show or any Show that will come up to our standards. RIDES: Key-Boy, Roll-O-Rocket, Pony Ride or any new and novel Rides. Wagons furnished for all Concessions. LEGITIMATE MERCHANDISE CONCESSIONS 14 weeks of FAIRS already booked. We have contracted for the season CANNON ACT and BOB SLED Act, the first time in this country. Other High Acts please write us. Motor-drome, Trick and Straight Rides, write. Moe Eisenstein get in touch with me. Reliable Ride get in touch with us. WINTER QUARTERS, Savannah, Ga.

BANTLY'S ALL AMERICAN SHOWS CAN PLACE FOR 1939 SEASON CONCESSIONS: Stock Wheels that work strictly for stock, Fish Pond, Bowling Alley, Duck Pond, Knife Rack, Pitch-Till-U-Win. NO COUPON STORES. SHOWS: Ten-in-One, Buzbees, Pie Shows of all kinds. Will furnish complete outfits for real Attractions. CAN PLACE Bill-poster and Special Agent. Address HERMAN BANTLY, Key West, Fla.

SMITH'S GREATER ATLANTIC SHOWS 1939 SEASON - WANTS - SEASON 1939 Concessions of all kind. Corn Game, Diggers, Moose Game, Outward Machine, Stock Wheels, Grand Stand, Scales, Ball Games in fact, everything seen. Will book or buy a Chatterplane and Flat Ride, Whip, Proficiency, Wagon Ride, etc. El. Wheel Man, Allan Perchard, M. G. R. Stand, Attractions and Help for Slide Show, Talkers and Operators, Girls for Girl Shows, Performers and Musicians for Musical Shows, Showmen and Horse Owners always welcome. Fair Secretaries and Celebration Committees, in villages in before you book your Midway. J. Hines, 2 Fosses, 2 Fosses Act. N. F. (BROWNIE) SMITH, Box No. 364, Asst. N. O. P. O. — Thanks to all for reply to last Billboard ad.

Royal Midway Shows WANT Foreman for Wheel and Tilt, Man for Athletic Show, Double Man, Agents for Ball Games, String Games, Fishpond, We have all now outfits. J. T. MacLELLAN, 117 Olive Street, North Louisiana, Ark. Geo. T. Scott Shows NOW BOOKING SHOWS AND CONCESSIONS FOR 1939 SEASON. CAN PLACE THE Loopo-Plane, Amph Baby Ride, or what have you? Operating in May. Address all offers GEO. T. SCOTT, Box 40, Oshkosh, Ill.

ALL AMERICAN EXPO. SHOWS NOW BOOKING SHOWS AND CONCESSIONS FOR 1939 SEASON. Address WINTER QUARTERS, Webb City, Mo. meeting of the Western fair men in the Palace Hotel, has taken an apartment here and may be identified with the fair.

Administration building on Bush street is nothing short of a hive of industry these days, with things going so smoothly as a well-oiled engine.

Boderick Seckel, who had the apocryphal Victoria Falls concession at Empire Exhibition, Glasgow, Scotland, has become a member of a company which is to produce an attraction on the Gayway called "Daydreams."

Clark Getts, New York, manager of Mrs. Osa Johnson, explorer and lecturer, who paid a pleasant visit recently while en route to Los Angeles, may present a number of expo attractions under his management.

Exhibitors' Association has been formed and is now functioning. This organization is apart from the proposed concessioners' association and is headed by N. L. Roberts as secretary-treasurer, who is connected with one of the public utility companies.

Gayway is fast taking on the aspect of an international city, what with the architecture of many parts of the world embodied in buildings, unusual riding devices from different countries and conglomeration of languages that are spoken by mechanics brought by foreign concessioners.

Ben Weintraub, former Eastern carnival man, who has been for the last few years at the Chutes at the beach in San Francisco, bobbed up in our offices and started negotiations to place a number of unique stamping souvenir machines on Treasure Island.

FAVORITE OUTDOOR PERFORMER CONTEST column appears this week in the Circus Department. Read it then send for YOUR ballot!

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.

BOOSTERS

An intelligent booster is one who sees the progressive side of things. It is a common saying that these are swiftly changing times, and if times and conditions do change more swiftly than in years gone by, then it is not as easy matter to know when to boost new ideas—or whether to take the attitude of the critic and the reactionary.

But after all, if times are changing fast, perhaps it is best to take the progressive attitude and boost wherever and whenever there is anything to boost.

It is not easy to find a man who is a real example of the booster. If such a man could be found it would be much easier to explain the progressive spirit. There are cheer leaders and pep talkers who may be needed to push sales, men into line, but they are not the type of booster who is needed to help keep the world turning on a normal axis.

Henry Ford was regarded at one time as the outstanding example of the progressive mind and spirit. But Henry Ford is not the man he once was and has not been for many years. The Cincinnati Times-Star, I think it was, called attention to the fact several years ago that Ford was a changed man—had lost the human touch that once was the breath of life in him. It is that easy to lose the progressive spirit.

Roger Babson has been a good example of the perpetual booster these many years, but somehow he does not illustrate the mechanical age. C. A. Kettering perhaps ranks first among those men who somehow combine the progressive attitude of the machine age and at the same time still keep alive the spark of humanity within them. The trouble with hand clappers is that they lose the human touch. But Kettering is at least still trying to keep a deep sympathy for all those who are unfortunate in an age that ought to bring plenty to all.

It is the booster then who still has the human touch that means most to saving the machine age from collapse thru its own inhumanity.

It is much easier to be a critic than to be a booster. Newspapers have assumed the divine right in recent years to be the chief critics of our national life, and it is probable that as much as 50 per cent of the depression gloom since 1929 lies at the door of the newspapers and the so-called "opposition" which they pretend to guide.

It is significant that following the man-made depression of 1937 several well-known business editors of

metropolitan newspapers launched a boosting campaign because, as they said, the facts did not justify the gloom of the front page and the editorial page. It is more men like these that the country needs, newspaper men who have the freedom and the courage to boost the business growth of the country. And there are more of them on newspaper staffs of the country than the average man dreams of—only many of them lack the freedom to boost those ideas and developments that need boosting.

A good booster is always willing to face the facts, of course. However gloomy the facts may be, a good booster can find something in the world that is still worth boosting. A good booster can criticize when constructive criticism promises to do good, but at the same time he always finds something to commend.

The business life of our country now is full of "trade evils" and many of those evils threaten to swamp us. But the danger is that organized moves to combat "evils" seem never to be able to do much more than fight and fume about "evils." Perhaps the entire organized structure of business needs revamping and then headed in a more constructive direction. If organized groups could be launched on more progressive programs it might help to clear the atmosphere of the country.

The good booster is a co-operative soul. He realizes that in times which change as fast as the present a man must be willing to take it on

the chin and then start out on a new tangent. He knows that competition grows more bitter with the years, which means that the man who expects to stay in business must come together with his fellows and agree on an armistice on many fronts.

In the helter-skelter of modern business it appears that many minor industries, trades and inventions will have to be boosted, rather than kicked around by political or competitive groups. The people need these industries as a means to make a living.

There are perhaps more new ideas, more new inventions, more new machines yet to be attained than in all the years of history. But we may never see them unless more people learn how to boost progress. It is to the progressive spirits that we should pay due honor at the beginning of each new year. Each man who moves ahead in his own business will help that much during the year.



Plenty of boosting may help to make 1939 a better year. (Cartoon by Orr in The Chicago Tribune.)

Florida Fish Stories in Vogue

Among all the Florida fish stories that are coming back home, here is a coinman who sent proof in black and white that he actually caught something:

"To the Editor: I just made a good sailfish catch and am sending the photo of said fish. I am also sending you a newspaper clipping (Miami Herald, January 10, 1939) which will help to prove that I'm right. O. M. Jacobs, of Jacobs Sales Co., and Pat O'Rourke, tobacco buyer from Augusta, Ky., were fishing with me.

"A lot of my friends and customers who will be at the C.M.M.A. coin convention show think I am a poor fisherman, so be sure to mention the Florida paper. They will still think I am a liar (but I'll be at the Sherman show to defend my reputation!!!)." — Fred W. Werts, Werts Novelty Co., Muncie, Ind.

And here is the newspaper story, in part, in defense of Mr. Werts and his fish stories:

"FRANKE LANDS CATCH: WERTS STARTS EARLY: Sailfish caught from craft not registered in Fishing Tournament.

"First entry in the fourth annual Metropolitan Miami Fishing Tournament, which got under way at 9 a. m. Sunday, was a 38 1/2-pound sailfish caught by Fred Werts, of Muncie, Ind. Werts fished from the cruiser Henrietta, a boat which was not registered among the craft in the contest.

"The angler proceeded to the Gulf Stream before the starting gun at 8 a. m. and returned at noon with the sailfish. Whether the entry will be allowed or not will depend upon the rules and entry committee, which passes on all entries.

"Fishing with Werts was O. M. Jacobs, also of Muncie, Ind. Each angler caught a grouper in addition to the sailfish taken by Werts."

Keeney Showing Draws Big Crowd

CHICAGO, Jan. 16.—"Our guest registering board already shows names" of operators from 31 States, and our private showing has five more days to go," said Ray Becker, Keeney sales manager, at the opening of the Keeney factory exposition today.

"The number of visiting operators, jobbers and distributors is three times what it was at this time last year, and we look for several hundred more visitors before our showing is over," continued Becker.

"Of course, we do have some outstanding games on display. For instance, there's Pastime, our new 9-coin console game with a match-point play principle. And there's Spinner-Winner, an 8-coin console-action counter game. Then we have a new pay-out table, called Pot Shot, which is the fastest-playing pin game ever introduced. It is also made in a free game model.

"That's an assortment of games which would justify any operator's traveling halfway around the world if need be to see them. Our showing will be open until Friday, January 20. All recognized members of the industry are invited to our plant, the only place where these games will be displayed."



NAT CONN

Thanks to The Billboard

To the Editor: "We wish at the beginning of 1939 to express our appreciation to The Billboard, as we are close to our third year in business. Much of the success of this concern and the success of the entire jar industry was due to our early advertising in The Billboard.

"The first profits made from the Muncie Novelty Co. were turned into a large ad explaining to operators and jobbers the opportunity which jar deals offered them. Many operators responded to this ad and were more successful with jar deals than we ourselves possibly believed they could be. By supplying good deals, good merchandise and fair treatment our concern has grown, but we also believe in giving credit where credit is due, and much of this credit is due to The Billboard.

"Operators should also appreciate getting new merchandise and new ideas which are offered them constantly in The Billboard."

Incoming Jobbers Order Many Miamis

CHICAGO, Jan. 16.—As the C.M.M.A. show got under way Sam Gensberg, official of Chicago Coin Machine Mfg. Co., advised, "Miami, one of the new releases now being featured at Chicago Coin's exhibit, received an added impetus in production due to a number of large orders brought in by our jobbers who are attending the show.

"As a rule," said Gensberg, "there is little activity during a convention as far as production is concerned. In this case we were not greatly surprised because Miami has jumped into great popularity throughout the nation since its release, and according to reports we receive from our jobbers, locations are clamoring for the game so persistently that show or no show, production must go on.

"Another game that is receiving its share of compliments at Booths 25, 26, 41 and 42 is Trophy, which, altho on the market for some time, is holding a high place in novelty game popularity."

Remote Control Device Offered

CHICAGO, Jan. 14. — "We call it Keeney's Remote Control Location Attraction for closed territories because it is so different from any other game, device or machine ever offered that none of the regular terms cover this innovation in coin game circles." That is what J. H. (Jack) Keeney told those seeking more information regarding the new Keeney offering.

"It's not a slot machine, console game, pin table or salesboard, and yet it does utilize certain of the features incorporated in all such devices with, of course, many new features of its own. But it is in no way like any of these, and it is entirely different in design, mechanical arrangement and application," continued the head man of The House that Jack Built.

"There's not a statute, ordinance or ruling covering this new Keeney Remote Control Location Attraction, and all operators in closed territories should make it a point to see it at our private showing which we are holding at our factory from January 14 to 19, inclusive."

Brazil To Mint New Nickel Coins

RIO DE JANEIRO, Brazil, Jan. 14.—Of interest to all coinmen, especially manufacturers and exporting jobbers, is the news that Brazil is planning to mint new coins which will differ in size from those now in use.

Brazil expects to save more than 3,000,000,000 cruzeiros annually by the future minting of all coins from 500 reis upward from pure nickel instead of silver. The new coins will be smaller in circumference and thinner than those now in use, and will be of one pattern.

Beside great saving in material an additional economy was pointed out by Seros da Motta, chief of the mint. In the future Brazil will not need to import

↓

"I'll be looking for you"
at the

KEENEY

PRIVATE SHOWING

of New Keeney Games

to be shown at

KEENEY FACTORY ONLY

JAN. 14 to 19 DAILY INCLUDING SUN.
FROM 10 A. M. TO 6 P. M.



SEE

- PASTIME**
9-coin, selective, console game with new "match point" play principle
- SPINNER-WINNER**
8-coin, console action counter game
- POT SHOT**
Fastest-playing 1-ball payout or free game ever built

Other New
1939 Hits

J. H. KEENEY & COMPANY

2001 Calumet Ave.

"The House That Jack Built" • CHICAGO

coinage metal. Efforts will be made to increase the nickel extraction of the Goyas mines, whose reserves are estimated at 4,000,000 tons. The use of native material is a gain added to the reduction in the weight of the coins.

Under the measure money changers will be allowed to operate until June under banking regulations.

@LOOK@

IN THE WHOLESALE
MERCHANDISE SECTION
for the
LATEST NOVELTIES, PRIZES
PREMIUMS AND SPECIALTIES

LIFE IS SHORT

for ordinary coin machines. A few months and it's all over. But look at PHOTOMATIC — making real, sound profits after five years — and promising to keep up the good work forever! That's something to think about and

INVESTIGATE

International Mutoscope Reel Co., Inc.
518 West 34th St., New York.

PERCENTAGES

According to comments received from readers, the editorial "Percentages," published in The Billboard of May 7, 1938, was by far the best one of the year.

Critics of coin-operated amusement games like to tell how the percentage odds are stacked against the player, how the percentage may be changed, how little screws inside the machines do the trick, how the percentage of awards to the players is very low, and so on.

A Pittsburgh newspaper delivered the "master stroke" in this field not long ago by publishing on its front page a picture of the little mechanism that supposedly regulated the all-important matter of percentages.

Books have been written about the percentage odds in all games of chance, from racing bets to dice, and every now and then some publicity seeker gets into print by showing mathematically that "the odds are all against the player." Newspapers find it very profitable to publish the percentages on racing bets.

The most amusing thing about what the critics say of the odds in amusement games is that, if you read between the lines, they seem to want to tell the operator he should buy expensive machines, place and service them, all for the amusement of the public without any returns for himself. That amusement games form the basis of a definite business for professional operators, with buying risks, hard work, profits and losses just as any other business, does not seem to count with these critics.

What these critics never seem to consider is that this matter of percentages runs thru all business and thru life itself. In the coin machine business long experience has shown pretty well what percentages the operator can pay to the merchant, what awards can be paid to the player, and still make the machines a paying investment. That is just what happens in any other line of business.

We remind the critics of amusement games that business itself is a game of manipulating percentages. The merchant who gets a commission from the coin machines in his place of business changes prices on his goods so that a fair percentage of profit may show up at the end of the year. The operator must vary his percentage of awards to the player so as to attract players and at the same time have a margin of profit left.

The business of manipulating percentages runs thru the basic industries of the country. Amusement machines have turned mostly electrical in the last few years and all the machines taken the country over use considerable current. And there is a game of percentages in the electrical utilities. On the front page of The New York Times, April 25, 1938, is an item showing that rates for electric current in similar towns in New York State may vary as much as 358 per cent. It would be much easier to give good reasons why the operator must vary his award percentages on his games than to explain a variation of 358 per cent on electric rates in similar cities in the same State.

The manipulation of percentages in many lines of business affects the lives, happiness and daily bread of masses of the people, while the percentage of awards on amusement games is so trivial that one wonders why critics of the games bother about it at all. As long as the New York and London stock exchanges continued to be the gambling centers of the

world the daily bread of millions of people depended upon the manipulation of percentages on these gambling boards. If anyone is inclined to weep over the variation of percentages in amusement games, he might better turn his attention to the human misery that has followed stock market gambling.

Even so necessary a thing as life insurance is a game of percentages, if you want to look at it that way. The mathematicians can produce figures to show that such a thing as life insurance is one of the biggest legalized rackets in the country—or they can produce figures to show that life insurance is a legitimate form of protection yielding a good percentage of profit to the insurance companies.

Likewise, figures can be produced to show that coin-operated games are "fixed" against the players, or figures can be presented to show that the games offer the player a legitimate amusement value for his money.

Big business plays the game of percentages for all it is worth. Rumors have it that the statisticians in a prominent university have figures on percentages that will astound the country once they are explained to the public. These statisticians have the figures to show that this game of percentages is ruining the country as fast as it can be ruined (much faster than coin machines can ruin it), if you want to look at it that way.

These statisticians have the figures to show that big business enterprises have been taking out or draining off the highest percentage of profits the traffic will bear for the past several years. If the government dumps billions of dollars out to start trade again, these statisticians have the figures to show that business can drain off this surplus money in short order by raising the level of prices about 10 per cent. These statisticians also have the figures to show that if big business, instead of raising prices, would generally lower prices as little as 5 per cent, it would start business humming again. Thus, this game of percentages goes merrily on, while millions are out of work and many people are beginning to wonder whether the machine age is worth saving or not.

These comments on how the game of percentages runs thru all forms of business are given in order that reasonable people may base their thinking upon intelligent information.

The amusement games business is based on a system of percentages, it is true. It pays a percentage of earnings in commissions to merchants and owners of locations where the machines are placed. It pays a percentage in awards to the players, because all people who plays games, whether it be bridge, golf or pinball, expect either a chance to make bets or to win some kind of an award. The operator of games knows that the more liberal in awards his games are the greater will be the patronage of his games. But in order to have a profit left for himself he has learned that the percentages must be changed according to conditions, just as the merchant must vary prices, use loss leaders, change displays, etc., all for the purpose of inducing people to buy more goods.

The professional operator of coin machines has learned many things by experience and that is why he is able to continue in business. He employs the matter of percentages just as it is done in all other lines of business.

Fort Worth

FT. WORTH, Tex., Jan. 14.—Operating conditions in and around Ft. Worth are surprisingly good—surprisingly because at this time of the year there is usually a decided drop in cash box receipts. Operators report that in many spots receipts have even increased and that all locations are holding up well for the year-end holiday season.

Ft. Worth ops are operating a variety of equipment of many types of games and devices. A Ft. Worth op will talk to you about a peanut vendor while he uncrates an expansive console and will talk music while checking a counter game. Right now several of the town's leading operators are planning on placing a flock of the new beverage vendors.

Some of the Ft. Worth and Texas ops who are at the show looking the machines over are Joe Williams, Roy Jones, John Backman, Ed Furlow, Helen Savage and Arthur Blake, of Dallas; Guy Kincaannon and Speedy Walker, of Waco; Leslie Frankrich, of Ft. Worth; Eddie Schatz, of Austin, and Morris Beldecker, of Corpus Christi, and many others.

All Texas operators have declared themselves against the holding of two shows. They claim that two shows confuse everybody and everything and that they are not sensible or practical. They all hope to see only one show during 1940.

Ernest Walker, of the Walker Sales Co., the dean of Jackboro highway, mayor of the North Side and operator supreme, will again have the coin-operated devices inside the grounds at the Southwest Fat Stock Show and Rodeo. Walker is an old hand around the stock show grounds, having operated automatic equipment out there for several years.

Operator Lee Moore has a real helper these days making his route with him. He is none other than his little son and a cute little kid.

Operator Ember has been adding some new bulk merchandise vendors to his already extensive route. Ember is one of the Ft. Worth successful penny bulk merchandise machine operators.

Recent good rains in the Ft. Worth area and surrounding sections are causing operators to smile. Small grain such as wheat, oats and barley was badly in need of moisture. Operators know what good crops mean to them in this particular territory.

Morris Pinto, Southwest Coin Machine Co., has been appointed State distributor by the Peerless Mfg. Co., of Kansas City, for its automatic payout salesboard. Morris reports brisk sales on the number. He says that Texas ops are taking to the new salesboard idea like everything.

Shame, Shame!

The Billboard bows its head in shame and acknowledges that even its staff of editorial men, copy readers and proofreaders make mistakes. Witness the chagrin evident when Harold Horowitz, Cleveland operator of amusement and vending machines, pointed out that we had a mistake on our advance registration form for the CEMA coin machine show.

In bold letters Horowitz wrote the word "mistake" and circled the figures January 16, 17, 18, 19, 1938, the dates upon which the show will be held. It seems that The Billboard staff, like a sleepy stenographer, forgot to change the year to 1939. Thanks, Harold Horowitz.



OVER 100 STYLES

TO SELECT FROM.

THE ORIGINAL RED-WHITE & BLUE

THE LEADER OF ALL JAR DEALS.

50 WINNERS. Each \$1.95
1880 Tickets. Each (in 50c Lots) \$1.20
Taken In ... \$02.80
Paid Out ... 72.00
Profit ... \$20.80
Please State Your Business When Writing Us.
Write Us for Full Particulars on Our Complete Line of Jar Deals. ALSO SEND FOR CATALOG.

WIS. DELUXE CORP.

1600-12 North 3rd Street, Milwaukee, Wis.

London

LONDON, Jan. 14.—Organizers announce that nearly all space for Amusement Trade Exposition in London, February 21 to 24, is sold. All booths in section set apart for coin-operated machines were sold within 10 days after issuance of schedules; latecomers now being accommodated in section planned for general amusement devices and accessories.

British Automatic Machine Operators' Society has not yet appointed a new secretary. Meantime Bernard Brenner is acting. Brenner, re-elected to serve on borough council of his home town, is also vice-chairman of the society and its Manufacturers and Distributors' Section, joint organizers of Trades Exposition.

"Sir" Arthur Burrows out and about again but with aid of crutches. Some time likely to elapse yet before able to move with anything like normal freedom.

Samson Novelty Co., Ltd., appointed British agent for International Telescope Reel, is now mainly engaged in operating.

Chairman of Slot Club supper held January 11 was Buck Taylor, of Goddard Novelty Co., Ltd. This starts round of seasonal feasting. Showmen's Guild supper and ball, usually held at Olympea, is transferred to Grosvenor House, Park Lane, and will be held on Sunday, January 22. Amusement Caterers' Association holds annual banquet at same place on Sunday, January 29, and British Automatic Machine Operators' Society its ladies' festival on Thursday, February 23, also at Grosvenor House.

Seattle

SEATTLE, Jan. 14.—A recent ruling by Judge William Hoar, of Seattle, found that "pinball games embody the element of skill." By this ruling Judge Hoar denied the complaint that the owner of the Spring Cigar Store had operated "gambling devices."

The case had been delayed for many months due to conflicting interpretations of existing laws regarding games. Judge Hoar based his decision on a previous ruling of Superior Judge D. F. Wright, who held that under a statute enacted by the 1937 Legislature only games entirely or wholly of chance are illegal.

Judge Hoar's ruling resulted in the dismissal of charges against the cigar-store owner.

Business that had slipped off, staged a recovery during the recent holiday season at Seattle's Fun Palace with its many new amusement machines. The outlook for better patronage is brighter with the turn of the year.

Earl J. Heroux, head of Heroux Enterprises, has been "saying it with pencils" to his friends. Pencils with the name

and address of his enterprises were distributed to many. Heroux deals in all types of coin games.

A music machine has been installed at the Fiesta. The spot is frequented by a large number of high-school boys and girls, who can now satisfy their musical wants by putting a nickel in the coin chute.

Sam McCabe, part owner of the Sermac Novelty Co., is recovering from his recent illness. While he was ill the business was carried on by his partner, Sam Seric; Vera Koesber, secretary, and Frank Perrault Jr., repair man.

Sam Abbott, of Long Beach, N. J., accompanied by Mrs. Abbott, spent the Christmas holidays in Natchez. They both formerly resided here. Abbott has a host of friends in this section. He visited the operators, distributors and the new Wind Mill night club, owned by Bill Eide, a music operator of this city.

San Francisco

SAN FRANCISCO, Jan. 14.—Jobbers are rejoicing at the turn of business in 1939. January promises big things for the new year. Advance Automatic reports more business in these few days than in six months of last year. Big numbers are Genco's Stop and Go and Davall's Side Kick. Wolf Sales, Viking and Mape Co. also report an increase.

Tony Compagno as president of the local union enthusiastically predicts a big year for the music operators. Ted Newman, secretary of the San Francisco Music Operators' Association, agrees. The pair will make a big difference in the digger machine business believes Leo Gerckens, local association president.

New manager of Viking Specialty Co. is L. L. Baker. For many years he has been manager of a five and dime store. Prior to that he was in the wholesale department of the chain. As a sideline he has operated vending machines. He has caused several innovations in the floor lay-out to be made and sales have shown a marked rise, according to Einar Wilslev. Main floor offices have been added to the Viking establishment to be occupied by Art Bradley, salesman for Viking, and Baker.

Gus Jensen of Eureka, Northern California representative for Viking, is planning on selling his route and coming to the Bay area this month. He will join the local forces of Wilslev's company.

Ann Mandel reports big orders of her exposition novelties and in the nautical line which he is promoting. The latter are chrome-plated ships and nautical clocks.

Advance Automatic is considering the building of a private hospital for the use of its owner and manager, Lou Wolcher and Heine Orusenmeyer. Both

2 MACHINES FOR THE PRICE OF 1

BALLY'S GRANSTAND FLEETWOOD \$14950

Arlington	\$22.50	Paddle	\$32.50
Air Derby	15.00	Padlock	20.00
Fairground	47.50	Peep	5.00
Foto Flash	12.50	Pile's Post	15.50
Golden Wh'	12.50	Prizes	25.00
Mills 1-2-3	47.50	Quartz	75.00
Mills Big		Racing	
Race	42.50	Revolve	15.50
Derby Champ	75.00	Ritz	47.50
		Sportman	20.00
		Zeus	25.00

Write for Special Prices on Lists.

SAM MAY & COMPANY,

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feel that it would be cheaper in the long run. Grusenmeyer was a patient in various hospitals three months out of last year, and Wolcher, with a cruise scheduled for the Caribbean, was taken to the hospital for an operation recently. His recovery has been rapid and he has fond hopes of attending the show and taking his cruise.

Charles Pressley and D. B. Scott, of Sacramento, were in San Francisco this week to purchase new games. Business is brisk in Sacramento, they report, with many out-of-town visitors attending the governor's inauguration. F. C. Bardsley, trucked from Bakersfield to refurbish his route. Ann Ellis traveled from Los Angeles to purchase candy and nut machines. Most distinguished visitor of the week was W. E. Pierce, of Hubart, Tasmania, who came to San Francisco to purchase slots and charms.

Fred Walther, of the Gardner flock, recently left Bay City, Mich., en route west to Seattle. Traveling first class in a new car, he plans to stop in San Francisco and offer his girl friend the "symbol of his intentions." No date has been set for the wedding, but his friends say that willing Walther plans to make it soon.

Leo Gerckens has taken over a partnership with Al Arfino in Golden Gate Novelty. Gerckens, who is president of the local Digger Association, plans to job games and diggers.

New manager of Western Exhibit is Jim Altman, who hails from Los Angeles.

Dick Tyrrell has opened a jobbing house in San Francisco to be known as Vending Machine Headquarters. George Barnes will take charge of the office in Mission street while Dick is on the road. He believes that his five years' experience in the jobbing field is about to pay back dividends and reports that sales in the first week of business are better than he even hoped. He now carries 16 different lines and plans to enlarge this as soon as he acquires the office building adjoining his plant.

Harold McKay is being introduced to the intricacies of auditing for a coin machine house by the present book-keeper, Fred Duncan, who leaves soon for Price Waterhouse & Co., accountancy firm. McKay comes with a fine record from Homestead Bakery Co.



A. D. SHIDELER heads the sales organization of the Werts Novelty Co. Handling many salesmen covering the entire United States, he keeps in close contact with all sales, comment, fellow workers, "Small stature, but busy on getting the work done."

THE ANNUAL BANQUET

TIME: Thursday, January 19, at 7 p.m.
PLACE: The Grand Ballroom, Sherman Hotel.
Banquet tickets are \$3 each and may be purchased at the registration desk any day during the convention. A grand floor show will follow the banquet.
PRIZES: The three grand prizes offered this year will be given on the banquet ticket stubs. So guests must be sure to write name and address on back of banquet ticket stubs and deposit them in receptacles in the dining room, provided for that purpose.

LOOK
IN THE WHOLESALE
MERCHANDISE SECTION
for the
LATEST NOVELTIES, PRIZES
PREMIUMS AND SPECIALTIES

The 1938 Show

To keep tabs on the changes in the coin machine industry compare the 1939 exhibition with the displays one year ago, January 17 to 20, 1938. The following review is reprinted for reference purposes from The Billboard, January 29, 1938. A complete review of the 1939 Show will appear in the next issue of The Billboard.

The 1938 Coin Machine Show, January 17 to 20, opened with many expressions of gloom here and there, especially from the oldtimers. But the atmosphere of the convention became definitely more optimistic toward the close.

Much of the gloom must have been psychological, for the exhibits revealed an immense array of machines and products from which operators in any territory could find a variety to maintain an established business. Perhaps a good cheer leader would have been a decided topic throughout the convention. Some reports said the manufacturers themselves were too gloom and that maybe they were worrying unnecessarily about general business conditions, taxes, wages and hourly bills, etc. Before the convention ended, however, manufacturers were vying with each other to report optimistic sales and responses from operators and distributors.

The 1938 convention necessarily met with a pay-out games hangover from the latter half of 1937. The legal surge which began last year had developed some high expectations of "new and revolutionary" amusement devices that would have the earning power of games of chance and yet meet all legal requirements. It is evident that the rank and file of the trade was expecting too much, and that operators and distributors will have to adjust themselves to smaller profits in building a more stabilized business. Also, that manufacturers will have to build up their promotional departments to the point of steadily pushing the sales of high-grade machines over a long period rather than dropping a machine if it does not sell like wildfire. There are already some good examples of good promotion over a long period, including such devices as a baseball machine, a photographic machine, bowling games, etc.

Many expressions were heard that 1938 will be a crucial year. This is an interesting surmise of what the future may hold, but it should not be allowed to cripple the enthusiasm of the trade in general. Those who have been in the trade for a number of years realize that almost every year has had its crucial factors. The two crucial questions that are apparent at the present time are the maintaining of the present high standards in the music field and the finding of some popular substitute devices for the pay-out games.

Early statistical reports on the 1938 convention showed an approximate registration of 6,800 bona fide operators, jobbers and distributors. About 1,500 paid admissions were also recorded. These two figures do not include about 1,300 representatives and employees of exhibitors that were admitted. Banquet tickets reached a total of 2,000. Women

and children who were guests of delegates are not included in the registration figures. Tentative estimates are that the figures are "about the same" as last year.

Much interest always centers in the volume of business done by exhibitors during the convention. The only check available on gross sales is in the tickets issued for the prize drawing. Purchasers of equipment are given a ticket for each \$50 gross purchase placed with any exhibitor. Nearly 125,000 tickets were used and rough estimates place the gross sales at between \$5,000,000 and \$6,000,000. It will be noted that an order for as many as 60 phonographs runs into a big sum of money. Some of the entrants in the drawing for the grand prize had as many as 400 tickets.

A total of 102 firms had exhibits at the 1938 show. Of these, 25 firms were exhibitors of accessories and supplies used in connection with various types of machines. Accessories and supplies ranged all the way from phonograph records to nuts for bulk vending machines. A total of 16 firms displayed novelties, premium items, salesboards and similar goods.

Types of Machines

A comparison of the types of machines shown in 1938 with those on display at the 1937 show may prove helpful. In checking on the types, variations and number of models shown each year it is not possible to be accurate. But the analysis which we offer will be suggestive in many ways to both manufacturers and the trade and will also be a historical record for future comparisons. In listing the number of models exhibited, there are many variations which are hard to classify. Many manufacturers show identically the same machine in different colors and call each color a separate model. In this report an effort has been made to follow the manufacturer's own ideas as to the number of models. Hence, if anyone wishes to be more specific in the actual number of different machines shown he may discount as much as 30 per cent from the general totals given in this report.

MUSIC MACHINES. Coin-operated phonographs clearly take first place in the coin machine industry by virtue of the quality, commercial value and generally high standards maintained by this division of the trade. All of the known manufacturers of automatic phonographs (with possibly two absentees) exhibited their latest creations at the 1938 show. The display of these machines in all their glory is a credit to the industry, and the progressive spirit of the manufacturers is a considerable factor in maintaining the enthusiasm of the entire industry. The distributors and operators of music machine also



JOSEPH BERKOWITZ, head of the Universal Mfg. Co., Kansas City, Mo., one of the country's leaders in the far game industry. Berkowitz is the originator of many ideas that have meant greater profits to operators of far games. Visitors at the ONMA Show at the Hotel Sherman, Chicago, will find Berkowitz displaying his money-making games and greeting his many friends.

contribute much to the general outlook of the industry.

Improvements in phonographs as shown related chiefly to improvements in design by making important use of modern illuminating effectual. Many of these creations are really works of art, and when, as and if the sale of record-changing phonographs to the home gets under way the automatic phonograph industry will have set the pace for beauty of design. New models were shown which increase the number of records offered to the public; also smaller models were shown which offer price advantages to operators.

Great interest centered in the initial showing of a sound-on-film phonograph which brings to the coin machine industry one of the most advanced developments of the inventive world. The big question which the trade is asking relates to the mechanical perfection of the machine under conditions of coin operation. This is a question which will have to be answered by the experts and by operating tests. Firms offering phonograph accessories, records, etc., displayed at convention in greater numbers than ever before.

Twenty-two models of coin-operated phonographs were shown in 1937. While the number of models displayed in 1938 simmered down to possibly 18, although two new firms entered the phonograph field. Music operators have asked for fewer changes of models. Music manufacturers show a willingness to consider the operators' side of the fence. Music operators met in a called meeting during the convention and discussed problems as well as tentative ideas for a national association.

Vending Machines

Statistics are not available to show which has the greater total commercial value—phonographs or vending machines. It is apparent at once that the music field is the more aggressive, but the vending machine field covers a wide variety of machines and has been showing steady growth for several years now. Cigarette vending machines lead the parade in the vending field. While no unusual developments in cigarette vendors were apparent during the past year, these machines have been improved steadily in design and appearance. There is also the probability of electric delivery machines within the near future. Twenty models of cigarette vendors were shown in 1938, while there were 37 models in 1937. This decline in the number of models seems due to the absence this year of smaller vendors and also the penny cigarette machines. A lot of attention is being given to improving the servicing facilities of the machines. Cigarette promotional machines entered the field during the last year also, but these will be considered separately.

Our check indicated a total of 52 models of the small bulk vending machines, a field which is almost an industry in itself. While these machines are small in comparison, the total aggregate of them add the immense amount of merchandise sold annually thru them is impressive. There was a time when the trade almost tended to ignore such

machines, but they have profited considerably since repeal and are a real merchandising medium today. While we checked a total of 70 models of bulk vendors in 1937, it is hardly possible to be accurate in listing the wide variety of the bulk vendors. Great progress is being made in the wider usage of these vendors, although there was little change evident in the types of machines offered to operators.

Small vending machines not classified as bulk vendors were shown in about 23 models, machines made for vending various items from postage stamps to matches, etc. Small machines for vending gum, mint rolls, etc., were shown in several attractive models. Of the total number of firms exhibiting at the 1938 show, 24 of them displayed some kind of vending machine. Noteworthy is the fact that firms formerly making games only now have a vending machine of some kind, and still others are rumored to be on the way. Special types of vendors were shown for razor blades, lozenges, cigars, bulk drink vendors, a bottled drink vendor, etc.

Candy Bar Vendors

Sixteen candy bar vendors, ranging from the small penny machine to selective candy bar machines, were on display this year. There has been a shortage of good candy bar vending machines in the trade for some years now, and hopes have been held that new and important machines would appear in this field. The 1938 show offered some machines for candy bars that may be the beginning of a revival in candy machines. Fair trade laws in several States have been a handicap to the spread of such vendors.

Pop-Corn Machines

Due to the unusual interest developed in recent months, pop-corn machines displayed at the 1938 show occupied an important place. Five firms displayed models of these machines, with a total of eight models on the floor. These machines had been absent for about four years. One model serves only to keep the popped corn hot and vend it upon deposit of a coin. Four firms displayed machines that automatically pop the corn and vend it upon the deposit of a coin. These firms all reported good business during the convention, although many still hold doubts as to the present success of the machines. Because of the future possibilities in the pop-corn machines, the entire trade holds a hopeful attitude toward them and wishes them well. One distributor who had placed an order for 100 machines said that the chemist and the electrical engineer can be depended upon to take care of any present defects. If manufacturers devote themselves to actual improvement and promotion of these machines, rather than fighting among themselves, pop-corn vendors may be the big thing by 1939.

Amusement Machines

The whole field of amusement machines, ranging from the expensive consoles to the small counter devices, covers such a wide variety of machines that it is not easy to give each type the attention it deserves, or to make constructive comparisons with last year.

Consoles

At the 1937 show our check recorded 21 models of deluxe machines which



F. K. (BEN) BOLDT, advertising manager of the Rock-Ola Mfg. Corp., will be on hand at the convention and particularly at the firm's booth where the 1938 Rock-Ola Luxury-Lightup phonographs will be displayed.

★ SLOTS MACHINES ★ PHONOGRAPHS ★ PAY TABLES ★

★ ARCADE MACHINES ★ SUPPLIES ★ SCALES ★

EXPORT

ORDERS FOR ALL TYPES OF COIN-OPERATED DEVICES BOTH NEW AND USED IMMEDIATELY SHIPPED TO ANY PORT IN THE WORLD! SAVE MONEY! BEFORE MAKING ANY PURCHASES

CABLE: "Coinslots" U.S.A.

The Vending Machine Co., Fayetteville, N.C., U.S.A.
References: Dun & Bradstreet; any Bank in Fayetteville, N.C., or your own Bank.

★ NOVELTY PIN GAMES ★ VENDING MACHINES ★ COUNTER GAMES ★



JOE CALCUTT assures every importer complete and expert knowledge of his needs—the result of over 20 years' experience in export shipping—and the finest merchandise regardless of price.

★ CONSOLES ★ ARISTOCRAT BILLIARD TABLES ★

included the console type. During the year the console machine has become a definite type and was exhibited in a total of 28 models. While the check is not accurate, the number of consoles on the market has more than doubled in a year. This means that the console machine, whatever its naming principle, has become an important factor in the amusement machine field. It appears about to overshadow the payout table and is running close to the classic slot machine. There were seven consoles using the dice principle, six using roulette, 13 using a racing idea, and two high-grade novelty consoles.

The big increase in the number of the consoles and their higher price gave to the entire exhibit a trend toward more expensive appearance. Consoles will not be made in such large quantities and locations for such machines will be limited, but they are an important part of the trade was indicated at the 1938 show.

It is probable that the payout table and the console will come to be regarded as in the same group. The payout table was exhibited in 32 models last year; at the 1938 show there were 14 models; so already there are more consoles than payout models. The latter half of 1937 seemed to deal rather roughly with the payout tables. It should be noted, however, that two or three firms specializing in payout tables did not exhibit at the 1938 show. Their models would probably bring the total up to more than 20.

The moderated reel or bell machine was shown in 20 models in 1937; at the 1938 show there were 32 models. There is a tendency toward new symbols in these machines; otherwise, improvements are mostly matters of design. One games manufacturer entered the slot machine field during the year. The vast array of small counter devices using the spinning reel is hard to classify. Some 83 models were on display in 1937, while 42 were checked at the recent show. Small counter devices not using the spinning wheel were shown in 21 models. No new innovations in the counter devices using reels were noted. Such devices are growing in use as trade stimulators. Some innovations in counter machines without reels were shown, and the adaptation of electricity to these small machines may open up new fields.

Pinball Games

The novelty pinball games that started the industry on its way in 1931 have now dropped to the place where only two manufacturers specialize in such games. Other firms have models, but the total has dropped from top place in 1938 to 20 models at the 1937 show and 23 at the 1938 show. Improvements in pinball games seem to be in the use of illumination in the scoreboard and also moving targets or objects built into the backboard. One duplex or double pinball table was on exhibit.

Target machines were shown in 23 models in 1937; at the 1938 show there were two of the electric ray models. Two rifle target ranges were displayed this year, when one was shown in 1937. The ranges using actual rifles have shown great refinements and may become a standard machine in the trade. Five models of bowling games were seen this year; this includes the roll-down principle also. Eight such machines were shown in 1937.

Two models of coin-operated billiard games were on display. These games are said to offer promise in many fields where pinball games may be held under

100 strict regulations. One golf game for putting practice was on display.

Miscellaneous Machines

The digger or crane type of machine was shown in five models; its round counterpart was shown in two models. In 1937 there was a total of 18 machines in this group on display. Arcade machines showed a big increase and there are indications that some of these amusement devices may prove so popular in general locations that they may be taken from the arcade field to become best sellers for the amusement machine operator. The increase in the number of these machines ought to stimulate the opening of game rooms, cafes, etc. Eleven machines of the arcade type were shown. The pick-up in these machines is said to be in answer to the call for legal games.

A tendency in the amusement field was seen this year to develop machines that cater to two players, or competitive play. Some of the consoles have that feature; even a slot machine has been built to cater to two players; one pinball game was in duplex style, and some of the new machines introducing larger rubber balls appeal to two players.

Horoscope features appeared in a novel upright machine that reads a card and also talks. A big scale also was shown with the horoscope vending feature as well as weight.

Stimulators

The small counter reel machines have been used for years as trade stimulators. The 1938 show revealed a number of new ideas in using high-grade machines as sales stimulators. These include a cigarette machine with symbols on the mirror; a combination slot machine or cigarette tender; a razor blade machine with variations in the color of the wrapper; a phonograph that is convertible to use color symbols for awards, etc.

The tendency seems to be to develop stimulators in the high-grade field that will make use of cigarettes as awards. This is a British idea which is likely to have many hazards before it becomes general in this country. British officials generally condone the giving of cigarette on various games of chance, and in time officials in this country are likely to do the same thing. The public is certain to be in favor of the idea because everybody smokes.

An Important Point

The important point, now that the idea is being pushed by the development of new machines, is to make sure that officials and the public clearly distinguish between machines that are sales stimulators rather than strictly vending or music machines. The sales stimulator idea is sure to increase during the year, and manufacturers of music and vending machines might as well prepare themselves to correct misunderstandings. The sudden publicity flare in Chicago about "petty gambling" in connection with the humble peanut and gum vending machines indigests what may happen.

If the manufacturers of the bow sales stimulator types of machines would keep their promotion and advertising on a high plane the final result would help them and the entire industry. The fact that England accepts and uses such machines as sales stimulators should furnish a clue to the promotion of such machines in America.

Coin Chutes

Coin chutes this year were not displayed with the prominence they were in 1937. Three firms made exhibits and the tendency is now to make chutes, slides, etc., that work easily for the player or customer as well as reject slugs efficiently. This is an important factor for if several good machines have been handicapped by a slide, chute or knob that did not work easily for the customer. There was not as much discussion this year about slugs as in former years.

Operators

Only one meeting of operators during the 1938 convention became a matter of news. This meeting was for music operators and was headed by the Philadelphia music group. The conventions have become more and more a time for fun and good fellowship. Whatever discussions about his business the operator may have take the form of private conversations. Proper facilities for announcing meetings for operators have not been provided, and because of celebrations "the night before" it is hardly possible to secure even a fair attendance at an operators' meeting. The problem remains the same as in 1937, that the operator must be able to depend more and more upon the trade press for

OPERATORS WELCOME

To Our Large Exhibit at the Coin Machine Show

HOTEL SHERMAN, CHICAGO

Today's Best Merchandise At Today's Best Prices

Shure Values Will Keep Your Machines in the Money!

Just 3 Blocks From the Show To Our Headquarters Where We Display Six Floors of Values EVERY KIND of PREMIUM for OPERATORS

N. SHURE CO.
200 W. Adams St., CHICAGO, ILL.

1938 Convention Report

"To the Editor: I simply have to take time out to congratulate you on your remarkable job of reporting the 1938 convention. For speed, accuracy and comprehensiveness I have never seen a finer job."

"JAMES T. MANGAN,
Advertising Manager,
"Mills Novelty Co."

"Chicago,
"January 28, 1938."

Information and discussion of trade conditions.

Due to the fact that the 1938 displays indicated a very definite trend toward more expensive machines, an underlying question concerns what is happening to the small operator. Some very frankly stated that the small operator is rapidly falling by the wayside because he cannot compete in buying expensive equipment. Large operators are taking their place in the ranks of employers with a staff of people to handle the various phases of operating. An operator's association, with 83 members reports that above 500 people are employed by these 83 operators.

If there is a tendency for the more expensive machines to eliminate the small operator, that creates a big opportunity for the bulk vending and small counter machine makers to absorb the smaller operators into their fields.

The American ideal is to protect the small fellow in all reasonable ways, so the industry should be prepared to assert the fact that high taxes and too strict regulations on any type of coin machines tend to quickly put the small operator out of business, and perhaps on the relief rolls.

Many echoes of the 10th annual convention of the coin machine trade will be heard for weeks yet. This analysis is written almost immediately after the close of the convention and lacks the advantages of more time to spend in getting reactions from various divisions of the trade. It is based on a careful observation of things on the spot, coupled with long experience in trying to guess at what each annual convention means for the future of the trade.

Chi Coin Releases Miniature Game

CHICAGO, Jan. 16.—Simultaneous with the opening of the CIMA show, Sam Wolberg, official of the Chicago Coin Machine Mfg. Co., announced the release of a new game in a semi-miniature model, Little Dandy.

"Our new game is a junior size pin game, as complete in every detail as any standard size game," said Wolberg. "It features full-size bumpers, a light-up scoring rack and multiple action on the playing field. The play is fascinating and full of thrills and suspense. There is a 1,000-point bumper and skill lance award multiple points when lights are lit."

"The game is made to sell at a popular price and we look forward to a long production run on Little Dandy inasmuch as it is just right for locations that do not warrant a large game, yet must have a lively attraction."

"Little Dandy is considered an ideal export game due to the fact that it overcomes many objections to present exporting of larger games," concluded Wolberg.



IRVING SOMMERS



WAXEY, the live "mechanical" robot, demonstrates the Rock-Ola new 1939 Luxury Light-up phonographs at the coin machine shows.

MODERN STYLING

of the latest Model Columbia jackpot Bells focuses player attention immediately upon this smart-looking, fast-playing Bell.

Much larger profits are earned by Columbia, because it will also operate with Dimes and Quarters, change from nickels to other coins quickly made.

Completely waterproof, entirely silent in operation.

Satisfaction guaranteed or money refunded.

GROETCHEN TOOL CO.
130 N. UNION ST. CHICAGO
See the 1939 Columbia Models at the CMMA Show, January 16-19, Sherman Hotel, Chicago, Booths 14-15-16.



A NEW PENNY MACHINE THAT TAKES IN DOLLARS

Stephens LUCKY STAR

A sure-fire hit for merchandising cigarettes, drinks, candy and all popular items. A spectacular money-maker at a sensationally low price. Can pay for itself in five days. Small and compact. Takes up little space. Usually attracts with chrome metal base and heavy glass top. Size 17 1/2 x 10 in. Equipped with large section cup feet. Footed in operation. BIG MONEY for operators who put it out on percentage basis.



SAMPLE ONLY \$6.75

ACT TODAY—Send \$6.75 for samples of this sensational New Machine. See the picture of the big profit potential. **A. J. STEPHENS & COMPANY** 1321 CHESTNUT ST., KANSAS CITY, MO.



THE MAN WITH THE BIG CIGAR, Homer E. Copeland, who studies and helps to write Wurlitzer and automatic phonograph history.

machine worked.

The newspaper emphasized that the machine could make change up to a half dollar, deliver the merchandise and change, detect and reject all counterfeit coins, silver, nickel or copper.

"And," says Nixon, "it is bound to increase from 14 per cent to 84 per cent the number of people who buy goods from vending machines by its ability to make change for the customer without error."

"On top of that it will guarantee the seller against counterfeit coin losses which aggregate large totals each year. Of course I won't tell you the secret of its operation, but by a secret magnetic coin probe, it will reject a copper, nickel or silver coin that does not contain the exact metal in proper quantity, that is in a legitimate coin of penny, nickel, dime, quarter or half dollar denomination.

"I intend to manufacture and then to rent the machines. What the rent will be is something we are working out. We know they will cost only about six cents a year for actual operation and the guarantee against loss of merchandise or thru counterfeit coins received is practically nil."

Nixon's "machine," which is now in the process of patenting, looks like a box five inches long, five and one-half inches high and two inches wide, with all the coin-detector mechanism inside.

Nixon related as to why he had decided to make such a coin detector in the newspaper article. Said he: "I missed a subway train because I didn't have a nickel to put in the turnstile. Missing that subway made me miss a train to keep an appointment that involved a highly important deal. It cost me considerable money.

"I decided to do something to perfect a machine that would detect counterfeits, make change and be simple in operation. I was an auditor for the Federal Reserve Bank in Chicago when I decided to do that.

"To do it I knew I'd first have to learn all about metals, how they are made, and how to control them. So I quit my \$12,000-a-year job back in 1921 and took a

Operating and Maintaining

By FRED BESSERN

A department on the repair and upkeep of coin-operated machines. A year's subscription to The Billboard is offered for the best letter received from an operator each month on any phase of this subject.

Portable Repair Light

Dear Sir: I have worked in the dark on games for so long that it seemed like I was back in the Dark Ages. However, I finally wised up and now I can say "Eureka" a lot sooner than I was able to before. All of the above is just my way of saying that I carry an extension light with me now. Not the usual kind with 15 feet of wire, but one about five feet long, with strong rubber-covered battery clips on the end. It seems so obvious now that I have it that I wonder why I didn't think of it before. The game always has current to it and it is a simple matter to attach the battery clips to two spots that are always hot. It saves plugging in another wire (usually to an outlet that can only accommodate one plug and then the game can't operate) and keeps extra wires out of the way of the location's customers. I also have wired my soldering from the same way. All I do now is clip them on. Believe it or not, but these two things are worth the time and trouble of wiring them up. When you get the battery clips get the big strong type with the insulating rubber on them.—P. T. WIMPLER, Illinois.

Relays on Reserve Games

Dear Sir: I have a reserve-type game that has a number of relays on it that become energized when the bumpers are hit. Lately they have not been holding up as they should. A slight jar on the game will drop some of them out. My game also fits quite frequently without any apparent reason. I have used it for some time on previous locations and it had operated perfectly there.—A. B. MELTON, Iowa.

Answer: It would be well for you to see the previous issue of The Billboard in which the adjustment of relays and relay switches was discussed. It might be that your switches are dirty or not adjusted properly. When a switch is closed and making contact the switch contacts should have rubbed against each other so as to clean themselves. When you actually see the moving switch leaf push the stationary leaf then you may be positive that the two contact points are cleaning themselves and will operate properly. It is obvious, however, that any material that is formed of spring stock such as switch leaves must eventually be pushed out of its original shape and position. This does not occur frequently, but only after thousands of operations. It might, however, occur sooner if the switch leaves were not adjusted properly in the first place.

From your statement of the difficulty you are having it would appear that your trouble is in a number of places. First check your relay switches, making certain that the switch leaves are properly adjusted so that they make firm contact when the relay is energized. Do not adjust so that the switch-leaf pressure is too great when the relay plunger is energized. When the leaves are adjusted this way the switch-leaf pressure is so great that the plunger will have a tendency to drop out. The plunger is held in only by the attraction of the magnetic force generated by the coil, and if there were no switch-leaf pressure the only force attempting to pull down the plunger would be the force of gravity. Thus the switch-leaf pressure plus the gravitational force are holding on the plunger together. There is nothing that can be done about reducing the force of gravity, so that the switch leaves are the only point that can be adjusted. Next check the contact points on the A. C. hold and tilt relay. The A. C. relay is "pulled in" electrically when the coin chute is pushed in. When the plunger or the A. C. hold coil is once energized it holds itself in by closing its own switch and supplies current to itself. From this it can be seen that the switch must make a good firm contact, otherwise the slightest jar on the cabinet will break the circuit thru this switch by vibrating it open and allowing the A. C. hold relay to drop out.

If after making all of these adjustments the game still has a tendency to tilt and drop out the hold relays, you should check all of the contacts to see that they make a good firm mechanical and electrical connection. The various soldered joints may be tested by attempting to move them slightly. The plugs should be tested religiously, as constant plugging and unplugging will spread the female connectors. They may be easily readjusted by squeezing each female connector socket closer together. Thus when the male prong is inserted it will spread the sockets and make firm contact. The line supply voltage plays a part in the operation of all games and it would be wise to check the line voltage, especially if the game is located some distance from the main supply wires. This does not necessarily mean that low voltage will only exist in the country a distance away from the power supply, but it might also occur in a thickly populated neighborhood. In the latter instance the fact that there would be a number of users of current in the early evening would increase the drain thru the supply leads and thus decrease the supply voltage available at the outlet. It is extremely unlikely (except in a few instances, notably in the South) that the line voltage would ever drop below 105 or 100 volts. The leading manufacturers for years have always designed their games so that they would operate well under 100 volts input.

Increased Effectiveness of Cabinet Armor

Dear Sir: Here is an idea that I have found useful in overcoming a difficult situation in the field. Every operator, I am sure, has experienced difficulty in overcoming the drilling of his cabinets on location. Most games, of course, are protected with armor, and most armor is electrified in such a manner that it causes the game to become inoperative if a wire is inserted thru the armor, thus contacting both the armor and the payout switch or bumper. However, there are still a few smart guys around, which I am sure all operators know, who have to offer us a loose piece of armor on my games so that it hangs loosely on the drive screws supporting it. Then I plane down the edges of my panels so that the armor may hang loose between the edge of the panel and the cabinet. Then when anyone attempts to drill thru the armor he encounters a loose piece of steel that "floats" around and does not stay in one position. Thus the drilling is not always in the same spot and the difficulty of getting thru is increased.

Try this some time on one of those tough locations that cause you headaches.—P. T. WINZMAN, Illinois.

Job in a foundry at \$160 a month.

"By 1930 I had a vending machine, protected by patents, that would make change from a nickel to a half dollar—but it couldn't detect counterfeits.

"Now, however, I have the answer to that defect in the 1939 vending machine."

INVENTORS

These coins are applying for patents. Don't risk delay in patenting your invention. Send check or money for instructions or write for new 48-page YIELD book. "Patent Guide for the Inventor." No charge for preliminary information. Prompt, careful, efficient service. **CLARENCE A. O'BRIEN AND HYMAN BERKIN**, Registered Patent Attorneys, 6021 45th Avenue, Bayside, N. Y.

Close-Out!!! JENNINGS CONSOLE CHIEF \$55

4-5c. 2-25c. 1-10c. Excellent Condition. Subject to Prior Sale. TERMS: 1/3 Down, Balance C. O. D. **RICHMOND DISTRIBUTING COMPANY** 1125' 9L Nicholas Ave., N.Y.C.

Newspaper Boosts Vender Invention

NEW YORK, Jan. 16.—Under a dateline of December 28, 1938, The New York Journal and American published a coin machine feature, with the two-column heading:

ROBOT SELLS PRODUCT AND MAKES CHANGE

Along with the story was a picture showing C. W. Nixon, inventor of the vending machine, illustrating how the



JACK GOULD and **Jules Oshain** (right), of Superior Sales, Inc., and **Selden Distributing Co.**, respectively, include in one of their "friendly disputes" as to which company's products are most profitable to operators. Superior handles money and merchandise; Selden is factory distributor for coin machines.

BUY FROM THE LEADER			
ATLANTIC CITY	\$14.80	DAILY DOZEN	\$14.80
BEAM LITE	7.50	EXTENSION	24.50
BAMINO	19.50	FLERT	20.50
CARGO	14.50	GLOBE TROTTER	11.50
CARNIVAL	7.50	RAY TIME	14.20
CASH BASEBALL	7.50	WIF NUMBER	27.50
CONEY ISLAND	14.50	JUNGLE	18.50
CADET	24.50	PLAY BALL	0.50
1/3 DEPOSIT WITH ORDER — BALANCE C. O. D., F. O. D. NEWARK, N. J.			
ACE DISTRIBUTING CO.		1125 BROAD ST., NEWARK, N. J.	

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THAT'S THE NAME . . .
REMEMBER IT FOR EVERY GAME

Guaranteed
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**OPERATORS!
JOBBER!**

See the Greatest Selection of Used Game Values in the World!

VISIT OUR SHOW-ROOM
At 1731 W. Belmont Av.
Also BOOTH 136

Our brand new 1939 Catalog is hot off the press. It's the greatest listing of super-values ever compiled at one time. If you are not on our mailing list, write for your copy NOW!

MONARCH COIN MACHINE CO.
1731 BELMONT AVE.,
CHICAGO, ILL.

Race Games Are Baker Specialty

CHICAGO, Jan. 14.—H. L. Baker, president of the Baker Novelty & Mfg. Co. here, is showing the newest product of his firm, a console racing machine called Baker's Pacers. He says that it was shown at the December convention and that it attracted wide attention.

Outstanding features in the game, according to Baker, are that it will take seven coins, made to operate for nickel, quarter or tokens; that it is pneumatic controlled and that the game has seven horses which advance in realistic manner to a finish line; the winning horse pays odds automatically from 2 to 30 to 100 to 1.

Baker, who claims to have originated the first successful pneumatically controlled racing game, says that the novel features in the new game "truly inaugurate the first major constructive improvement to such games since their introduction seven years ago."

"There are three models of Baker's Pacers," he continued. "The standard type, or with daily double feature, or with visible automatic jackpot. The daily double model has features which seem to be meeting requirements of many territories, as the trend is not to display cash-filled jackpots. The game is designed to meet the requirements of the most exacting locations and yet the price makes them economical for the operator."

"We are following up the improvement of racing games because the principle has proved itself. We are also offering operators a rebuilding and repair service which is a great benefit to them. There are several thousand race games in the field and they can be rebuilt into our modern de luxe models with entirely new parts. Or if the operator desires we can use whatever parts of the old machine are in good working order. Our plant is making, using and supplying brand-new parts, but some customers want to use their old parts in reworking race games. We can handle any and all these problems to the full satisfaction of the customer. We are operating our business on the policy that the customer must be fully satisfied."

Sterling Games Holds Open House

CHICAGO, Jan. 14.—In the course of the 20 years that Melvin Lane, head of Sterling Games Co., has put in as an operator, the last five years as a manufacturer, he states that he considers 1938 as one of his most successful years.

Says he, "Operators who have been dealing with the Sterling Games Co. have had it proved to them that individualized jar and carded deals, made for their particular distributing problems, have shown them for greater profits."

"During the week of January 15 there will be an open house at Sterling Games. A gift awaits every operator."

Harry Stoner and I are contenting ourselves with just being a couple of very interested side-line spectators. And the fight goes on."

Stoner Employees Split on Games

AURORA, Ill., Jan. 14.—"Alas! Alas! The Stoner employees have split," said an official of the Stoner Corp. "Yes, it's true. The employees of the Stoner Corp. are very definitely divided into two rival groups, the free-play Chubbie group and the Chubbie group. However, the situation is not as serious as it may at first appear."

"When the company introduced free-play Chubbie, the twin sister to Chubbie, it decided that to expedite production it would be advisable to establish two separate production lines for the two games. This was done and immediately a rivalry between the two groups sprang up. In fact, it is rumored that many of the boys are giving their selections pecuniary backing."

"From latest reports Chubbie is still the lead, but free-play Chubbie is making rapid gains, with total production going at full capacity."

G. R. Adelberg, sales manager of the company, in commenting on the situation, said: "It certainly has been interesting to see the enthusiasm the boys in the shop are displaying over these two games. Right now the feeling between the two groups is at a feverish pitch and to express an opinion one way or the other is not exactly healthy."



CHARLIE GASMUS, Ming Vending Co., Birmingham, Ala., appears pleased with Western 1938 Baseball. He placed a large order for the games, according to Sales Manager Don Anderson.

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GAMES ARE THE FINEST

QUALITY BARGAINS IN AMERICA!

Airway \$14.00	Naps \$34.00
Atlantic City . . . 17.50	One Better (Automatich) . . . 15.00
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Cadet 22.50	Recorder 15.00
Cargo 19.50	Regatta 55.00
Coney Island . . . 16.50	Register With Backboard . . 16.50
Daily Dope 17.50	Review 45.00
Easy Steps 16.00	Ritz 34.00
Electro 9.00	Robinhood, Without Reserve . . . 31.00
Exhibition 23.50	Seaspy 21.00
Exposition 31.00	Splash 29.50
Fleet 28.50	Spokes 32.00
Gay Time 18.50	Swing 21.00
Globe Trotter . . . 15.00	Thunderbolt . . . 32.00
Messery 9.00	Tops 14.00
Grand Slam 24.00	Triple Free Play . . 49.50
Hi Lo 25.00	World's Fair . . . 26.00
Hit 15.00	Zephyr 17.50
Hit Number 22.50	
Keeney's 22.50	
Metbug 24.50	
Single 24.50	
Kick 59.50	
Lightning 24.50	

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COUNTER GAMES
O U Exhibit Dice Game . . \$5.00
Trade Stimulators—Like Policy—Pay 500 to 1—Small Checks \$9.75

BRAND NEW GAMES IN CASES
Stoner's Chubbie \$74.50
(The Best Game Since Daily Dope)
Chicago Coin's TROPHY FREE PLAY \$69.50
David's SIDE KICK—Meters . 79.50

SPECIAL DEAL ON NEW GAMES IN ORIGINAL CASES. WRITE FOR DETAILS TODAY.

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Ritz 37.50
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Many of our customers have told us they were amazed at the excellent appearance and condition of our Used Games when they received them. Therefore, we must give credit to the boys in our shop for the thorough reconditioning job that they do on each and every Used Game.

Ginger, 1c \$15.00	Penny Pack \$ 8.50	Talbot \$17.50
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Deluxe Cent-A-Pack 9.50	Reliance Dice (Libs New) . . 23.50	Sum Fun 6.50

Write for our complete List of New and Used Games and Factory Class-Outs at Prices that will surprise you.

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The Ace
of all
Locks



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You can't compare the Chicago "ACE" Lock with any other lock. It's different—INSIDE AND OUT! Its ingenious mechanism makes it drill-proof, shear-proof, thief-proof. And the ACE ROUND Key—the strongest made—defies duplication. Chicago Ace Locks can be all keyed alike or furnished to various key changes. . . . Play Safe!—Enjoy!—UTMOST Security at LOWEST COST!—with Chicago "ACE" Locks. Ask your distributor—or write us—TODAY.

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The Phonograph Has Grown Up

By DON W. KELSEY
(Mills Novelty Co. of Canada, Ltd.)

A brand-new phonograph is here for a brand-new year. All over America business men and economists are predicting that 1939 will be a year of prosperity and advancement. And so to keep pace with the upswing in economic conditions Mills presents to the operators and location owners an entirely new phonograph.

Five years ago, to the average man, an automatic phonograph was a "nickelodeon" or an "electric piano." There were very few machines in the field; people hadn't begun to realize the tremendous business possibilities in the amusement world. Then almost overnight automatic phonographs enjoyed a rebirth; in every tavern and restaurant, yes, every drug store and hamburger stand, phonographs suddenly made their appearance.

Then came five years of development, during which time the phonograph business, like every other business which develops rapidly, suffered a period of "growing pains." Thousands of inexperienced operators entered the music field; manufacturers found it impossible to fill their orders promptly. This was a time of vicious propaganda, of price-cutting and chiselling.

But now, after five years of experimentation, the phonograph business has grown up. The automatic music machine has now become as much a part of our modern American life as the radio or the automobile. As the old crystal set grew into the modern fine radio and the 1918 "tin Liza" into the sleek 1939 V-8, so the old nickelodeon has matured into the new efficient automatic phonograph.

This year Mills Novelty Co. has taken the final step in liberating its machine from the limitations of the name "nickelodeon." For no longer does the machine have a slot designated for nickels alone; instead our phonograph has but one coin slot, a slot which accepts any type of coin—nickel, dime or quarter. The value of this type of coin slot is that it will serve to gradually educate the public to the fact that music machines accept larger coins as easily as nickels.

From the operator's angle, too, the music business has grown up. Many of the unsuccessful operators have left the field; those who remain are now able to enjoy a profitable, stable business. The days of price-cutting and chiselling are about over. Operators have learned to organize to insure themselves of a legitimate profit and to protect themselves from the unscrupulous few. The phonograph business has leveled off; it is now regarded by both the operators and the public as a legitimate, established field.

And so for this matured coin machine field Mills has developed a phonograph perfectly suited to the operator. For more than 50 years Mills has proved that it is above all the operator's company. Machines are built so that they can be operated successfully; they are dependable, durable and economical. Rather than build a high-priced machine and then change models every six months or year Mills believes in building a machine which the operator can afford to buy and

Not a
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console game,
pin table or
punch board
Keeney's
REMOTE CONTROL
"location attraction"
for closed territories
See it at **KEENEY'S**
PRIVATE SHOWING

then retaining the model until the operator can pay for his machine and realize a good profit on his investment rather than making his equipment obsolete before it is paid for. Operators realize that Mills is sincerely interested in seeing them make a success of their business and consequently they have confidence in every new piece of equipment the firm produces.

Mortimer B. Mills

(Reprinted from The U. S. Tobacco Journal, January 7, 1939)

"This city's (Chicago) tobacco trade will take time out to mourn the death of Mortimer B. Mills, who died recently in his home at the age of 93. Mr. Mills, one of the real oldtimers here, was the father of the late Herbert B. Mills, the founder of the Mills Novelty Co., cigarette machine manufacturer, which is being run by the two remaining sons, C. Z. and B. E. Mills. An inventor who held more than 300 patents, Mr. Mills was a great help and guiding spirit in the work of his sons. His inventions, while they never received national fame, were responsible for a good share in the success of the firm his son founded."

Speed Production On Genco Games

CHICAGO, Jan. 18.—"Constant earning record, dependable operation and live, enduring appeal are the contributing factors in the almost unprecedented popularity now enjoyed by Stop and Go," says Mayer Gensberg, Genco, Inc., at the Genco exhibit at Booths 23, 24, 43 and 44.

"Altho we are introducing our new game, Bubbles, and have already begun production, we are unable to drop production on Stop and Go, which is entering its 10th week as the hit game of the season. It seems as tho operators are determined to make their routes 100 per cent Stop and Go because the major part of our production facilities are, to date, slated for Stop and Go production for some time ahead. Reaction of operators visiting our exhibit indicates that the strong hold Stop and Go has on the imagination of coinmen is in no way growing weaker.

"Consequently, we are arranging for additional production facilities to handle both Bubbles and Stop and Go."

Robbins Promises Surprise Machines

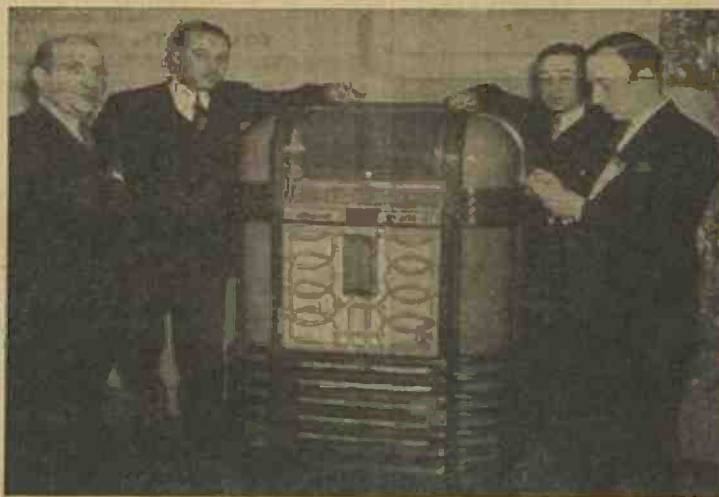
BROOKLYN, N. Y., Jan. 18.—Before leaving Brooklyn to attend the coin machine show at the Sherman Hotel, Dave Robbins announced that he would exhibit several surprise machines that have not as yet been announced.

"I advise all operators searching for money-makers to visit our booth, number 107. New machines will be shown to operators and jobbers for the first time at the CEMA show."

Ginsburg Reports Operator Optimism

CHICAGO, Jan. 14.—Eddie Ginsburg, of the Atlas Novelty Co., returned recently from a road trip thru the Middle West. He reports conditions as showing a decided change for the better. "Operators," he said, "are very optimistic regarding the 1939 coin machine prospects."

Ginsburg reports he saw many of his friends that he had not seen for some time. In order that I might see and greet them collectively, we arranged a pocket-size convention at one of the leading hotels in the Middle West," he concluded.



B. D. LAZAB, at extreme left, and J. D. LAZAB, at extreme right, signing up phonograph orders at the coin machine show.

NEW! DIVIDER MODEL PENNY PACK



Separate Cash Box for Location!

This world-famous penny coinless counter game, operated with remarkable ease, coin divider, is an unsurpassable combination which eliminates all settlements and diversities between location and operator, and results in greater profits.

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MULTIPLE COIN PAYTABLES		WURLITZER #18.....\$100.00
AK-SAR-BEN.....	\$ 52.50	WURLITZER #19A.....129.50
MILLS BIG RAGE.....	40.50	MILLS SWING KING.....44.50
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FAIRGROUNDS.....	57.50	
FLEETWOOD.....	52.50	
FEED TAG.....	39.50	
SPORT PAGE.....	107.50	
QUINELLA, 7 coin grip.....	59.50	
QUINELLA, 7 coin.....	57.50	
AK-SAR-BEN, 7 coin.....	57.50	
BALLY ENTRY.....	54.50	
KEENEY DERBY CHAMPS.....	74.50	
PHONOGRAPHS		
SEEBURG MODEL C.....	\$ 30.50	
SEEBURG MODEL M.....	29.50	
SEEBURG REG. 20 Records.....	150.50	
ROCK-OLA REGULAR.....	37.50	
WURLITZER P15.....	45.50	

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Liberal Plea Now in Court

New idea developed to meet adverse orders by official decree

(Reprinted from The Cincinnati Times-Star, January 3, 1939)

LEAGUE ATTACKS ANTI-GAMBLING CITY ORDINANCE. Questions Act Permitting Seizure of Pinball Machines.

Attacking the constitutionality of a third city ordinance, the League for the Preservation of Civil Rights and Interpersonal Tranquillity, Inc., Carew Tower, filed a second suit Tuesday in Common Pleas Court against the city, City Manager C. O. Sherrill and other officials.

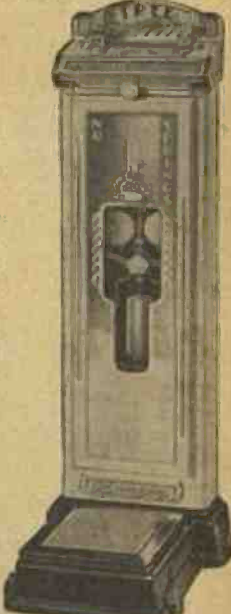
In the new suit the League, thru Attorneys John W. Driskill, Anthony F. Conlon and John Thorburn, asks the court for a judgment declaring city ordinance No. 578 to be null and void. This ordinance authorizes the city manager to order the chief of police to seize and destroy instruments or devices allegedly used for gambling purposes.

Several days ago the League asked declaratory judgment holding invalid city ordinances prohibiting the carrying of weapons by any citizen and prohibiting the possession of a weapon by a felon or alien. In that petition the court was asked to determine the rights of citizens to defend against prosecution on such charges if the charges were held to be valid.

Named with the city and city manager in the second suit were Safety Director Harry J. Wernke, Police Chief Eugene T. Weatherly, Lieutenant Clem Marx, head of the police gambling squad, and Martin Steiner, Benjamin Schaefer and Carl Blanken, members of the gambling squad.

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1939'S MOST OUTSTANDING
NO SPRING SCALE
IN THE WORLD.



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SPRINGLESS SCALE CO.**
2235 NO. KNOX AVE.
CHICAGO, ILLINOIS

Pan Introduces New Jelly Bean

CHICAGO, Jan. 14.—Toy Jelly Beans are the latest product of Pan Confection Factory, according to Willard Seefeldt, official of the firm. "These miniature toy jelly beans will run from 650 to 750 to the pound," he declared. "You never saw a jelly bean like the ones we are now presenting to the trade. It comes in assorted colors and will vend in any bulk merchandising machine. We will have it on display at our booth during the CMMMA coin machine convention at the Sherman Hotel."

G. A. Gerlach, firm executive, and Willard Seefeldt, sales manager of the vending machine department, will be on hand at the convention to represent the candy company.

Gottlieb Shows Three New Games

CHICAGO, Jan. 14.—"Now it can be told," said Dave Gottlieb, as the opening date of the CMMMA show approached. "D. Gottlieb & Co. are introducing three new ideas never before shown—and they're sensational. They are Track Record, a new-type 1-ball automatic payout with features that are almost revolutionary; Fire Alarm, a radically different 5-ball novelty game, completely metered, and Match-It, a new departure among legal counter games that has what the public wants. All of them, we predict, will go places in 1939."

"In addition," he continued, "Man-o-War and other recent Gottlieb introductions will be displayed. Of course, our

entire line of Grip machines, the Giant single grip to the Duo-Grip combination of 3-way strength tester and trade stimulator. There's a particular reason for the Grip Scales. They're outstanding now because they have completed one solid year of production with many thousands in use. They're going stronger than ever.

"As to the details of our new machines," he added, "my description would not do them justice. So, take my advice and see them for yourself at the show at booths 21, 32 and 33, where you'll find the operators' big money-makers for 1939."

1939 Legislatures

The year 1939 is what is known as a legislative year. The following State Legislatures will be in session, as well as the national Congress. Old-age pensions will be an important subject of legislation.

Jurisdiction	Opening
Alabama.....	January 10
Alaska.....	January 9
Arizona.....	January 9
Arkansas.....	January 9
California.....	January 2
Colorado.....	January 4
Connecticut.....	January 4
Delaware.....	January 3
Florida.....	April 4
Georgia.....	July 17a
Idaho.....	January 2
Illinois.....	January 2
Indiana.....	January 5
Iowa.....	January 9
Kansas.....	January 10
Maine.....	January 4
Maryland.....	January 4
Massachusetts.....	January 4
Michigan.....	January 4
Minnesota.....	January 4
Missouri.....	January 4
Montana.....	January 2
Nebraska.....	January 8
Nevada.....	January 16
New Hampshire.....	January 9
New Jersey.....	January 10
New Mexico.....	January 10
New York.....	January 4
North Carolina.....	January 4
North Dakota.....	January 3
Ohio.....	January 2
Oklahoma.....	January 3
Oregon.....	January 9
Pennsylvania.....	January 3
Rhode Island.....	January 2
South Carolina.....	January 10
South Dakota.....	January 3
Tennessee.....	January 2
Texas.....	January 10
Utah.....	January 9
Vermont.....	January 4
Washington.....	January 9
West Virginia.....	January 11
Wisconsin.....	January 11
Wyoming.....	January 10
U. S. Congress.....	January 3

Calls Act "Dangerous"

The ordinance under attack, the petition recites, "delegates exclusive judicial power in an unlawful manner; vests in an individual administrative officer power to be exercised, under the law and constitution of the State of Ohio, solely by the properly created courts."

It adds: "The dangerous propensities of such an invalid ordinance are manifested by the confiscation and destruction of newspapers, telephones, table and pinball machine games, racing news publications and other private property of citizens in Cincinnati by subordinates of the city manager without a finding by any court, due process of law or even an attempt to comply with the requirements of the ordinance itself."

The wording of the ordinance in question is as follows: "Whenever the city manager ascertains, or receives satisfactory information, that there is any instrument or device used for the purpose of gambling and kept for such purpose in the city of Cincinnati, he shall forthwith issue an order to the chief of police to cause that instrument or device to be seized, and when so seized to be destroyed by burning or otherwise."



H. F. MOSLEY, president and treasurer of the Mosley Vending Machine Exchange, Inc., Richmond, Va., a veteran of 18 years in the coin-operated machine business. Mosley, one of the largest distributors in the coin machine industry, is creating his many friends this week at the CMMMA Show at the Sherman Hotel, Chicago.



DOUBLE TREASURE, one of Dave's latest games, draws the smiling approval of I. H. Rothstein, of Banner Specialty Co., Philadelphia.

CHUBBIE

HAS EVERYTHING STOPPED

No "IFS" - "ANDS" - "BUTS"
or "MAYBE"

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VALUE PLUS

Factory Rebuilt World's Series, \$97.00; Gold-on-Wheels and Turf Discs, \$14.50 Each; Airguns, \$20.00; 7-1/2" Reel and 5037 Reel; Pico Corsets, 3c, 10c, 25c; Play, \$22.50; Tom Mix Radio Ride, one 25c; Pico Floor, \$30.00; A. G. T. Target \$1.00; The new \$17.50. TERMS: 1/3 Deposit, Balance C. O. D. All Games shipped subject to inspection! Place Your Order Now!

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If it's a Jar or Carded Deal, see us. Our new 1939 Line is now ready. Come out and see it. "A Gift Awaits You."

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ADVERTISE IN THE BILLBOARD —
YOU'LL BE SATISFIED WITH RESULTS

TWO NEW "SILVER KINGS"

Don't Buy Until You See



FACTORY KING SILVER CHARM

Don't buy vending machines until you have seen and tried the original, genuine 1938 SILVER KING. Guaranteed more for your money. Beautiful, snappy, sturdy, money-makers. No equal in price.

SPECIAL!

Introductory Offer. One Vender, 10 Pounds Candy, 25c Post Charge.

\$8.45

Large top designed especially for C. H. A. M. S. (Glass protecting metal top, 25c extra.)

Free limited time offer. Don't miss chance of getting this deal at your local dealer today. Before you forget!



Ask for Special Information on Vending. Send for FREE Catalogue. Write Today.

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King of Venders "SILVER KING"

Twenty new outstanding features. Less parts, less trouble, more profit. Most beautiful in design. Guaranteed more for your money. The original quality charm. Pleasure Not Candy and Ball Gum Vender, Large display in quarters. WRITE TODAY.

Single Sample, \$6.50. Capacity 5 Pounds. Size 7" x 7" x 14". Chrome Red Crystal Beveled Enamel Finish. On Location From Coast to Coast.

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NORTHWESTERN

Ball Gum Vender

The most beautiful vender ever built. Simplified shoe selector, sanitary delivery chute, porcelain finish. Needs one ball for 12. Sample vender complete with 500 balls of 1/2 inch ball gum, \$9.00, \$1.00 cash with order, balance C.O.D.

M. T. Daniels

1027-B University Avenue, Wichita, Kansas

MERCHANDISE MACHINES

Refrigeration Show Now On

All phases of refrigeration and air conditioning hold combined show

CHICAGO, Jan. 14.—Interest in vending machines using refrigeration suddenly revived here and intensive interest with the beginning of 1939 as bottled and bulk drink vending machines promised to be a leading type of machine during the year. An indication of this fact is seen in the exchange of courtesies with the convention and exhibit of the first All-Industry Refrigeration and Air-Conditioning trades at the Stevens Hotel, January 16, 17, 18 and 19, 1939. Admission badges of the refrigeration show will admit to the exhibits of the coin machine show at the Sherman Hotel on the same days, and badges to the coin machine show will also admit to the refrigeration exhibit.

Mills Novelty Co., so well known to the coin machine industry, is an exhibitor at the refrigeration show as a manufacturer of freezer cabinets.

Ice cream and frozen confection vending machines promise revived interest during 1939, and with the important interest now centered in drink dispensing machines, refrigeration will be an important topic in the coin machine industry itself. Accordingly, a number of delegates to the C.M.A. coin machine convention are expected to attend the exhibits of the refrigeration industry at the Stevens Hotel. Delegates from the refrigeration convention will also be welcomed at the C.M.A. displays.

The convention which opens at the Stevens Hotel is said to be the first convention to bring together into one big convention the various divisions of the refrigeration and air-conditioning trades. It is being sponsored by the Refrigeration Supplies and Parts Manufacturers Association with headquarters at 111 West Washington Street, Chicago, Ill. Richard M. McClure is manager.

Attendance at the convention is made up of buyers, supervisors and technical men from such trades and industries as refrigeration service engineers, ice cream service men and managers, installation contractors, refrigerator dealers, air-conditioning contractors, distributors and supply jobbers, display case firms, and representatives of the various manufacturers.

Oswald Lands Ex on Venders At Frisco Fair

SAN FRANCISCO, Jan. 14.—with the opening date a scant five weeks off, the directors of the Golden Gate International Exposition awarded the vending machine concession to Walter Oswald, owner and operator of the Pacific Amusement Co. here.

For over a year every operator and distributor in this section of the West has had his bid on file with a \$10,000 certified check to back it up. But the decision has finally been made.

Then there was a lot of deciding to do about what kind of machines would be allowed. One big question was whether digger machines and payout table games would be permitted. While hopes were up many times for a rather liberal attitude toward games at the exposition, more recent events gave a rather conservative turn to things.

Oswald has been granted the conces-

sion to operate cigaret machines, phonographs, roll cigaret machines, gum, candy, ray gun, stamp and microscope machines. This is the biggest thing he has ever tackled, he says, but he is very enthusiastic about it and very business-like. The first machine he has placed is a phonograph in the center.

An operator in the bay region for the last 10 years, Oswald has had the digger, game, candy, gum and cigaret concession for the Southern Pacific and Southern Pacific Golden Gate Ferries, Ltd.

The Golden Gate Exposition will open February 18 and will run for 268 consecutive days. More people will be drawn to the fair because of the variety of vending machines he will operate, Oswald modestly affirms.

New Jersey Group Makes Way for Little Fellow

"In a world torn with strife, greed, hatred, animosities, jealousy, selfishness, intolerance and the grim determination of mad men to crush the spirit of 'good will toward all men,' it is refreshing to look to our association as evidence of that beautiful example of democracy which is so ably practiced by our membership. In direct contrast to present tendencies in this troubled world where a lunatic dictator and totalitarian governments are attempting to restrict, and have in many cases restricted personal and private liberties, or have ignored them altogether, we are proud that our association has seen fit to assert its thro' democratic spirit by adopting a new classification of membership which will give greater representation, particularly to those members who operate a limited number of units. Not only will these in the lower brackets enjoy greater influence in the management of the association but will contribute to the conduct of the association in a stricter proportion to their classifications.

"Every member of the C. M. A. of N. J. should feel proud that he has played his part in helping to make the world safer for democracy by his acquiescence to this democratic plan. For the noble spirit, the peace and tranquility which prevail among our membership, the Supreme Ruler of the Universe will surely give His blessing to us all. May 1939 prove a happy and prosperous year for all members of the CMA and their families, employees and friends." Cigarette Smokers Rings, December 28, 1938, bulletin edited by Le Roy Stoll, manager of the Cigarette Manufacturers' Association of New Jersey.

Ohio Appeals Candy Tax Ruling

CLEVELAND, Jan. 14.—The contention of candy dealers of Ohio, that the State sales tax levied on candy is unconstitutional continues apace with several new developments. Dealers charge that since candy is a food and since food is not subject to special levies of this type, the tax should be withdrawn. Recently a court decision ruled in favor of the dealers in defining candy as a food and not subject to special levy.

Newest developments are that the Ohio Tax Commission has filed its appeal from the decision of the Summit County Court of Appeals ruling the tax unconstitutional. Simultaneously the commission caused the arrest of four clerks charged with violating the tax law on confectionery sales.

The appeal, on which both sides have 70 days to file briefs, has been lodged



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VICTOR VENDING CORP.

4203 Fullerton Avenue, Chicago

WRITE FOR LOW PRICES



On Peanut, Ball Gum and Package Venders.

Also Table Size Venders. Supplies for All Machines.

Self-Serv Mfg. Co.

S. Broad and Wickham St. Palmyra, N. J.

CLOSING OUT USED 1938 CIGARETTE MACHINES

3-Column Upright Paks.....	\$27.50 each
2-Column Double Paks.....	47.50 each

F. O. B. N. C., Kan.
 1/2 Cash With Order, Bal. C. O. D.
 E. L. JACOB, Grand Hotel, 51, Louis, Mo.

In the Supreme Court and a decision is not expected until early spring. In the case against the clerks, which will probably soon be heard, John Morris, counsel for Associated Candies, Inc., will head the defense. Associated Candies, Inc., is a State-wide trade group which has led the fight against the tax.

Venders Part of American Scheme

CHICAGO, Jan. 14.—Commented a spokesman for Automat Games recently: "Automat Games has realized for some time that venders can no longer be sold on a novelty basis. Venders have become commonplace and are as much a part of the American scheme as bacon and eggs.

"The public is shopping for venders the same as it does for its staple groceries. Ask any sugar refiner how he sells his product. He will answer that he sells it by quality and price. Silver King bulk venders are sold on the same basis. Our company believes that the public will not patronize novelty and trick merchandises. Results prove that they want better and cheaper machines of the tested variety.

"Automat Games has improved its line month after month, keeping the same sturdy merchandising up to the minute for the benefit of all operators."

**EXPERIENCED OPERATORS
WILL TELL YOU TO BUY
Northwestern
BULK VENDING EQUIPMENT**



Operators who know the machine and know the business invariably advise you to buy Northwestern when choosing bulk vending equipment. Their experience has proved Northwestern are not only slow dependable machines, but they earn more money. Six models to meet every requirement. If you are an operator or interested in this profitable business, write today for information to the complete line of Northwestern Vendors.

DELUXE

THE NORTHWESTERN CORPORATION
111 E. ARMSTRONG ST., MORRIS, ILLINOIS

**Used Cigarette Machines
LOW PRICES
and EXCEPTIONAL VALUES**

National No. 2	2.50
National No. 3	3.00
Royal Aristocrat	0.00
Blond	22.50
Stewart-McQuire	22.50
Stewart-McQuire	17.50
National No. 9-24	27.50
Corvette Candy Vender	37.50

F. O. B. New York City.
TERMS: 1/3 Cash, Balance C. O. D.
HENRY WERTHEIMER
381 FOURTH AVE., NEW YORK, N. Y.

MODEL "E" SEL-MOR

\$6.25
SAMPLE
(CHEAPER IN QUANTITIES)

GUARANTEED 5 YEARS!

Vends all Candies, Toys, and Bill Gum. Brings BIG PROFITS!

Ask Any Smart Operator!



GREAT STATES MFG. CO.
Dept. E, 1604-09 E. 29th St., Kansas City, Mo.
Exclusive Chicago Distributor: General Vending Co., 3718 Ogden Ave., Chicago, Ill.

**USED CIGARETTE MACHINES
GUARANTEED A-1 CONDITION**

8 Columns, Rowe	32.50
8 Columns, National 0-26	22.50
8 Columns, Mills	40.00
8 Columns, National 0-30 with Stand	42.50
8 Columns, Garretts, Single Coin Cigarette (with Stand)	50.00

1/3 Deposit, Balance C. O. D.
PARAMOUNT SALES CO. 1724 Olive St., St. Louis, Mo.

TRADE ASSOCIATION ORGANIZER

Thoroughly experienced all phases association work. A-1 references. Travel anywhere.

Box 918, The Billboard
1564 Broadway, NEW YORK CITY.

PAY LESS—GET MORE!
No one with Game Label and Patent SPECIAL Vending Factors King or Silver Charm Write for Special Offer, your jobber or factory
AUTOMAT
2425 Fullerton, Chicago.
(Buy Only Original Genuine SILVER KINGS.)

cigarette merchandisers' association

Communications to M. Reuter, The Billboard, 1564 Broadway, New York City.

The social season is on in the cigaret merchandising world. Last week we announced that the CMA of New Jersey had selected the Hotel Robert Treat in Newark to house their second annual exhibit, banquet and show on Sunday, February 19. This week comes word from the office of Matthew Forbes, manager of New York CMA, that the banquet committee has definitely decided to hold its gala event at the Hotel Pennsylvania on Saturday, March 11. Tickets for both affairs will be \$5 a head.

Forbes stated that plans for the CMA of New York event are just getting under way now that the date and place for the banquet have been set. In addition to the evening festivities, which will include a banquet, floor show and dance, plans are being made to take all guests on a tour of the World's Fair during the afternoon. Many other events are in the works which when completed will assure all who attend a full day of diversified and interesting activity.

From the office of Le Roy Stein, manager of the CMA of New Jersey, comes word that practically all plans were set definitely by the banquet committee at its meeting this past Tuesday (January 19) which, incidentally, lasted from 8 in the evening until 3:30 a.m. Stein reports that the organization has reserved the entire second floor of the hotel for the event and that exhibits will take up three times as much space as originally estimated. All manufacturers of cigaret merchandising machines as well as cigaret manufacturers will be on hand with exhibits, Stein stated. Festivities will commence at 2 in the afternoon and continue unabated until 3 a.m. An innovation at the banquet will be no speeches. Dots' Musical Vendors have been signed to furnish the music for the evening and the WOR Saxophone Quartet will appear as a special attraction along with a full-length floor show. The group anticipates a crowd of no less than 500 people.

Sam Malkin, president of the CMA of New Jersey, will carry the torch for the Eastern cigaret merchandising machine operators at the National Association of Tobacco Distributors' Convention, which opens at the Palmer House in Chicago January 18. Malkin has been invited to participate in the round-table discussion to be held on the subject, *Mechanical Merchandising and How It Can Be Managed Efficiently and Effectively*. His brother, Harry Malkin, will also take in the show with him to represent the cigar merchandising machine interests.

Cigarette withdrawals for November rung up a 3.63 per cent increase over the 1937 comparative. Totals for the 11 months show a \$87,817,990 increase which amounts to 56 per cent. Production for the year most probably reached 163,000,000,000, a record high level according to an estimate by William A. Hollingsworth, president of the Retail Tobacco Dealers of America. "The American consumer, bored for changing tastes, has revealed a steadfast demand for blended cigars," Hollingsworth stated. "As a result the cigaret industry has expanded at a rapid pace and represents one of the most important groups in the country. The census of manufacturers in 1914 found the cigaret industry consuming \$32,000,000 worth of material and producing an output valued at \$81,000,000. For 1938 these figures will have reached a material, labor and advertising cost, including federal taxes of \$90,000,000, and a product value in excess of \$1,000,000,000."

It was a busy night for the New York CMA boys at their meeting this past Thursday night, January 19. In addition to discussing details of their coming banquet and other business, Lester Paul of Stewart McGuire, gave an interesting talk on selling and the cigaret merchandising machine operator.

Sales of 10-cent brands may be increased if the plan of Representative J. B. Bates, chairman of the subcommittee on tobacco taxation of the ways and means committee, goes thru. Bates intends introducing a bill at the present Congress providing for a reduction in the federal tax on cigarets made to retail for 10 cents from 8 to 4 cents. He would continue the present tax rate of 8 cents on standard brands and increase the rate to 8 cents on 20 centers. His contention is that the tax should be levied on quality rather than on quantity.

The cigaret merchandising machines that are to be placed on the grounds at the coming World's Fair will be in for a big play, according to reports. Analysis of three recent surveys of probable attendance at the fair indicates official estimates of 80,000,000 admissions have been too conservative, according to Grover A. Whalen, president of the fair corporation. The three surveys were made on the basis of population samplings by organizations independent of the fair corporation and of each other. These organizations were *Fortune Magazine*, *New Yorker Magazine* and *Ross Federal Research Corp.* Mr. Whalen disclosed that *Ross Federal Research Corp.* had interviewed more than 3,400 persons in the middle and lower income groups in Lockport, N. Y.; Louisville, Ky., and Pittsburgh, Pa. It was found that 77.9 per cent planned to visit the fair. On the basis of 6,000 personal interviews throughout the United States, *Fortune Magazine* estimates that 24.3 per cent of the nation will come to New York next year. The *New Yorker Magazine* made its survey by mail, sending 4,000 questionnaires to subscribers and receiving 1,871 replies. It found that in a near-by city like Boston 78 per cent of the replies were "yes" to the question, "Are you coming to New York during the World's Fair 1939?" As the distance from New York increased, the percentage of affirmative answers decreased, but it was found that as far away as St. Paul, Minn., 84 per cent were "yes." Even in Los Angeles the per cent was 38.

An interesting dissertation on the history of cigaret smoking in Great Britain was contained in a letter from London to *The New York Sun* by Edward Wainham, who conducted a private investigation on the subject. "I have wondered," he writes, "when cigarets were first introduced into England. For much of what I have gained in my inquiry, I have to thank W. D. & H. O. Wills, the well-known tobacco firm. It's fairly certain that 'paper cigars' were brought to England by the soldiers after the Crimean War, where the Tummies got the habit from the French soldiers—that would be about 1855. But tobacco rolled in paper was known in France and Italy at least 40 years before then, for one writer in 1843 speaks of the beggars in the streets having paper cigars (called cigarets) in their mouths." Charles Dickens wrote from France to W. E. Wills in 1864 that his cigarets were nearly exhausted and asking that more should be sent to him, but these cigarets were miniature cigars. One 19th century writer suggested that 'paper cigars' were used in England in a slightly different form to the modern cigaret at the beginning of the century; he mentions that 'Old Peninsular of floss' used to smoke tobacco rolled up tight in a piece of paper, and that this was called a 'popelito.' These, however, could not have been generally popular and probably went out of use many years before the modern cigaret became fashionable. Even when 'cigars in paper shirts' were introduced here, it was some years before they were widely accepted, for they certainly were not really fashionable till 1870."

**Give Your Locations
Something New!
Something Different!**
in your bulk
VENDING MACHINES!

Check This List of
PAN'S FAMOUS CONFECTIONS

- Hard Shell Boston Baked Beans
- Hard Shell Boston Baked Beans Pee Wee
- Hard Shell Rainbow Peanuts
- Hard Shell Raisins Peanuts Pee Wee
- Smooth Giant Peanuts
- Smooth Giant Peanuts Pee Wee
- Hard Shell Buttered Peanuts
- Hard Shell Buttered Peanuts Pee Wee
- Red Shell Peanuts
- Hard Shell Gingham Peanuts Pee Wee
- Hard Shell Giant Peanuts Pee Wee
- Hard Shell Assorted Licorice Lollipop
- Hard Shell Root Beer
- Hard Shell Assorted Licorice Discs
- Hard Shell Licorice Lollipop
- Hard Shell Licorice Peaches
- Hard Shell Dairy Cup Eggs
- Hard Shell Buttered Peanuts
- Hard Shell Fruit Discs
- Hard Shell Cherry Drops
- Hard Shell Lime Drops
- Hard Shell Orange Drops
- Hard Shell Lemon Drops
- Hard Shell Assorted Cacao Patties
- Hard Shell Gum & Butter Patties
- Hard Shell Salt Patties
- Hard Shell Chew Drops
- Hard Shell Raspberry Mixture
- Hard Shell Red Imperial
- Hard Shell Green Imperial
- Oceanic Ocean Cubes
- Jelly Cup Beans
- Mini Tin Bits
- Chocolate Spanish Peanuts Pee Wee
- Chocolate Italian Peanuts
- Chocolate Virginia Peanuts
- Chocolate Woe Bits (A Mystery)
- Chocolate Malted Mills Balls
- Red Fairy Hearts
- Assorted Fairy Hearts
- Opus Hearts

Write for price list. Check samples wanted and enclose this ad.

PAN CONFECTION FACTORY
(MANUFACTURERS)
345 W. ERIE STREET
CHICAGO, ILLINOIS
"ORIGINATORS OF HARD SHELL CANDIES"
(See Our Display—
Hotel Sherman—Booth 57)

LUCKY CHARMS
Largest Assortment of Toys for Vending Machines.
MANY NEW STYLES
Write for New Low Price List.
Send \$1.00 for Sample Assortment
EPSTEIN NOV. CO., Inc. 116 Park Row, New York City.

NEW!
PEERLESS ROTARY
COMBINATION
Apple, Nut and Candy Rack
RACK ONLY
\$4.25
F. O. B. Factory.
HOLDS
25 Apples
40 Nut and Candy Packages
BEAUTIFUL AND STURDY
Die-cast base stands rigidly on four suction feet. Welded Steel Construction. Will last a lifetime. Nothing to get out of order. Silver Lustre Finish. Will ornament the highest class location.
PEERLESS PRODBOTS COMPANY
3333 Jay Road, DETROIT, MICH.

NOW! IMMEDIATE DELIVERY

EVANS' PHENOMENAL

TEN STRIKE

NO SKY-HIGH PROMISES... ACTUAL LOCATION TESTS THAT PROVE IT'S AMERICA'S No. 1 MONEYMAKER!

GOING BIGGER, BETTER AND HOTTER THAN EVER BEFORE

RUSH YOUR ORDER! DELIVERIES IN ANY QUANTITY.



THE REAL THING

EVANS' TEN STRIKE gives all the chills, thrills and spine-tingling ACTION of the real bowling game—America's fastest growing sport! This is your BIG CHANCE to cash in—quick!! Don't delay—RUSH YOUR ORDER TODAY!!

EXCLUSIVE DISTRIBUTORS FOR GREATER N. Y., LONG ISLAND AND SOUTHERN N. Y. STATE

BROOKLYN AMUSEMENT CO., INC.

660 BROADWAY, BROOKLYN, N. Y. (All Phones: EVergreen 8-4732)

A BASKETBALL TREAT

ANOTHER OF

CONTAINER'S COLORFUL CREATIONS

Not Just Another Board, But an Unusually Interesting Basketball Play.

2600 HOLES—GOAL SHOTS

Takes in 2,600 Holes @ 5¢ \$130.00

Pays Out (Average) 75.00

PROFIT (Average) \$ 54.64

'THE OPERATORS' MANUFACTURER'
CONTAINER MFG. CORP.

1825-1833 Chouteau Ave., St. Louis, Mo.



Atlas Sets Sails For 1940 Business

CHICAGO, Dec. 16.—Morris and Eddie Ginsburg, heads of the Atlas Novelty Co., recently welcomed their branch managers at the home office of the firm here. Reports emanating from the meeting of officials indicated that spirits are high at Atlas and that 1940 will see a bigger and better year for its operators and distributors alike.

The Ginsburg brothers report that plans have been formulated for 1940. At the same time they paid homage to the co-operation of the men in their organization for making the year of 1939 a banner year.

Attending were Phil Greenberg and Art O'Mella, of Pittsburgh; Mike Krates and Gene Struthers, of Detroit, and Ben Kulick and Bob Van Weisa, of Buffalo.

CHRISTMAS SPECIAL

- FREE PLAY**
- Airport, P.P. \$34.00
 - Big Six, P.P. 78.00
 - Chubbie 12.50
 - Conquest 19.00
 - Dartboard, P.P. 25.00
 - Fish 15.00
 - Flask 25.00
 - High Life 29.00
 - Wagon 14.00
 - Speedy 11.50
 - Triple Threat 33.50
 - Up A Up, P.P. 29.50
 - Variety, P.P. 50.00
- NOVELTY**
- Airport 327.50
 - Bank 22.50
 - Jump 9.00
 - Rolling Chair 37.50
 - Spinner 9.00
 - 77.00 EA: Bambo, Hi Lo, Pines, Spruce
 - Reserve, Bigger Flash, Zephyr,
 - 50.00 EA: Airway, Carps, Power Play, Regatta,
 - Review, Running Wild, Top.
- Send for Complete List Fasturing Low Prices.
175 Cash Deposit. Under \$15.00 Full Cash.
For Export Order: **NOVEMACHINES**, N. Y.

MARC MUNVES, INC. 555 West 127th St., New York, N. Y.

STILL THE BEST

- Place To Buy Your Used Coin-Operated, Parlor, Novelty and Arcade Equipment.
- | | | |
|-------------------------------|--------------------------------------|-------------------------------------|
| ARCADE EQUIPMENT | A.B.T. Med. F Targets \$10.00 | Grey Head Track Thru \$32.50 |
| Exhibit RACKER, F.S. \$80.00 | Bally Hot Vendors 37.50 | 1938 Bang Tails 35.00 |
| Rectis Baseball 40.50 | Western Baseball 35.00 | Lincoln Fields 35.00 |
| A.B.T. Challenge, F.S. 10.50 | Event Ten Series 50.00 | 1939 Longhorns 50.00 |
| Play Choice Microscopes 25.00 | Red, White, Blue Game, I.L. 22.50 | Mills Flashers 33.00 |
| Play Choice Hoops 80.00 | COIN-OPERATED | Reamers 18.00 |
| Ball Game Hoops 50.00 | 1/2 Track or Ball Games 57.50 | Demos 20.00 |
| Ball Game Vendors 12.50 | 1938 Kentucky Clubs 58.00 | Green Palm Races 310.00 |
| 120 new | Red Head Track Times 42.50 | Juniata Pick-Em 43.00 |
- DON'T FORGET WE TAKE TRADES & LET US KNOW WHAT YOU HAVE**
- CLEVELAND COIN MACHINE EXCHANGE** 2021-2025 Prospect Ave., Cleveland, Ohio



RED HOT PRICES ON JAR DEALS OF ALL KINDS

The most sensational Jar Deal of the year... in "Slam" and "Kick" Do want any operator's profit—at Rock Bottom Prices!

H. & H. NOVELTY SALES
645 HAMB BLDG ST. PAUL, MINN.

LOOK OVER THESE NEW PRICES AND SAVE \$\$\$

- All Reconditioned Ready To Operate. 1/3 Cash With Order, Balance C. O. D.
- | | |
|---|--|
| Seaburg 1938 Royals 1100.00 | Whirlizer Base Balls, 33 Triple Secre, \$64.50 |
| Seaburg 1938 Queens 1400.00 | Rock-Ola Balls De Luxe, 12 Ft. 64.50 |
| Rock-Ola 1938 Monarchs 139.50 | Regional Game Post, New 55.00 |
| Whirlizer 1938 Model 247 129.50 | Rock-Ola World Series 59.50 |
| Seaburg 1937 Royals 124.50 | Western Baseballs 59.50 |
| Seaburg 1937 Humiliated Bases 109.50 | Early Tug Eye 59.50 |
| Rock-Ola Imperial 204 Illuminated 89.50 | Early's Baseballs With Base 39.50 |
| 2024 Dance Master De Luxe 22.50 | Whirlizer Base Balls 37s 29.50 |
| 2025 Regular Dance Master 18.50 | Katney's Roulette Series 1070 |
- Write for Our New Bargain List. Listing Over 500 Reconditioned Machines. Used Phonograph Records. All Usable. Our Choice Per Hundred, \$3.00.

BADGER NOVELTY COMPANY
2640 N. 30TH STREET, MILWAUKEE, WIS.

SUBSCRIBE TO THE BILLBOARD
Be Ahead of the Crowd

TEN FREE PLAY

Latest Models 1-2-3s with Animal Reel, \$77.50. Send one-third deposit. Balance subject to inspection. Write for complete list of Free Play Coinier, Games and Slots.

Automatic Sales Co.
107 A Broad Street, NASHVILLE, TENN.

ATLAS VALUE PARADE

HOLIDAY SPECIALS

Thoroughly Reconditioned
MILLS 1-2-3 FREE PLAY (Late Models) . . . \$84.50
GOTTLIER TRIPLE GRIPS (Like New) . . . 8.50
ROCK-OLA WORLD SERIES . . . 59.50

All Latest Models

Seiberg Model A	\$ 29.50	Muritz 412	\$40.50
Seiberg Model B	32.50	Muritz 400	40.50
Seiberg R16 (18 records)	65.00	Muritz 516	47.50
Seiberg Rex (30 records)	119.50	Muritz 518A	50.50
Seiberg Royals (20 records)	129.50	Rockola Imported 20	70.50
Seiberg Claire (18 records)	174.50	Rockola Rhythm King (12 records)	44.50
Seiberg Royal	179.50	Mills Deluxe Dynamometer	21.50
Seiberg Gem	169.50	Mills Swing King	24.50
Muritz 312	47.50		

Reconditioned Grill Installed on All Models, \$9.00 Extra.
MURKINS MORE IN STOCK — WRITE FOR COMPLETE LIST.
 Send for Your Copy of Our Illustrated Photograph Catalogue.
 TERMS: 1/3 Deposit — Balance C. O. D.

CABLE ADDRESS: ATNOVOG.

ATLAS NOVELTY CO.

2100 N. Western Ave., CHICAGO, ILL. (General Offices)
 1901 Fifth Ave., PITTSBURGH.
 Associate Offices: Atlas Automatic Music Co., 2082 E. Jefferson St., Detroit, Mich.

AMERICA'S LARGEST DISTRIBUTORS

ali-baba



• Life is sweet when you're operating Ali-Baba — High Score, 30,000 to 50,000 (Adjustable). Eight skill lane roll-over switches — Two are mystery and one a free ball return — 24 beautiful and entirely new type bumpers. Play is thrilling — tantalizing — exciting — the perfect game for player competition.

\$99.50
 Convertible

STONER CORP.
 AURORA, ILLINOIS



Boost Bally Alley Production

CHICAGO, Dec. 18.—The carloads are coming explains George Jenkins, Bally Alley Co. sales manager, as the Bally alley swings into mass production of its Alley bowling games.

In fact, the carloads are already on the way—and more going out every day to every section of the country. Of late, the backlog of orders on hand is so big that it will be at least a month before we really catch up. But, by pressing shipments, we are taking care of anybody, so operators everywhere can get those big Bally Alley bowling alleys.

The greater part of Bally's main factory has been turned into a gigantic machine geared to produce Bally Alley alleys hundreds daily. Plans are being completed for day and night production, which will further increase our daily output.

"While we are now producing a huge volume of bowling games daily, 'mass production' is not quite the word to use, since each and every Bally Alley is built by a system which provides for minute inspection at several different stages of assembly. The complete machine is then subjected to exhaustive tests to insure smooth operation."

Speaking of bowling profits, we are receiving reports which are truly amazing—particularly for a skill amusement game. For example, one Baltimore operator wrote that a Bally Alley in a prominent hotel actually earned more in any other machine ever has. This

is probably an exceptionally live spot, but the fact remains that we are getting dozens of reports of high daily collections, many of them in locations which have never netted more than one-half that amount previously even with popular novelty tables. Bally Alley is providing a surprise to most of us; earnings far surpassing the most optimistic prophecies."

Churvis Joins Grand National

CHICAGO, Dec. 16.—Mac Churvis, formerly associated with a large advertising concern on the West Coast, has joined the Grand National Sales Co., Chicago distributors.

Churvis has demonstrated his ability outside of the coin machine industry. During the last World War he was appointed as President Wilson's personal radio man aboard the U. S. S. George Washington. He acquitted himself in a manner befitting naval tradition.

In 1919 Mac was actively associated with the late Colonel Simmons in organizing one of the first American Legion posts in the East. He became the post's first commander. His affiliation with the American Legion has continued thruout the years.

Having covered almost every State in the Union during the past 20 years, he has numerous friends from Coast to Coast. They all wish Mac well in his new association with Al Gehring and the Grand National Sales Co.



HOOSIER HOT SHOTS AND OPERATOR POTTER teamed up in Danville, recently to bring many nickels to the phonographs and many patrons to the theater. Two weeks prior to the appearance of the Hot Shots, Potter placed a Hot Shot record on all of his phonographs and advertised the record and their appearance on phonograph backboards. He also placed a phonograph in the theater lobby with all Hoosier Hot Shot records. "The response was terrific," he stated. "Play on Hoosier Hot Shot records in one week on my phonographs totaled 3,000 plays—and the theater hung out the HRO sign at every appearance of the Hot Shots." Above are the Hoosier Hot Shots and Operator George M. Potter. Potter stands fourth from the left.

FREE PLAY GAMES
 511pool \$45.00 | Tetrals \$42.50
 5th Inn. 22.00 | Keega-Ball, 45.00
 D. Jones 29.50

EXCLUSIVE N. Y. DISTRIBUTOR
STONER'S ALI-BABA
 Rush Your Order Now!

BUDIN'S, INC. 174 SO. PORTLAND AVE., BROOKLYN, N. Y. Telephone NE-9-0140

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 2.58
 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 1.32

CHAS. A. BREWER & SONS
 Largest Board and Card House in the World
 6320 Harvard Ave., CHICAGO, U. S. A.

EXHIBIT'S

Jumper

with

ASTONISHING NEW HIGH SCORE FEATURES

- HIGH SCORE SUBWAY POCKETS
- DISAPPEARING BALL ACTION
- THRILLING JUMPER FEATURE
- RECORDING POP-OUT POCKETS
- OUT BALL RETURN

PLUS

- NEW HEAVY DUTY STEP UP UNIT
- ARC PROOF SUPER SENSITIVE DISC TYPE BUMPERS
- BRILLIANT CHROME BALLS

BALLS DISAPPEAR
New!

BALLS RE-APPEAR
New!

SCORE ADDS LIGHTS FLASH

Order from Your DISTRIBUTOR TODAY

EXHIBIT SUPPLY CO., 4222 W. LAKE ST., CHICAGO



FREE PLAY COMBINATION
10450
Change from free play to Regular in a Jiffy Right on Location.

CLEARANCE

- | | |
|----------------------------|---------|
| 1/3 DEPOSIT—BAL. G. O. D. | |
| Baby Bowling | \$ 9.50 |
| Old Ball, plain | 12.50 |
| Id. Ball | 15.00 |
| Library, Free Play | 19.50 |
| Old Club, Free Play | 19.50 |
| Pacific Baseball | 27.50 |
| Exhibit Baseball | 29.50 |
| Cricket, Free Play | 34.50 |
| Cricket, plain | 30.50 |
| Cricket, Cherry, Free Play | 30.50 |
| Sup. Free Play | 45.00 |
| South, Free Play | 45.00 |
| Western Baseball | 59.50 |
| Follow-Up, Free Play | 59.50 |
| Triple Threat, Free Play | 68.00 |
| Triple Threat, plain | 59.00 |

MILWAUKEE COIN MACHINE CO.
1655 W. Fond du Lac Ave., Milwaukee, Wis.

FLASH Operators—Distributors ATTENTION Get In On

SHIMMERDICE GAMES
"Share the Profit Plan"
Actually pay for themselves first 24 hours with plenty of profit to boot.
After first day just pay "Golden Greys" 10¢ each between operator and location.
Operators' Cost, \$4.50
Grab your pencil.
No. Mail—Telephone—Now for samples of good supply and full particulars.
Distributor—Hurry for closed territory.
LIBERTY MFG. CO.
BOUNCE BLUFFS, IA.

WANT FOR SALE
Sole Trade Records, To Sparks, Gingers.
Apply to: **Toledo Coin Machine Exch.**
522 Adams St., Toledo, Ohio.
522 Adams St., Toledo, Ohio.

New Albany, N. Y., Distributing Firm

POUGHKEEPSIE, N. Y., Dec. 16.—Al Schlesinger, of Square Amusement Co., and Morris Silverstein, New York coinman, will open offices in Albany about December 20, they reported, and will feature the products of the Book-Of-A-Mfg. Corp.

This is the first time that Square Amusement Co. has branched out to extend its activities farther than this city. Al Schlesinger was given the honor a few years ago of being appointed president of the former Empire State Skill Games Board of Trade, the State-wide organization for the maintenance of the operating business. Morris Silverstein has always been one of the leaders in New York City, it is reported.

"There is no doubt that good machines are helping operators everywhere to a better and more certain profit income," they said this week. "By actual experience we have learned that our products are the best products in which operators can invest at this time."

"The phonographs and the new bowling alley, Ten Pins, are getting a tremendous amount of attention from the operators in Northern New York State, and being in the center of this large territory in Albany, we believe that we shall be able to better serve the trade here than ever before."

New Coin Firms

ALBANY, N. Y., Dec. 16.—The Coin Self Service Co., Inc., Manhattan, was issued a charter of incorporation today by the secretary of state. The company has a capitalization of \$2,000 and plans to deal in vending machines of all kinds. The stockholders are Stuart G. Lyon, New York; Henry E. Watkins, Forest Hills, L. I.; and Hyatt H. Lyon, Great Neck, L. I.

The Ace Music Service, Inc., Brooklyn, The operation of music machines. Capital: 200 shares of stock. Shareholders: Ruth Hoffman, Morris Slater and Beatrice Shapiro, Brooklyn.



PRICE EACH \$5.92
Send for Catalogue of Other Muddy-Makers

Boost YOUR Kitty WITH POKER KITTY

A definite payout board with 130 winners to keep players shooting! Easy-to-open, easy-to-read Poker Hand tickets. Striking color combination stands out in any location.

No. 1402 1400 Holes
Takes in 2¢ - 2¢ = \$70.00 | GROSS \$32.25
Definite Payouts = 37.50 | PROFIT

HARLICH MFG. CO. 1413 W. Jackson Blvd. Chicago, Illinois

STOP, LOOK AND WRITE!

FOR OUR NEW LOW PRICES ON . . .

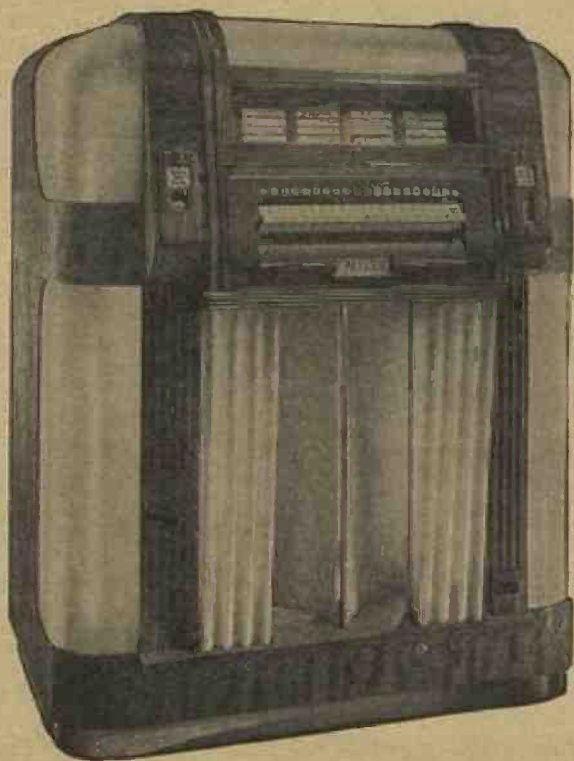
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| Grand Stands | Thistle-downs | Avigon, F.P. | Coll. Crisp |
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ALL THE NEW AND LATEST GAMES READY FOR IMMEDIATE DELIVERY.

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WHAT . . .	ALSO . . .	WHEN . . .	WHERE . . .
Bank . . . \$27.50	Books, Free Play \$22.75	You want special prices on new games, write to	The best of the finest reconditioned games in the U.S.A.
Bubbles . . . 12.00	Stop & Go, Free Play 21.00		
Chorus . . . 22.50	Conco Fair, Free Play 11.00		
Disc-Popcorn . . . 22.50			
Fish . . . 28.50			
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- Better Tone
- Better Looks
- Better Mechanism
- Better Cash Box

TOTAL **Highest Earnings**

PHONO-MIKE

If increasing collections for phonograph operators everywhere! Held locations and gets new locations! Brings greater respect and attention for you and your machines!

Rush Your Order for PHONO-MIKE Today! Can easily be attached to machines or wall. Patrons can sing, whistle, etc., while being accompanied. Can be used for announcements, etc. **PHONO MUST BE USED WITH PHONO-MIKE!**

PHONO-MIKE can be used with ANY record machine.

\$15.85

Quantity and price subject to change without notice.

1/2 with order, but C. O. D., F. O. B., Baltimore



ROY MCGINNIS, 2011 Maryland Ave., Baltimore, Md.

Penna., New Jersey, Maryland, Delaware Operators

WE HAVE THEM



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212 & 214 Haverhill St., Philadelphia, Pa.

Philly Distrib Speeds Service

PHILADELPHIA, Dec. 16.—Joe Ash, of Active Amusement Machines Corp., reports that one of the first moves of his organization in 1940 will be to arrange for the speediest of service systems.

"We have introduced many innovations in the line of better service," Ash stated, but we believe that the type of speedier service we will introduce with the new year will prove to be one of our greatest achievements.

"There is no doubt that the service problem today is one of the most outstanding in the industry. Operators cannot drag machines off locations as they could a year or so ago. Especially with the fact that the machines are getting bigger and heavier all of the time, a new system must be devised whereby the operator will be assured that if any serious trouble arises an expert can get to his location in a hurry and have the machine back in working order in a jiffy."

Active is increasing space for its service departments at its present quarters.

HURRY! HURRY!

YOU ONLY HAVE UNTIL

MIDNIGHT, DEC. 31,

TO GET YOUR FREE ROUND TRIP TO THE GREAT CONVENTION IN CHICAGO . . .



If you operate in New York State; Northern New Jersey; Connecticut (Fairfield County); Pennsylvania (17 ways, Susquehanna, Bradford, Tioga); just purchase 10 of more of the "RICHEST and RAREST OF PHONOGRAPHS" Mills Throne of Music between now and December 31, 1939, and we'll pay your round-trip fare to and from the great coin machine convention in Chicago. MEAR operators from all over the country acclaim Throne of Music. See how Mills features Throne of Music. KNOW you've bought the best in 1939 for 1940. PLACE YOUR ORDER TODAY AT ANY OF OUR 4 OFFICES!

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519 West 47th St., NEW YORK. | 11-15 E. Runyon St., NEWARK, N. J.
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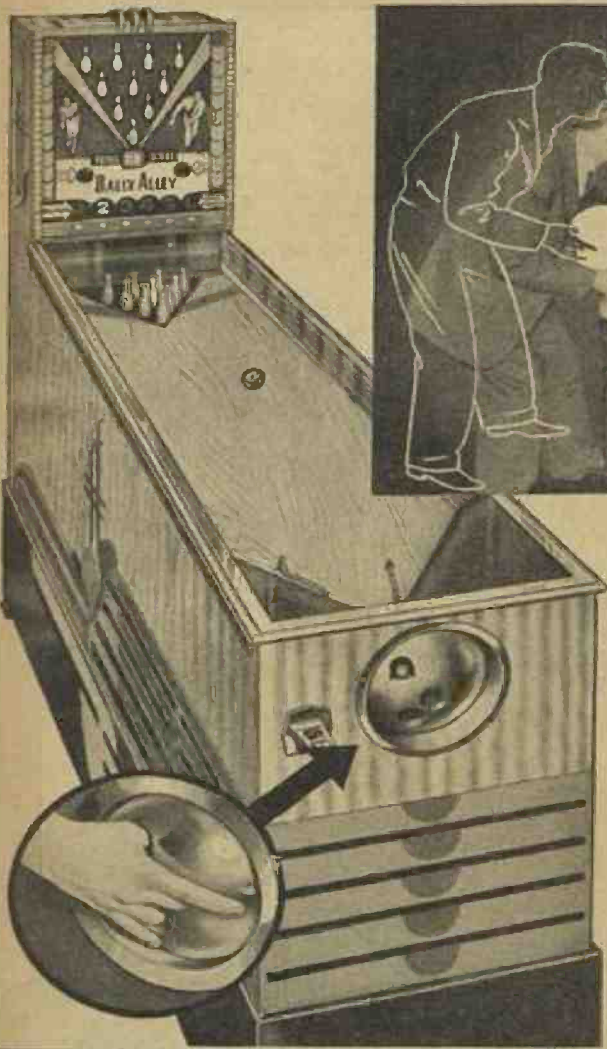
You can ALWAYS depend on JOE ASH — ALL WAYS
Pre-Inventory SALE — ALL FREE PLAY Games

Brand New In Original Cases	Champions \$54.50	Twinkle . . . \$49.50	Stop & Go	\$22.50 Each
Dave's Latest	Rebound . . . \$45.00	Follow Up . . . 49.50	Boo!em	
PARADISE	Variety . . . \$48.50	Pyramid . . . \$48.50	Chewin	
Listed at \$64.50 ONLY \$40.50	Tyrite Thrust \$4.50	Snooks . . . \$9.50	Winners	

1/3 DEPOSIT, BALANCE SHIPPED O. O. D.

ACTIVE AMUSEMENT MACHINES CORP.

900 North Frankln Street, Philadelphia, Pa. Phone: Market 2656.



Realistic BOWLING ACTION

When you play BALLY ALLEY, you're not merely watching—you're actually playing! You're bowling! You grip a full-size "ball" in your fist (see circle inset at left) . . . you aim . . . you get the right "English" or HOOK. And YOU CONTROL THE SPEED of the ball—a slow curve or a smashing cannon-ball shot! The skill is in YOUR hand and YOUR eyes. YOU'RE doing the bowling . . . and you simply can't quit!

BALLY ALLEY earns \$37 in 12 hours

Imagine a skill-amusement game earning \$37 in one day! Sounds like pay-table profits—but is an actual report on BALLY ALLEY (name of operator on request). And every cent is profit! The powerful fun-and-competition appeal of BALLY ALLEY insures continuous repeat play without awards.

Other collection reports, ranging from \$5 to \$35 daily net profit, are coming in from all sections of the country. Get your share! Order BALLY ALLEY today!

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BERT LANE Says:

HONESTLY, WE'RE DOING OUR LEVEL BEST TO SUPPLY THE RECORD-BREAKING DEMAND FOR

FOLLIES OF 1940

BIGGEST BONANZA SINCE the GOLD RUSH!

SEABOARD SALES, INC.

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SAVOY'S WEEKLY SPECIALS RECONDITIONED and GUARANTEED

NOVELTIES—USED	ABT'S CHALLENGERS	NOVELTIES—NEW
<p>A-1 SHAPE</p> <p>Toppers, F.P. . . . \$45.00 Golden Gate, F.P. . . . 45.00 Speaks, with steel gears . . . 35.00 Up & Up, F.P. . . . 32.50 Hold Tight, F.P. . . . 32.50 Chubbins, F.P. . . . 32.50 Majors, F.P. . . . 25.00 Contacts, F.P. . . . 25.00 Ohio, Fast, F.P. . . . 25.00 Toys, F.P. . . . 25.00 Davy Jones, F.P. . . . 50.00 Steady's Lot, F.P. . . . 50.00 Mickey Old Ball Rev. . . . \$9.50 Daily Down Rev. . . . \$9.50</p>	<p>Fast Sellers Legal Everywhere</p> <p>\$22.50</p> <p>Stands to Match, \$2.95</p>	<p>Chicago Coin's Commodore's O'Boys Nippy Lucky Stoner's AB Baba Bally's Bally Alley Cold Cup C. O. D. Topnotcher Genco's Follies Exhibit's Jumper Keeney's Super Charger Big Six</p>

1/3 Deposit With Order, Balance C. O. D., F. O. B. Baltimore, Md.

SAVOY VENDING CO. 400 S.W. FRANKLIN ST. BALTIMORE, MD.

SAVE WITH SAVOY! RECONDITIONED and GUARANTEED

NOVELTY GAMES	Books (with new metal gear)	FREE PLAYS	DAVY JONES BRAND
<p>Airport . . . \$25.00 Bert, Champs . . . 17.50 Bob Score . . . 14.00 Chevron . . . 25.00 Chubbie . . . 12.50 Contact . . . 16.00 Six Inning . . . 18.00 Majors . . . 14.00 Pyramid . . . 18.50 Side Kick . . . 10.00 Spotlight . . . 20.00</p>	<p>20 . . . 20.00 Bans . . . 20.00 Triple Threat . . . 35.00 Zanzib . . . 29.50</p>	<p>Variety . . . \$85.00 Nippy . . . 25.00 Chubbie . . . 27.50 Cowboy . . . 42.50 Up & Up . . . 30.00 Davy Jones . . . 29.50 Lucky . . . 28.00 Champion . . . 27.00 Klick . . . 15.00 Fals . . . 17.50</p>	<p>New, Original Game, \$40.00 Western BASEBALL, 1939, Light-Up Back-board, Like New, \$59.50</p>

WANTED Used A.B.T. CHALLENGERS Any Quantity!

1/3 DEPOSIT WITH ORDER, BALANCE SHIPPED C. O. D.

SAVOY VENDING COMPANY, INC. 651 ATLANTIC AVE., BROOKLYN, N. Y. (Tel. 2, N. 6-3483)

EMPIRE 16 PLAY CIGARETTE MACHINE

Equipped with Ball Gum Vender. Really heavy Positive Stops—Cannot be Shaken or Checked. Phenomenal in Earning! Patent Small, but made for big use and hard abuse.

\$17.50

1/3 Deposit. BALL GUM (15c a Box, 1100 Pieces) CASE (100 Boxes) \$12.00.

SICKING, Inc. 1922 Freeman, Cincinnati, O.

ENTIRELY NEW AND DIFFERENT

Penny Counter Skill Game. Plays with 5 steel balls. 100% legal requirements. Completely mechanical. Patent secured, wherever permitted. Irresistible appeal. WYNS for low price.

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6 GAMES—YOUR CHOICE—FOR \$49.50

Miami	Major	Thunderbolt
Requet	Newsw	World War
Phoe	Old Ball	Side Kick
Subbin	Jungle	Star & Co
Swing	Flora	St. Louis
	Swaggy	and one hundred others. Send order with 1/3 deposit.

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SMART MONEY
still going on
BOWLING ALLEY!
BE PATIENT, PLEASE!
Simple as a-b-c!
3 ways to score!
FREE PLAY
\$99.50
(Convertible)

IMMEDIATE DELIVERY

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SEQUENCE GAMES—
LITE-O-CARD
is still in a
CLASS
by Itself!
Alluring SELECTOR Feature!
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GOTTLIEB BOWLING ALLEY

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ILLUMINATED DOME, FRONT GRILLE and DOOR PLASTIC

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GRILLE—DOOR PLASTIC **\$13.66**
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The greatest football board ever! Plenty of gorgeous colors for unusual flash—plenty of real football action. Order immediately and cash in on the full football season.

From 20-27. Football symbol tickets. Taken in 2000 holes @ \$1—\$100. Pays out (average) \$48.16. Profit (average) \$53.84. Semi-Unique Board—Crisscross protectors—lover jobs. Protected winners.

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Every year since introduced, Wurlitzer Phonographs have been the overwhelming choice of Music Merchants.

Quick to discover they could make more money with "Wurlitzer"; Music Merchants have purchased more Wurlitzers than any other make. Today Wurlitzer leadership is still unchallenged.

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